



Chip Rewards

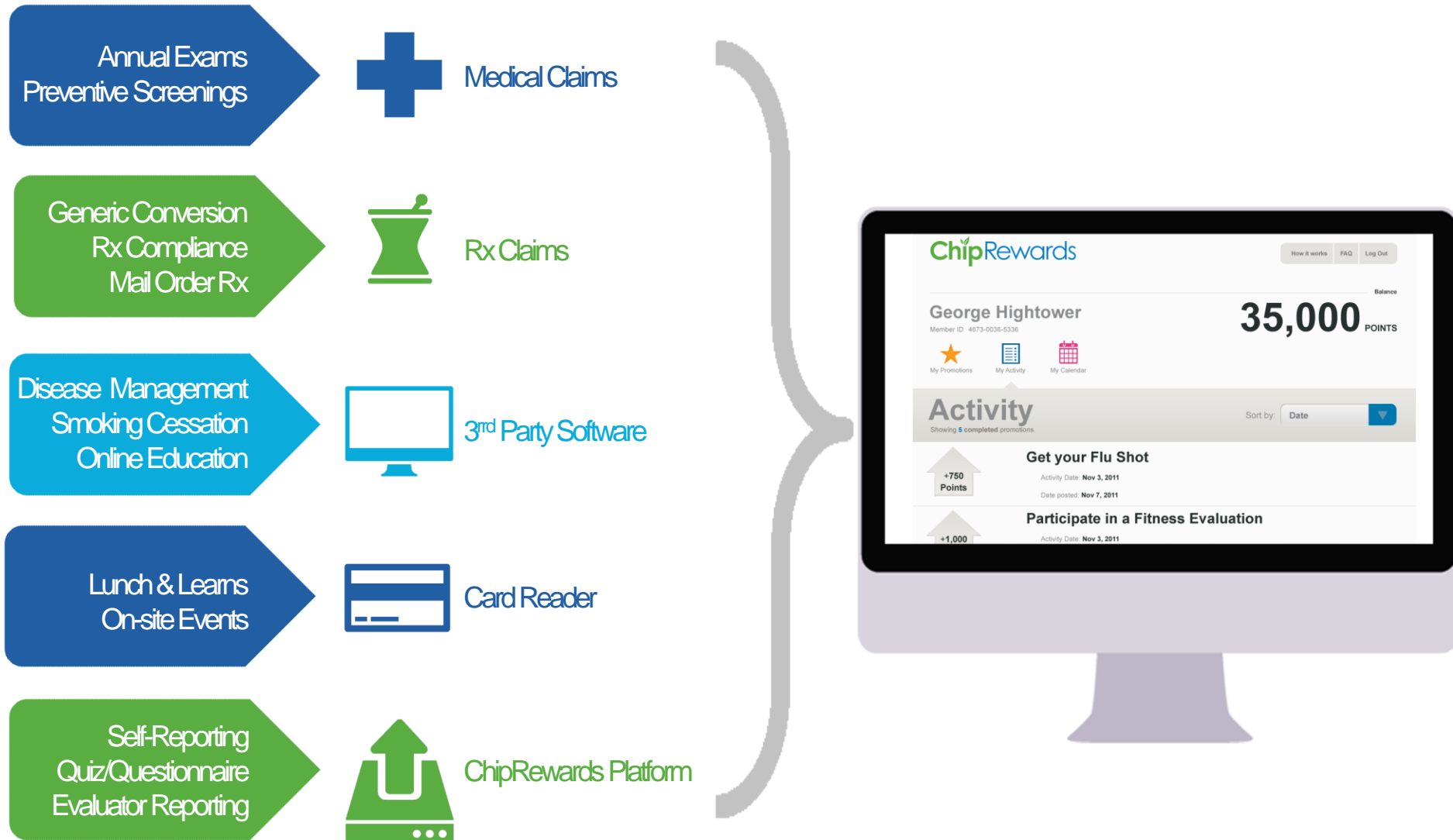




ChipRewards is a solution to increase population engagement in health behaviors.

Founded by senior executives with expertise in  
software, behavioral science, healthcare,  
marketing & client services.

