

Welcome to your 2024-2025 Be Well \$200 Rewards Program!

Earn Rewards... for living healthier!

Participating is easy.
Earn points by completing
healthy activities and get
rewarded for becoming a
healthier you!



How to Get Started

Download the **My Highmark app** by scanning the **QR Code** above or visit **MyHighmark.com**. Here, you'll find everything you need to manage your benefits and your health. After you create an account, you can begin your program, track your progress, and complete many of your activities right from the app or website.

Important Deadlines

The program begins **November 1, 2024**. Complete all program requirements by **October 31, 2025**, to earn your reward!

Eligibility

Current medically covered employees are eligible for this program.

Have questions?

Call the number on the back of your member ID card for more details.

How do I earn my incentive?

Don't wait. Make sure you register on or after **November 1, 2024**, to start earning your wellness incentive through **October 31, 2025**.

By completing the Health Assessment, a Preventive Exam, and 2 of the additional activities listed below, you can earn a **\$200 reward** in the form of a digital Amazon gift card.

- ✓ **Complete the Health Assessment (Required)**
Simply complete or update your survey during the rewards program time frame to receive credit for this activity.
- ✓ **Complete a Preventive Exam (Required)**
Earn credit for completing your regular preventive exam. To earn credit for this activity, you must complete your annual Preventive Exam with your PCP **between November 1, 2023 and October 31, 2025**
- ✓ **Complete 2 Additional Activities**
 - Complete a Preventive Screening** that is appropriate for you based on your age and gender
 - Engage with your Highmark care team** or Highmark wellness coach
 - Complete a challenge** on your Highmark member portal
 - Complete a digital health program** on your Highmark member portal

Rewards are provided by your employer and not your health plan.
Rewards are subject to income taxes, may be subject to applicable wage withholdings, and may take the form of a spending account contribution.
Health benefits or health benefit administration may be provided by or through Highmark Blue Shield or Highmark Health Insurance Company, which are independent licensees of the Blue Cross Blue Shield Association.
The Claims Administrator/insurer complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.
ATENCIÓN: Si usted habla español, servicios de asistencia lingüística, de forma gratuita, están disponibles para usted. Llame al número en la parte posterior de su tarjeta de identificación (TTY: 711).
请注意：如果您说中文，可向您提供免费语言协助服务。请拨打您的身份证背面的号码（TTY：711）。

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