



**Vitality™**

## Introducing Vitality Wellness

Available January 1, 2016

*Your health is not the most important thing to you. And that's how it should be. We all have other priorities—faith, ministry, family, and friends. The important thing is the role your health plays in doing the things you love with the people you love.*

Being well isn't about just seeing the numbers go down on the scale or on a blood pressure reading. It's about being able to do the things you like to do and doing them with the people you love. That goal becomes so much easier and so much more enjoyable, however, if we are physically, emotionally, financially, and spiritually well and able to do them to the best of your ability!

The connection is clear: Good health is an integral part of our being able to perform our tasks of sharing the Gospel, caring for our family and friends, and serving our community.

The challenge, however, is that our days are filled with choices, and those choices are often on different ends of the health spectrum. Get up and walk or hit the snooze? Blueberries or a blueberry donut? Read a devotion or read about the latest Hollywood entertainment news? With these challenges, we all could use some encouragement and means of motivation to more easily fit healthful choices into our busy schedules.

### **Enter: Vitality!**

Vitality™ (coming in January!) is a dynamic platform that provides Concordia Health Plan members with the tools to help you make healthier choices that fit into your daily life. It includes a real-time health status that changes based on your choices; a personal pathway to guide you to better health; synchronization of your fitness devices; and online nutrition courses, learning videos, and certifications. Vitality also offers a mobile app to check-in to gyms and log events (such as getting a preventive screening or getting CPR certified). All of these activities encourage healthier living ... all while earning points for rewards in the process! Experience Vitality to see how easily your healthful habits can become a part of your day-to-day living.

### **Get Started:**

1. Register with Vitality at [BeWellServeWell.com](http://BeWellServeWell.com)
2. Begin by taking the Vitality Health Review
3. Participate in Vitality activities to earn points and meet your goals

**CONCORDIA**  
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## How does it work?

### Earn Points

You can earn Vitality Points for many things you already do, such as getting annual health screenings, exercising, and buying healthy food. The more you do, the more points you earn.

### Increase Your Status

As you increase your points, you achieve Vitality status levels—from Bronze to Silver, Gold, and Platinum.

### Get Rewarded

As you accumulate Vitality points and increase your status, you can earn valuable rewards.\* Vitality has partnered with Amazon, iTunes, Whole Foods, and others to offer you rewards through the Vitality mall.

### Live Healthier

You'll receive personalized Vitality Goals and simple steps to achieve them. There's no penalty if you don't, but if you're feeling inspired, you can access a range of educational health resources to help you learn more.

## Earn points for:



### Assessments

Health, Mental Well-being, Physical Activity, and Kids Health Review



### Screenings

Vitality Check to measure body mass index, blood pressure, cholesterol and fasting glucose levels



### Physical Activity

Gym visits, fitness device tracking, sports league memberships and athletic event participation



### Education & Tools

Certifications, nutrition courses, interactive calculators and healthy articles



### Healthy Food

Rewards for healthy food purchases at partner grocery stores



### Challenges

Social and competitive interaction between or among employers

Concordia Plan Services and Vitality are committed to maintaining the highest level of confidentiality with all of the information we receive from members. The Vitality Program offers rewards\* to all members who engage in the platform. If for any reason, you think you are unable to meet an outcome or activity-based standard or its reasonable alternative under Vitality, you may consult with your physician and submit an applicable waiver.

\* Rewards redeemed are taxable fringe benefits

If you have program-related questions, please contact a Vitality Specialist at 877.224.7117 Monday through Friday, between 8:00 a.m. – 5:00 p.m., Central Time