



[WELCOME](#)



[OVERVIEW](#)



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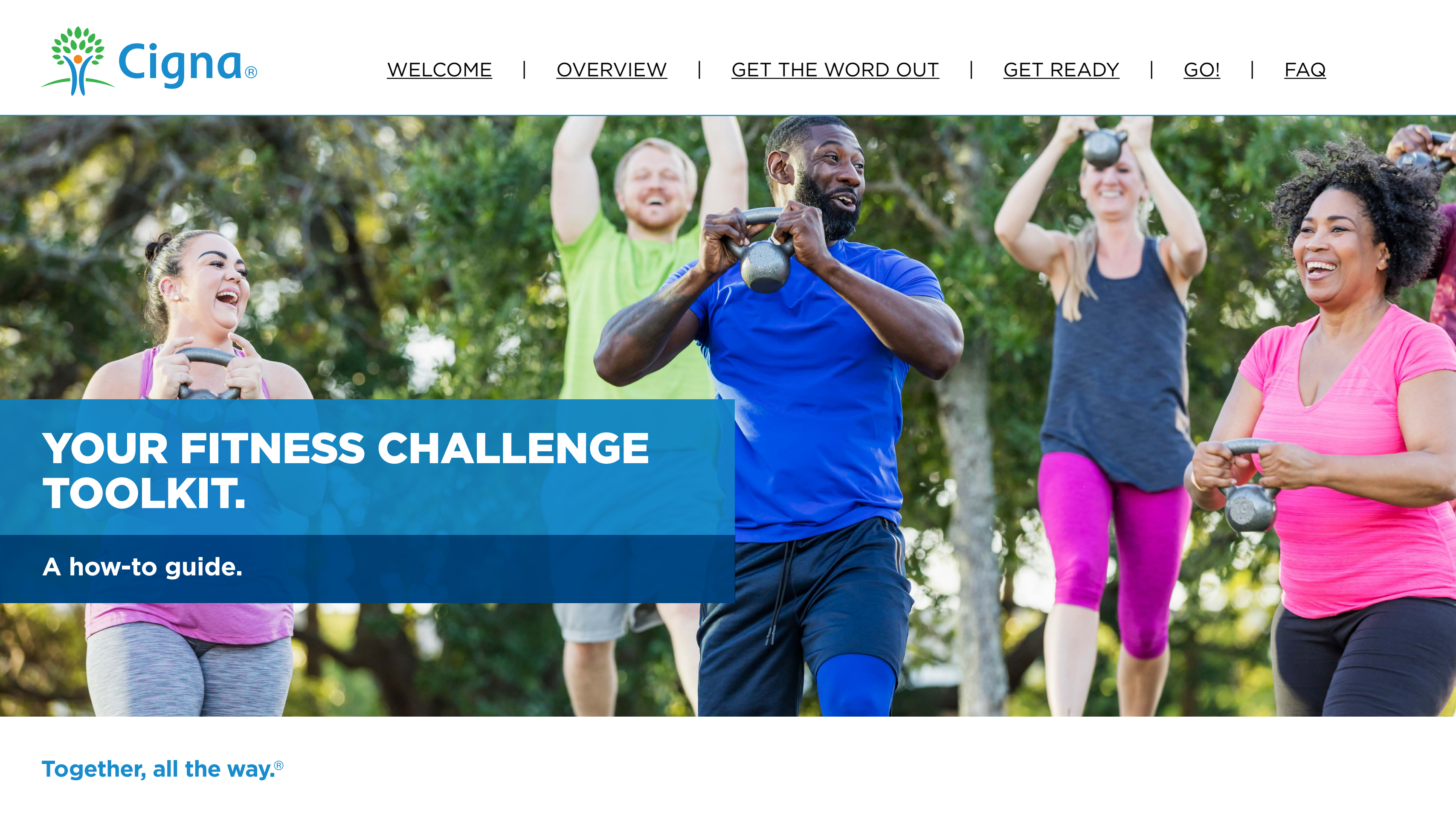
[GET READY](#)



[GO!](#)



[FAQ](#)

A group of diverse people are exercising outdoors in a park-like setting with trees in the background. In the foreground, a man in a blue t-shirt and black shorts is performing a kettlebell swing. To his left, a woman in a pink top is also smiling and holding a kettlebell. To his right, a woman in a black tank top and pink leggings is in a similar pose. In the background, another man in a green shirt is visible, also participating in the exercise. The overall atmosphere is energetic and positive.

