**Welcome to Strive Wellness Rewards!**

Strive Premier Wellness Rewards Program

We’re excited to help you reach your well-being goals and encourage you to earn rewards along the way. Using Blue Cross and Blue Shield of Kansas’s health and wellness platform, Strive, powered by WebMD ONE, you will be able to sign up for activities and document your progress.

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Our wellness program will run from [insert date] to [insert date] and you will have that time to complete and record five require activities for 60 points plus optional activities to earn your total of 120 points [enter reward type and amount].

Getting started

**Blue Cross and Blue Shield of Kansas (BCBSKS) members**
If you don’t already have a BlueAccess account, you will need to create one at bcbsks.com/blueaccess. Through your BlueAccess account, you can access Strive. You will then need to create a Strive account.

**Not a Blue Cross and Blue Shield of Kansas member?**
If you are not the primary policyholder of Blue Cross and Blue Shield of Kansas through your employer but need a Strive account to participate in employer health initiatives and rewards, you can register for a Strive account at bcbsks.com/strive after receiving your registration email.

Once you have an account, log in to Strive to begin your wellness journey at bcbsks.com/strive.

Strive is a personalized well-being experience. Whether you would like to spend more time working out at home, focusing on mindfulness, being active with your family, or doing anything in-between, Strive can be customized to help you achieve your unique goals.



Blue Cross and Blue Shield of Kansas is an independent licensee of the Blue Cross Blue Shield Association. BLUE CROSS®, BLUE SHIELD® and the Cross and Shield Symbols are registered service marks of the Blue Cross Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. Strive, powered by WebMD ONE, is our health and wellness platform that provides a personalized experience to help our members build daily habits, achieve their health goals and thrive at work and life. WebMD ONE is our contracted vendor for this platform and is not affiliated with Blue Cross and Blue Shield of Kansas.

Wellness tracking

Within Strive, you can access the [insert program name] Rewards tab, which will show information about our wellness program and will track your progress and activity completion.

The Strive All-Star rewards program involves the completion of five required activities and enough optional activities to earn a total of 60 points.

Required activities

1. **Biometric screening**

Complete the listed biometric screening tests. The screening must include:

* Height
* Weight
* Waist circumference
* Blood pressure
* Fasting blood sugar
* Lipid panel including HDL, LDL and triglycerides

[Define where these may be completed such as their primary provider office, at an onsite group event, at a health fair.]

Once you have completed the biometric screening, enter the date of the exam. Recording this event indicates you have completed the activity as required.

**Limit one time for a credit to earn 10 points.**

1. **Online Health Assessment (HA)**

A link to the Health Assessment will be available in your Strive wellness program. Once the HA is completed, the system will automatically record and credit your 10 points on your wellness program.

**Limit one time for a credit to earn 10 points.**

1. **Annual preventive exam**

Complete a wellness check-up with your doctor. The types of exams that fulfill this activity include:

[Indicate which exams will fulfill this item. Notify BCBSKS if you will not accept all of the following.]

* Annual wellness check-up (well woman or well man check-up)
* Mammogram
* Colonoscopy or colorectal exam
* Routine dental cleaning and exam
* Routine vision exam

Once you have completed the visit, enter the date and select exam completed from the drop-down list. Recording this event indicates you certify you have completed the activity as required.

**Limit one required preventive exam for a credit to earn 10 points.**

1. **Employer groups will select between Community Service Event or Daily Habits.**

Community Service Event

[Your group will need to determine how employees fulfill this item. Will you offer company events or pre-identify acceptable service locations and requirements?]

[Define the options and provide details on when, where, what events will fulfill this item.]

After completing this activity, please enter the date. Recording this event indicates you certify you have completed the activity as required.

**Limit one for credit in this required category to earn 20 points.**

Or

Complete a Daily Habits Plan

A link will be available on your Strive Wellness Program to select a Daily Habits Plan. Within Strive, you will participate in one of 19 focus areas. Daily Habits are programs that help you create small, actionable goals that will help you stick with the program and create lifelong healthy patterns. Plans run from between 28 to 56 calendar days; allow enough time to complete and record before the end of your program!

When you select your topic, enter your progress and complete a Daily Habits Plan, the system will automatically credit you.

**Limit one for credit in this required category to earn 20 points.**

1. **Participate in an educational activity**

[Your group will need to determine how employees fulfill this item from educational events, EGW presentation, BCBSKS webinar, etc. Define the options and provide details on when this will be scheduled, when they will be notified, etc.]

