Celebrating a Decade of Staff and Faculty Well-being!

This year marks the 10th year of Penn’s Be in the Know wellness campaign, evolving from a one-step biometric screening in 2012 to a thriving year-round wellness campaign. Penn and Be in the Know have continued to support the health and well-being of staff and faculty.

Be in the Know Through the Years:

2012-2013: Pennlaunched Be in the Know, with biometric screenings on a one-step basis and a limited set of virtual wellness programs.

2013-2014: Expanded to a year-round campaign, including an additional $200 reward for choosing Penn’s online portal and second biometric screening.

2014-2015: Launched the first Proof Form and 90-day challenge. Registration grew to 24,000 with a focus on making an easy, convenient way to start the campaign and having a positive impact on health.

2015-2016: Penn moved to a year-round campaign, added points system and Proof Form (2015–2020).


2017-2018: Shattered biometric screening records with over 6,100 completions.

2018-2019: Continued and increased participation with over 200 economic incentives.

2019-2020: Offered 26 options, including separate reports for higher-income participants.

2020-2021: A year of change, with COVID-19 pandemic and never before virtual wellness events and more virtual programs.

2021-2022: Offered 26 options with a whole new biometric screening experience and being COVID-19 safe.

Highlights for 2021-2022:

• VIRGIN PULSE PLATFORM ENHANCEMENTS. New “Steps for Success” campaign during summer months with extra points for daily and ongoing action toward your goals. These changes will improve the health check for your first $10 reward.

• NEW BIOMETRIC SCREENING OPTIONS. More ways to screenings with additional screening options, including the Virgil Pulse at-Home COVID and Home Test Kits.

• EXPANDED BONUS ACTIONS. More ways to earn with COVID-19 vaccine credit, additional HR wellness events being held, and other programs, with increased WH emotional wellness programs.

• REWARD OPPORTUNITIES. Earn up to $300 in rewards again this year, plus special recognition as a VIP.

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Wellness CHAMPIONS NETWORK.

Stay better connected and help build a culture of well-being at your place of work.

Join us as we celebrate Penn’s 10th year of Be in the Know, a Cadence of staff and faculty health and well-being!

After an extraordinary year of change due to the pandemic, the Penn community has proven itself to be resilient and is ready to recover. While there have been unavoidable challenges, we are triumphant in moving forward and have gained important insights about health and wellness.

With this knowledge, Penn continues to support your overall well-being with the Be in the Know campaigns, available for all benefits-eligible staff and faculty. It’s your opportunity to focus on your health, connect with the Penn community, and earn rewards of up to $300 this year. Be in the Know continues to partner with Virgin Pulse, Penn’s wellness platform provider, for a robust array of programs, resources, and rewards.

Be in the Know VIPS

Congratulations to Penn’s Be in the Know VIPs (very impressive Participants) from our 2020-2021 campaign year! These staff and faculty heroes have set higher health and wellness goals, and we will recognize special achievement for their achievement. The Be in the Know VIP program continues for the 2021-2022 campaign year, with participants given the challenge to reach Level 4 rewards and VIP status.

Targeted efforts since 2012 have increased Whil emotional wellness attendance by 260%, plus billions of whil steps toward improved mental health.

• VIRGIN PULSE COMPLETIONS (2020-2021)

2020-2021: VIRGIN PULSE COMPLETIONS (2020-2021)

Be in the Know: 10 Years and Counting!

COMPLETIONS TO DATE

• Biometric Screenings: 36,544
• Health Assessments: 38,021
• VIP Honorees: 652
• Bonus Action Requests by Proven Form (2020-2021): 39,564
• Nutrition Counseling sessions (2015 to date): 4,672

A message from Amy Gutmann, President

“Being a faculty member at Penn has been a rewarding experience for many reasons. But one of the most important has been the opportunity to lead the University during this time of significant change and challenge. It has been a privilege to work with my colleagues and students to navigate the many uncertainties that we have faced over the past year. I am grateful for the resilience and compassion of our community, and I am proud of the progress we have made towards our shared goals.

I am especially proud of the impact that Penn’s Be in the Know wellness campaign has had on the health and well-being of our community. This campaign has provided a platform for our staff and faculty to focus on their health and well-being, and it has been an important part of our efforts to create a culture of well-being at Penn.

As we celebrate Penn’s 10th year of Be in the Know, I want to express my gratitude to all of our staff and faculty for your dedication and commitment to our shared mission.

I am looking forward to continuing this important work and ensuring that our community remains a place where we can all thrive.

