Wellness Rewards is an online tool of WebMD Health Services, offered as part of Highmark’s integrated online health platform.

WebMD Health Services is a registered trademark of WebMD, LLC. WebMD Health Services is an independent and separate company that supports Highmark Blue Cross Blue Shield online wellness services. WebMD Health Services does not provide Blue Cross and/or Blue Shield products or services. WebMD Health Services is solely responsible for its programs and services, which are not a substitute for professional medical advice, diagnosis or treatment. WebMD Health Services does not endorse any specific product, service or treatment.

you CAN NOW EARN REWARDS FOR MAKING HEALTHY CHOICES.

INTRODUCING HIGHMARK WELLNESS REWARDS
AGENDA

- Introducing Franklin & Marshall’s Wellness Program for FY16
- Highmark Wellness Rewards Program parameters
  - Qualifications, Timing, Reward Options and Privacy
  - Login
  - Wellness Reward Dashboard: Earning Rewards
  - Navigating the Site
  - Employer Sponsored Programs
  - Questions/Links to Additional Information
F&M’S WELLNESS PROGRAM THROUGH HIGHMARK BLUE SHIELD

- The F&M Wellness Committee and Highmark have worked together to develop a customized Highmark Wellness Reward Program.

- Highmark Wellness Rewards is an online incentive program that allows you to earn points for staying healthy. If you earn enough points and complete the wellness profile, you may be eligible to receive a cash Wellness Reward at the end of the program.

- Highmark Wellness Rewards is powered by WebMD, a trusted brand in health and wellness programs and services.

- Highmark Wellness Rewards helps you understand your health status and take important steps to improve your health and well-being.

- Privacy - The College will **not** receive information regarding your Highmark activities, and will only be informed of final point totals to issue cash wellness rewards. Additionally, the College will **not** receive your individual responses to the Wellness Profile. Highmark/WebMD privacy statements are available on the Highmark website.
F&M WELLNESS PROGRAM – QUALIFICATIONS, TIMING AND REWARD OPTIONS

• The F&M wellness program is open to all full-time (FT) employees of F&M. Those FT employees not insured by Highmark need to contact Human Resources for access to the Program.

• Only members of the faculty and professional staff are eligible for cash wellness rewards at the end of the program; however all covered adult dependents have access to the WebMD resources.

• The Highmark Rewards Program runs from 9/1/2015 through 4/30/16.

• To qualify for a cash reward, eligible employees must complete the online Wellness Profile.

• The Highmark Rewards Program is a three-tiered Points-Based Program.
  ✓ Tier 1: Earn a total of 50 points for completing the Wellness Profile (required) and a few additional activities for a $75 incentive.
  ✓ Tier 2: Earn another 75 points (125 total points) for an additional $75 incentive ($150 total).
  ✓ Tier 3: Earn another 100 points (225 total points) for an additional $150 incentive ($300 total).
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- **Highmark Wellness Rewards** is easily accessible through your member website, [www.highmarkblueshield.com](http://www.highmarkblueshield.com)
- If you have never been on Highmark’s website before, you will first need to register. Follow the instructions on the login page or direct your questions to wellness@fandm.edu.
- Enter username and password to begin your Highmark Wellness Reward Activities.
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**HIGHMARK WELLNESS REWARDS LINK – POST MEMBER LOGIN**

Access the Rewards Program link under the PROGRAMS field.
F&M WELLNESS PROGRAM – REWARDS DASHBOARD

- To qualify for cash rewards, you must complete the Wellness Profile.
- To receive points, you must complete the activities between 9/1/15 and 4/30/16.
- Each activity “plank” has:
  - Activity name
  - Point value
  - Expiration date
  - Requirements to earn reward points
NAVIGATING THE SITE

Click once on the tabs at the top of the page to navigate the wellness site.

Each tab opens to reveal a multitude of activities or topics to manage and improve your health.
HIGHMARK WELLNESS REWARDS – F&M Wellness Activities

In addition to Highmark’s online activities, the F&M Wellness Program will be offering the following activities to earn wellness rewards points:

- Physical Activity/Fitness Programs including the Physical Challenge in Spring
- Nutrition Program
- Stress Management and Safety Programs
- Tobacco Cessation Program
- Organized Community Walk or Run of 1 mile or more
- Biometric Screenings
- Weight Management Program
- Attendance at Cigna Seminar or Webinar

More information about these programs will be available on the F&M Wellness Website (http://www.fandm.edu/wellness-committee) and updates will be sent via an FPS email or announced in the Bell & Tower closer to the dates of each event. Additional activities will be announced throughout the year.
HIGHMARK WELLNESS REWARDS – TO GET STARTED ON SEPTEMBER 1ST

① Visit www.highmarkblueshield.com to begin

② Create a username and password if you are a first time user, or enter your username and password if you have previously registered

③ Click on the Rewards Program link under the Programs section on the right side of the member landing page

④ Visit Highmark Wellness Rewards page

⑤ Set your health and wellness goals for FY2016 and let us help you reach them!
QUESTIONS/LINKS TO ADDITIONAL INFORMATION

• Highmark’s Customer Service Line is available to answer any of your questions about your benefits, including Wellness Rewards. Customer service can answer questions about the program, and how to navigate through the website – just call the Member Service number on the back of your member ID card. For help after hours, you can go to www.highmarkblueshield.com and click on “Contact Us” at the bottom of the page. A Highmark customer service representative will reach out to you via email within 24 hours.

• Questions regarding employer sponsored programs, eligibility and other employee related questions may be directed to wellness@fandm.edu.

• Additional FAQs:
  – Website registration, error messages and wellness profile link, contact wellness@fandm.edu.
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Please contact your physician before starting a new exercise or dietary program.