A message from President Liz Magill

Penn's Be in the Know wellness campaign gives you the tools and the information you need to actively engage in improving your health and well-being. From free and safe on-campus biometric screenings to a range of programs and activities that promote health and combat lifestyle-related illnesses, Be in the Know helps you take charge of feeling better and leading a more active and healthy life.

The 2023–2024 Be in the Know campaign launched July 1, 2023, and continues through June 30, 2024. I encourage all Penn faculty, staff, and eligible postdocs to participate and help promote a university-wide culture of wellness and better health. As a university community we strive for excellence in all things, and through this campaign we seek to support the well-being of every member of our community. By promoting biometric screenings, well-being classes and events, nutrition counseling, online programs, and more, Be in the Know fully supports your health, connects you to resources, and helps you stay on the path to wellness.

This is a great program and a great opportunity for every member of the Penn community. I invite you to join thousands of your fellow colleagues by rewarding yourself both physically and mentally through Be in the Know.

NOTICE REGARDING BE IN THE KNOW
Be in the Know is a voluntary wellness program administered according to federal rules. You are not required to complete any of the campaign activities, including a voluntary biometric screening associated with Be in the Know. However, employees who complete the biometric screening will receive $50 in rewards for completing this activity.

PROTECTING YOUR PRIVACY
When you participate in Be in the Know, rest assured that your personal health information is strictly protected. Health Advocate provides biometric screening results to our wellness platform partner, Virgin Pulse, for the sole purpose of populating your personal screening-related platform trackers. Virgin Pulse offers a range of resources, valuable health-related information, and engaging programs. To gain a better understanding of the overall health status of our participants, Virgin Pulse will be providing Health Advocate with Health Check information. Health Advocate and Virgin Pulse are fully HIPAA compliant and keep all results confidential. Penn receives only aggregated information regarding participation and the general results of the participating population. No individual or personal health data is ever provided to Penn. A link to the full privacy statement is located at the bottom of each page on the Virgin Pulse website.

Need Assistance?
Reach out to Virgin Pulse Member Services
Web: support.virginpulse.com
Live chat: support.virginpulse.com
Monday–Friday, 2 am–9 pm ET
Call us: 855-920-2290
Monday–Friday, 2 am–9 pm ET

Highlights for 2023–2024
Continuity in campaign design
Penn’s “Steps for Success” design continues, with a required biometric screening to earn your first $50 in Pulse
Cash rewards and up to $300 total plus VIP special recognition! Redeem your choice of rewards on the Virgin Pulse platform.

Biometric screening options
Four free and convenient options are available for you to earn credit this year, including on-campus screenings this fall.

Expanded RethinkCore video library
New “Personal Well-being” collection is available on the Virgin Pulse platform, with an astounding 106 courses and 721 sessions to support emotional wellness.

Ways to Earn enhancements
Robust preventative health, Penn wellness, and Virgin Pulse online activities to maximize well-being and earn points toward rewards. Try new Virgin Pulse Wellness Webinars and Media Library activities — plus earn more points for nutrition counseling and health coaching!

Build healthy communities
Watch for information on building a community of wellness with Virgin Pulse!

Open for 2023–2024 Be in the Know wellness campaign details!

Step into a healthier year and exciting rewards with Penn’s Be in the Know wellness campaign! Be in the Know provides comprehensive programs, resources, and rewards to support your health and well-being. The campaign year runs July 1, 2023 – June 30, 2024.

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. It provides the means and motivation to take action and complete activities that promote personal and professional wellness, connect with colleagues, and earn rewards, up to $300* this campaign year.

Be in the Know continues to partner 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.
**Be in the Know**, July 1, 2023—June 30, 2024

*Be in the Know* is Penn’s year-round wellness campaign for benefits-eligible faculty and staff, plus postdoctoral researchers and fellows eligible for the Penn Postdoc Benefits Plan. Each year, in partnership with Virgin Pulse, the campaign provides you with a fresh opportunity to support your overall well-being while earning rewards. The 2023–2024 campaign maintains the “Steps for Success” design that gives you ample options to personalize your *Be in the Know* experience and stay engaged in your health. Continue reading for details about how the design works.

