

VCU Health System ChoiceCARE Rewards Program

Each time you complete a goal in the **VCU Health System ChoiceCARE Rewards Program**, you earn reward dollars that are deposited directly into your Health Reimbursement Arrangement (HRA).

1. Start Your Rewards Journey

Begin by registering as a user on optimahealth.com/VCUHS. You and your covered spouse must complete the online Personal Health Assessment (PHA) at optimahealth.com/apps/members/wellness-tools. This activity is your first step and must be completed in order to start earning incentive rewards.

2. Start Earning Rewards

The following is a list of goals you may complete. You and your covered spouse are eligible for the rewards. Follow the details in the table below for instructions on how to achieve the reward. Goals must be completed between January 1 - December 31 to qualify for rewards.

Goal	HRA Rewards	Details
Personal Health Assessment (PHA)	N/A	The PHA must be completed each year.
Preventive Exam	\$75	Complete a preventive exam, well woman exam, or one of the following cancer screenings: mammogram, colon cancer, cervical cancer, or prostate cancer. (Credit for only one screening)
Coaching Session	\$50	Whether you're looking for help with weight loss, tobacco cessation, stress management, or assistance managing a chronic condition, our free coaching programs can help. Call 1-866-503-2730 to receive coaching on: disease management for coronary artery disease, heart failure, diabetes, or respiratory conditions. Optima Health will deposit reward dollars into your HRA once you complete a coaching program.
Daily Habit	\$50	Daily Habit plans encourage you to set and track goals that help improve your overall well-being or manage a chronic condition. Each plan provides a variety of activities to help you develop healthy habits to reach your goals. Set a plan and stick with it for at least 28 days. Sign in to optimahealth.com/apps/members/wellness-tools or the Optima Health mobile app to start and complete a 28 day plan. Optima Health will deposit reward dollars into your HRA once you have completed a Daily Habit plan. (Credit for only one plan)
MyVCUHealth Portal	\$25	Sign in to your VCU Health Portal to obtain your blood pressure and cholesterol numbers (total and HDL cholesterol), then enter your data into the Health Assessment. Sign in to optimahealth.com/apps/members/wellness-tools or the Optima Health mobile app to complete your Health Assessment. All three biometric values must be entered to earn credit for this activity.
Routine Dental Exam	\$25	Sign in to optimahealth.com/apps/members/wellness-tools or the Optima Health mobile app to self-report the date of the dental exam.
Routine Vision Exam	\$25	Sign in to optimahealth.com/apps/members/wellness-tools or the Optima Health mobile app to self-report the date of the vision exam.
Financial Wellness or Retirement Planning	\$50	Attend a personal session or class on financial wellness or retirement planning. Sign in to optimahealth.com/apps/members/wellness-tools or the Optima Health mobile app to self-report the date the class was attended.

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3. Start Using Your Rewards and HRA Debit Card

An eligible employee and an eligible spouse can each earn up to \$300 per calendar year. As you meet your VCU Health System ChoiceCARE goals, the applied HRA dollars can then be used to pay for expenses you would normally pay out-of-pocket. Keep in mind:

- Some expenses will be substantiated automatically at point of sale; some will need additional validation later to ensure purchases are eligible expenses.
- **For those who don't yet have their HRA debit card** – once you have completed an incentive, please allow up to 15 business days for your debit card to arrive*.
- **For those who already have their HRA debit card** – once you have completed an incentive, please allow up to 10 business days for the funds to be deposited*.

**Please allow approximately six weeks for funds to be deposited for incentives related to a preventive care exams.*

Questions/Answers:

How do I use my HRA funds?

The HRA debit card gives you easy access to funds in your HRA. Your HRA debit card will work like any other debit card. Use it to pay for prescriptions, office visit copayments, deductibles, and coinsurance amounts.

Does my money expire or rollover?

Any funds remaining in your HRA debit card account at the end of the calendar year will rollover to the following calendar year. If an employee terminates employment with VCUHS, any HRA funds are forfeited.

Important:

All activities must flow through your online member portal. Your first steps should be to register for an account online at optimahealth.com/members and complete the Personal Health Assessment (PHA).

Need more information?

Call member services at the number listed on your member ID card or visit optimahealth.com/VCUHS.