YOUR FITNESS CHALLENGE TOOLKIT.

A how-to guide.

Together, all the way.®

Welcome to your company's Fitness Challenge.

Thank you for promoting better workplace health and fitness, and supporting a culture of wellness within your organization. You'll find a little healthy competition can inspire not only healthy minded employees but also social connections. Even your company's leadership can get involved and become positive role models for each and every employee. This toolkit has everything you need to get your Fitness Challenge up and running smoothly.

Here's how Cigna will help you with your company's Fitness Challenge.

- › **Self-serve portal** – Get real-time stat reporting and use the online dashboard tool to answer participant questions.
- › **Customizable communications campaign** – Get the word out and generate excitement with your employees. We provide several [emails and a flyer](#) that you can customize with your company name and other pertinent information.
- › **Incentives** – Administer your own incentives using the reporting available through the Admin portal, or manage incentives through Cigna's MotivateMe® tool.



Get started on your workplace wellness journey today.

What is a Fitness Challenge?

The Fitness Challenge is an activity-based wellness program that promotes a healthy lifestyle through social connections and physical activity.

The advantages of running a Challenge.

The Fitness Challenge has been carefully structured to be fun and easy to use.

We've found that:

- ▶ Increased physical activity has been shown to help reduce stress and improve overall health.
- ▶ Participants are more likely to get and stay engaged when they're part of a team. They also develop relationships with co-workers through the experience.
- ▶ A series of achievement awards and badges provides the motivation and encouragement participants need to stay on track and succeed.

How the Fitness Challenge works.

The Fitness Challenge is a team-based program that promotes fun competition among Challenge participants. Your employees may:

- ▶ Join as a team or as an individual.
- ▶ Challenge friends or colleagues to see who will come out on top.
- ▶ Sync available fitness apps to automatically track activity minutes.

Increase engagement with incentives.

While earning badges and enjoying friendly competition will help make your Fitness Challenge more fun, nothing is quite as motivating as a monetary reward. There are two ways this can be done.

- Administer your own incentives using the reporting available in the Admin portal.
- If you have access to the Cigna MotivateMe program, you can integrate your reward directly through MotivateMe. You will need to have your employees link their myCigna® account to the Challenge and complete the requirements: Log 30 minutes of exercise three times per week for three weeks of the six-week Challenge.

Your Fitness Challenge communications campaign.

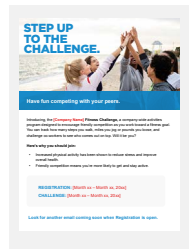
Cigna has developed a proposed communications campaign to help you get your employees excited about joining the Fitness Challenge.

Our **“Step up to the Challenge” campaign** is completely customizable. We made it easy for you to add your company name, registration and start/end dates.

Customizable campaign emails

Introduction email

SEND: Four weeks before registration.



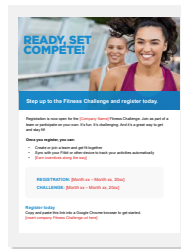
Announces the Fitness Challenge with high-level information about the program and important dates.



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Registration email

SEND: The day that registration opens.



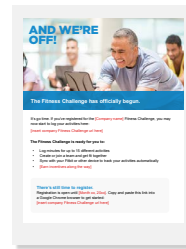
This email includes a direct link to your Challenge for easy registration. The site will not be available for logging activities until the Challenge begins.



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Reminder email

SEND: The day your Challenge goes live.



Let your employees know it's not too late to register and join in on the excitement.



