



Penn
Healthy
You



Highlights for 2024–2025

Exciting reward changes

Earn \$75 in Rewards Cash for a biometric screening (required to earn all rewards), \$25 Rewards Cash for the online Health Check, and \$200 Rewards Cash + VIP special recognition for Ways to Earn (WTE) activities – with a maximum of up to \$300* this year!

Biometric screening enhancements

Four free, convenient ways to learn vital health values, including on-campus biometric screenings this fall, plus earn \$75 in Rewards Cash and unlock other rewards.

“Ways to Earn 2024–2025” list refresh

Check the new WTE activities to support health and earn points towards rewards. The more you do, the more you’ll earn!

Updated RethinkCare video library

New “Professional Resilience” collection to support your emotional well-being is available on the Personify Health platform.

New “My Care Checklist”

The personalized healthcare tracker from Personify Health helps you stay on top of checkups and healthcare history. Earn 1,000 points by completing three of your preventive care activities.

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 Rewards Cash with Personify Health, Penn’s wellness platform provider. Personify Health 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 Personify Health platform at join.personifyhealth.com/penn.

Need Assistance?

Reach out to Personify Health Member Services

Web: support.personifyhealth.com

Live chat: support@personifyhealth.com

Monday–Friday, 2 am–9 pm ET

Call us: 855-920-2290

Monday–Friday, 8 am–9 pm ET

~personify™
HEALTH

Be in the Know: Make it a game-changing year!

Be in the Know continues the same system for earning points and Rewards Cash rewards — with increased rewards for completing a biometric screening and the Health Check (the Personify Health online health assessment) this year!

BIOMETRIC SCREENING: **REQUIRED**

Earn \$75 in Rewards Cash

Jump-start wellness by completing a biometric screening using one of the available options. This is a required step for **Be in the Know** to receive any of your earned rewards.

ONLINE HEALTH CHECK:

Earn \$25 in Rewards Cash

Complete this online health assessment available on the Personify Health wellness platform to gain valuable feedback on your overall well-being and drive relevant content your way.



WAYS TO EARN 2024–2025 ACTIVITIES:

Earn up to \$200 in Rewards Cash + VIP Recognition

Complete any qualifying activities that best support your health (see our 2024–2025 “Ways to Earn” list for all options). As you do, you’ll earn points. As points accumulate, your goal is to reach the next points total to earn your next reward — up to a total of \$300* in Rewards Cash rewards, plus special recognition as a **Be in the Know VIP**, “Very Impressive Participant!”

MAXIMUM REWARDS =

\$300* + VIP Recognition

Complete qualifying “Ways to Earn” activities at any time during the campaign year (July 1, 2024–June 30, 2025) and you’ll be awarded points. However, you won’t earn any rewards until you complete a biometric screening.

MAXIMUM REWARDS
\$300*
+ VIP Recognition

How to get started with Personify Health and get rewarded with Rewards Cash:

- **Sign up for your Personify Health account** by going to join.personifyhealth.com/penn.
- **Accept the terms and conditions** and choose your email preferences.
- **Download the Personify Health 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.

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.

***All Be in the Know campaign rewards are subject to applicable payroll taxes at the time they are earned.** Penn will process taxes on any earned rewards through participants’ paychecks on a quarterly basis. For the 2024–2025 campaign year, taxes will be processed in October 2024 and January, April, and July 2025 paychecks.