1. Check your Rewards Dashboard for programs with rewards points. Programs have different points. For example, completing the online health assessment is worth 100 points while completing Healthy Habit programs are worth 50 points.

2. You can add programs with rewards points by going to your Personal Health Itinerary and clicking “Add Programs.” Locate each program you want to add and click “Join Now!”

3. Record your progress for each program. When you complete a rewards program, the points you earn will show in your Rewards Dashboard.

4. For every 10 points you earn, you’ll get one entry for the monthly prize drawing. Better You Strides automatically submits your entries. Points/entries earned in one month don’t roll over to the next month.

5. Each month, we’ll draw up to 72 random entries for prizes. Prizes will be mailed to winners.

Here’s how you can qualify for the monthly prize drawings:

Haven’t registered for Better You Strides?

Register in three easy steps:

1. Log in to your member account at floridablue.com.
2. Find “Your Guide to Better Health” on the right side of your homepage. Click “Get Started.”
3. On the welcome screen that appears, create a user name and password. Click “Create your account.”

Want to go mobile?

You can also register with Better You Strides using the CaféWell mobile app. Download the app from Google Play or the Apple App Store. Use sponsor code betteryoustrides and follow the directions to create your account.

If you don’t have Florida Blue health coverage, please ask your human resources area if Better You Strides is available to you.

Winners will receive a $25 prepaid MasterCard® that can be used at many select merchants, including:

- Athleta®, Bass Pro Shops®, Bath & Body Works®, Bed Bath & Beyond®, JCPenney®, Nike®, Sunglass Hut®, Under Armour®, Yankee Candle®, Panera Bread®

For a complete list of merchants, please visit myprepaidcenter.com/site/healthyreward.

TIP: The CaféWell mobile app makes it easy for you to track your activity progress any time, anywhere!
Florida Blue has entered into an arrangement with Welltok, an independent company, whereby Welltok has agreed to provide Florida Blue members with care decision support services, information and other services. Florida Blue has entered into this arrangement to provide a value-added service to its members. Please remember that all decisions that require or pertain to independent professional medical/clinical judgment or training, or the need for medical services, are solely your responsibility and the responsibility of your Physicians and other health care Providers. The programs mentioned above are subject to change. CaféWell® and Personal Health Itinerary® are trademarks of Welltok, Inc.

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We comply with applicable Federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability or sex.

BLUE CROSS®, BLUE SHIELD® and the Cross and Shield Symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.

NO PURCHASE NECESSARY. Points earn drawing entries only and have no other redemption or cash value. Ends 12/31/19 at 11:59 pm ET. Other restrictions/eligibility limits apply. For full rules, prizes, odds and other details, log in to Better You Strides and review the “How to Earn” section. Void where prohibited.


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