Sincerely,
Amy Gutmann, President

Penn Human Resources
600 Franklin Building
3451 Walnut Street
Philadelphia, PA 19104-6205

www.healthyphilly.org
SAMPLING OF QUALIFYING ACTIVITIES

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Minimum Points</th>
<th>Maximum Points</th>
<th>Required Action/Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Cards</td>
<td>5,000</td>
<td>50 each</td>
<td>Do your Daily Cards + complete 20/month</td>
</tr>
<tr>
<td>Health Check</td>
<td>750</td>
<td>5/year</td>
<td>Accept the terms and conditions</td>
</tr>
<tr>
<td>Social Groups</td>
<td>250 each</td>
<td></td>
<td>Join a group to stay motivated.</td>
</tr>
<tr>
<td>Choose a Coach</td>
<td>1,500</td>
<td>100 each</td>
<td>Connect a fitness tracker (optional)</td>
</tr>
<tr>
<td>Biometric Screenings</td>
<td>750</td>
<td>1/year</td>
<td>Complete a Journey step (1/ day) + whole Journey (3/ quarter)</td>
</tr>
<tr>
<td>Vaccinations</td>
<td>400–600</td>
<td>10 each</td>
<td>Participate in a Registered Community Physical Activity Event</td>
</tr>
<tr>
<td>Donations</td>
<td>1,800</td>
<td>10-300 each</td>
<td>Receive a Women's Mammogram</td>
</tr>
</tbody>
</table>

STEPS FOR SUCCESS

This year, Be in the Know is changing new points and rewards are being awarded, using Virgin Pulse’s new “Step 1 – Complete Success” campaign, which offers funding opportunities. You have the same great opportunity to support your overall well-being, complete activities you’re interested in, and earn up to $300 plus VIP special recognition—with more ways to get rewarded!

STEP 1: Complete the Health Check = Earn $50 Reward
Start by completing the Virgin Pulse Health Check—the only health assessment. This is a required step for Be in the Know. Once completed, you’ll earn your first $50 and be able to earn additional reward!

STEP 2: Begin Completing All Other Qualifying Activities—From a Biometric Screening to Bonus Actions—to Earn Up to $250 in Rewards
Choose to complete any activity of interest (see our ‘Ways to Earn’ list for over 90 options) and do as many as you’d like! Be in the Know rewards are subject to applicable payroll taxes at the rate of 4%.

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STEP 2: Earn up to $250
Reach 11,500 total points = Earn $75
Reach 30,000 total points = Earn $125

STEP 3: Keep Going to Earn Special Recognition as a VIP
Continue earning points to reach the next level of achievement as a Be in the Know™ VIP. You’ll enjoy participant- and event special recognition;

Maximum Rewards = $300 + VIP Recognition
You can complete a biometric screening and/or Bonus Actions at any time during the campaign year (July 1, 2021–June 30, 2022) and will be credited to your first completed, you’ll earn your first $50 reward!

Virgin Pulse Offerings

GET MOBILE. Use your mobile app for activities and interactions go!

STEP 1: COMPLETE WELLNESS COURSES
Expanded content this year, with 30 video courses and 20 live sessions now available.

STAGE CHALLENGES: Move for Change Challenges, monthly Healthy Yard Challenges, and personal challenges that keep you habitually active and connect with like-minded individuals.

PERSONAL CHECKINS: Engage daily for one-on-one support and support networks. Schedule regular check-ins with your personal coach.

SOCIAL GROUPS: Getting social is easier with friends. Join a group to stay motivated.

STAY CONNECTED: Offerings to support health care and health issues.

JOURNEYS: Use these self-guided programs to make simple changes, one day at a time.

DAILY CARDS: Receive two new tips daily to help you live well—even in areas that most interest you.

Track sleep daily + 20 days/month (validated device or manually)

Choose your eating type

Penn Sustainability 30x30 Outdoor Challenge: Complete challenge

PERSONAL CHALLENGES: Create, join, and complete challenges

VIRGIN PULSE: Windlica Health Check—weekly, free self-guided (see our ‘Ways to Earn’ list for over 90 options, for a maximum of $300, plus VIP recognition from automatic screening to Bonus Actions—see the complete ‘Ways to Earn’ list for all available options). For more information on how to redeem your rewards, visit www.hr.upenn.edu/beintheknow

For all details about the Health Check, Biometric screenings, and Bonus Actions at www.hr.upenn.edu/beintheknow or go to www.join.virginpulse.com/penn!

How to get started with Virgin Pulse:

• Sign up for your Virgin Pulse account by going to join.virginpulse.com/penn
• Accept the terms and conditions and choose your virtual preferences
• Connect a fitness tracker (Optional) to get credit for your steps, heart rate, and calories burned with Virgin Pulse

Get Rewarded!

Partnering with Be in the Know and Virgin Pulse allows you to earn rewards in a variety that add up to at least $250*! Once you’ve earned rewards, Virgin Pulse makes it easy to spend them on the platform, choosing from a vast selection of gift cards, fitness wear, and services (such as fitness trackers), and charitable donations. Whether you want to buy multiple smaller rewards or save up for something special, Virgin Pulse gives you ample options! Learn how to redeem your rewards and engage with your colleagues, and improve your health.

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