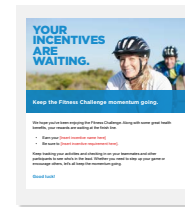
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MotiveMe
version

Optional incentives email

SEND: Week three of your Challenge.



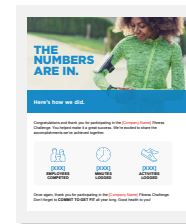
If you've chosen to include incentives, encourage participants to keep up the hard work and to stick with it until the final day of the Challenge.



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Post-challenge email

SEND: One week after your Challenge ends.

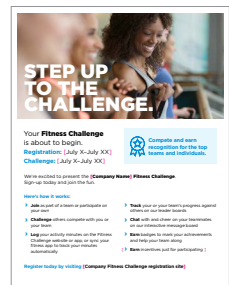


The self-service portal tracks the number of participants, minutes logged and activities logged. Share these stats to celebrate your accomplishments.



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Customizable campaign flyer



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Campaign flyer

POST: Four weeks before registration.

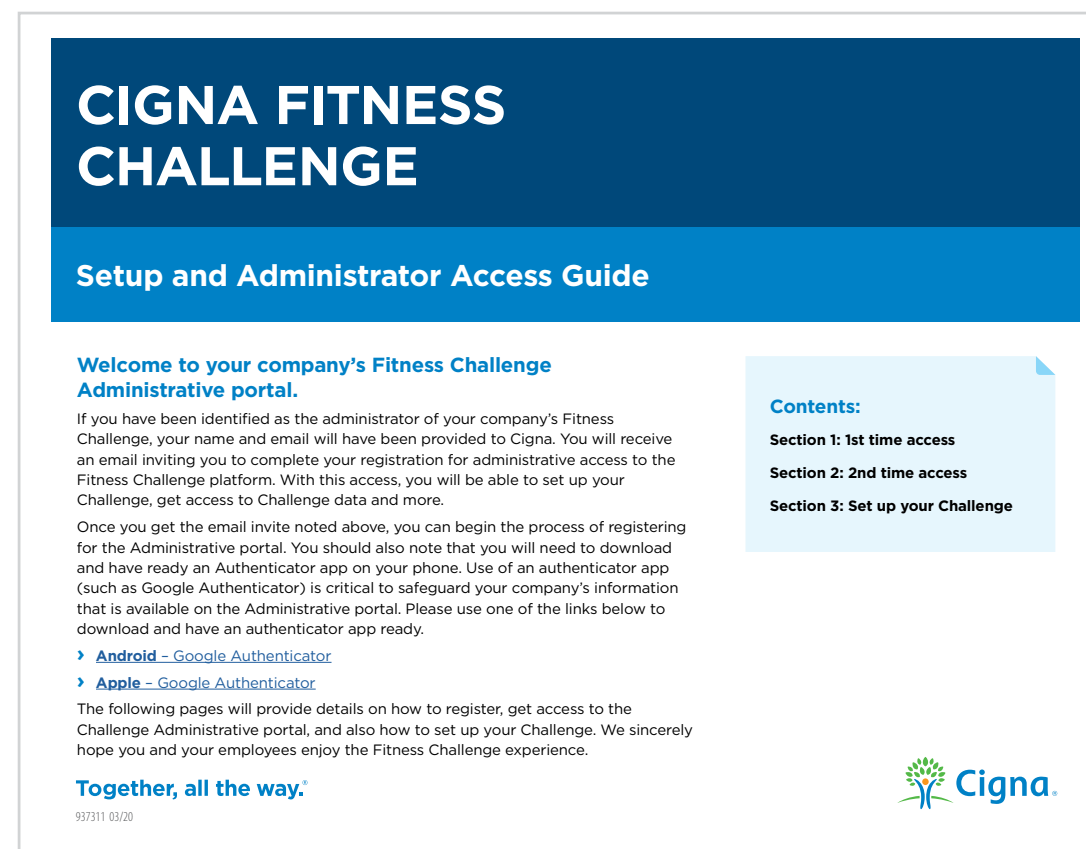
Print it to hang in break rooms or in community spaces, or simply share it as a PDF. Keep encouraging your employees to participate in your Fitness Challenge.

