



WELLNESS

Welcome to the new Belk® Wellness Rewards program!

Belk cares about you and your well-being! Build healthy habits and get rewarded for your efforts on a fun new wellness portal, powered by Rally® Health. Rally provides resources to help you put your well-being first while earning free money for your Health Savings Account (HSA). This incentive money is called "Blue Rewards." We've got something for everybody!

How it works:

- With Blue Rewards, you can earn up to \$500 **MAX** for your HSA for the plan year.
- New this year, your covered spouse or domestic partner can earn an additional \$500 **MAX** for your HSA for the plan year. This is an additional \$200 incentive over the prior program!
- You can track your available activities in your personalized Blue Rewards portal.
- You can pick which activities sound fun, interesting or helpful to you.
- You can be rewarded for some activities more than once. See your Wellness Rewards program overview for details on each activity.
- Dates of program: 1/1/22 through 12/31/22.

BlueRewards
 Earn up to **\$500** for
 associate and **\$500** for
 spouse/domestic partner!

Find your rewards

You can find all your Belk reward-eligible wellness activities on your personal Blue Rewards page in the wellness portal.



Once your plan begins, you'll start on Blue ConnectSM, your health plan member site (BlueConnectNC.com). It's just a few quick steps from there. Once you've registered for the wellness portal, all your activities will be added to your personal page so you can start earning. Then you can download the Rally app for access anywhere.

RALLY®

Belk Wellness Rewards Program

Build healthy habits and get rewarded for your efforts on a fun, new wellness portal, powered by Rally Health.



YOUR BELK INCENTIVE



Associate and spouse/domestic partner can each earn a max of \$500

Activity	Description	BlueRewards
Learning about your plan and earning your HSA credits		
Register for Blue Connect	Blue Connect is your personalized member website, the source for tools and information about your health plan, including claims and deductibles.	\$10 <small>(if identified)</small>
Complete Your Blue Connect Checklist	We'll show you how to find what you need to make the most of your plan.	\$25
Confirm Your Contact Details	Confirm your phone number, address and email so you always get important plan information. Then set your preferences for how we contact you so you get it the way you want it.	\$25
Wellness activities available to all members		
Take Your Health Survey	This online survey helps get you started on Rally and provides you with a baseline health score while personalizing your wellness dashboard to your interests and needs.	\$50
Complete 3 Missions	Self-guided, 4-week Missions help you add new skills and healthy habits to your everyday routine on subjects like nutrition, exercise, sleep, dental hygiene, emotional self-care and finance.	\$25 <small>(must complete 3 – maximum of \$75 per plan year)</small>
Track Your Step Goals with Stride	Members of all fitness levels can set step goals, track progress and get rewarded for improving physical activity. Sync your fitness tracker or use the app.	\$10 per month <small>(maximum of \$120 per plan year)</small>
Take a Quiz	Test your knowledge about general health or see how you'd deal with various health topics and learn if you're on the right track.	\$5 <small>(maximum of \$30 per plan year)</small>
Get Your Annual Physical	An annual checkup or physical with your in-network provider is a great way to track your health progress. Your doctor may check your vitals, recommend screenings, ask questions about your wellness routine and more.	\$50
Get a Health (Biometric) Screening	A health screening is like a routine checkup — but even easier. In 15-20 minutes, you'll learn key health numbers like your blood pressure, cholesterol and body mass index (BMI).	\$50

