Welcome to Penn’s *Be in the Know* wellness campaign! We hope you find the activities to be beneficial for your health and overall well-being. Full campaign details are available at [www.hr.upenn.edu/beintheknow](http://www.hr.upenn.edu/beintheknow) and on the Virgin Pulse platform at [join.virginpulse.com/penn](http://join.virginpulse.com/penn).

**What is the Be in the Know campaign?**

*Be in the Know* is Penn’s annual wellness campaign for benefits-eligible staff and faculty. It offers a variety of health-enhancing activities, from which you can choose to complete, all which support your well-being and provide an opportunity to earn points and rewards, up to a total of $300 (less applicable payroll taxes). *Be in the Know* is provided by the Division of Human Resources, Penn Healthy You team, and is one of Penn’s abundant resources available to support your overall health and well-being.

**Who is Virgin Pulse?**

Virgin Pulse is Penn’s wellness platform partner. Founded in 2004, Virgin Pulse is the world’s largest, most comprehensive digital health and engagement company. They design technology that cultivates good lifestyle habits for employees. The Virgin Pulse program provides you with scientifically backed tools and motivation to help you be more active, make healthier decisions, and achieve personal wellness goals. The platform can be accessed on your desktop, as well as the Virgin Pulse mobile app. (You must first enroll on the desktop platform, before downloading and accessing their mobile app).

**Who can I contact for help regarding the Virgin Pulse platform or Be in the Know campaign?**

The best option is to contact Virgin Pulse’s Member Services team, who provide live chat, web support, and a phone call center for Penn participants. Click on the green “live chat” button on the far right of any screen (Mon–Fri, 2am–9pm ET). You can also click on the green “support” button, same location on the platform, to access various online support information. To reach the Member Services call center, call 1-855-920-2290 (Mon–Fri, 8am–9pm ET).

If Virgin Pulse can’t answer your question and/or your question relates to something managed by Penn, they will connect you with the correct area for help. You can also contact Penn’s Employee Solution Center at solutioncenter@upenn.edu or 215-898-7372 for *Be in the Know* campaign assistance.

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Who is eligible to participate?
Penn’s benefits-eligible staff and faculty are able to participate. Spouses are not eligible to participate in *Be in the Know*.

Is it mandatory to participate?
No, it is a completely voluntary program to participate.

How do I enroll on the Virgin Pulse platform?
Go to [join.virginpulse.com/penn](http://join.virginpulse.com/penn) and enter your Penn ID number. You will also need to answer a few registration questions, including listing your preferred email address. We recommend using your Penn-associated email account.
What are the ‘Be in the Know’ activities I need to complete this year?

You have the choice to complete any qualifying activities of interest to you. Here are descriptions of the options:

**Health Check:**
The Health Check is an online health assessment administered through the Virgin Pulse platform. It is a brief questionnaire to gain a broader view of your overall health and well-being. Based on your Health Check responses, the platform will then provide you with relevant wellness information and programs. Should you wish, you may complete the Health Check additional times throughout the campaign year.

For the Be in the Know 2021–2022 campaign year, the Health Check is the only required activity you must complete to receive your earned rewards. Participants will earn $50 in Pulse Cash rewards for completing STEP 1, the Health Check—plus will be able to receive rewards for other qualifying campaign activities.

**Biometric Screening:**
A biometric screening is a health screening that provides four key indicators of your health status, including blood pressure, total and HDL cholesterol levels, and blood sugar/glucose. Optionally, you can choose to obtain LDL cholesterol and triglycerides results.

You now have four options for obtaining biometric screening results, including two new options through Virgin Pulse:

- **NEW:** LabCorp Voucher Program (directions are on the VP platform)
- **NEW:** Home Test Kits (directions are on the VP platform)
- Submit results from your healthcare provider, obtained between July 1, 2021, and June 30, 2022, using a 2021-2022 Biometric Screening Consent Form, along with a copy of your results. Submit all documentation to AREUFIT Health Services, Inc., using the directions provided on the form.
- Get an on-campus screening, which will be scheduled when space is available.

