

Earn up to  
**\$250**  
in cash!

Be Well...  
Serve Well  
*Be Rewarded Well!*

Concordia Health Plan

Be Well  Rewards  
..... Program

Introducing new ways to reap the rewards of  
your healthy behavior!





**Taking care of yourself has its own rewards—like being there for your loved ones and those you serve.**

**Now you can enjoy monetary rewards on top of that!**

Concordia Plan Services understands that each of us has unique circumstances that affect our health and well-being. That's why the **Be Well Rewards** program was developed. The program offers a variety of ways to help active members of the Concordia Health Plan and their enrolled spouses set and reach their individual health and wellness goals, while providing cash rewards for healthy behavior.

Maintaining good health is good stewardship for the body entrusted to our care.

**Earn Be Well Rewards Points from May 1 through December 31, 2011**





# Reap the Rewards of Healthy Behavior

The Concordia Health Plan **Be Well Rewards** program offers a menu of healthy activities and wellness programs that not only helps you and your spouse set and reach your health and wellness goals, but also rewards you with points you can convert to cash.

Most people have great intentions when it comes to exercising, eating healthier foods, getting preventive check-ups and the like, but they need a little extra push to make their intentions reality. That's what the **Be Well Rewards** program is—that little extra incentive you need to do the right things.

Here are the highlights of the **Be Well Rewards** program:

- All active members of the Concordia Health Plan and their enrolled spouses are eligible to participate
- Each of the 11 different activities earn participants from 25 to 100 points
- Points convert to dollars (1 point = \$1) and are redeemed through gift cards (Amazon, Borders, Lowes, VISA, etc.)
- Participants track their points and order their gift cards online at [www.BeWellServeWell.com](http://www.BeWellServeWell.com)
- CHP members and their enrolled spouses can **each** earn up to 250 points (\$250) during the program period (May 1 – December 31, 2011)
- Employers also earn an equal number of points (dollars) for every point earned by their enrolled workers and enrolled spouses



## Here's how easy it is to earn points and cash in on your healthy behavior.

# of Points	Activity
25	Get a <b>biometric screening</b> (cholesterol, blood pressure, etc.) and add the biometric data to your online health assessment (see below)
50	Complete the CareAllies online <b>health assessment</b> at <a href="http://www.MyCareAllies.com">www.MyCareAllies.com</a>
50	Track 30 minutes of <b>physical activity</b> three times a week for six weeks, using an online Physical Activity Tracker starting June 1, 2011 (Max 100 points)
25	Complete a " <b>Feel Better, Look Better</b> " eight-week CareAllies learning session
50	Eat five servings of <b>fruits and veggies</b> per day for six weeks and track your healthy eating online using the Fruit and Veggie Tracker starting June 1, 2011 (Max 100 points)
50-100	<p>Get up to two preventive, age-appropriate <b>medical screenings</b> (Max 100 points)</p> <ul style="list-style-type: none"> <li>• Preventive medical exam (physical exam) ALL</li> <li>• Colon cancer screening ALL</li> <li>• Cervical cancer screening (Pap smear) FEMALE</li> <li>• Prostate cancer screening (Prostate Specific Antigen – PSA) MALE</li> <li>• Ovarian cancer screening (Trans-vaginal or CA125, for those at high risk) FEMALE</li> <li>• Osteoporosis screening ALL</li> <li>• Breast cancer screening (Conventional film screen mammography) FEMALE</li> </ul> <p>Any of these screenings performed from Jan. 1 through Dec. 31, 2011 are eligible.</p>
25	<p>Participate with a <b>disease management</b> nurse in at least 1 call per quarter</p> <ul style="list-style-type: none"> <li>• Atrial fibrillation</li> <li>• Acid-related stomach disorders</li> <li>• Asthma</li> <li>• Heart disease</li> <li>• Chronic obstructive pulmonary disease</li> <li>• Depression</li> <li>• Diabetes</li> <li>• Decubitus ulcer</li> <li>• Fibromyalgia</li> <li>• Hepatitis C</li> <li>• Inflammatory bowel disease</li> <li>• Irritable bowel syndrome</li> <li>• Low back pain</li> <li>• Osteoarthritis</li> <li>• Osteoporosis</li> <li>• Urinary incontinence</li> <li>• Weight complications</li> </ul> <p>NOTE: Earn 25 points per call; maximum of 50 points per quarter</p>
75	<p>Complete an online or telephonic (800-605-6621) CareAllies <b>lifestyle management</b> program (Max 150 points)</p> <ul style="list-style-type: none"> <li>• Strength &amp; Resilience Stress Management</li> <li>• Quit Today Tobacco Cessation Program</li> <li>• Healthy Steps to Weight Loss</li> </ul>
100	<p>Attend a <b>spiritual renewal retreat</b> through:</p> <ul style="list-style-type: none"> <li>• Grace Place, <a href="http://www.graceplaceretreats.org">www.graceplaceretreats.org</a></li> <li>• DOXOLOGY, <a href="http://www.doxology.us">www.doxology.us</a></li> </ul>
25	Share a " <b>journey of wellness</b> " <b>story</b> with Concordia Plan Services: an accomplishment or a health goal reached
25	Complete the annual <i>Be Well ... Serve Well</i> <b>survey</b> (Available in December)

To start an account, check, or redeem your points, go to [www.BeWellServeWell.com](http://www.BeWellServeWell.com) (available May 1, 2011). Your points will generally be processed and available within 30 days of completion of an activity.



# To get started....

**1.** After May 1, 2011, visit [www.BeWellServeWell.com](http://www.BeWellServeWell.com) to access all of the program features.

**2.** Click on **Start an Account**. You will need your user name, which is your birth date (8 digits), last name, and last 4 digits of your Social Security number. The initial password is CPS1234. Once logged in, you will need to change your password to one only known by you.

**3.** Complete the online CareAllies health assessment.

**4.** Decide which other activities you'll do.



**Questions** about the Concordia Health Plan **Be Well Rewards** program?

Check out the FAQs at [www.BeWellServeWell.com](http://www.BeWellServeWell.com) or call Concordia Plan Services 888-927-7526

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