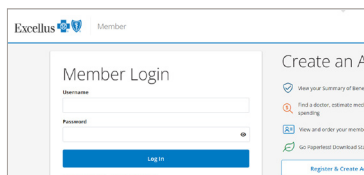


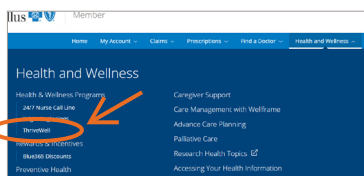
5 easy steps to get started with ThriveWellSM

Our new digital wellbeing program, in partnership with Personify Health, will give you the tools and support you need to make small, everyday changes to your wellbeing that are focused on the areas you want to improve the most. To get started follow these five easy steps:

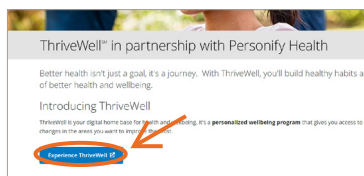
- 1 Register or log in to your account at ExcellusBCBS.com/login.



- 2 From the main menu, click on the **Health and Wellness** tab, and then on **ThriveWell**.



- 3 From this page, click on **"Experience ThriveWell."**



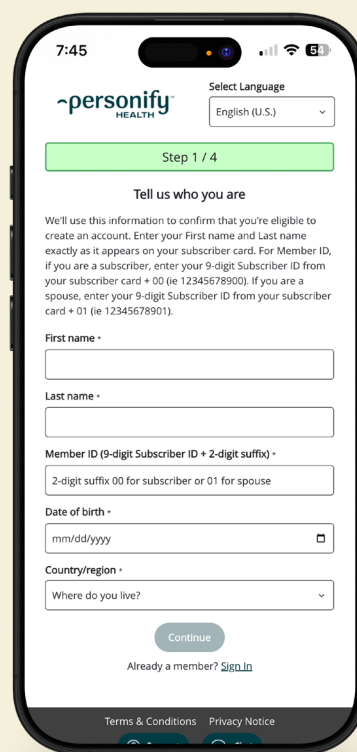
- 4 Once on the Personify Health landing page, **complete the registration process**.



- 5 **Congrats!** You have now created your account and can start setting up your profile, connecting a fitness tracker, and setting your interests.



Alternatively, you can choose to visit Join.PersonifyHealth.com/ThriveWell to get started.



Don't forget to download the Personify Health mobile app for iOS or Android to access your account and track your activity anywhere, anytime.