# The ChipRewards solution captures and integrates information from **multiple data sources**.



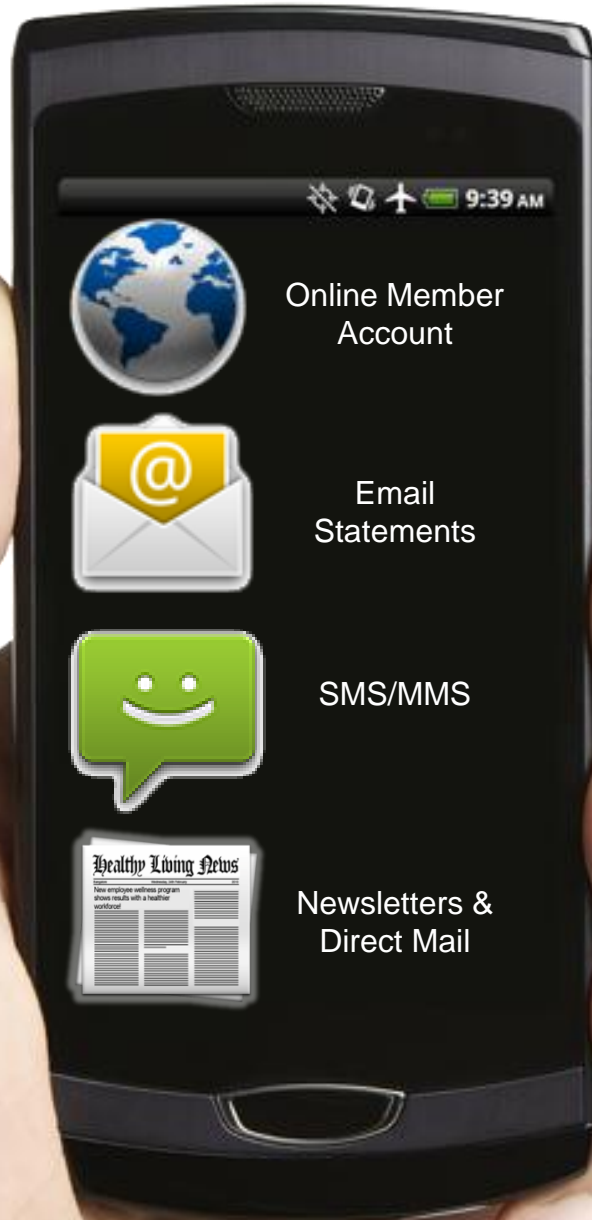
# Reward Options

Rewards can be **tailored** to client needs, restrictions or organizational culture.



- Points-based rewards catalog with millions of options
- Internal redemption
  - Flex time
  - Company sponsored offerings
- Cash equivalent options
  - Premium reductions
  - HRA / HSA / FSA contributions
- Violation points

# Communications



ChipRewards utilizes all forms of communication to ensure program details are delivered effectively to your employees.

Information is delivered through the **member account**, **email**, **direct mail**, **SMS text** & **mobile access**.

# Electronic Communications




## Boost Your ENERGY

5 Ways to Boost Your Energy:

- Diversify your fitness routine.** Sweating your workouts with high impact and low impact activities can be a great way to keep your energy levels consistent.
- Stay hydrated.** Drinking up to eight ounces of water per day keeps your energy high and can do it in nearly 100 seconds.
- Eat more whole grains.** Whole grains are high in fiber and complex carbohydrates which give you a natural boost of energy and leave you feeling fuller longer.
- Breathe deeply.** Deep breathing stimulates your lymphatic system and reduces stress. Inhale, full lungs down and from there your body will start feeling you recharged and energized.
- Get a little sunshine.** The sun helps our brain to produce the neurotransmitters, serotonin and melatonin, which help us to feel happy and sleep better.

"iFNAME" you have "iMERGED" chips in your account as of August 24, 2012.

[LOGIN](#)





**Complete your Health Review & HRA**  
Complete your Comprehensive Health Review and HRA for 2012. Contact the Relationship Health Centers at 422-542-7970 (Davenport) or 422-543-7970 (Ames) to schedule an appointment.

