

## Virgin HealthMiles—Changes for 2012

Virgin HealthMiles is introducing a new way to earn HealthCash rewards. These changes apply to all participants and spouses in HealthFlex active and Medicare plans. You must be enrolled in Virgin HealthMiles to earn HealthCash rewards.

Here's a quick summary of what's ahead. Watch for e-mails from Virgin HealthMiles over the next few months explaining more details.

### What's New for 2012

**Quarterly HealthMiles targets** will replace Virgin HealthMiles' current "five-level" rewards programs.

- Every three months, you'll have an opportunity to reach a HealthMiles target and earn \$25 HealthCash. That's potentially *\$100 for the year*. Primary participants, and spouses covered by HealthFlex, can each earn **\$25 per quarter**.
- Reach your target all four quarters in 2012 and you'll earn a **bonus \$50 HealthCash**.
- Total possible earnings for Virgin HealthMiles activity in 2012 is **\$150 per person**.



**Customized HealthMiles targets** will correlate with your personal activity history (based on number of steps uploaded in 2011 from your GoZone pedometer to the Virgin HealthMiles website).

- Your new personalized HealthMiles targets will be more attainable for *you*. You'll no longer be expected to keep pace with a marathon runner if you're typically a 5,000-steps-per-day walker.
- You'll have periodic opportunities to earn extra HealthMiles during promotional challenges. Watch for e-mail reminders from Virgin HealthMiles about these special earning opportunities and HealthMiles challenges.

### What's Staying the Same

- Upload steps from your GoZone pedometer or Polar heart rate monitor to the Virgin HealthMiles website to earn HealthMiles for your steps as usual.
- Earn extra HealthMiles by making entries in your Activity Journal—on the Virgin HealthMiles website after you log in.
- Join challenges and special promotions to earn extra HealthMiles. Everyone's a winner in these friendly competitions.
- Redeem HealthCash via retailer gift cards or direct deposit into your bank account.



### Need Help?

Call Virgin HealthMiles at **1-800-830-4312** for help with:

- Logging into the Virgin HealthMiles website,
- Uploading steps from your GoZone pedometer or Polar heart rate monitor, or
- Replacing a lost or malfunctioning GoZone.

### Starts Thursday, January 5, 2012

To run this new program efficiently, Virgin HealthMiles will align all participants to the same calendar-year schedule, starting **January 5, 2012**. This transition requires resetting everyone's HealthMiles accruals to zero.

**Get ready January 4.** You must upload your pedometer or heart rate monitor **Wednesday, January 4 by 11:59 p.m., Eastern time** to capture all accrued steps and advance as far as you can along the current levels program. At "the stroke of midnight," all HealthMiles will reset to zero... and the new 2012 rewards program will begin!

*Please note:* Depending on your Virgin HealthMiles anniversary date, the January transition to the new rewards approach might occur in the middle of your program year. While you will not have the opportunity to reach the next rewards "level" under the old program, you'll gain a fresh opportunity to earn rewards in a new way—one that will enable more people to earn more HealthCash than they have in the past. You will not lose any HealthCash rewards already achieved.

### Why Change the Program?

Virgin HealthMiles and the General Board of Pension and Health Benefits are changing this program to make it easier for more people to achieve their optimal success and earn their maximum rewards. Under the old, levels-based program, fewer than 20% of HealthFlex participants earned more than \$100 HealthCash per year. *The new program is individualized so everyone has a better chance to earn the maximum reward.*

*Active plan participants:* Be sure to read about other opportunities for earning even more HealthCash in 2012 by accruing HealthFlex wellness points. With the 2012 incentive program, you can earn **up to \$400 in HealthCash**—and enjoy more choices of ways to earn.

#### HealthCash Potential (Active plan, per person)

<b>Blueprint for Wellness</b>	<b>\$100</b>
<b>Taking Action</b>	
✓ Wellness points on WebMD website	up to <b>\$150</b>
✓ Virgin HealthMiles targets	up to <b>\$150</b>
<b>Total maximum potential</b>	<b>\$400</b>

#### HealthCash Potential (Medicare plan, per person)

✓ Virgin HealthMiles targets	up to <b>\$150</b>
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If you're not yet enrolled in Virgin HealthMiles, now is a good time to join. Go to [www.gbophb.org](http://www.gbophb.org), click on "HealthFlex/WebMD" and enter your WebMD username and password. Then click on "Join Virgin HealthMiles" under the "Get Started" column.

