

My

HEALTH MANAGER

from MEDICASMMCHA

Administered by

MEDICA[®]

Take Action... Get Rewarded!

MCHA's 2010 Campaign for Healthy Living

The Minnesota Comprehensive Health Association (MCHA) is excited to bring back the Campaign for Healthy Living for 2010! The campaign runs January 1, 2010 through December 31, 2010. More than 3,000 MCHA members took part in the 2009 campaign. They improved their health and were rewarded with gift cards to more than 350 retailers and entry into drawings for additional prizes. In 2010, you can too!

Put our Web site, My Health Manager from MedicaSM to work for you. It's all about you—your well-being, your interests and your time. It's packed full of information and tools to help you make healthy choices. You can:

Earn gift cards.

- Earn **up to \$125** in gift cards during 2010 by completing wellness activities in various categories.

Redeem wellness credits immediately.

- *My Health Manager from Medica* links you directly to a Web site where wellness credits can be redeemed (you must have a minimum of 25 wellness credits to earn a gift card).
- Choose gifts cards from more than 350 popular retail stores. Some select retailers offer online gift certificates rather than gift cards.
- Gift cards are shipped within one business day of redemption.
- You receive e-mail confirmation and status reports about your gift card.

Earn a \$30 gift card just for doing a health assessment.

We've increased the reward for taking a health assessment from 25 wellness credits to 30. That means you can earn a \$30 gift card for completing the health assessment just once a year.

New this year: One-on-one health and wellness support!

Once you complete your health assessment, you can review your results with a health coach and receive bonus gifts for participating in the Health & Wellness Coaching program. Earn a \$50 gift card after the first coaching call and a \$100 gift card for completing the program. One of our coaches will reach out to you after you complete the health assessment.

Save up wellness credits to use whenever you wish.

- If you want to wait to redeem wellness credits, no problem! Wellness credits can be accumulated and used whenever you choose.
- If your MCHA coverage is terminated, you will need to redeem your wellness credits prior to your termination date.

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Select activities from a simpler list.

- The list of eligible activities for earning wellness credits has been simplified to support and encourage healthy behavior changes.

Earn more wellness credits than ever during 2010 for healthy activities, up to \$125 in gift cards, plus an additional \$100 in cash and become eligible for a prize drawing.

Activity	Wellness Credits	Annual Maximum
Health Assessment (one per year)	30	\$30
Healthy Living Program (one per year)	30	\$30
Conversations (up to two per year)	15	\$30
Health Challenges (up to two per year)	15	\$30
Survey (one per year)	5	\$5
Annual Total		\$125

Earn an additional \$100 in cash from MCHA.

- If you earn the total \$125 in wellness credits during 2010, MCHA will send you an additional \$100.
- You can put the \$100 towards your MCHA premium or use it however you choose!

Become eligible for a drawing to win a prize worth up to \$1,000.

- If you earn all \$125 in wellness credits during 2010, MCHA will include your name in a drawing for a prize worth up to \$1,000!

Interested? Register now, the Web site is easy to use.

- STEP 1:** Log on to www.medica.com/MyHealthManager. Bookmark the site for future reference.
- STEP 2:** In the “First Time Here?” area, enter your MCHA ID number and choose “Medica” as your health plan
(Tip: Your MCHA ID number is on your MCHA ID card).
- STEP 3:** Choose a user name/password and answer a few questions to set up your user profile.
- STEP 4:** Click on “enter site.”
- STEP 5:** Complete the Health Assessment and earn a \$30 gift card and continue on to complete healthy living programs, the new Conversations program and more.

That’s it! It’s easy to use and you get healthier at the same time!

If you need assistance call MCHA Customer Service at the telephone number listed on the back of your MCHA ID card.