

Achieve Well-being

Engage your employees with Achieve Well-being Rewards

Independence Blue Cross (Independence) offers a new way to help your employees achieve their health goals.



Reward employees for completing activities

Nothing helps motivate action like the promise of rewards!* Achieve Well-being tools available on ibx.com and on the IBX mobile app create personalized action plans that make it easy for your employees to earn tokens and badges for completing their well-being goals.

New for 2021, your employees can now receive a \$150 gift card by completing the following required activities:

- Annual check-up with PCP
- Flu shot
- Get digitally engaged
 - Member portal registration
 - MDLIVE.com registration
 - Well-being profile
 - Opt-in to digital messaging at ibx.com

Once your employees complete all six activities through the Achieve Well-being tool they can redeem a gift card online when they log on to ibx.com.



Take advantage of support and resources

Ask your broker, consultant, or your Independence account executive about these programs and others that can provide your employees with the support and resources they need to achieve their well-being goals.

Independence recommends that the group discuss the program with its legal and/or tax advisor.

This program is available for fully insured employers enrolled in a 2021 standard plan.

*Rewards are available only as online gift/debit cards through Independence third-party fulfillment.

Independence Blue Cross offers products through its subsidiaries Independence Hospital Indemnity Plan, Keystone Health Plan East and QCC Insurance Company, and with Highmark Blue Shield — independent licensees of the Blue Cross and Blue Shield Association.

