

2020 H&R BLOCK WELL-BEING PROGRAM

2020 Incentive Design

Programs	Quarterly Incentive Opportunities*
<p>Earn points towards incentive levels by choosing from a menu of activities:</p> <ul style="list-style-type: none">• Health Check Survey (HRA)• Biometric Screening• Nutrition Guide• Sleep Guide• Whil (mental well-being/mindfulness)• Journeys (on-line, self-guided courses)• Telephonic Coaching• Challenges• Custom Programs:<ul style="list-style-type: none">• Your Anthem Nurse• Anthem Future Moms• Livongo (diabetes management)• Omada (diabetes prevention program)• Club 1040	<p>Associates / Spouses can earn up to \$100 / \$50 each quarter:</p> <ul style="list-style-type: none">• 2,000 points achieved: \$10 / \$5• 6,000 points achieved: \$20 / \$10• 12,000 points achieved: \$30 / \$15• 16,000 points achieved: \$40 / \$20 <div data-bbox="1003 786 1824 876" style="border: 1px solid black; padding: 5px;"><p>* Points are cumulative within a quarter and reset at the beginning of each new quarter.</p></div> <p>Maximum Annual Incentives: Associates: \$400 Spouses/DP: \$200</p>

ACTIVITY OVERVIEW

Category	Activity	Min	Max
Onetime	Add a Profile Picture to Virgin Pulse account	100	1,400/ One-time
	Complete Virgin Pulse Registration	300	
	First login to Virgin Pulse mobile app	250	
	Add 5 friends	250	
	Add friend outside H&R Block	100	
	Connect first activity device	200	
	Connect calorie tracker	100	
	First time tracking healthy habits 5 days in a month	100	
Assessments	Complete the Health Check Survey (HRA) (1x per year)	3,000	3,000/ Year
	Complete biometric screening via onsite, lab, or physician form (1x per year)	3,000	3,000/ Year
General	Complete a whole Journey (2x per quarter)	250	3,250/ Year
	Invite an H&R Block colleague to join (5x per year)	50	
	Set Your Interests (1x per quarter)	150	
	Set a well-being goal (2x per year)	200	
Cards	Do your daily cards (up to 2x per day)	20	3,900/ Quarter
	Complete 10 daily cards in a month	100	
Challenges	Win the promoted healthy habit challenge (1x per month)	200	1,050/ Quarter
	Create a personal challenge (1x per month)	50	
	Join a personal challenge (1x per month)	100	

ACTIVITY OVERVIEW

Category	Activity	Min	Max	
Physical Activity	Take 1,000 steps in a day	10	13,800/ Quarter	
	Take 2,000 steps in a day	20		
	Take 3,000 steps in a day	30		
	Take 4,000 steps in a day	40		
	Take 5,000 steps in a day	50		
	Take 6,000 steps in a day	60		
	Take 7,000 steps in a day	70		
	Take 8,000 steps in a day	80		
	Take 9,000 steps in a day	90		
	Take 10,000 steps in a day	100		
	Take 11,000 steps in a day	110		
	Take 12,000 steps in a day	120		
	Take 13,000 steps in a day	130		
	Take 14,000 steps in a day	140		
	Workout for 15 minutes in a day	70		
	Workout for 30 minutes in a day	100		
	Workout for 45 minutes in a day	140		
	15 Active Minutes in a Day	70		
	30 Active Minutes in a Day	100		
	45 Active Minutes in a Day	140		
	Maximum Activity Reward / Day = 140			
		Take 7,000 steps 20 days in a month		400

ACTIVITY OVERVIEW

Category	Activity	Min	Max
Mental Well-being	Complete a Whil session (1x per day)	20	5,640/ Quarter
	Complete a Whil program (1x per week)	50	
	Complete 10 Whil sessions in a month	100	
	Complete 20 Whil sessions in a month	200	
Nutrition	Choose your eating type (1x per quarter)	250	2,800/ Quarter
	Favorite a recipe (1x per week)	10	
	Add a recipe to Grocery List (1x per week)	10	
	Daily calorie tracking	20	
	Track calories 10 days in a month	200	
Sleep	Choose your sleep profile (1x per quarter)	250	8,650/ Quarter
	Track sleep nightly with wearable device (1x per day)	20	
	Track sleep manually (1x per day)	10	
	Sleep >7 hours in a night (1x per day)	50	
	Track sleep 10 days in a month	200	
	Sleep >7 hours 20 nights in a month	500	
Tracking	Track Your Healthy Habits (up to 3x per day, 10 points per habit)	10	3,600/ Quarter
	Track Healthy Habits 10 days in a month	300	
Coaching	Completed a coaching appointment (3x per quarter)	500	1,500/ Quarter

ACTIVITY OVERVIEW

Category	Activity	Min	Max
Custom Programs			
Livongo (diabetes management)	Check-in five times per month (1x per month)	250	750/ Quarter
Omada (diabetes prevention) High Engagement = weigh-in at least once, track at least one meal, and complete at least one lesson per week. Weeks do not need to be consecutive.	1 week high engagement (1x per week)	100	8,950/ Year
	4 weeks of high engagement	200	
	8 weeks of high engagement	300	
	12 weeks of high engagement	400	
	16 weeks of high engagement	500	
	24 weeks of high engagement	600	
	40 weeks of high engagement	750	
	52 weeks of high engagement	1,000	
Your Anthem Nurse	Engage with an Anthem nurse to manage a chronic condition – complete call(s) and an Assessment (1x per year)	3,000	3,000/ Year
Anthem Future Moms	Enroll and complete post-participation survey (1x per year)	3,000	3,000/ Year
Club 1040	Track at least 8 days of fitness center attendance each month	250	750/ Quarter