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 RethinkCare 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!

Be in the Know

July 1, 2023–June 30, 2024

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.

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, 8 am–9 pm ET
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 It**. For details, visit www.hr.upenn.edu/beintheknow.

**Ways to Earn**

See the 2023–2024 Ways to Earn 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 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.*