

# STRIVE

POWERED BY VIRGIN PULSE

## WELL-BEING PROGRAM

Apr. 1, 2023 – Mar. 31, 2024

### BUILD A BETTER YOU

Strive, powered by Virgin Pulse, helps you live better and achieve your health goals with a fun and engaging experience that delivers powerful resources right to your fingertips.

### GETTING STARTED IS EASY

- Log in to your My Health Toolkit® account and select **Wellness**, then **Strive** to enroll in your account.
- Accept the terms and conditions.
- Once your account is set up, you'll begin with a short, confidential survey called the **Personal Health Assessment**.
- Download the Virgin Pulse mobile app by searching "**Virgin Pulse**" in the App Store or Google Play.



### PERSONALIZE YOUR EXPERIENCE

- Set your interests to get personalized well-being tips
- Choose your email preferences
- Connect an activity tracker
- Select the **Profile** icon to personalize your experience
- Upload a profile picture and add friends

Virgin Pulse is an independent company that provides a digital health and well-being platform on behalf of your health plan.

### GETTING STARTED

You're registered and signed in — now what? Begin by completing program activities and building healthier habits one day at a time. Here are a few options to help you get started.

#### Personal Health Assessment

The Personal Health Assessment asks questions about your current health status and well-being habits. Once completed, your responses will be analyzed to generate a health score, show your health risks and provide practical tips to help you improve. Complete the survey by visiting **Personal Health Assessment** under the **Health** tab.

#### Pillars and Topics

Looking to reduce stress, increase your energy throughout the day or find the motivation to continue progress toward your well-being goals? The Pillars and Topics section can point you in the right direction, providing quick access to many helpful tools and resources. Visit the Pillars page by selecting the **Profile** icon and select **Pillars** to learn more.

#### Nutrition Guide

Maintaining healthy eating habits is easier when you have a little help. Access the Nutrition Guide and choose your eating profile. Tell us what you'd like to work on, like cutting out sweets or portion control, and we'll serve up plenty of healthy and delicious tips and recipes. Learn more by selecting **Nutrition Guide** under the **Health** tab.

#### Sleep Guide

Sleep affects nearly every aspect of your health, from your everyday performance and immune system to your ability to focus on other areas of your well-being. When you complete the Sleep Guide, you'll end up with a customized plan for improving the length and quality of your slumber, setting you up for success — day and night. Learn more by selecting **Sleep Guide** under the **Health** tab.



## ADDITIONAL ACTIVITIES

Prioritize and personalize your experience by engaging in resources to help improve your well-being:

**Daily Cards:** Get helpful tips that are relevant to your current interests and goals.

**Journeys®:** Make simple changes to improve your health, one step at a time.

**Challenges:** Team up or go head to head to challenge your coworkers and track healthy habits.

**Social Groups:** Discuss your favorite hobbies and find a like-minded community to support your healthy changes.

**Healthy Habits:** Select healthy habits to work toward, and track your progress every day.

## EARNING INCENTIVES

Good health is its own reward. But that doesn't mean we're going to leave you empty-handed. Visit **Rewards** to view and redeem what you've earned. You'll also get to see all of the different ways you can earn rewards!

Complete the **PRIORITY** activities to unlock more reward opportunities.

PRIORITY: Personal Health Assessment	
Biometric Screening	\$100 Pulse Cash
Health Check-Up	\$50 Pulse Cash
Onsite/Campus Events activities (10 events)	\$100 Pulse Cash (\$10 each)
<b>TOTAL REWARDS</b>	<b>\$250 Pulse Cash</b>

### Earn up to \$100 more in rewards!

You can participate in additional healthy activities throughout the year to earn points, move through the levels and earn Pulse Cash as you level up. Simply complete your priority activities to unlock these rewards.

	Level 1	Level 2	Level 3	Level 4	Additional rewards max
Points	7,000	25,000	40,000	60,000	
Pulse Cash	\$10	\$20	\$30	\$40	<b>\$100</b>

+250 Total Rewards = \$350 Pulse Cash Annual Max

\*ICUBAcares (Pharmacist Advocate Program) = 10,000 points

### Redeem your Pulse Cash

Log in to your Virgin Pulse account, go to the **Rewards** page under **Home** and click **Spend** to redeem your Pulse Cash! Choose from gift cards from a variety of vendors, purchase goods within the Virgin Pulse store or — if you're feeling generous — you can even donate to a worthy cause.

### Have questions? We're here to help.

- Check out [support.virginpulse.com](https://support.virginpulse.com) Live chat: Monday–Friday, 2 a.m.–9 p.m. ET
- Give us a call: 855-944-2058 Monday–Friday, 8 a.m.–9 p.m. ET
- Send us an email: [support@virginpulse.com](mailto:support@virginpulse.com)

**Not sure if you can fully participate in this program because of a disability or medical condition?**

Visit [support.virginpulse.com](https://support.virginpulse.com) and check out the Medical Exceptions section under **Account & Profile**.