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YOUR BELK INCENTIVE

Associate and spouse/domestic partner can each earn a max of \$500

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Activity	Description	BlueRewards
Wellness activities available to all members (continued)		
Get Your Flu Shot	Get your annual flu shot to protect yourself against seasonal influenza.	\$25
Participate in a Public Challenge	Public Challenges are a great way to push yourself and engage in healthy, competitive activities about nutrition, exercise or general well-being with others in the Rally community.	\$5 (maximum of \$30 per plan year)
Participate in a Private Challenge	Enjoy healthy, competitive activities with others from your workplace and see how you stack up! You'll be given an invitation code to participate.	\$25 (maximum of \$50 per plan year)
Wellness activities available to eligible members*		
Complete Important Diabetes Tests	Get a simple A1C test (if you're due for it) that can help you and your doctor manage your diabetes and stay alert to changes.	\$25 (if identified)
Complete a Nurse Support Assessment	Get support from a nurse to help you manage a complex or chronic medical condition and achieve your health goals.	\$100 (if identified)
Know Your Care Options	Take a short survey and get a personalized quick reference guide (to post by the phone) with your options for getting medical care and your primary doctor's phone number.	\$50 (if identified)
Fill Out Your Pregnancy Survey	Get the My Pregnancy app for support and information during your pregnancy and beyond. Register and complete a pregnancy survey to earn rewards.	\$50 (if identified)
Total Reward Opportunity		\$500

*Blue Cross and Blue Shield of North Carolina (Blue Cross NC) will reach out to you directly if you qualify for this activity.



COINS

Something a “little extra” for you with Rally Coins



What are Rally Coins?

Pretty much everything you do on the wellness portal (Rally site) will earn you Rally Rewards in the form of Coins. These are incentives to keep you logging in and on track with your health and wellness goals. You can redeem your Coins for chances to win great rewards such as fitness trackers, gift cards and more.

Where can I find my Coins balance?

You can always see your Coins balance right below your username in the top right corner of any page in the wellness portal. You can also find your Coins portal and check the Rally Rewards tab to view available Sweepstakes, Marketplace items, Auctions and Donations.

Are Rally Coins equivalent to currency?

No. Rally Coins are unique to Rally and only good for use in the wellness portal. Coins cannot be exchanged for an equivalent to real currency (e.g., USD). Note: To earn money for your HSA, refer to the Blue Rewards program for more information. Coins cannot be used for credits toward your HSA.

How do I earn Coins?

There are many ways to earn Rally Coins. For example, you earn Coins for logging in every day, completing the Health Survey and making progress on Missions and Challenges. The number of Coins you can earn depends on the activities you complete. The chart below highlights some ways to earn.

Activity	Coins Earned
Logging in once	5
Logging in on consecutive days	10
Completing the Survey	150
Successfully reaching a daily Mission objective	10
Successfully reaching a weekly Mission objective	20
Successfully completing a Mission	75
Placing 1st in a Challenge	100
Placing 2nd in a Challenge	75
Placing 3rd in a Challenge	50

What can I do with my Rally Coins?

To enter a Sweepstakes, simply select the Enter button. Your entry will be competing against the total Rally population, unless otherwise noted.

In the Marketplace, you can choose to exchange Coins for significant discounts on a variety of popular items.

Auctions let you bid your Coins on Rewards of your choice, and if you’re not the highest bidder, you get to keep your Coins and try again.

Finally, you can use your Coins to help **trigger a Donation** by Rally to one of several worthy causes. When a charity reaches a certain Coins threshold, Rally makes a substantial cash donation to that charity.

Must be at least 18 years old to participate on the wellness portal and earn Blue Rewards. Participation restrictions apply based on plan type, and rewardable activities are not available for all plan types. Visit the wellness portal for activities currently available to you. Blue Cross NC reserves the right to change or discontinue Blue Rewards at any time, including changing dollar amounts and available rewards, without prior notification. Consult with your benefits administrator, or contact Blue Cross NC Customer Service for questions or support. Dates of program are from 1/1/22 through 12/31/22.

Blue Cross NC offers health and wellness programs as a convenience to aid members in improving their health; results are not guaranteed. Blue Cross NC reserves the right to discontinue or change these programs at any time. The goal is to help members make better decisions about their health and to help them follow their provider’s plan of care. Decisions about care should be made with the advice of the member’s provider.

Rally Health is an independent company that is solely responsible for the services it provides. Rally Health does not offer Blue Cross or Blue Shield products or services.

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