

Achieve
Well-being

Get rewarded for making healthy choices



Start earning today!

Earn rewards for your healthy habits and redeem them for gift cards.

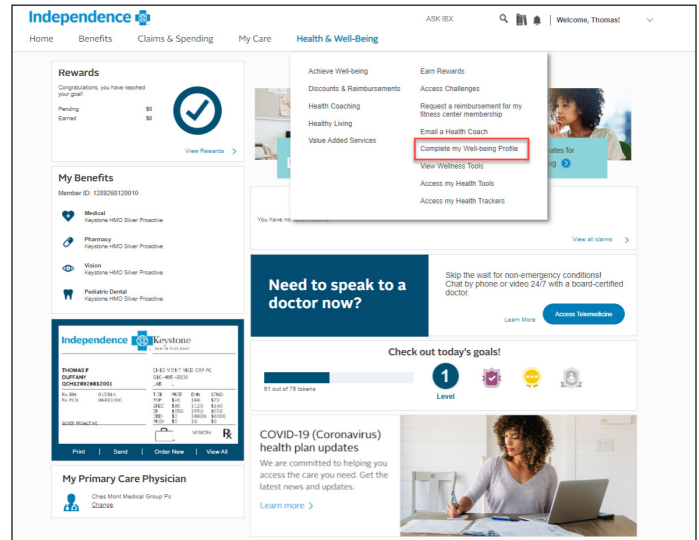
1. Get started.

Start your journey to Achieve Well-being by logging on to ibx.com and start earning just by simply completing a brief, confidential Well-being Profile. To begin, select the *Health & Wellness* tab, then click *Complete Your Well-being Profile* in the right column, or simply click *Achieve Well-being*.

See what you are doing well and where you can make changes by answering questions on:

- Nutrition
- Cardiovascular health
- General health habits
- Check-ups
- Stress and well-being
- Goals for better health

Once completed, you'll receive a personalized report with detailed suggestions on how you can improve your health.



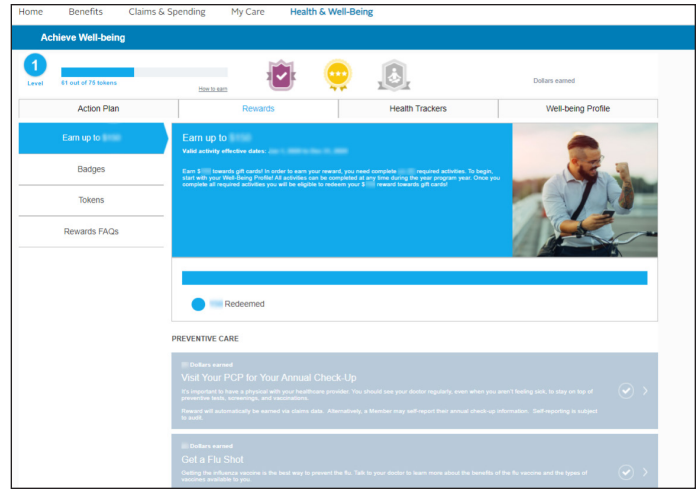
2. Get healthy and earn rewards dollars.

Take healthy actions, at your own pace, and watch your rewards grow. Whether you want to quit smoking or just start with a flu shot, we offer a variety of activities to help you develop healthy habits.

You can earn rewards by completing activities such as:

- Enrolling in an online well-being program on ibx.com under *Achieve Well-being*
- Visiting your primary care physician or OB/GYN
- Completing an age and/or gender based appropriate screening
- Getting a flu shot

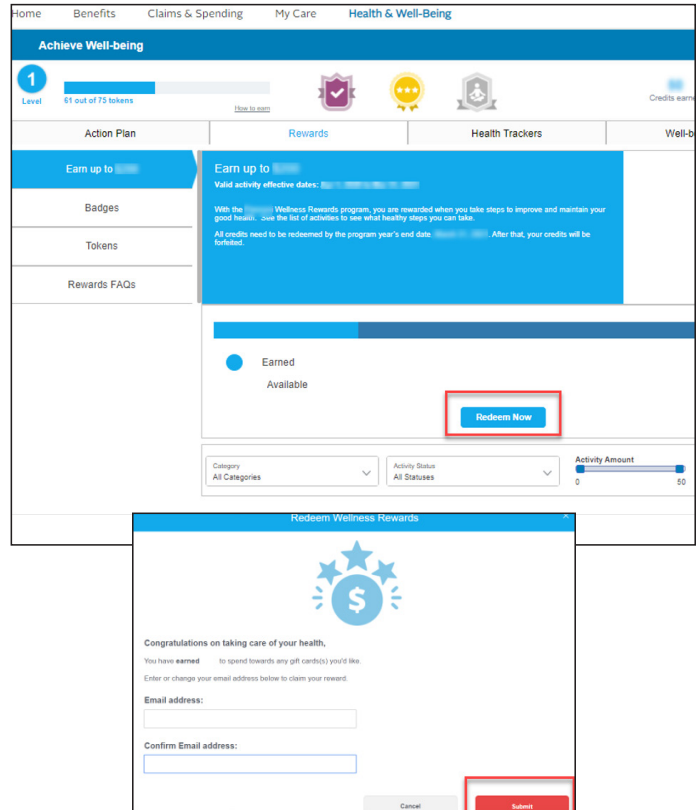
Check out the member portal for a complete list of activities you can earn rewards on based on your program design.



3. Get rewards.

The ultimate benefit of smart living is improved health. But getting rewarded along the way is nice, too. The rewards that you earn for your healthy habits are redeemable for a variety of gift cards such as Amazon, Best Buy, Dunkin', and many others. Talk to your benefits administrator or HR representative for more information regarding your rewards program design.

Log on to ibx.com to start earning rewards dollars today!



Independence Blue Cross offers products through its subsidiaries Independence Hospital Indemnity Plan, Keystone Health Plan East and QCC Insurance Company, and with Highmark Blue Shield — independent licensees of the Blue Cross and Blue Shield Association.