

WE'RE TAKING WELLNESS to a whole new level



For fully-insured and balanced
funded local group employers

Healthy and happy employees tend to be more productive. That's one of the reasons employers work so hard to promote and encourage healthy habits. Blue Cross and Blue Shield of North Carolina (Blue Cross NC) wants you to know you're not in this alone.

As part of our commitment to our members and the business community, Blue Cross NC is always looking for ways to increase impact and participation in our wellness focused offerings. To that end, we created a new Wellness Engagement program that integrates our expertise in health care initiatives and education with a robust platform provided by Rally Health, featuring improved engagement tactics to help people achieve better health. Participants get a more personalized experience without additional administration by employers.

Why wellness is different with us



Fun and personalized user experience.

Each member's wellness portal content is personalized based on their health survey answers. And with the "maximum incentive structure" in the packages as well as the portal's built-in activities, members can choose the activities that are meaningful to them.



More reward opportunities.

The wellness portal integrates gift card fulfillment and redemption, as well as incentives in the form of Rally® Coins earned for everyday actions that contribute to health. With smaller reward increments, members have opportunities to earn incentives almost every time they log in, leading to more frequent engagement.



Wellness on the go: mobile app & wearable devices.

In addition to web access, the wellness portal also comes in the form of an app for Android™ or iPhone®. Members can engage on the go and even sync to track steps with their phone, smartwatch or other wearable device, such as Fitbit® or Garmin®.



More than wellness.

This initiative goes beyond standard wellness by encouraging members to maximize their health plan with resources and information that helps them make the best health care and lifestyle choices.

Personalized, mobile,
consumer-focused wellness
programs encourage and
support employees to make
incremental changes.¹

Bringing it all together

Our Wellness Engagement program builds on tried and true engagement tactics like personalized experiences truly built for the member and an online community to inspire commitment. The portal integrates with technology they are already using, connecting members and their actions for measurable success. And gamification provides incentives for meaningful progress toward wellness, for the total package.



Wellness Rewards package

Employers and their members have access to the standard features of the wellness portal as well as Wellness Rewards, which offers gift card incentives to members for completing certain activities.

Package	Activities
Wellness Rewards	Standard Wellness Portal Rewards for: • Health Survey • Public Challenges • Skill-Building Missions • Stride • Nurse Support (Case Management and Condition Care)* Total Reward Opportunity: \$50

*Members who are identified through medical claims are eligible for personalized outreach.

All members are automatically enrolled in Wellness Rewards.

Multiple reward types



Blue Rewards

Incentives for Wellness Rewards and Wellness Rewards Plus packages include gift cards.



Rally Coins

Members can also earn Coins, a virtual currency that can only be used within the wellness platform.

Let’s talk!

For more information, please contact your authorized Blue Cross NC sales representative.

1 Three Ways to Increase Engagement with Your Wellness Programs. Rally Health, 2021.

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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