Be in the Know

July 1, 2024–June 30, 2025

Invest in your health and well-being with Be in the Know, Penn’s annual wellness campaign! Be in the Know offers a variety of tools, programs, and resources to focus on overall well-being, build healthy habits, and feel your best. The campaign year runs from July 1, 2024 to June 30, 2025.

Be in the Know is available to all benefits-eligible faculty and staff, plus postdoctoral researchers and fellows eligible for the Penn Postdoc Benefits Plan. With the many demands we manage at work and at home, caring for our health can often take a backseat. Be in the Know strives to make staying engaged in your wellness journey easy, fun, and rewarding.

While good health is the greatest reward, Be in the Know also offers the opportunity to earn up to $300* in Pulse Cash rewards with Virgin Pulse, Penn’s wellness platform provider. Virgin Pulse offers an array of online well-being solutions, tracks your campaign progress, and provides a robust rewards program.

For details about Be in the Know, including available biometric screening options, go to www.hr.upenn.edu/beintheknow or the Virgin Pulse platform at join.virginpulse.com/penn.
**How to get started with Virgin Pulse and get rewarded with Pulse Cash:**

- **Sign up for your Virgin Pulse account** by going to [join.virginpulse.com/penn](http://join.virginpulse.com/penn).
- **Accept the terms and conditions** and choose your email preferences.
- **Download the Virgin Pulse app** via the App Store or Google Play.
- **Connect a fitness tracker** (optional) to get credit for your steps, active minutes, and sleep.
- Once rewards have been earned, go to your **Rewards page** to redeem. Choose from three reward categories: **Get a Gift Card**, **Shop the Store**, and **Donate It**. For details, visit [www.hr.upenn.edu/beintheknow](http://www.hr.upenn.edu/beintheknow).

**Ways to Earn**

**See the Ways to Earn 2024–2025 list** for an array of wellness activities to earn points toward rewards!

Scan the QR code to access the list or visit [www.hr.upenn.edu/beintheknow](http://www.hr.upenn.edu/beintheknow).