UnitedHealthcare Rewards toolkit

Helping your employees get in, get started and get rewarded

United Healthcare®

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Get to know UHC Rewards

UnitedHealthcare Rewards is an incentive program that's included in your health plan. It rewards your employees with dollars for reaching program goals and completing one-time activities. Employees get to choose their activities as well as how to spend their earnings.

This toolkit provides guidance and resources to get your employees started earning rewards and moving toward a healthier lifestyle.

Get the word out

Studies show that when employers promote health plan information, member engagement may be higher.[1] Start promoting UHC Rewards with your employees today.

How UnitedHealthcare supports you

In addition to the resources in this toolkit, our teams are actively helping you engage your employees in UHC Rewards through:

- Communicating with employees at each stage of their journey — awareness, enrollment and engagement
- Integrating UHC Rewards in:
  - Web and mobile entry points, including **myuhc.com®**
  - Fliers and migration communications
  - New member and onboarding materials
  - Cross-promotion of specific rewardable activities
- Sending communications that encourage employees to activate UHC Rewards when they're newly eligible as well as reminders tied to new program enhancements
- Program mentions in personalized monthly emails and other benefit communications

Employee engagement reports are available. Reach out to your UnitedHealthcare representative for more information.

Maximize the message

Here are a few things you can do to help your employees hear about the program:

- Encourage them to register on the **UnitedHealthcare® app** or **myuhc.com**
- Remind them to turn on app notifications
- Leverage the email template or flier located in the employee resources section to help drive engagement with UHC Rewards

How employees get started

UnitedHealthcare plan members can register and get started with UHC Rewards in 2 ways—through the **UnitedHealthcare app** or **myuhc.com.**

UnitedHealthcare app

1. Download the **UnitedHealthcare app**
2. Sign in or register
3. Select **UHC Rewards**
4. Activate rewards
5. Choose reward activities and start earning
6. Connect a tracker and get access to even more reward activities

myuhc.com

1. Visit **myuhc.com**
2. Sign in or register
3. Select **UHC Rewards** on the home page
4. Activate rewards
5. Choose reward activities and start earning

Downloading the app

The UnitedHealthcare app is available for both iOS® and Android® and can be downloaded in the App Store® or on Google Play®.

Download on the App Store

GET IT ON Google Play

How employees get rewarded

There are many ways for employees to earn rewards — plus they get to choose how they want to spend them. Reward activities are built for a variety of interests, from one-time actions to fitness goals and challenges.

Examples of reward activities

Connect a tracker in the UnitedHealthcare app	Trackers include smartphones and popular wearable devices
Complete daily fitness goals	Track a set number of minutes or steps per day (repeatable daily)
Track sleep	Track sleep for 14 nights
Complete weekly challenges	Track and achieve weekly goals around fitness or sleep (repeatable weekly)
Get a biometric screening	Screen for blood pressure, glucose, cholesterol, weight and more
Complete a health survey	Check in on health by taking a simple online health survey
Go paperless	Switch to paperless communications
Get a flu shot	Get an annual flu shot
Annual checkup	Complete an annual checkup to support health and prevent illness
24/7 Virtual Visit	Talk to a provider by video for common urgent care needs

How employees redeem rewards

UHC Rewards allows employees to choose from 4 options for redeeming their rewards:

- A digital Visa® gift card
- HRA* or HSA deposit**
- Buy a tracker
- Consumer subscriptions One Pass Select™

Employees have the flexibility to choose a different option each time they redeem. Plus, rewards can be redeemed at any time as long as they have a minimum of $5.

Steps to redeem

Our goal is to make the rewards redemption process as simple as possible. Employees just follow these 3 steps:

1. Go to the UHC Rewards homepage
2. Select **Redeem rewards** at the top of the page
3. Choose how to redeem their rewards

*HRA if eligible ** HSA is Optum Bank® only

How employees can get an Apple Watch

With UHC Rewards, there's even more good to get. Employees have the option to enroll in **Earn It Off.** This is a payment option where they can get an Apple Watch for a low—or $0—upfront cost and pay the remaining cost with the rewards they earn over 12 months.

How employees get started

To participate, employees go to **UHC Rewards** in the **UnitedHealthcare app** and select **Redeem rewards.** Then they follow these steps:

1. **Choose an Apple Watch and pay a low—or $0—cost**
2. **Earn dollars through UHC Rewards to put toward the Earn It Off total**
3. **Pay off the cost of the Apple Watch over 12 months**

Employee resources

Share these materials with employees to help create awareness and engagement with UHC Rewards. The resources provide information about how to get started and get rewarded as well as additional program details.

Videos

About UHC Rewards video >

Earn It Off employee video >

Email templates
(for you to send to your employees)

UHC Rewards promotional email template – $300 annual incentive >

UHC Rewards webinar information and registration links email template >

Fliers

UHC Rewards employee flier – $300 annual incentive >

Biometric screening employee flier >

Earn It Off employee flier – $300 annual incentive >

One Pass Select™ member* flier >

*Available starting July 1 for Fully Insured groups in CO, DC, MD, NY, TX, UT and WA upon their renewal.

Getting additional support

We're here to help you and your employees get the most out of UHC Rewards and take advantage of this incentive program.

Help for employees

If your employees need help with program activation or have other questions, they can call the designated UHC Rewards Customer Service line at **1-866-230-2505.**

Help for you and your HR team

Have questions about the program or looking for additional materials to help you promote participation? Contact your UnitedHealthcare representative.

[1] UnitedHealthcare E&I Product Awareness Research Report, October 2021.

UnitedHealthcare Rewards is a voluntary program. The information provided under this program is for general informational purposes only and is not intended to be nor should be construed as medical advice. You should consult an appropriate health care professional before beginning any exercise program and/or to determine what may be right for you. Receiving an activity tracker, certain credits and/or rewards and/or purchasing an activity tracker with earnings may have tax implications. You should consult with an appropriate tax professional to determine if you have any tax obligations under this program, as applicable. If any fraudulent activity is detected (e.g., misrepresented physical activity), you may be suspended and/or terminated from the program. If you are unable to meet a standard related to health factor to receive a reward under this program, you might qualify for an opportunity to receive the reward by different means. You may call us toll-free at 1-866-230-2505 or at the number on your health plan ID card, and we will work with you (and, if necessary, your doctor) to find another way for you to earn the same reward. Rewards may be limited due to incentive limits under applicable law. Components subject to change. This program is not available for fully insured members in Hawaii, Vermont and Puerto Rico nor available to level funded members in District of Columbia, Hawaii, Vermont and Puerto Rico.

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