



**Earn up to
\$200 or \$400
per year!***

ThriveWellSM Rewards

It's easy to earn rewards by making healthy decisions. Choose your healthy activities and watch your rewards add up. The more you do, the more you'll earn—up to \$400 in Pulse Cash in 2024.

Complete these activities to earn Pulse Cash for 2024:

Complete by December 31, 2024[†]	Complete the Health Check survey	\$25
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Participate in additional healthy activities throughout the year to earn points and watch your Pulse Cash add up.

	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	Total rewards per year
Points	7,000	25,000	40,000	60,000	
Pulse Cash	\$15	\$35	\$55	\$70	\$175

[†] For Essential Plan members, complete by the end of your program year.

*\$200 per subscriber and \$200 per spouse or domestic partner. The spouse/domestic partner benefit is not available with the Essential Plan.

Virgin Pulse is a separate company and offers a digital wellbeing service on behalf of Excellus BlueCross BlueShield, a nonprofit independent licensee of the Blue Cross Blue Shield Association.

Ways to earn:

Look for **How to Earn** in your account for a complete list of all the ways you can earn points.

	Do healthy things:	Earn points:
Getting started	Complete registration	250
	First login to mobile app	250
	Connect first activity device	200
Daily	Upload steps from your activity tracker (per 1,000 steps)	10
	Do your Daily Cards (2 per day)	20
	Track your Healthy Habits (3 per day)	10
	Track sleep nightly	20
	Sleep > 7 hours in a night	50
	Complete a step in Journeys®	20
	Monthly	★ Complete 20 Daily Cards in a month
★ Track Healthy Habits 20 days in a month		300
★ Track sleep 10 days in a month		100
★ 20-Day Triple Tracker: 7,000 steps/15 active minutes/15 workout minutes		400
Self-entered measurements		50/month
Join a challenge		100
Quarterly	Choose your eating type	250
	Choose your sleep profile	250
	Complete a whole Journey (3x per quarter)	150
Yearly	Set a wellbeing goal	200
	Complete a Health Checkup (annual exam)	250
	Invite a friend outside of your company	100

★ Earn bonus points!

Want to reach Level 4? Do healthy things every day and earn big rewards. Look for the symbol above for a sampling of what you can earn.

Who's eligible?

Subscribers and spouses or domestic partners are eligible to participate in ThriveWell and earn rewards. Not available with Medicaid, Child Health Plus or HARP. The spouse/domestic partner benefit is not available with the Essential Plan.



Not a member yet?

Log into your Excellus BCBS member account to get started at:

Member.ExcellusBCBS.com