



THE POWER OF HEALTH™

Vitality is an innovative approach to engaging individuals in the proactive pursuit of wellness and to help them achieve and maintain their optimal level of health.

Through Vitality, members:

- ⚡ **Engage** in a wide variety of designated education, fitness, prevention and lifestyle management activities.
- ⚡ **Earn** Vitality Bucks™ which can be redeemed for exciting rewards; elevate their Vitality Status® (by beginning at Bronze and working up to Silver, Gold and ultimately, Platinum), affording them even greater incentives, such as increased health club membership subsidies, with each new level.
- ⚡ **Enjoy** Vitality Rewards®, from earning discounts on travel packages based on their Vitality Status to cashing in their Vitality Bucks for airline miles, iTunes and popular name brand products—such as Apple, Cuisinart and Sony.

Together with your insurance plan, Vitality creates an integrated offering that gives members the power to take control of their health and their healthcare costs. Because we believe in THE POWER OF HEALTH to help people live their best lives.

That's Vitality.
That's THE POWER OF HEALTH.

Event	Bucks Per Activity	Maximum Bucks Per Member* Per Policy Year
EDUCATION		
Health Risk Assessment	1,500	1,500
Workout Journal	50/month	600
CPR Certification	500	500
First Aid Certification	500	500
Blood Donation	125	250
Caloric Needs Calculator on Website	125	250
Target Heart Rate Calculator on Website	125	250
Vitality Age Calculator on Website	125	250
Total Eligible Bucks You Can Earn For Education = 3,250		
PREVENTION		
Vitality Check™ (biometric screenings)	750	750
Blood Pressure within Range	1,250	1,250
Blood Glucose within Range	1,250	1,250
Cholesterol within Range	1,250	1,250
Annual Prostate Exam	500	Up to 1,000 for any combination
Childhood Immunizations	500	
Colorectal Screening	250	
Flu Shots	500	
Mammogram	500	
Pap Smear	500	
Total Eligible Bucks You Can Earn For Prevention = 5,500		
FITNESS		
Partner Health Club Workout OR Workout Using a Polar Heart Rate Monitor (60% of max heart rate for a min of 30 minutes)	20	Combined Max is 2,500
Supervised Fitness Activities	500	
Public Fitness Events	500	
Fitness Assessment	750	1,500
Fitness Assessment Result Level 0	0	0
Fitness Assessment Result Level 1	1,000	2,000
Fitness Assessment Result Level 2	2,000	4,000
Fitness Assessment Result Level 3	3,000	6,000
Total Eligible Bucks You Can Earn For Fitness = 10,000		
LIFESTYLE		
BMI 25 or less	2,000	Up to 2,000
BMI 25.1 - 27.5	1,000	
BMI 27.6 - 29.99	500	
BMI 30+	0	
Tobacco Free (Cotinine Test)	1,250	1,250
Maternity Care Program or Informed Care Management Registration	1,000	1,000
Informed Care Management Compliance	2,000	2,000
Total Eligible Bucks You Can Earn For Lifestyle = 6,250		

Vitality Status	Earned Vitality Bucks Required to Achieve Status		Vitality Bonus Bucks
	One Adult	Two Adults	
Bronze	—	—	—
Silver	10,000	15,000	2,500
Gold	17,500	25,000	5,000
Platinum	25,000	35,000	7,500

*A member is defined as an employee or covered spouse.

Engage in Activities

Members engage in Vitality through a variety of ways, including:

- Completing the University of Michigan Health Risk Assessment
- Workouts at partner health clubs or using Polar heart rate monitors
- Annual biometric screenings through a Vitality Check partner such as Quest Diagnostics



Quest Diagnostics



Earn Vitality Bucks

Health Club Memberships

Members earn Vitality Bucks for each workout, which is automatically tracked when they swipe their health club ID card. They also receive subsidies that vary by partner health club, based on their Vitality Status.

Monthly Subsidy	Bronze	Silver	Gold	Platinum
1st Member	\$30	\$40	\$50	\$60
2nd Member	\$10	\$20	\$30	\$40

Example for Life Time Fitness

Monthly Subsidy	Bronze	Silver	Gold	Platinum
1st Member	\$15	\$20	\$25	\$35
2nd Member	\$10	\$15	\$20	\$25

Example for Curves



Wellness Rebates

Based on their Vitality Status, members earn rebates for wellness programs that enable them to improve their health.

Eligible Rates*	Bronze	Silver	Gold	Platinum
Gym Membership Rebate	\$100	\$125	\$250	\$500
Weight Program Rebate	\$100	\$125	\$250	\$500
Smoking Cessation Rebate	\$50	\$100	\$150	\$250

*Available upon being a member for four months. Members choose from either the gym membership rebate for non-partner gyms or the subsidies for partner health clubs. Other terms and conditions apply to these rebates. Refer to the website for complete details.

Enjoy Vitality Rewards

Hotel Packages

Members enjoy increasing discounts on vacation packages as they achieve higher Vitality Status.

Hotel Stay Choices*	Bronze	Silver	Gold	Platinum
Courtyard by Marriott, Residence Inn (1 BR) (1-7 nights)	\$200	\$150	\$100	\$50
Marriott Hotels & Resorts (1-7 nights)	\$260	\$195	\$130	\$65
Ritz Carlton (1-7 nights)	\$480	\$360	\$240	\$120
Ritz Carlton Suite (1-7 nights)	\$520	\$400	\$280	\$160
Ritz Carlton Club (1-7 nights)	\$560	\$440	\$320	\$200
Golf Packages (2-4 nights)	\$600	\$450	\$300	\$150
Spa Packages (3 nights)	\$300	\$225	\$150	\$75
Resort Packages (3-5 nights)	\$400	\$300	\$200	\$100
Marriott Vacation Villas (3-5 nights)	\$480	\$360	\$240	\$120

*Price is based on accommodation for one night



The Ritz-Carlton®



Name Brand Merchandise

Redeem Vitality Bucks for over 3,000 items including books, electronics, gifts, home and garden, toys, movies, sporting equipment and more, discounted based on Vitality Status.

Bronze	Silver	Gold	Platinum
0%	10%	20%	40%

Frequent Flier Miles

One Vitality Buck equals one airline mile. Members must purchase a minimum of 5,000 airline miles per redemption.

Music Downloads from iTunes

Use 1,000 Vitality Bucks for a \$15 gift card which can be redeemed at the iTunes website.

Magazine Subscriptions

Annual subscriptions are just 500 or 1,000 Vitality Bucks.

Movie Theater Certificates

500 Vitality Bucks redeems one movie certificate.

†Not a complete list