

Become a better you!

Be
Healthy.

Welcome to **BlueRewards**, our new wellness incentive program developed in partnership with Blue Cross and Blue Shield of Florida. It's a positive way to help you improve your health through a Personal Health Assessment, Lifestyle Improvement Programs, Member Resources and Health Trackers*.

Live
Well.

Join your colleagues on the path to better health!

- ▶ Visit bcbsfl.com/MyBlueService
- ▶ **Login/Register**
- ▶ Go to **Discounts & Rewards**
- ▶ Click on **Earn BlueRewards**

Get
Rewarded.

Reshape your health habits, **earn points** and **get rewarded!**

BlueRewards



Get started today!

* The information you provide (in your Personal Health Assessment, Lifestyle Improvement Programs, Member Resources or Health Trackers) is private and will not be shared with your employer without your authorization. The Personal Health Assessment, Lifestyle Improvement Programs, Member Resources and Health Trackers are components of BlueRewards and may not be specific to your program. Contact Human Resources for more information.



FLORIDA

An Independent Licensee of the
Blue Cross and Blue Shield Association