



2025-2026 PERSONIFY INCENTIVES



MILESTONE	INCENTIVE
First Time User Registration	\$25 Rewards Cash
Personal Health Assessment	\$10 Rewards Cash (required)
Onsite Events	\$10 Rewards Cash (maximum of 10)
Biometric Screening	\$100 Rewards Cash
Annual Wellness Exam	\$50 Rewards Cash
ICUBA Benefit Provider Cards	1000 points (up to 4)
RxSS Registration (one time)	25,000 points
Virta Enrollment (completion of process)	40,000 points
Complete an ICUBA Challenge	10,000 points
Complete a Journey	Up to 450 points
Sync a Personal Fitness Device	200 points
Point Structure	
7,000 points	\$10 Rewards Cash
25,000 points	\$20 Rewards Cash
40,000 points	\$30 Rewards Cash
60,000 points	\$40 Rewards Cash

Total incentives available for the plan year = \$385.00 Rewards Cash
 The total incentives do not represent the actual amount you will earn. Incentives are awarded based on participation in the Personify Health program after the completion of your Personal Health Assessment. Incentives are typically credited within 4-6 weeks of completion of a milestone or participation in an onsite event.



Scan the QR code to register and attend the [Monthly Wellbeing Q&A Webinar](#) hosted by BCBS.

