**Welcome to Strive Wellness Rewards!**

Strive Starter Wellness Rewards Program

We’re excited to help you reach your well-being goals! Using Blue Cross and Blue Shield of Kansas’s online wellness platform, Strive, powered by WebMD ONE, you will be able to participate in health-related activities and track your progress.

MC621K 07/24

Our wellness rewards program will run from [insert date] to [insert date] during which time you can complete one required activity and your choice of three optional activities to complete the Starter program. Completion of the Starter program qualifies you to receive [specify 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 and create your profile.

**Not the primary Blue Cross and Blue Shield of Kansas policyholder through your employer?**  
If you are not the primary policyholder of Blue Cross and Blue Shield of Kansas through your employer but would like to participate in your 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.

A black background with a black square

Description automatically generated with medium confidence

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

Setting goals and tracking your efforts are important habits for creating lasting change. Within Strive, you can stay on top of things using the [insert program name] Rewards tab, which provides information about the wellness program and allows you to track your progress and activity completion.

The Strive Starter rewards program involves the completion of one required activity and three optional activities of your choice to earn a total goal of 40 points.

Required activities

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

The HA can be completed within your Strive dashboard. You will see a link to the Health Assessment in the Strive wellness program. Once the HA is completed, the system will automatically record and credit your 10 points toward your 40-point total goal.

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

Optional activities: Choose three activities for a total of 30 additional points (10 points each):

1. **Biometric screening**

Complete a biometric screening which includes the following tests:

* 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 of 10 points in this category.**

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 time for a credit of 10 points in this category.**

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 time for a credit of 10 points in this category.**

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 of 10 points in this category.**

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