READ ME FIRST

**ThriveWell℠ Rewards for Large Group\***

Please use this toolkit to help educate and engage your workforce with ThriveWell℠, the wellbeing program available to eligible members on the Excellus BlueCross BlueShield plan. Members can earn rewards throughout the benefit year for engaging in healthy behaviors through ThriveWell.

In this folder you will find a variety of handouts that you can share with employees, including a general overview flyer, a Quick Start Guide for how to register, a detailed Member Guide for how to engage with the program, and a flyer specific to how members can redeem rewards if available.

\*Reward programs for Large Group are a buy up, with 5 reward options available for employers to choose from. All Subscriber & Spouse Reward program flyers (with varying reward amounts) are available within the folder- **please make sure to use the appropriate Reward flyer when communicating to your workforce.**

Additionally, Foodsmart is a digital nutrition program available through ThriveWell that provides members with even more tools and resources to make it easy to eat well. A Foodsmart flyer is also included in folder.

Once you have chosen which materials will go to your team, use one of the ready-to-send emails in this folder to easily share! If you have any questions about which resources are appropriate based on your plan, please reach out to your broker or Excellus BlueCross BlueShield Sales Consultant.

**Additional Video Resources:**

* [ThriveWell Overview](https://player.vimeo.com/video/1130987229)
* [ThriveWell Rewards Overview Webinar](https://www.youtube.com/watch?v=bIQHhpkGRYI)
* [How to Sign Up for ThriveWell](https://vimeo.com/1097487737/35f863158c)
* [ThriveWell Journeys - Personify Health](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fpersonifyhealth.zendesk.com%2Fhc%2Fen-us%2Farticles%2F37068143718683-Journeys&data=05%7C02%7CKatie.Keller%40excellus.com%7C9d51b08bbce1409e0b0108de26c4fd0a%7C1a3204cca5814f7fba4c339683be8bbe%7C0%7C0%7C638990824678578828%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=M9mxR6SxGH5wCWJJIgWfN%2B5ubaGtgnJU7mxrwTijZyM%3D&reserved=0)
* [ThriveWell Healthy Habits - Personify Health](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fpersonifyhealth.zendesk.com%2Fhc%2Fen-us%2Farticles%2F38485047243035-Healthy-Habits&data=05%7C02%7CKatie.Keller%40excellus.com%7C9d51b08bbce1409e0b0108de26c4fd0a%7C1a3204cca5814f7fba4c339683be8bbe%7C0%7C0%7C638990824678600964%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=%2FYrY1fn54rdaINrTqYTBskJZDgHxvm1b%2Bqdxypr4vro%3D&reserved=0)