



Welcome.

Starting today, make a change that will inspire you to achieve a healthier life.

KYHH79CHH 812

Humana *Vitality*





Ready.

Congratulations! You're on track to make a healthy change for you and your family. It begins with HumanaVitality®, a groundbreaking wellness and rewards program, to help you make healthy choices and earn great rewards.

READY

SET

GO

EARN



Complete your Health Assessment today. Go to [Livingwell.ky.gov](https://livingwell.ky.gov), click on “**HumanaVitality Log In**” to get your Vitality Age™

In the following pages, you'll find a simple overview of what you can expect from HumanaVitality.

It's a fun, straightforward, and engaging way to live life fully for you and the people you love.

Follow the stories of two HumanaVitality members* to see how they could get the most out of the program.





Set.

The key to success is to take care of some important details right away – like completing your Health Assessment. **It just takes a few minutes.** And if you do it within the first 90 days of your program year, you could earn up to 1,250* Vitality Points™ toward movie tickets, hotel stays, and even more rewards.



*Earning potential for up to 1,250 Vitality Points is calculated as follows:
Completed HumanaVitality Health Assessment (500 Vitality Points) + First Step HumanaVitality Health Assessment, awarded once per lifetime (500 Vitality Points) + HumanaVitality Health Assessment completed within 90 days of HumanaVitality program effective date bonus (250 Vitality Points). Eligibility for bonus 250 Vitality Points expires 90 days after your HumanaVitality program effective date.



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- Visit **Livingwell.ky.gov**, click on **“HumanaVitality Log In”**
- It’s easy to navigate
- Get step-by-step guidance



Go to Livingwell.ky.gov, click on “HumanaVitality Log In”

- Completing your Health Assessment online is most important
- Answer questions about your current health and lifestyle
- Your profile is confidential



Take Health Assessment

- Your Health Assessment results will determine your Vitality Age
- It tells you if your body is living younger or older than your actual age



Get your Vitality Age

Why do I snack on apples?

My Health Assessment showed that my cholesterol is poor. I discovered that my body is older than my actual age. HumanaVitality put me on the path to better health. Not just for me, but for the people I care about.



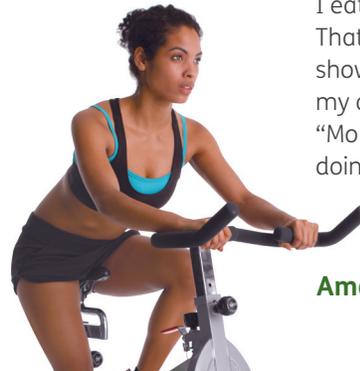
Mike, Age 52

VITALITY AGE

56

Why do I spin?

I eat right and make sure I exercise. That’s why my Health Assessment showed that my body is younger than my actual age. When my daughter says, “Mommy, you look great,” I know I’m doing the right thing – especially for her.



Amanda, Age 34

VITALITY AGE

31



Go.

After you complete your Health Assessment, we'll work closely with you to help you achieve better health. With every step you take toward living healthier, you'll be rewarded along the way.



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- Get recommended goals based on your Health Assessment responses.
- Integrate goals into your everyday life
- Discover ways to eat healthier, exercise regularly, and manage health conditions

- Use online resources to educate yourself
- Choose fitness programs that are right for you
- Get regular preventive checkups for things like your total cholesterol, blood pressure, and blood glucose

- Keep track of your progress at **Livingwell.ky.gov**, click on “**HumanaVitality Log In**”
- Log your progress on **HumanaFit.com**
- Earn fitness Vitality Points



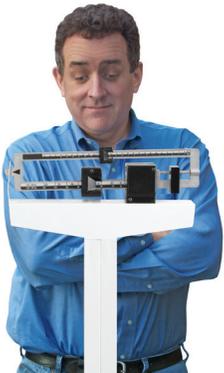
Set your goals



Make healthy changes



Track your progress



Mike:

After I did my Health Assessment, I got some recommended activities, like a plan to help drop a few pounds and exercises I could do at home.

I was also able to keep track of everything online with my personal dashboard at **HumanaVitality.com**. I even picked some rewards to work toward.



Amanda:

I started wearing a pedometer I ordered from the HumanaVitality Mall, and that helped make it easy to keep track of my progress online at **HumanaVitality.com**.

Within a few weeks, I was building up Vitality Points faster than I dreamed possible.



Earn.

Good health is its own reward for you and for your family, too. But HumanaVitality helps you take it to the next level – because the positive changes you make help you earn things you really want.



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- Enjoy many different ways to earn Vitality Points
- Fill out your Health Assessment, exercise at the gym, get a flu shot, watch a health webinar online, participate in a sports league, and more



Healthy activities earn Vitality Points

- Healthy activities earn you Vitality Points, plus valuable Vitality Bucks
- Build Vitality Points to raise your Vitality Status and get bigger discounts
- Spend Vitality Bucks on great merchandise in the HumanaVitality Mall



Acquire Vitality Bucks®



Collect rewards

- Choose from all kinds of rewards at the online HumanaVitality Mall
- Use Vitality Bucks, charge it to your credit card, or a mix of both
- Get music downloads, movie tickets, hotel stays, and more

Mike:

I earned enough Vitality Points to move up to Silver Vitality Status and easily get two free movie tickets to enjoy with my son.

