

# Employee Benefits Advisor

Helping you get the most from your benefit plans.

## Independence Blue Cross Introduces "No Pay Getaway"

November 2007

Have you considered beginning a program to lose weight or stop smoking? Perhaps you had your sights set on a new year's resolution for 2008? If so, you might consider getting an early start. As you might have heard via recent radio promotions, as part of its Healthy Lifestyles<sup>SM</sup> initiative, Independence Blue Cross is currently sponsoring the "No Pay Getaway" promotion through the end of the calendar year. Below you will find some details about this promotion which has been put in place to encourage IBC members to improve their well-being by taking at least one proactive step toward a healthier lifestyle.



### What is No Pay Getaway?

No Pay Getaway invites IBC members to initiate just one of the following three wellness activities by December 31, 2007 to enter to win:

- Receive a flu immunization
- Enroll in a weight loss program
- Enroll in a smoking cessation program

### Winners will receive any one of the following prizes:

- Grand Prize — A seven-day getaway for two to Maui, Hawaii.
- First prizes — One of three getaway weekends for two in Philadelphia at the Embassy Suites on the historic Ben Franklin Parkway.
- Second prizes — Hundreds of free tickets to local arts, sports, and family entertainment events and activities, including The Franklin Institute, The Philadelphia Zoo, The Philadelphia Museum of Art, The Philly Pops, and Phillies, Eagles, and 76ers games.

### Who is eligible for this promotion?

Any member of an IBC health plan can register to participate in this promotion. However, if you wish to participate you must have already been an IBC member on October 9, 2007, may not be enrolled in Medicare, and can not be a member of the Federal Employees Health Plan.

### What must I do to enter the promotion?

You are not required to make any purchase to enter this promotion. You simply should be registered on [ibxpress.com](http://ibxpress.com). To register and read official rules, visit <http://www.ibx.com> and sign in using your [ibxpress.com](http://ibxpress.com) username and password. Then fulfill any one of the three wellness initiative requirements and you will be eligible to win.



If you have any questions about this topic please contact your RSI Benefit Service Specialist at 1-800-394-6111.