**Stress At Work**  
Learn more about the causes of stress at work and online steps that can be taken to prevent job stress in this month's e-flyer. [Click Here](#) to view the flyer.

**Earn Rewards**  
Don't miss out on the millions of reward items available to you. Check out options such as merchandise, travel, event tickets or even the iPad Touch.

[EARN CHIPS](#)

Questions? ☎ 1.888.622.4471 ✉ [member@chiprewards.com](mailto:member@chiprewards.com)

Unsubscribe from this mailing here: [www.mychiprewards.com](http://www.mychiprewards.com)



## Healthier Tailgating

this football season

Healthy Tailgating Tips:

- Healthier Hot Dogs**  
Try sauced 100% beef hot dogs (no nitrates or nitrites) or Veggie dogs for a healthy option.
- Wholesome Rolls**  
Choose thin, whole grain rolls, whole grain white or 100% whole rolls versus plain white rolls.
- Lean Ground Beef**  
Try lean ground beef (at least 20% lean) for hamburgers or chili. You may want to try making vegetarian chili as an option.
- Grilled Veggies and Fruit**  
Add some color with grilled fruits and vegetables – red, yellow, green peppers, onions, sweet potato chunks, cucumbers, mushrooms, corn, tomatoes, peaches, pineapple.
- Leaner Burgers**  
Try lean turkey, bison or buffalo burgers instead of a fat option too. Also, choose reduced fat cheese for hamburger toppings.

"iFNAME" you have "iMERGED" points in your account as of September 14, 2012.

[LOGIN](#)





**Prenatal Education**  
Enroll in the Baby Yourself/Baby Steps program and earn 4,000 points at completion! Some of the benefits of the program are a 24/7 nurse support, maternity nurses to manage high-risk maternity care, newsletters and other educational resources.

**Have your Well-Woman and Mammogram Exams**  
Ladies, attention is key! Earn 2,000 points for your yearly gynecological exam and 3,000 points for your annual mammogram (as covered under your medical plan).

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[EARN POINTS](#)

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## lowfat fall recipe: BUTTERNUT SQUASH

**Roasted Butternut Squash**

This is a great, naturally low-fat side dish or great addition to your Thanksgiving meal. Butternut squash can be heated to cut, Pierce with fork and microwave for one minute before cooking.

"iFNAME" you have "iMERGED" points in your account as of October 7, 2012.

[LOGIN](#)

- 1 small butternut squash (2lbs)
- 1 tsp ground cinnamon
- 1/4 cup orange juice
- 1/4 cup maple syrup

Preheat oven to 400 degrees. Using a sturdy knife, cut off the top of the butternut squash near the stem, then cut in half lengthwise. Scoop out seeds and membranes. Have paper to make 4 wedges.

Place wedges cut side up in a large glass baking dish. Sprinkle cinnamon on top. Combine orange juice and maple syrup and drizzle over squash edges. Cover with foil and cook for 45 minutes. Spoon syrup over wedges before serving.





**Walktober**  
Enjoy autumn's brilliant beauty and drop cool in the fall with Walktober, an online walking campaign and learn challenge. Join this 42-day walking campaign and look forward to:

- A boost in your energy and outlook.
- The next/a new thing that comes from a new/flyer/revive
- Increased ability to handle stress
- A healthier, fit appearance
- The chance to earn 1,500 points!

**Healthy Cooking Class**  
The 6 Ingredient Project - Earn 250 points! Join us on October 23 from 4:30 - 6:30 PM in the 24C cafeteria to learn how to create meals out of just 6 ingredients! This healthy cooking class focuses on how to simplify meal planning, grocery shopping and cooking by focusing on six categories. These categories are perishable foods and these are " pantry staples" - having these 6 categories in your kitchen will make planning and creating meals that much easier!

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[EARN POINTS](#)

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# Communication Campaign Development

## DON'T MISS OUT! Reward Yourself Today

The City of Chattanooga proudly offers Well Advantage, a program designed to reward the healthy choices of all full time, active City employees. The more you take part in healthy activities and events, the more Chips you can earn.