Because of my status, **I was able to save 10 percent when redeeming my Vitality Bucks. All it took was 1,544 Vitality Bucks for two free movie tickets.**

My son's happy that I'm healthier and enjoyed getting a little gift from me.



Amanda:

I had my eyes on a great new bike. **Initially the bike would have cost me 25,390 Vitality Bucks. Thanks to my 40 percent discount at Platinum status, I spent just 15,234 Vitality Bucks.**

I love using my bike to exercise while spending time with my daughter.



Earning Vitality Points helps increase your Vitality Status. Plus, get bigger discounts at the online HumanaVitality Mall.



Vitality Status™	One adult	Two adults*	For each additional adult 18 years and older, add*
Blue	You start at Blue Vitality Status		
Bronze	Primary member Health Assessment completion		
Silver	5,000 points	8,000 points	3,000 points
Gold	8,000 points	12,000 points	4,000 points
Platinum	10,000 points	15,000 points	5,000 points

* If applicable, the number of Vitality Points that are required to achieve each Vitality Status.



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How Mike reached Silver Vitality Status:

Health Assessment (HA) completion	500
First Step HA*	500
Vitality Check® completion	2,000
Basketball league	350
Three blood donations	150
Flu shot	200
Verified workouts	875
Health Tools (x4)	300
CPR certification	125
Vitality Points Total:	5,000

* 500-point limit for First Step HA over the life of membership



How Amanda reached Platinum Vitality Status:

Health Assessment (HA) completion	500
First Step HA*	500
Bonus - HA completed within the first 90 days	250
Vitality Check® completion	2,000
Vitality Check in-range results	2,000
Flu shot	200
First aid certification	125
CPR certification	125
Blood donations (x6)	300
Verified workouts	2,800
Athletic event (level 3)	500
Swim team league	350
Cycling event (level 2)	350
Vitality Points Total:	10,000



Choose from all kinds of rewards at the HumanaVitality Mall.

Fitness Devices



- HumanaGearSM Step Counter Pedometer

Measures the steps you take in a 24-hour period.

- Heart Rate Monitors

Record your heart rate in a single exercise session.

Turn your Vitality Points into Vitality Bucks by using fitness devices like these.



Music Downloads

- \$15 gift card
- \$25 gift card



Sunglasses

- designer sunglasses



Entertainment

- movie tickets
- attractions



Home

- digital cameras
- small appliances
- cookware



Fun and Games

- video games
- golf equipment
- sports and fitness accessories



Hotels

- hotel stays
- travel gift cards
- top travel deals



Gifts and Collectibles

- artwork
- laptop and business cases
- travel luggage and accessories



Men's Apparel

- polos
- dress shirts
- ties



Women's Apparel

- activewear
- outerwear
- jewelry



To view our rewards and how many Vitality Points it takes to earn them, go to Livingwell.ky.gov, click on “**HumanaVitality Log In**” and click on HumanaVitality Mall.

Here are some of the most common ways to earn Vitality Points:



Education

Points:

Health Assessment (HA)	500
First Step HA	500
Bonus - HA completed within the first 90 days	250
Health tools	75

(Takes only about 30 minutes to complete these activities.)



Prevention

Points:

Measure body mass index	800
Measure blood pressure	400
Measure blood glucose	400
Measure total cholesterol	400

(These measures are all part of a Vitality Check. All it takes is one visit to a biometrics provider.)



Fitness

Points:

5K walk-a-thon	250
4 verified workouts per week x 10 weeks	750

(Earn more by living an active lifestyle.)



Healthy Living

Points:

Donate blood	50
Vitality Check for in-range screening results:	
Body mass index <25 and ≥ 18.5	800
Blood pressure systolic <120 mmHg diastolic <80 mmHg	400
Blood glucose <100 mg/dL	400
Total cholesterol <200 mg/dL	400

(Greater health awareness earns you points.)



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HumanaVitality is not an insurance product.
Your plan is administered by Humana Health Plan, Inc.

* HumanaVitality member portrayals represented in this material are not testimonials or endorsements.

Humana Vitality®



If it is unreasonably difficult due to a medical condition for you to achieve the standards for the rewards under the HumanaVitality program, or if it is medically inadvisable for you to attempt to achieve the standards for the rewards under this program, please call the phone number on the back of your Member ID card and we will work with you to develop another way to qualify for rewards.

Now you have everything you need to get the most out of HumanaVitality.

If you have questions, please call the number on the back of your member ID card. One of our Customer Care specialists will be glad to assist you.

Like us on Facebook.
Follow us on Twitter.



Humana Vitality®

