



do.®



MN

FITNESS INCENTIVE

YOUR FITNESS INCENTIVE JUST GOT EVEN BETTER

No gym required



Northeast Service Cooperative
Collaborating to meet your changing needs



Minnesota
Healthcare
Consortium
Participating Minnesota Service Cooperatives

GET FIT YOUR WAY

Work your body when and where it works for you to earn your reward.

The new Fitness Incentive program counts all your physical activity towards your reward ... not just your gym workout. Just meet the required level of activity and earn a \$20 Target gift card. It's that simple.

EARNING YOUR REWARD

Track 10,000 steps per day for at least 21 days of the month. Prefer yoga or swimming? That counts too. Just track the number of minutes you're active and convert it into steps using the enclosed chart. Even shoveling snow counts!

TO GET STARTED

1 Visit bluecrossmn.com/sharecare

Register on or after your program start date. You'll need your member ID card. Ready?

- New users choose "Create My Account" and fill out the required fields
- Current Sharecare users select "Already a Sharecare User? Sign In" to link your account

2 Take your RealAge® assessment*

You'll be guided through the process to determine just how old your body thinks it is

3 Enroll for your Fitness Incentive

In the navigation menu, choose the "Achieve" icon. Select "Challenges" and click on the "Join all" button.

4 Start tracking!

- Download the Sharecare app on your smartphone and set permissions to allow health tracking
- OR
- Log your steps into the website each day (you cannot track for days that have passed)

5 Collect your reward

You will receive your reward each month via email upon completion of your step requirements

If you have any questions, call the customer service number on the back of your member ID card.



Your Fitness Incentive program starts January 1, 2019

Your Fitness Incentive program will replace your current Fitness Center Discount program. Your fitness center workouts will continue to be processed until that time.

*Program eligibility requirement

The reward card may result in a taxable event for either you or your plan sponsor. Consult your tax advisor.

Adults 18 years of age or older are eligible to participate. Limits may apply.

If you have been diagnosed by your doctor with a medical condition that prevents you from meeting these requirements, there is an alternative activity you can complete to meet to earn the incentive. Please contact the customer service phone number on the back of your member ID card to learn more.

do.® is a registered trademark of Blue Cross® and Blue Shield® of Minnesota.

RealAge® is a registered mark of Sharecare, an independent company providing a health and wellness engagement platform. Offerings subject to change.

RealAge, Real Engagement, Real Proof

Sharecare is a digital health solution that helps people manage all their health in one place. Best of all, the Sharecare app is tested and proven to drive sustained engagement and improve outcomes.

By tapping into the world's largest collective health IQ, members receive personalized insights, information, daily tracking, innovative programs, and one-of-a-kind tools to live their healthiest lives. All in a totally secure, easy-to-use environment.

RealAge Test:

A unique, proprietary, next generation health risk assessment that taps into the intrinsic value an individual places on an easily understandable metric for their physical health. It assesses a variety of behaviors and existing conditions, that show you the true age of the body you're living in. This is the first step toward optimizing your health — arming you with information on how your lifestyle choices help you stay younger — or make you age faster — than your calendar age.

Frictionless Insights:

Utilizes the latest smartphone technology to gather — passively and securely — your health data to ensure progress is tracked in real time.

Green Days:

The health currency used to measure your progress — track the core health factors that influence your health the most. Each green day you earn contributes to a reduction in your RealAge.

Personalized Content:

Delivers information from vetted health experts in a way that's practical, approachable and personally relevant to each participant.

Dynamic Health Profile:

Provides each participant easy access to the living, breathing, evolving story of their health through their health data.

Rewards:

A variety of rewards program options are available that focus on meaningful behavior change and are aligned with a client's health management strategy.

AskMD®:

Personalized health consultations that allow you to get an answer to what might be causing what's bothering you, and prepare for a productive visit with your doctor.

REAL ENGAGEMENT

45M+

RealAge assessments taken

62%

RealAge reduction by 10 months²

26M

consumers, actively managed

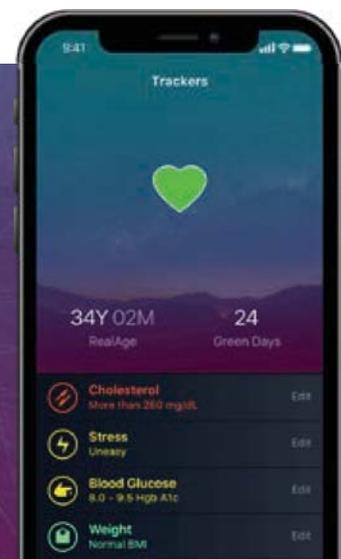
1.1M

Providers

With an enhanced experience available exclusively to Blue Cross and Blue Shield of Minnesota members, Sharecare helps us deliver on our mission of providing coordinated, proactive care to manage rising health care costs. For more information, please contact your client manager.