**Earn Chips for these activities!**

- Complete your Health Review & HRA
- Get an Annual Physical
- Fill your prescriptions
- Exercise Each Week
- Participate in Weight Watchers
- Stay Safe
- And much more!

**STEP ONE: Activate your account**  
Visit [www.mychiprewards.com](http://www.mychiprewards.com) to activate your account and get started today.

**STEP TWO: Participate in healthy activities**  
Participate in activities and events such as having your annual physical, exercising, and much more.

**STEP THREE: Earn Chips**  
Get rewarded for your healthy choices. The more activities you participate in, the more Chips you can earn.

## YOU ALREADY HAVE POINTS! REDEEM YOUR CHIPS FOR ITEMS LIKE THESE AND MANY MORE!

Log your exercise...  
Click the Report Here button in the Exercise Each Week promotion in your account up to 3 times per week to earn 100 Chips.

Questions? Contact us at [members@mychiprewards.com](mailto:members@mychiprewards.com) or call 1-888-002-4471.

## YOU ALREADY HAVE POINTS! REDEEM YOUR CHIPS FOR ITEMS LIKE THESE AND MANY MORE!

LOG ON TO ACTIVATE YOUR ACCOUNT AND EARN MORE POINTS TODAY!

[www.mychiprewards.com](http://www.mychiprewards.com)

**Reward Your Health**  
Participating in the Well Advantage Rewards program is an easy way to reward yourself for the healthy choices you make every day. Earn Chips when you participate in activities such as recording your exercise and completing your Health Review & HRA.

**Rewards You Want**  
The more you take part in the healthy programs and events offered to you, the more Chips you can earn! Reward Chips are redeemable from an online catalog of millions of items.

**Get Started**  
Click [here](#) to activate your account now, and earn 250 Chips just for signing up! Once activated, log in to your Well Advantage Rewards account from any computer to view all the ways you can reward your healthy lifestyle.

## Reward Yourself Today

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**Earn Chips for these activities!**

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- Get an Annual Physical
- Fill your prescriptions
- Exercise Each Week
- Participate in Weight Watchers
- Stay Safe
- And much more!

**Log your exercise...**  
Click the Report Here button in the Exercise Each Week promotion in your account. Report your fitness activity up to 3 times per week to earn Chips.

Questions? Contact us at [members@mychiprewards.com](mailto:members@mychiprewards.com) or call 1-888-002-4471.

**STEP ONE: Activate your account**  
Visit [www.mychiprewards.com](http://www.mychiprewards.com) to activate your account and get started today.

**STEP TWO: Participate in healthy activities**  
Participate in activities and events such as having your annual physical, exercising, and much more.

**STEP THREE: Earn Chips**  
Get rewarded for your healthy choices. The more activities you participate in, the more Chips you can earn.

**STEP FOUR: Redeem for what you want**  
Use your Chips for your choice of millions of items including electronics, movies, books, hotel stays, Visa gift cards, retail gift cards, and much more!

## YOU ALREADY HAVE POINTS! REDEEM YOUR CHIPS FOR ITEMS LIKE THESE AND MANY MORE!

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[www.mychiprewards.com](http://www.mychiprewards.com)

**Reward Your Health**  
Participating in the Well Advantage Rewards program is an easy way to reward yourself for the healthy choices you make every day. Earn Chips when you participate in activities such as recording your exercise and completing your Health Review & HRA.

**Rewards You Want**  
The more you take part in the healthy programs and events offered to you, the more Points you can earn! Reward Points are redeemable from an online catalog of millions of items.

**Get Started Now**  
Earn 250 Points when you activate your account at [www.mychiprewards.com](http://www.mychiprewards.com). Once activated, log in to your Well Advantage Rewards account from any computer to view all the ways you can reward your healthy lifestyle.

Questions about Well Advantage Rewards program? Contact us at [help@mychiprewards.com](mailto:help@mychiprewards.com) or 888.692.4771.

LOG ON TO ACTIVATE YOUR ACCOUNT AND EARN MORE POINTS TODAY!

[www.mychiprewards.com](http://www.mychiprewards.com)

## Visit the onsite clinic and earn 12,000 points!

Earn a \$120 credit on your medical premium once you have completed BOTH the Lab Profile and Health Assessment. Complete both activities before October 1st, 2012 to automatically receive the medical premium reduction.