**Bonus Actions:**
Bonus Actions are health-related activities and opportunities to support your overall well-being, as well as earn additional points toward your next reward level. Be in the Know continues to offer a wide variety of Bonus Actions, including Preventative Health, Penn Wellness Activities, and Virgin Pulse online options—with more ways to be rewarded this year. Choose any Bonus Actions of interest to earn points toward reward levels. Review our “Ways to Earn” list for options, with more rewards for daily and ongoing achievement throughout the year.
How does the new “Steps for Success” campaign design work?

This year, *Be in the Know* is changing how points and rewards are earned, using Virgin Pulse’s new “Steps for Success” campaign design, which offers four reward levels. You have the same opportunity to complete activities of interest which support your overall well-being—and earn up to $300* plus VIP special recognition again this year, with more ways to get rewarded. The one required activity you must complete to receive any rewards is Virgin Pulse’s Health Check. Here’s how the new design works:

**STEP 1: Complete the Health Check = Earn $50 Reward**

Start by completing Virgin Pulse’s “Health Check”—the online 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 rewards.

**STEP 2: Begin Completing All Other Qualifying Activities—from a Biometric Screening to Bonus Actions—to Earn Up to Another $250 in Rewards!**

Choose to complete any activities of interest (see our “Ways to Earn” list for over 90 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!

- **Reach 5,000 total points** = Earn another $50 (Level 1 reward)
- **Reach 15,000 total points** = Earn another $75 (Level 2 reward)
- **Reach 30,000 total points** = Earn another $125 (Level 3 reward)

**STEP 3: Keep Going 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.

- **Reach 50,000 total points** = Earn VIP recognition (Level 4 reward). You must also complete a biometric screening to earn VIP status.

**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 awarded points for completions. **However, you won’t earn any rewards until you first complete STEP 1, the Virgin Pulse Health Check.**
- Pulse Cash is only rewarded upon achieving the total points required for each Level reward, after completing the Health Check. If you don’t reach the next points threshold, you will not earn the next reward amount.

For all details about the Health Check, biometric screening options, and Bonus Actions for 2021-2022, go to www.hr.upenn.edu/beintheknow or the Virgin Pulse platform at join.virginpulse.com/penn.
Why is Penn changing to the “levels game” design?

Virgin Pulse is recommending this design change for a number of reasons. First, it’s considered a “best practice” for supporting staff and faculty well-being, based on their long-term research. It also allows for a wider variety of rewarded activities, which reward for daily achievement, as well as ongoing achievement over a period of time. Virgin Pulse believes this approach affirms the development of healthy habits and positive behavior change.

As an example, looking at the Whil emotional well-being video courses, rewards are given for watching up to 3 sessions per day, completing an entire course, and completing 20 sessions in a month. This provides daily motivation, plus additional motivation for continued effort.

Second, the new design allows for greater choice of activities and more flexibility on how you wish to earn your rewards. Previous designs only allowed you to earn so many points in one area—such as physical activity—whereas now, you can earn a larger amount of points in any domain of your well-being. This also supports Virgin Pulse’s philosophy that it’s important to meet Be in the Know participants where they are in their personal wellness journey and allow them to focus on any areas of interest.

Along those lines, for many Bonus Actions, we’ve raised the cap on how many completions you can be rewarded for throughout the campaign year. For example, previously, there was a max of 6 Penn HR Wellness Events and 4 Penn HR Financial Wellness Events. Now you can earn credit for 12 in each category, for a total of 24 events per year—plus we’ve added up to 12 Penn HR Express Wellness Events (new events, 30 minutes or less in length) and more well-being series which offer larger point values (Resilience, Work-Happiness Method, and Mindfulness Series).

How much in rewards can I earn this year?
What is Pulse Cash?

For the 2021–2022 Be in the Know campaign year, you can earn up to $300 (less applicable payroll taxes) plus special recognition as a VIP. Again, rewards are earned by completing STEPS and reaching 4 different “levels,” each with a specific point total that you need to achieve. See the above question, How does the new “Steps for Success” campaign design with reward levels work? for complete details on earning maximum rewards.

“Pulse Cash” is Virgin Pulse’s version of reward dollars. Once you’ve earned any amount of Pulse Cash, you can easily redeem (i.e., spend) it to buy your choice of available rewards, right on the Virgin Pulse platform.

Where can I learn more about my rewards and track my progress?

There are a few options to track progress on the Virgin Pulse platform.