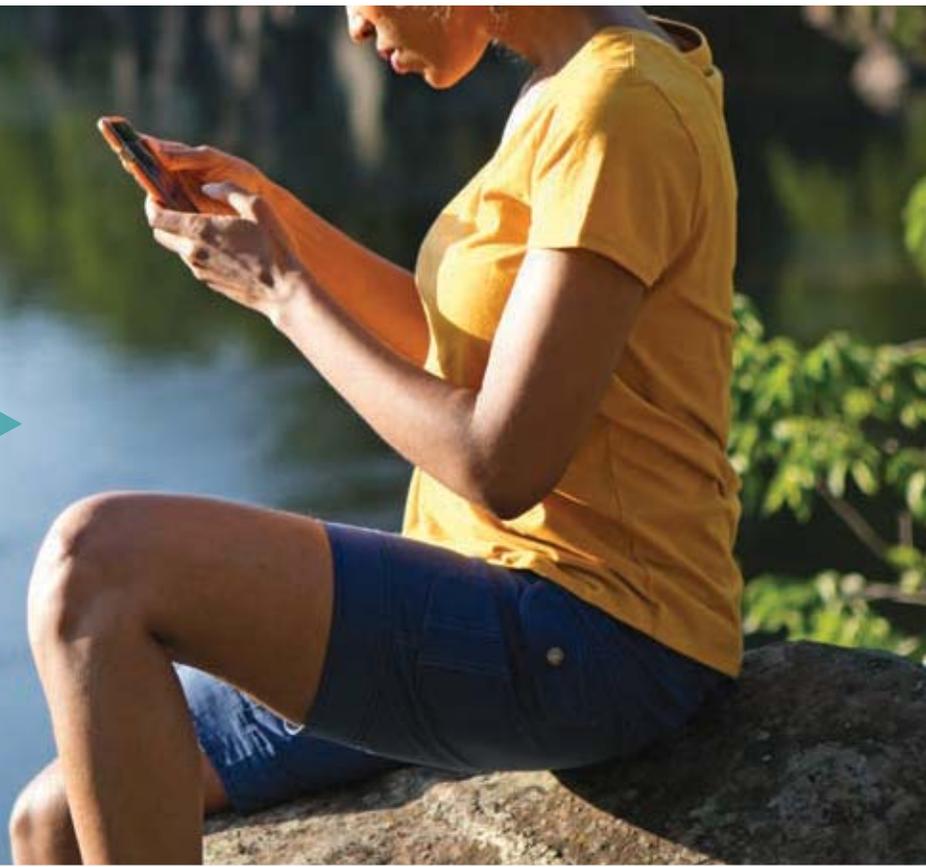
¹ "(WTW/NBGH)."

² Results are from a target group of 25 employers.



do.® is a registered trademark of Blue Cross® and Blue Shield® of Minnesota, a nonprofit independent licensee of the Blue Cross and Blue Shield Association.

RealAge® and AskMD® are registered marks of Sharecare, an independent company providing a health and wellness engagement platform. Offerings subject to change.



MEET SHARECARE

Changing the way we view health

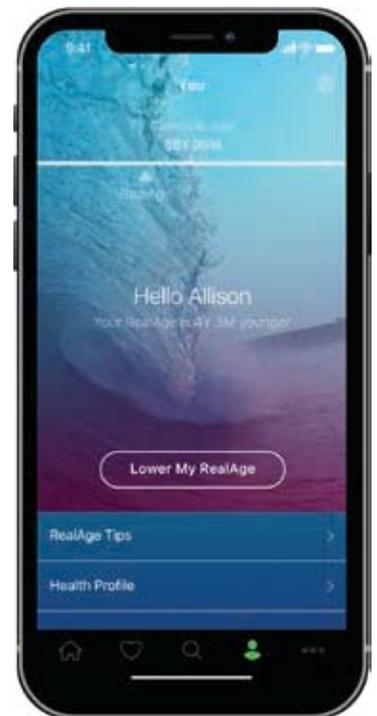
Together, Blue Cross and Blue Shield of Minnesota and Sharecare are transforming how Blue Cross members view their health.

Members will begin their health care journey online by completing the RealAge® test. RealAge reveals a person's age based on health and lifestyle habits instead of their calendar age. Rather than a numerical wellbeing score, RealAge provides a simple and intuitive understanding of their health.

Following the completion of the assessment, members will immediately receive highly-personalized recommendations on how to lower their RealAge. They will then be invited to download the mobile app so they can access their information any time, anywhere.

Resources include a dynamic health profile, easy insights to track lifestyle behaviors, highly-personalized health and wellbeing content, incentives, AskMD®, health topics, challenges and much more.

Sharecare's proven engagement platform provides members with the right information at the right time to help them make the right decisions.



 sharecare