- Complete your Lab Profile one of these ways**
  - Onsite company-sponsored lab draw
  - LabCorp Patient Service Center (Contact Health Services at 404-306-6860 for required paperwork)
  - At your physician's office (Report completion at [www.mychiprewards.com](http://www.mychiprewards.com) or 1-888-000-0000) (Earn 900 points when you complete your Lab Profile)
- Complete your Health Assessment**


Access myProgram. Choose myProgramHere.


  - You may access your reward account for completion verification.

(Earn 3,000 points when you complete your Health Assessment)

Your **Logo** Here  
2901 3rd Ave South, Suite 210  
Birmingham, AL 35233  
Service Return Required

# Member Portal

HomeHow it WorksContact Us



Enter your login information below. Remember that both username and password are case-sensitive. [Click here](#) if you have forgotten your password.

First time here?

Activate Now

Username:


Password:

Been here before?

Log In



# Member Portal


Home How it Works Contact Us FAQ Log Out

**KY Employee**

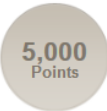
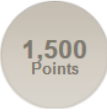
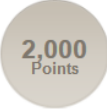
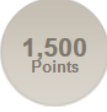

Member ID  
**467300154762**

Point Balance **19,000**


Redeem Your Points

Promotions My Activity

Scroll down to see the promotions available to you

 <p>5,000 Points</p>	<p><b>Complete your Health Review &amp; HRA</b></p> <p>To begin the 2012 program, complete your Comprehensive Health Review and HRA. Contact the WellAdvantage Health Centers at 423-643-7970 (Downtown) or 423-643-7979 (Amnicola) to schedule an appointment or click the <b>Schedule</b> button.</p> <p><i>This promotion is valid from December 1, 2011 through November 30th, 2012.</i></p>	<span>Schedule</span>
 <p>1,500 Points</p>	<p><b>Get your Annual Physical</b></p> <p>Have your annual physical exam and stay on top of your health in 2011. Contact the WellAdvantage Health Centers at 423-643-7970 (Downtown) or 423-643-7979 (Amnicola) to schedule an appointment or click the <b>Schedule</b> button.</p> <p><i>Valid through 12/31/12.</i></p>	<span>Schedule</span>
 <p>2,000 Points</p>	<p><b>Have a Well-Woman Exam</b></p> <p>Complete your annual well-woman exam to earn 2,000 Chips. Contact the WellAdvantage Health Centers at 423-643-7970 (Downtown) or 423-643-7979 (Amnicola) to schedule an appointment or click the <b>Schedule</b> button.</p> <p><i>Valid through 12/31/12.</i></p>	<span>Schedule</span>
 <p>1,500 Points</p>	<p><b>Get your Mammogram</b></p> <p>Complete your annual mammography to earn 1,500 Chips.</p> <p><i>Valid through 12/31/12.</i></p>	
 <p>100 Points</p>	<p><b>Fill your Prescriptions</b></p> <p>Fill your medications at a WellAdvantage Pharmacy to earn 100 Chips per prescription. Pharmacy #: 423-266-1586.</p>	

# Member Portal


Home How it Works Contact Us FAQ Log Out




**KY Employee**

Member ID  
**467300154762**

Point Balance **19,000**

[Redeem Your Points](#)

Promotions My Activity

Point Change	Activity Information	Balance
	<b>Get your Mammogram</b> ✔ Activity date: 10/17/2012 Date posted: 11/14/2012	<b>19,000</b>
	<b>Have a Well-Woman Exam</b> ✔ Activity date: 10/17/2012 Date posted: 11/14/2012	<b>17,500</b>
	<b>Get your Annual Physical</b> ✔ Activity date: 10/17/2012 Date posted: 11/14/2012	<b>15,500</b>

# ChipRewards Enterprise Solution

The solution combines experience, technology, science, people, and processes, all aligned to optimize the probability that targeted health behaviors occur.

The solution is highly configurable and can be deployed either as an enterprise or component solution.



ChipRewards