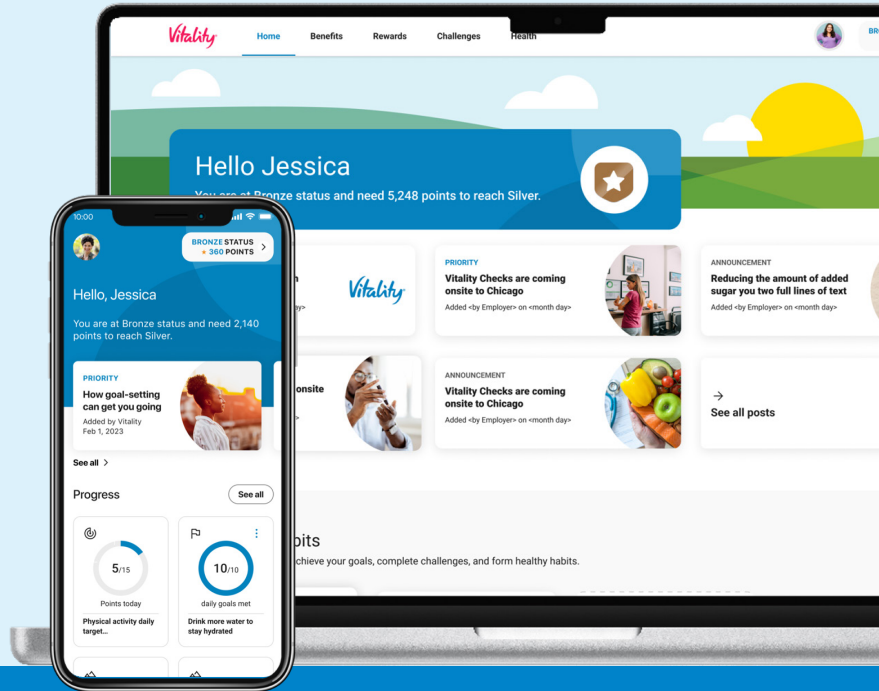




# Exclusive Health and Well-being REWARDS PROGRAM

Powered by Vitality®



Make the moves that matter and learn more about your health

Welcome to Blue Cross and Blue Shield of Nebraska's (BCBSNE) exclusive rewards program, powered by Vitality®. As a BCBSNE member, you have free access to this program. Whatever your goals, Vitality provides you with the tools and motivation to help you make healthy choices and forge your path to well-being.

## Earn \$175 in Rewards!

As you engage within the Vitality program, you will earn rewards by completing activities and earning Vitality Points. As you accumulate points, you will reach higher status levels (Silver, Gold and Platinum). Each time you attain a new status level, you earn a gift card voucher to use in the online mall for a gift card or your choice.

### ➔ REACH GOALS YOUR WAY

The Power of Vitality program has all kinds of healthy activities to inspire you to be the healthiest you can be for yourself, your friends and your family. Along the way, celebrate your accomplishments by earning points for the rewards you deserve.

**\$25** SILVER  
2,500 pts.

**\$50** GOLD  
6,000 pts.

**\$100** PLATINUM  
10,000+ pts.

Due to IRS regulations, all rewards will count as taxable income. Vitality Group is an independent company providing workplace wellness services for Blue Cross and Blue Shield of Nebraska, an independent licensee of the Blue Cross Blue Shield Association. 92-189-FI-508 (12-16-24)

# Begin your journey to better health:



**Register at PowerofVitality.com or in the Power of Vitality mobile app.** It's quick and easy.

Simply complete all the required fields and accept the terms and conditions.



**Take the health assessment.** Once completed, you'll get a detailed report of your overall health as well as your Vitality Age®, a great motivator that can also give you an idea on how to plan your pathway.



**Explore the website or mobile app** to see all of the resources available, healthy activities you can earn points for and understand what you can do to achieve a higher status.



## ➔ TECHNICAL SUPPORT

Need help? Vitality provides support via phone or email. Contact them at **877-224-7117** between 8 a.m. to 5 p.m. CT or send an email to [wellness@powerofvitality.com](mailto:wellness@powerofvitality.com).

## ➔ YOUR PRIVACY IS IMPORTANT

The program is offered at no cost to you and is voluntary and confidential. No one, not even your employer, can obtain your personal information without your permission.



Scan to download the Power of Vitality mobile app

