



Map your personal path to health and earn \$500 toward your premium

Welcome to Better You Strides, an online wellness and rewards program that uses your needs, goals and interests to build your custom-made plan to better health.

Feeling good about yourself and taking care of your health has never been easier! With Better You Strides, our online wellness and rewards program, you can discover the fun of building healthy habits through interactive activities, videos and quizzes.

Special bonus! As a Florida Blue member with an individual ACA plan—you can get rewarded for taking care of your health. You and everyone (18 or older) covered on your plan can **earn up to \$500 a year** toward your premium! It's a great way to learn healthy habits and earn money toward your monthly premium. Get started today!

It Pays to be Healthy with Better You Strides!

Your path to a healthy lifestyle starts by completing a Personal Health Assessment. Just by doing that, you'll earn a **\$50 reward**. We'll use the information to create your Personal Health Journey—a custom-made wellness plan with activities to help you reach your health goals. When you complete one of your Journey activities, you'll earn another **\$50 reward**. Redeem up to five Journey activities per year. Plus, you'll earn a **\$50 reward** when you watch a short video about your Florida Blue health plan. Watch all four to earn another \$200 in rewards. That's up to **\$500 a year** toward your premium!

Some of the fun interactive activities, videos and quizzes are on topics like:

- Healthy snacking
- Adding more activity to your life
- Walking for wellness
- Managing health conditions
- Managing stress
- Reading nutrition labels, and more!
- Meal planning

As you progress, your Personal Health Journey evolves with new challenges and activities to help you stay motivated.

Don't miss out!

Earn up to \$500 a year toward your premium

Start by completing your Personal Health Assessment to **earn a \$50 reward**.

Then earn rewards all year long by choosing programs and activities that match your goals.

\$50 Health Assessment

+\$50 x 5 Journey Activities

+\$50 x 4 videos about your health plan

\$500 Total rewards in 2021



Here's How It Works

Step 1

Register for Better You Strides.

It's easy! Log in to your Florida Blue member account and get started. See the box to the right for details.

Step 2

Complete a Personal Health Assessment.

Earn \$50 right away by completing a Personal Health Assessment. This helps create your Personal Health Journey with activities to help you reach your wellness goals.

Step 3

Make Better You Strides your mobile fitness partner with the AlwaysOn app.

Download the AlwaysOn app from Google Play or Apple App Store. Then, you can tap into your Personal Health Journey anytime, anywhere to check your rewards or find the next program you want to do. AlwaysOn connects and syncs with more than 120 wearable fitness devices and mobile apps. That makes tracking your progress even easier.

Step 4

Start earning more rewards!

Complete up to five Journey activities and earn a \$50 reward per activity. Watch a series of four short videos about your health plan to earn another \$200 in rewards. Earn up to \$500 in total rewards a year.*

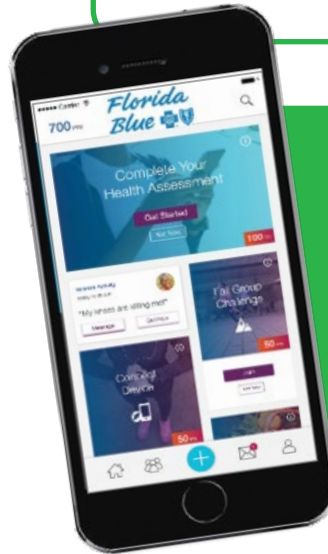
Haven't registered for Better You Strides?

Register in three easy steps:

1. Log in to your member account at **floridablue.com** and click on **Health & Wellness**, then **Better You Strides**.
2. Read and accept the Terms of Service.
3. Choose your communications preferences.

Want to go mobile?

If you prefer, you can register for Better You Strides through the Florida Blue app. Just click on **Wellness**, then **Better You Strides**.



The AlwaysOn mobile app makes it easy for you to track your activity progress anytime, anywhere!

BONUS! Better You Strides works with more than 120 health and wellness wearable devices and mobile apps.

Florida Blue 

*You could be eligible for a gift card if the earned reward amount is greater than your annual premium. The maximum amount of the gift card is \$500 per contract. Rewards are only available on individual ACA plans. Anyone 18 years or older covered under the health plan, including dependents, is eligible to participate. For complete program terms and conditions contact Florida Blue.

Florida Blue has entered into an arrangement with Onlife to provide Florida Blue members with care decision support services, information and other services. Please remember that all decisions that require or pertain to independent professional medical/clinical judgment or training, or the need for medical services, are solely your responsibility and the responsibility of your physicians and other health care providers. The programs mentioned above are subject to change.

Florida Blue and Florida Blue HMO are Independent Licensees of the Blue Cross and Blue Shield Association. We comply with applicable Federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability or sex.

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-352-2583 (TTY: 1-877-955-8773).

ATANSYON: Si w pale Kreyòl Ayisyen, gen sèvis èd pou lang ki disponib gratis pou ou. Rele 1-800-352-2583 (TTY: 1-800-955-8770).

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