Setting up your company's Fitness Challenge.

Once Cigna confirms your request to operate your company Challenge, we'll contact your assigned administrator when they can get access to the Administrative portal. Your administrator will need to register themselves on the Administrative portal and can then:

- Set up your Challenge
- View Challenge data and print reports
- Assist participants with their questions by using our list of FAQ

Please note that if your administrator is a Challenge participant, they will also need to register for the Challenge as an individual or part of a team, in addition to their administrator access.



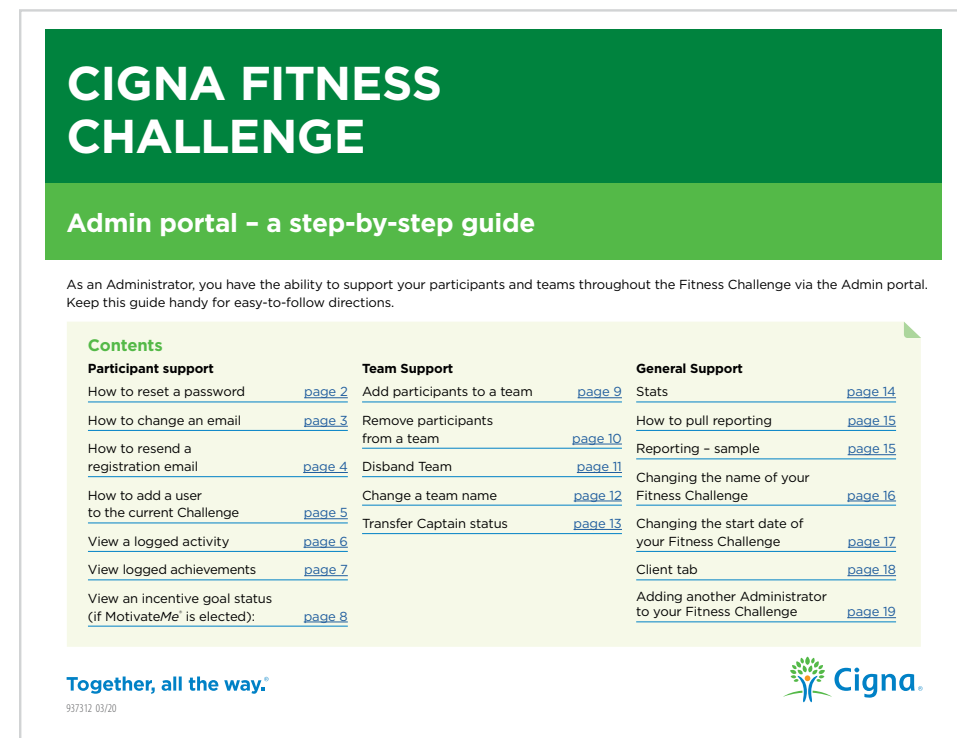
[Download the Set-up and Administrator Access Guide](#)

Step-by-step instructions.

Download these guides to help you administer your Challenge and incentives.