[You may choose to use the standard text below or modify as needed.]

For details on how to fulfill this activity, consult your company wellness committee.

After completing this activity, please enter the date completed. Recording this event indicates you certify you have completed the activity as required.

**Limit one for a credit in this required category to earn 10 points.**

Optional activities: For the remainder of your 60 points (to reach 120 total points), you may choose from the following:

1. **Additional annual preventive exam**

Complete one additional wellness check-up:

* Annual wellness check-up (well woman or well man check-up)
* Mammogram
* Colonoscopy or colorectal exam
* Routine dental cleaning and exam
* Routine vision exam

Once you have completed the visit, enter the date and select exam completed from the drop-down list. Recording this event indicates you certify you have completed the activity as required.

**Limit one for credit in this optional category to earn 10 points.**

1. **Complete a Daily Habits Plan**

A link will be available on your Strive Wellness Program to select a Daily Habits Plan. Within Strive, you will participate in one of 19 focus areas. Daily Habits are programs that help you create small, actionable goals that will help you stick with the program and create lifelong healthy patterns. Plans run from between 28 and 56 calendar days; allow enough time to complete and record before the end of your program!

When you select your topic, enter your progress and complete a Daily Habit Plan, the system will automatically credit you.

**Limit one for credit in this optional category to earn 20 points.**

1. **Participate in an educational activity**

[Your group will need to determine how employees fulfill this item from educational events, EGW presentation, BCBSKS webinar, etc. Define the options and provide details on when this will be scheduled, when they will be notified, etc.]

[You may choose to use the standard text below or modify as needed.]

For details on how to fulfill this activity, consult your company wellness committee.

After completing this activity, please enter the date completed. Recording this event indicates you certify you have completed the activity as required.

**Limit one for a credit in this optional category to earn 10 points.**

1. **Activity Challenge or Wellness Event or Challenge**

[Your group will need to determine how employees fulfill this item. Will you offer a Strive pre-populated challenge or wellness activity? Define the options and provide details on when this will be scheduled, when they will be notified, etc.]

[You may choose to use the standard text below or modify as needed.]

For details on how to fulfill this activity, consult your company wellness committee.

After completing this activity, please enter the date completed. Recording this event indicates you certify you have completed the activity as required.

**Limit one for credit to earn 10 points.**

1. **Community Fitness Event**

[Your group will need to determine how employees fulfill this item. Define the options and provide details on when this will be scheduled, when they will be notified, etc.]

[You may choose to use the standard text below or modify as needed.]

For details on how to fulfill this activity, please consult your company wellness committee.

After completing this activity, please enter the date completed. Recording this event indicates you certify you have completed the activity as required.

**Limit one for credit to earn 10 points.**

1. **Community Service Event**

[Your group will need to determine how employees fulfill this item. Will you offer company events or pre-identify acceptable service locations and requirements? Define the options and provide details on when, where, what events will fulfill this item.]

[You may choose to use the standard text below or modify as needed.]

A minimum of four hours of your Voluntary Benefit must be used to satisfy this requirement. You may conduct individual volunteer work or participate in a company sponsored event for credit.

Any community service that is approved. Consult your company wellness committee to determine what is accepted for credit.

When you complete the event, please enter the date of completion for the event.

**Limit one for credit to earn 10 points.**

1. **Complete the BCBSKS Nurse Health Coaching Program (BCBSKS insured members only)**

If you are participating in coaching for your Strive Wellness Program, you must enroll before MONTH DD, YYYY, to complete a minimum of 6 calls.

[To access this coaching program, CLICK HERE] (https://www.bcbsks.com/health-and-wellness/disease-management)

Blue Cross and Blue Shield of Kansas offers health coaching to our members at no cost! You must complete a minimum of 6 calls with one of our registered nurses to earn these points.

**Please enroll no later than four months prior to the end of the wellness program to complete all 6 calls and receive credit.**

Topics include Asthma, COPD, diabetes, heart disease, high blood pressures, high cholesterol, stress, or weight loss. We also offer a maternity program to help during pregnancy and post-partum.

After completing this activity, please enter the date completed. Recording this event indicates you certify you have completed the activity as required.

**Limit one for credit in this optional category to earn 20 points.**

1. **Report your tobacco-free status within the Health Assessment.**

For this nicotine affidavit, nicotine-free indicates you have not used any nicotine product in any form or amount in the last six months or longer. You are not nicotine-free if you have used tobacco or nicotine products within the last six months regardless of the frequency or location.