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**Steps for Success**

*Be in the Know* continues the same system for earning points and rewards, using the Virgin Pulse “Steps for Success” campaign design, with four reward levels.

**STEP 1** REQUIRED! Complete a biometric screening = Earn $50 in Pulse Cash rewards.

Start 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.

**STEP 2** Complete your choice of qualifying activities to earn up to another $250 in Pulse Cash rewards for Levels 1, 2, and 3. Complete any qualifying activities of interest (see our 2023–2024 Ways to Earn list for over 80 options!) and as you do, you’ll earn points. As points accumulate, your goal is to reach the next points total to earn your next reward!

**STEP 3** Keep going to Level 4 to earn special recognition as a VIP!

Continue earning points to reach our highest level of achievement as a *Be in the Know VIP*, “Very Impressive Participant,” and earn special recognition.

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**Ways to Earn**

See the 2023–2024 Ways to Earn list for an array of wellness activities to earn points toward rewards!

See the QR code to access the list or visit www.hr.upenn.edu/beintheknow.

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**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.
- **Accept the terms** and **conditions** and choose your email preferences.
- **Connect** a fitness tracker (optional) to get credit for your steps, active minutes, and sleep. Virgin Pulse syncs with many devices and apps (including Max Buzz™, Apple Watch, Fitbit, and Garmin).
- **Download** the Virgin Pulse app via the App Store or Google Play.
- **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.** For details, visit www.hr.upenn.edu/beintheknow.

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*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 2023–2024 campaign year, taxes will be processed in October 2023 and January, April, and July 2024 paychecks. All impacted participants will receive an email alert from Virgin Pulse, prior to taxes being processed.*

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**Be in the Know VIPs**

Congratulations to Penn’s 2022–2023 *Be in the Know* VIPs (Very Impressive Participants)! These faculty and staff honorees reached the highest level of achievement and will receive special recognition. The *Be in the Know* VIP program continues for the 2023–2024 campaign year, so get started today and go for VIP status!

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**Dr. Benoit Dubé, MD, Associate Provost and Chief Wellness Officer**

“I am excited to share my personal testimonial regarding Penn’s incredible *Be in the Know* campaign. Paired with the Virgin Pulse wellness app, it has changed the way I approach my wellness journey and allowed me to optimize my success. The wellness app’s intuitive interface and user-friendly features have allowed me to effortlessly monitor various aspects of my well-being, including nutrition, exercise, sleep patterns, and stress management. By gaining new insight into my daily habits, I was empowered to make informed decisions and take appropriate corrective actions. One of the app’s standout features is its ability to provide me with a wealth of new wellness tips and information. Each day, the Daily Cards allow me to discover practical and evidence-based advice that helps me broaden my understanding of well-being. From nutrition tips and mindfulness techniques to exercise routines and sleep optimization strategies, the app keeps me informed and motivated to make positive changes. By allowing me to set personal goals, track my progress, and receive reminders and notifications, it held me accountable to myself. The app’s gentle nudges and friendly reminders encourage me to stay on track and remain committed to my wellness objectives: the application of wellness created a new pathway to accountability!”

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**Elise Betz, Senior Executive Director, Alumni Relations**

“The *Be in the Know* program has changed my life in so many positive ways! At first, I was incentivized by the cash rewards, and now, while that is still an incentive, I get so much more out of the program. I am happier, healthier—both physically and mentally—and the other benefits to my life are countless. Among them are staying on top of doctor/dentist/wellness visits, healthier eating, lower blood pressure, a workout regimen that I enjoy and stick to, a commitment to mindfulness, new friends across the University, and a greater awareness of social justice and belonging from the Daily Cards. I participated in many challenges and found motivation and camaraderie while getting healthier and building positive habits. I have been a VIP for several years and the Virgin Pulse platform provides many options to earn points and is very easy to use. I encourage everyone to take advantage of *Be in the Know* and reap the benefits from its wide variety of offerings!”