Walgreens Balance Rewards for healthy choices Fact Sheet

The “Balance Rewards for healthy choices™” program helps address the nation’s most urgent public health issues. As part of Walgreens 81 million active member Balance® Rewards loyalty program, Balance Rewards for healthy choices aims to help participants modify behavior risk factors by rewarding healthy choices with Balance Rewards points. The initiative extends Walgreens current program, through which members have already been rewarded for more than 100 million miles of activity, connected 70,000 wearable health devices and apps, and recorded hundreds of thousands of health tests.

- **First Community Pharmacy Program with Behavior Change Training led by Dr. B.J. Fogg:**
  To better assist participants to take healthy action, Walgreens pharmacists and online Pharmacy Chat agents are receiving first-of-its-kind behavior change training, led by noted psychologist Dr. B.J. Fogg. This training will provide pharmacists with the necessary tools and resources needed to provide wellness coaching using the Tiny Habits™ method – Fogg’s approach to behavior change that encourages simple steps towards a healthier lifestyle.

- **Fueling Healthy Choices Through Rewards:** Dr. B.J. Fogg’s approach emphasizes taking small steps to achieve lasting behavior change. To help motivate program members to begin taking these small steps, Walgreens is awarding Balance Rewards loyalty program points for various health-related activities. Activities that help program participants get fit, manage their health and eat right can easily be tracked through mobile devices and apps, in addition to participants logging the activity themselves.
  - Balance Rewards is the first loyalty program to reward healthy activities.

- **Health Plan Participation - Health plans and other payers will have the ability to define additional activities for their members to earn Balance Rewards points that help payers meet higher patient engagement, HEDIS and 5 Star goals. HEDIS is a measurement tool used by most health plans that helps compare performance.

The program includes three key elements and a number of early initiatives, with more to come over time:

**Get Fit – Exercise and Activity:**

- Participants earn points for activities like walking, running and biking, and can automatically track activities by connecting their Balance Rewards account with fitness devices and apps such as MapMyFitness, Lose It!, MyFitnessPal and RunKeeper. Compatible health and fitness devices include Fitbit and Withings as well as more than 40 other devices.
- Participants earn 20 Balance Rewards points per mile they log for walking, running or biking (1,000 points per month maximum).
- On the new Balance Rewards for healthy choices website, members can join a community and encourage each other to achieve goals by sharing updates with friends about health and wellness topics, or find and participate in local fitness events.

**Manage Health–Adopting Healthy Habits:**

- Walgreens now offers Balance Rewards points for participants who track their blood pressure and glucose levels at home. Participants using iHealth blood pressure and glucose monitors can
connect their Balance Rewards account to the device to automatically track their data - 20 Balance Rewards points each day blood pressure is logged and 20 Balance Rewards points each time glucose levels are logged – maximum of two times per day.

- The program also offers Balance Rewards points through Walgreens new smoking cessation program launching in September. The program will include: smoking cessation content and tools on Walgreens.com; individual support through the Walgreens online Pharmacy Chat; and tools to enable participants to track their progress toward smoking cessation while earning Balance Rewards points. Additional program features will be added in the coming months.

**Eat Right – A Healthy, Balanced Diet:**

- Using a digitally connected scale or logging their results manually, participants can earn 20 points each time their weight is checked (1 weigh-in per day maximum).
- A nutritional behavior change program is planned for addition to the Balance Rewards for healthy choices website in the coming months.