- At the top of the platform, you’ll see a progress bar, which will move from left to right as you complete qualifying activities, earn points, and strive toward the four reward levels. This bar will show your current amount of points earned, plus which level reward you have achieved and/or are working toward next.

- On the Rewards page, left side, you’ll see two trackers displaying your current amounts of 1) Pulse Cash available to redeem on the platform, and 2) total Pulse Cash rewards earned.

- Also on the Rewards page, under “Action Rewards,” you’ll see your “PRIORITY” activity, which is the Be in the Know—Online Health Assessment.” This refers to Virgin Pulse’s Health Check, which is required to complete in order to receive any rewards this year. Once completed, this activity will show a checkmark, plus “Completed.”
What are the reward options available—and how do I redeem them?

Through Virgin Pulse’s Rewards Program, you can choose from 3 exciting reward categories—plus spend your rewards in any manner you’d like. To redeem your Pulse Cash rewards:

• Sign in at join.virginpulse.com/penn.
• Look for the Home tab on the main page and click on Rewards from the drop-down menu.
• Once on the Rewards page, click the Spend tab to bring up three categories of reward options. Choose from:
  • Shop the Store (buy select fitness items)
  • Get a Gift Card (buy a gift card from available retail and VISA options)
  • Donate it (make a charitable donation)
• Follow the prompts, including the amount of rewards you wish to spend from the amount you have available. Be sure to click Submit to confirm your purchase. A confirmation email will be sent to the address you used to register on the Virgin Pulse platform. You’ll need this confirmation email for gift card purchases and charitable donations.
• For assistance, contact the Virgin Pulse Member Services team at 1-855-920-2290 (Mon–Fri, 8am–9pm ET).

What does “less applicable payroll taxes” mean whenever you reference rewards?

Due to federal laws, all rewards that are earned through Be in the Know campaign participation are seen as “imputed income”—and must have applicable payroll taxes processed on the amount of these rewards. Taxes are processed as rewards are earned, not redeemed. Virgin Pulse reports the amount of earned rewards to Penn on a quarterly basis, and in turn, Penn processes the taxes on the amount of those rewards through your paychecks. For the 2021–2022 campaign year, taxes will be processed in October 2021 and January, April, and July 2022 paychecks. Virgin Pulse will contact all impacted participants, prior to rewards taxes being processed.

How and when are payroll taxes applied to my rewards?

All Be in the Know rewards are subject to federal laws and applicable payroll taxes at the time they are earned (not redeemed.) With the change to Virgin Pulse, you have the opportunity to earn and spend the full amount of your earned rewards on the platform. As you earn these rewards, Virgin Pulse reports the amount to Penn on a quarterly basis, and then Penn processes the taxes on the amount of those rewards through your paychecks. For the 2021–2022 campaign year, taxes will be processed in October 2021 and January, April, and July 2022 paychecks. Virgin Pulse will contact all impacted participants, prior to rewards taxes being processed.

I’m active and want to earn rewards for physical activity, but I don’t have a step tracker.

A Max Buzz device is available on the Virgin Pulse Store for purchase. The cost of the device is $24.99 (plus modest shipping) and can be purchased with Pulse Cash you earn through completing Be in the Know activities. This device is a sleek, water-resistant daily activity tracker designed to work exclusively with your Virgin Pulse mobile app. The Max Buzz tracks your steps, sleep, calories burned, distance, and active minutes, plus displays the time. Start the Be in the Know campaign year by completing the Health Check and you’ll earn $50—which fully covers the cost for the Max Buzz. There are additional devices available for purchase in Virgin Pulse’s Rewards Store, using your Be in the Know Pulse Cash rewards, including Fitbit, Garmin, and Apple Watch options.

I did a biometric screening on campus in prior years. How can I earn credit this year?

For the 2021–2022 campaign year, you have four options for completing a biometric screening and earning the associated 5,000 points.

• NEW: LabCorp Voucher Program (directions are on the VP platform)
• NEW: Home Test Kits (directions are on the VP platform)
• Submit results from your healthcare provider, obtained between July 1, 2021, and June 30, 2022, using a 2021–2022 Biometric Screening Consent Form, along with a copy of your results. Submit all documentation to AREUFIT Health Services, Inc., using the directions provided on the form.
• Get an on-campus screening, which will be scheduled when space is available.