How to administer your Fitness Challenge

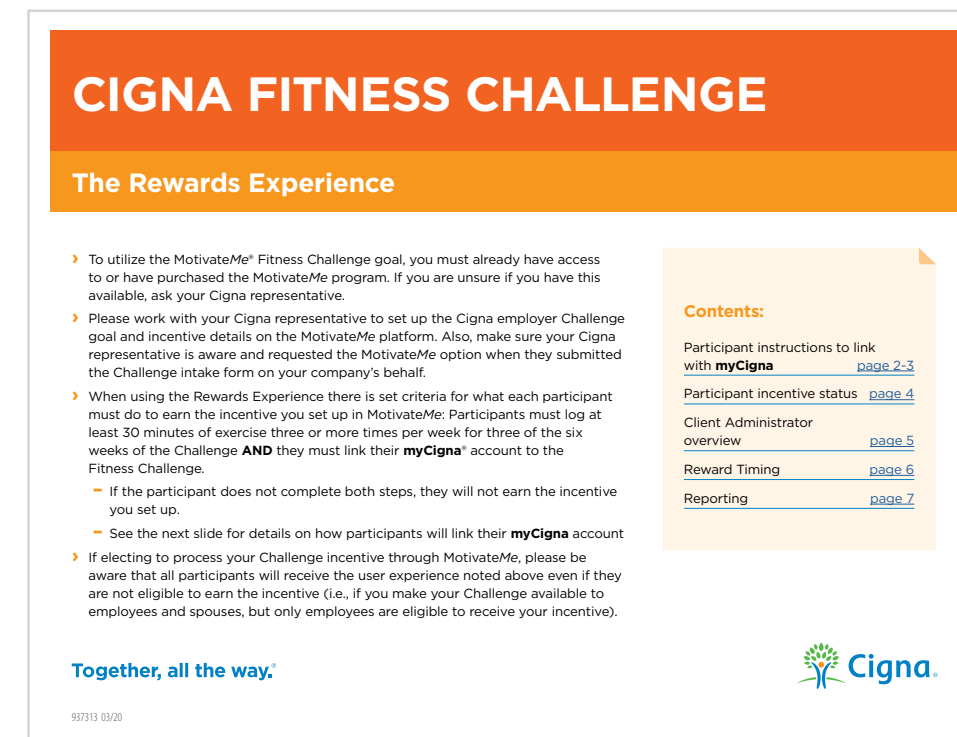
Attached is an instruction manual to help you manage your Challenge behind the scenes. You'll see how to add and remove participants, view individual/team achievements and stats, pull reports and more.



[Download the Administration Guide](#)

Administering incentives

This guide only applies if your company plans to incentivize the Fitness Challenge through MotivateMe®, a Cigna incentive platform.*



[Download the MotivateMe Incentive Guide](#)

*If you are administering your own incentive using the Challenge reporting available through your administrative access, you do not need to follow these directions.

FAQ

What is the registration period?

Typically, three weeks. This gives participants time to set up their accounts, form teams, choose their avatars and sync wearable devices. During this time, participants can learn to navigate the site, but will not be able to enter their time. The final week of registration will overlap with the first week of the Challenge to allow for last-minute participation.

What is the Challenge period?

The Fitness Challenge period is when the site is open for participation.

How long does a Challenge typically run?

All Challenges are six week long. Experience has shown this to be the optimal amount of time for engaging participants. Longer challenges tend to see lower completion rates.

Why is the Challenge designed with minutes instead of steps?

Not all physical activity is tracked in steps (for example, yoga, strength training, CrossFit, etc.). Using minutes is a more suitable way of standardizing a scoring metric across all activities.

Why focus on teams instead of the individual?

Participants who are a part of a team tend to engage with the Challenge more than individual participants. Teams motivate each other and hold individual members accountable, which drives more participation. The team dynamic can also deepen social ties between employees. Finally, team scores are an average of their members' individual activity, providing a more fair and relatable competition.

What do I need to do as sponsor of the Challenge?

Active and repeated promotion and communication with prospective participants is the most important thing a sponsor can do. This has consistently shown the best Challenge results.

Where will participants go for support during the Challenge?

The Support page on the Fitness Challenge website can assist in answering employees' questions without the need to contact you as the administrator. Participants will be directed to reach out to you for support if the question they are asking is not on the Support page.

For any technical issues relating to the Challenge, use the "Contact Us" form on your Administrator account. It will direct the message to a mailbox that is monitored by the Challenge Support team.

STILL HAVE QUESTIONS?

An extensive list of frequently asked questions will be sent to you separately. Keep it on hand during your Fitness Challenge.

Together, all the way.®

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