



Choose Your Own Adventure

A checklist for your incentive program

All full time, benefit eligible employees are invited to participate in the **BetterYou Strides** incentive program as part of the **Well@Work** wellness initiative. You can earn up to \$75 in e-gift cards by participating in wellness activities throughout the year!

Getting Started:

Register with *BetterYou Strides* by visiting floridablue.com or downloading the CaféWell App on your smartphone or other device. See FAQs on the back for detailed registration instructions.

Category	Points Available	When Points Show in Rewards Dashboard
GET ASSESSED		
<input type="checkbox"/> Complete your required health assessment*	125	Next Day
<input type="checkbox"/> Complete your required biometric screening* Visit https://pickatime.com/wellatwork to schedule	125	4-6 Weeks
GET MOTIVATED		
<input type="checkbox"/> Complete healthy habit programs from Personal Health Itinerary®	25 150 point maximum	Next Day
<input type="checkbox"/> Complete healthy living programs from Personal Health Itinerary®	50 250 point maximum	Next Day
GET MOVING		
<input type="checkbox"/> Step into National Parks Activity Challenge	100	Next Day
<input type="checkbox"/> Step into Sports Activity Challenge	100	Next Day

*This item is required before you can redeem points for e-gift cards.



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Frequently Asked Questions

Who can participate in BetterYou Strides? All full-time, benefit eligible employees, 18 and over, are encouraged to participate.

How do I get started?

Members: Participants who are covered under their employer's health insurance can register with BetterYou Strides by downloading the CaféWell app to their smartphone or other device and entering the code *betteryoustrides*. Or they can log in to their floridablue.com member account and click "Get Started" under "Your Guide to Better Health."

Non-members: Participants who are NOT covered under their employer's health insurance can visit <https://floridablue.com/betteryoustrides> to create their account or download the CaféWell app from Google Play or the Apple App store and use the sponsor code *betteryou*.

How do I earn points? Earn points by completing activities on your Personal Health Itinerary®.

How do I track my points? From your BetterYou Strides home page, click on "Rewards" at the top of the page. Your Rewards Dashboard is on the top of the Rewards page.

What are my points worth? For every 250 points you earn, you can cash out for a \$25 e-gift card from the rewards store. Participants can earn up to 750 points or \$75 worth of e-gift cards.

How do I redeem my points? You may redeem your rewards points in \$25 increments. To cash out your points for e-gift cards, go to the rewards tab on the homepage of your BetterYou Strides portal and click "redeem". Select "view gift cards" to browse the e-gift cards available and click on the card you wish to receive. After you have chosen your preferred card, your e-gift card will be sent via email to the account associated with your BetterYou Strides portal.

If I have questions, who should I ask? For questions or technical support, call (855) 337-8340. Representatives are available 9:00 a.m. to 8:00 p.m. Monday-Thursday and 9:00 a.m. to 7:00 p.m. Friday. Or you can send an email to betteryoustrides@cafewell.com.

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