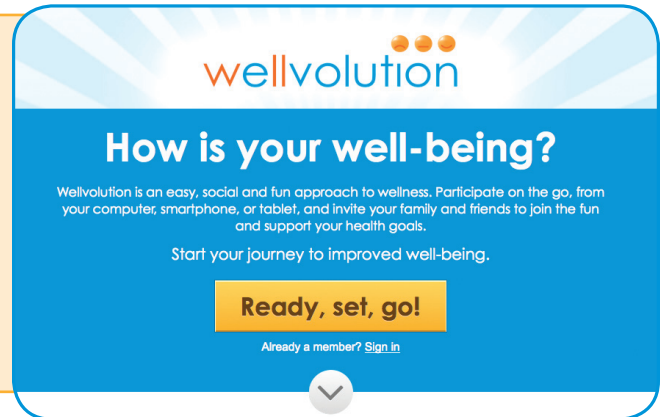


# wellvolution

Wellness has evolved!

Ready for a wellness program that helps deliver because of its unique approach? Introducing Wellvolution,<sup>SM</sup> a well-being solution for real people with real lives. It's the next generation in wellness programs, and it's an easy and fun way to incorporate healthy activities into even the busiest lifestyles.



## Doing it differently and making a difference!

**What makes it unique?** The Wellvolution next-generation approach focuses on how people behave – rather than how we'd like them to behave. By leveraging social connections and the latest online and mobile technologies with the [mywellvolution.com](http://mywellvolution.com) platform, Wellvolution helps contribute in a progressive, actionable way to an employee's well-being. With this approach, wellness can be rewarding and fun and result in positive diet and lifestyle choices that may last.

## How does it work?

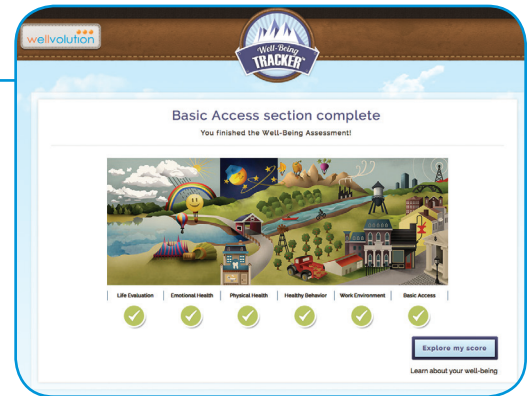
Starting with [mywellvolution.com](http://mywellvolution.com), all registered members get access to the Well-Being Tracker platform and its fundamental components, the **Well-Being Assessment** and the **Daily Challenge**<sup>®</sup> program. These two components are a great start for helping members to improve their health one small step at a time.



## Well-Being Assessment

The Well-Being Assessment is a scientifically validated instrument and goes beyond the typical health assessment survey, because it measures productivity, overall outlook, emotional and physical health, healthy behaviors, work environment, and access to health/life resources. It is derived from the more comprehensive Gallup-Healthways Well-Being Index survey.

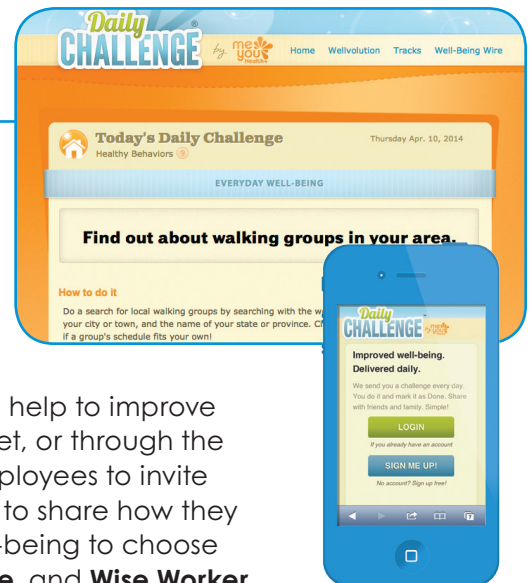
Employees who take the Well-Being Assessment, which measures overall well-being, will receive a well-being score and recommended daily challenges to keep them engaged.



## Daily Challenge

Wellvolution and MeYouHealth have teamed up to present Daily Challenge, another fun and engaging way to help your employees to improve their well-being.

Daily Challenge offers quick actions, realistic content, and social networking so your employees can have fun while getting healthier. A daily message is sent with one simple activity or "challenge" and a reason why it will help to improve well-being. And whether accessing from a computer, tablet, or through the Daily Challenge smartphone app, a quick click allows employees to invite friends and family (regardless of health plan membership) to share how they completed the challenge. There are over 45 tracks of well-being to choose from including areas such as **All-Day Energy**, **Simple Cuisine**, and **Wise Worker**.



Access anytime,  
anywhere!

### Easy and convenient access

Once members register at [mywellvolution.com](http://mywellvolution.com) from a computer, tablet, or smartphone, they'll be able to enroll in the Daily Challenge (and invite friends and family to join), take the Well-Being Assessment, and gain access to all their member-specific Wellvolution and Blue Shield programs anytime, anywhere.

### It's time for a Wellvolution

Based on our "make it fun" and "make it iconic" principles, Wellvolution is here to help you champion wellness and gain higher engagement in health and wellness programs that can keep your employees excited about their well-being throughout the year.

Daily Challenge is a registered trademark of MeYouHealth. MeYouHealth is a wholly owned subsidiary of Healthways, Inc. Wellvolution is a service mark of Blue Shield of California.

Blue Shield and the Shield symbol are registered marks of the BlueCross BlueShield Association, an association of independent Blue Cross and Blue Shield plans.