

# Individuals & Families – Vitalize<sup>SM</sup> in Partnership with Personify Health

## Wellbeing for all is now within reach.



**Vitalize<sup>SM</sup> in partnership with Personify Health**

### Wellbeing for all is now within reach

Meet Vitalize, a digital platform that places the power to live better at Western New York's fingertips. By partnering with Personify Health, Univera Healthcare is making it easier for you to make small, everyday changes to your wellbeing that are focused on the areas you want to improve the most. You'll build healthy habits, have fun with friends and experience the lifelong rewards of better health and wellbeing.

Within Vitalize, employees will have the ability to:

- Connect a fitness tracker so they can log activity and watch for small improvements over time.
- See a clear picture of their health by completing the online Health Check, a certified health risk assessment.
- Set their interests by choosing to work on an area that matters the most to them, like eating habits, sleep, physical activity, relationships, or finances.
- Add friends and family, connecting with up to 10 others to help encourage and motivate one another.

**Vitalize is now in member accounts**

**Get to know Foodsmart through Vitalize<sup>SM</sup>**

Foodsmart is a digital nutrition platform with tools that make it easy to eat well!

#### How it works

- NutriQuiz**  
See how your eating habits stack up and instantly get personalized tips and recipes.
- Recipes**  
Our vast database of recipes has plenty for everyone's preferences, time, and budget.
- Grocery list**  
A digital grocery list is automatically created for your selected recipes.
- Favorites**  
Add your favorite recipes so you can easily find them whenever you want.
- Blog**  
Educational tips and resources from Foodsmart's experts to help you eat your best.

**univera HEALTHCARE** | **personify HEALTH**

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Personify Health is an independent company and offers a digital wellbeing service on behalf of Univera Healthcare.  
Our Health Plan complies with federal and state laws. We do not discriminate on the basis of race, color, origin, age, disability, or sex. Remedies: 514(b)(1) equalized, contains no equalized remedies.  
Univera Healthcare is an Equal Opportunity Employer. Univera Healthcare is an Equal Opportunity Employer. Univera Healthcare is an Equal Opportunity Employer.  
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[Vitalize Overview Flyer](#)

[Foodsmart & Nutrition](#)

**Vitalize<sup>SM</sup> Rewards**

It's easy to earn rewards by making healthy decisions. The more you do, the more you earn. Complete this activity to earn Rewards Cash.

Participate in additional healthy activities to watch your Rewards cash add up!

	Level 1	Level 2
Points	7,000	25,000
Rewards Cash	\$15	\$35

**Your hard work pays rewards**

Redeem your Rewards Cash today!

You have been working hard to improve your health and wellbeing. Now it is time to get your reward. There are three ways for you to cash in.

- Visit the Personify Health Store to select a gift.
- Redeem your points for a gift card.
- Donate your reward to charity.

Step-by-step directions are provided on the other side for any of these options.

Not enrolled in Vitalize<sup>SM</sup> yet? Log in or create your online account at [UniveraHealthcare.com](#).

#### Questions?

- Web**  
[support.personifyhealth.com](#)
- Email**  
[support@personifyhealth.com](#)
- Live chat**  
[member.personifyhealth.com](#)  
Monday–Friday, 2 a.m.–9 p.m. ET
- Call**  
888-671-9395  
Monday–Friday, 8 a.m.–9 p.m. ET

Rewards Cash is considered taxable income. All purchases made using the Personify Health Store are final. Once an order has been placed and submitted, it cannot be cancelled, returned, or refunded. If you have any questions regarding this policy, please feel free to contact our Member Services team via phone or chat.

[Rewards Flyer](#)

[Rewards Cash Flyer](#)

**5 easy steps to get started with Vitalize<sup>SM</sup>**

Our new digital wellbeing program, powered by Personify Health, will give you the tools and support you need to make small, everyday changes to your wellbeing that are focused on the areas you want to improve the most. To get started follow these five easy steps:

- 1 Register or log in to your account at [UniveraHealthcare.com/login](#).
- 2 From the main menu, click on the Health and Wellness tab, and then on Vitalize.
- 3 From this page, click on "Experience Vitalize".
- 4 Once on the Personify Health landing page, complete the registration process.
- 5 Congratulations! You have now created your account and can start setting up your profile, connecting a fitness tracker, and setting your interests.

**Personify Health Member Guide**

**univera HEALTHCARE** | **Right here. For you.** | **personify HEALTH**

[Quick Start Guide](#)

[Member Guide](#)

Click the links to learn more



**Right here.  
For you.**