**Ready-to-send email #1**

**Subject Line:**

Introducing Your Personalized Wellbeing Program, ThriveWell℠ Rewards!

**Email Copy:**

Hello,

The start of the year is always a great time to refocus on your wellbeing and set goals for the year.

Excellus BlueCross BlueShield offers ThriveWell℠, a digital home base for your health and wellbeing, in partnership with Personify Health.

ThriveWell gives 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.

And it’s easy to **earn rewards** by making healthy decisions. Choose your healthy activities and watch your rewards add up. The more you do, the more you’ll earn. Subscribers and spouses or domestic partners on the plan can each earn up to $200 per benefit year. Redeem your rewards for gift cards at popular vendors, health and wellness items in the Personify Health store, and more.

Attached are some helpful PDFs that will teach you more about ThriveWell and get you started. You can also [click here](https://player.vimeo.com/video/1130987229) to watch a three-minute overview video.

If you have any questions, please feel free to reach out to me at any time.

[Signoff]

**Ready-to-send email #2**

**Subject Line:**

Staying committed to your wellbeing and earn rewards.

**Email Copy:**

Hello,

In staying committed to supporting your wellbeing, we are excited to share a program that has resources, content and tools to support your unique needs when it comes to your physical, mental and emotional health.

Excellus BlueCross BlueShield offers ThriveWell℠, a digital home base for your health and wellbeing, in partnership with Personify Health

Within this wellbeing program you will have access to tools that support healthy lifestyle changes such as:

* Daily Tips & Healthy Habits to support successful behavioral health changes and resilience.
* Journeys® Digital Coaching where each journey breaks a key behavior or a larger

goal into smaller achievable steps.

* Personal Spotlight Challenges for supportive group competition that goes beyond activity-based challenges focusing on mental wellbeing.
* A media library that focuses on topics like mental wellbeing, mindful eating, nighttime

anxiety, and more.

And it’s easy to **earn rewards** by making healthy decisions. Choose your healthy activities and watch your rewards add up. The more you do, the more you’ll earn. Subscribers and spouses or domestic partners on the plan can each earn up to $200 per benefit year. Redeem your rewards for gift cards at popular vendors, health and wellness items in the Personify Health store, and more.

Attached are some PDFs that will teach you more about ThriveWell and help you get started. You can also [click here](https://player.vimeo.com/video/1130987229) to watch a three-minute overview video.

If you have any questions, please feel free to reach out to me at any time.

[Signoff]

**Ready-to-send email #3**

**Subject Line:**

Earn rewards for your engaging in healthy habits through ThriveWell!

**Email Copy:**

Hello,

Excellus BlueCross BlueShield offers ThriveWell℠, a digital home base for your health and wellbeing, in partnership with Personify Health.

And it’s easy to **earn rewards** by making healthy decisions with ThriveWell. Choose your healthy activities and watch your rewards add up. The more you do, the more you’ll earn. Subscribers and spouses or domestic partners on the plan can each earn up to $200 per benefit year. Redeem your rewards for gift cards at popular vendors, health and wellness items in the Personify Health store, and more.

Attached are some PDFs that will teach you more about ThriveWell and help you get started. You can also [click here](https://player.vimeo.com/video/1130987229) to watch a three-minute overview video.

If you have any questions, please feel free to reach out to me at any time.

[Signoff]