Daily Challenge
Improved well-being. Delivered daily.

Blue Shield has teamed with MeYouHealth to present Daily Challenge™ as a Wellvolution option. Daily Challenge offers small steps, engaging content, and social connections to help your employees improve their well-being. Every day a message is sent as a daily reminder to do one simple activity that makes a positive difference.

Daily Challenge combines 4 principles:

- **GAMIFICATION**
  An activity becomes fun and engaging when game mechanics are incorporated

- **SOCIAL NETWORK**
  Healthiness can be contagious and grow virally

- **SMALL ACTIONS**
  Scaled-down activities are easier to complete

- **RESEARCH SCIENCE**
  Proven methods power engagement and progress

The premise of Daily Challenge is that a simple daily activity that takes just five to 15 minutes can lead to successive small actions that foster behavioral change over the long term.

Daily Challenge features capitalize on the latest innovative research and discoveries in social network science. Research shows that the more plentiful personal connections we have, the more likely we are to complete challenges and improve our well-being. The social experience lets everyone share the experience with their personal connections – all as they earn points, collect stamps, and achieve new levels.

Daily Challenge at a glance
- Get a simple daily healthy action
- Learn why these actions matter
- Earn points and track progress
- Share the experience with friends
- Have fun and make lasting change

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Designed for engagement

Using a whole-person approach with an open, social network, Daily Challenge cracks the serious engagement problem in the health space. Daily Challenge fosters a supportive social network that allows participants to share and celebrate on the program’s home page or on Facebook and Twitter. Participants are not bounded by employer or health plan affiliation. Game mechanics, real-time tracking, and celebration moments keep people engaged.

Choosing a track
Your employees can use Daily Challenge to focus on their everyday well-being or they can join a specialized track to choose a specific area of well-being that matters most to them. Some examples of tracks include better eating, conquering clutter, flexibility and posture, emotional enrichment, and money matters. Participants accumulate tokens for completing challenges and can exchange the tokens for keys to unlock these tracks.

Communications friendly
Choose the method that works best for you: you can provide email addresses of your employees, or commit to sending your workforce the enrollment emails. An engagement package including email templates will be provided. Should you choose to provide email addresses, you can be confident that only program-specific emails will be sent to your employees.

Daily Challenge supports both Web and mobile capabilities inclusive of web, mobile web (phone/tablet), email, and SMS.

Choosing a track

Incentive ready
Blue Shield will work with you to design a customized wellness incentive model to suit your employees and your work culture.

Implementation and reporting
The Blue Shield Wellvolution team will work closely with you throughout the implementation process. Once it’s up and running, we’ll keep you updated with reports that include aggregate population engagement metrics and program completion details.

Receive a company-branded landing page with login to your sponsored site. Your employees get easy access to colleagues as well as their friends and family circle.

For more information, please contact your Blue Shield representative.

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