Nicotine products include cigarettes, E-cigarettes, cigars, pipes, all smokeless tobacco (chew, snuff, dip, & others) and any devices including tobacco products. Falsifying this information may be considered fraud & grounds for disciplinary action.

**There is no editable text associated with this activity.** A link to the Health Assessment will be available on your Strive Wellness Program. Once the HA is completed it will automatically be recorded and credited your points.

**Limit one time for a credit to earn 10 points.**

1. **Tobacco Cessation BCBSKS Nurse Program (BCBSKS insured members only)**

If you are participating in tobacco cessation coaching for wellness, you must enroll before [MONTH DD, YYYY] to complete a minimum of six calls. [To access this coaching program, CLICK HERE] (https://www.bcbsks.com/health-and-wellness/disease-management)

Blue Cross and Blue Shield of Kansas offers health coaching to our members at no cost! You must complete a minimum of six calls with one of our registered nurses to earn these points. Please enroll no later than four months prior to the end of the wellness program to complete all six calls and receive credit.

After completing this activity, please enter the date completed. Recording this event indicates you certify you have completed the activity as required.

**Limit one for a credit to earn 20 points.**

1. **Complete a plan to quit tobacco**

**There is no editable text associated with this activity.** A link will be available on your Strive Wellness Program to select the Tobacco Cessation daily habits plan. This plan runs for 28 calendar days; allow enough time to complete and record before the end of your program!

When you select your topic, enter your progress, and complete the Tobacco Cessation Daily Habit plan, the system will automatically record and credit your points.

**Limit one for a credit to earn 20 points.**

1. **Financial well-being**

The goal of this program is to increase the participant’s knowledge of good financial management and planning practices, and to reduce the stress associated with financial uncertainty.

This program includes the following financial topics to give participants access to informative topics, educational materials and help set self-reported goals related to each of the module materials:

[Indicate if all topics are needed to fulfill this item; if any need excluded, notify the Group Wellness Online Specialist of the activities you will not accept.]

* Building a budget
* Improving your credit score
* Navigating taxes
* Paying down debt
* Saving money
* Home financial planning
* Basics of investing
* Planning for your retirement
* Getting the most from your 401(k)
* Understanding insurance
* Becoming a financially fit family
* Building financial resilience

After completing this activity, please enter the date completed. Recoding this event indicates you certify you have completed the activity as required.

**Complete all topics to earn 20 points. Limit one time for credit.**

1. **Remain engaged with your text-based coaching program for 30 days**

In each program, you will work with a health coach to guide and motivate you through engaging text messages to help maintain or build healthier habits. Register today!

There is no editable text associated with this activity. A link will be available on your wellness program to select the text-based health coaching program. Programs run between 3 to 12 months. After your 30 days milestone of engaging within your selected program, the system will automatically record and credit your points.

Select a program below to register:

* Diabetes prevention: A 12-month interactive coaching program that helps you with pre-diabetes by sharing healthy eating tips, how to incorporate activity into your life, and celebrating success along the way.
* Diabetes self-management: This is a 6-month program designed to help you with type 2 diabetes by building self-care skills, and to establish a true, personal foundation of glycemic control.
* Health living navigator: A year-round program that focuses on a different health topic each month! This is a light-touch program that helps you stay on track with living a healthy lifestyle.
* Heart health: In this 6-month program you'll build and reinforce skills around heart health like medication adherence, diet, and exercise.
* Hypertension management: A 6-month program focused on building and maintaining confidence in diet, exercise, blood pressure monitoring, and more.
* Medication adherence: In this 3-month program, a coach will help with remaining adherent to your medication, or help you establish a routine if you're new to taking medication and build those life-long habits.
* Stress/resilience: A 6-month program that will help you strengthen your resilience by checking in with your core values, practice gratitude, build sleep habits, and more.
* Tobacco cessation: A 6-month personal plan to guide you throughout your quit journey, focusing on daily motivation, tips on what to anticipate, and more.
* Weight loss: In this 12-month weight loss journey, you'll learn that there are more key focuses in weight loss besides eating healthier and being more active. You'll find that social support and outside stressors also play into your plan and your coach will be there to help you along the way.

**Limit one for credit to earn 20 points.**

We are excited for you to continue your wellness journey. If you have any questions about the wellness program, please contact [fillable section].