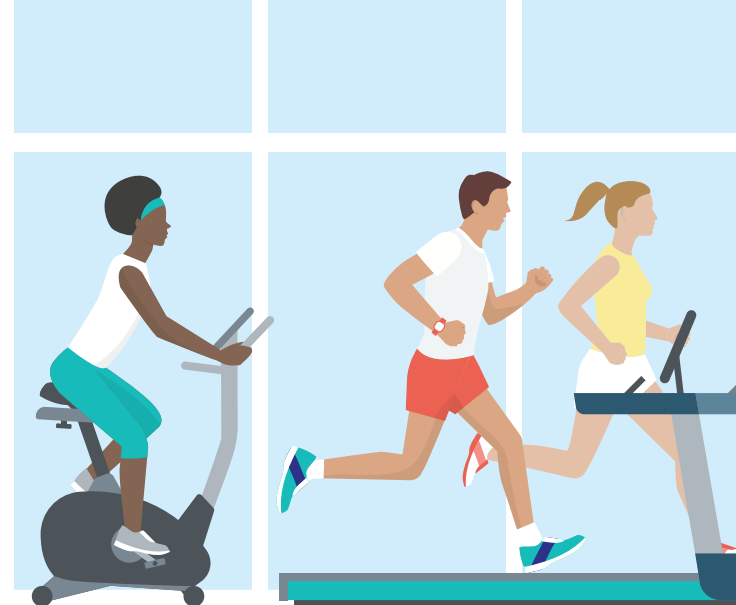


Pfizer **Benefits**  
for each of life's moments

# 2023-2024 Healthy Pfizer Incentive Program

*Powered by Virgin Pulse*

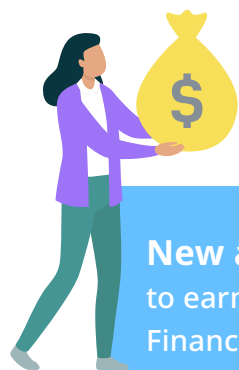


*Supporting your health, your way*

**August 1, 2023 – April 30, 2024**

**Pfizer is as powerful as our people.** When we say Pfizer is focused on creating a healthier world for everyone, that includes our colleagues. The Healthy Pfizer Incentive Program helps you better understand your personal health — both your strengths and any risk factors you may have — and earn incentives and prizes for doing it!

**In this incentive year, the program is offering more, including:**



## New activities

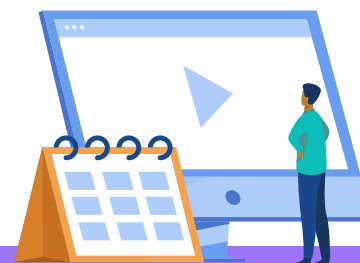
to earn incentives, including a Financial Wellness activity and completing a fitness coaching session with **Exos Fit**.



**More resources** on Virgin Pulse through the *Media* and *More* tabs, including stretch breaks and other informational videos to help you on your health journey.

## Know Where to Go:

Be sure to bookmark [landing.virginpulse.com/pfizer](https://landing.virginpulse.com/pfizer) for easy access to Virgin Pulse!




Check out this video to learn more.



# Virgin Pulse Features

Virgin Pulse powers the Healthy Pfizer Incentive Program, and offers tools and opportunities to help you on your wellbeing journey.



Track *Healthy Habits*, review *Daily Cards* for quick health tips, use *Stats* to track steps, workouts, weight, and more.

Take the *Health Assessment* (► *Health* tab ► *Select Surveys*) to understand your health risk factors, access the *My Care Checklist* for age-based preventive care recommendations, and complete *Journeys* (self-guided courses).

Access online resources like sleep and nutrition guides as well as videos on various health topics through the *Media* tab.

Get social by adding *Friends*, participating in *Challenges*, engaging in online health-related communities through *Groups*, and more.

View your incentive progress and opportunities under the *Home* tab ► *Select Rewards*.



## Design your wellness program your way —

participate and earn incentives through April 30, 2024. Once the program year ends, beginning with your first paycheck in July 2024, the incentives you earned will be paid over the remaining pay periods in the calendar year. You'll also earn Virgin Pulse Points, to receive sweepstakes entries for the opportunity to win prizes like \$200 Amazon, Nike, or Visa gift cards.



## Don't Miss Out:

Be sure to add Virgin Pulse to "safe senders" in your Pfizer email and download the Virgin Pulse app so you receive important program notifications.

# Earn Up to \$500

Action Required by April 30, 2024



**You can earn up to \$500 for participating in the Healthy Pfizer Incentive Program. Here are some things to keep in mind.**

- **Required Activities to Begin:** Earn your first \$250 for completing both the Health Assessment and the Know Your Numbers (KYN) activities. You must complete both to earn *any* incentives.
- **Additional Activities:** Earn another \$250 for completing enough additional activities. Partial completion is not recognized.
- **Program Year:** Activities can be completed in any order, but all must be completed between August 1, 2023 and April 30, 2024 for earned incentives to be paid.
- **Incentive Payout:** Any earned incentives are paid as either \$250 or \$500 throughout your remaining pay periods for the calendar year beginning with your first pay check in July 2024. Partial incentives are not paid.
- **More Information:** You can find information, including details about what incentives you've completed or need to complete, at [landing.virginpulse.com/pfizer](https://landing.virginpulse.com/pfizer) ▶ Home tab ▶ Select Rewards.

## Get Started

**Earn \$250 by completing both required incentive activities by April 30, 2024. Then, keep going by participating in additional activities to earn an additional \$250.**

1

### Earn your first \$250

- Complete the **Health Assessment** ([landing.virginpulse.com/pfizer](https://landing.virginpulse.com/pfizer) ▶ Health tab ▶ Select Surveys), and
- Complete **Know Your Numbers** (preventive blood work) to learn more about your current health status ([landing.virginpulse.com/pfizer](https://landing.virginpulse.com/pfizer) ▶ Programs tab ▶ Select Complete the Know Your Numbers Activity).



2

### Earn an additional \$250

Complete additional activities ([landing.virginpulse.com/pfizer](https://landing.virginpulse.com/pfizer) ▶ Home tab ▶ Select Rewards) to help with your physical, social, financial, and mental wellbeing.

# Complete Know Your Numbers

You have several options for getting preventive blood work for the Know Your Numbers activity.

**Had Blood Work Done Recently?** No worries! If you had preventive blood work (e.g., cholesterol, glucose) performed on or after **May 1, 2023**, you don't need to get another one. You can submit your official lab report with a completed Self-Submission Form. Get a Self-Submission Form at [landing.virginpulse.com/pfizer](https://landing.virginpulse.com/pfizer) ▶ Programs tab ▶ Complete the Know Your Numbers Activity ▶ Start Now ▶ Self-Submission Form.

Where	Details	Website	Reporting for Incentive
<b>Onsite Screenings</b>	These take place at certain Pfizer locations through November 14, 2023.	Find out if an event will be held at your location by visiting <a href="https://landing.virginpulse.com/pfizer">landing.virginpulse.com/pfizer</a> ▶ Programs tab ▶ Onsite Screening Events Scheduled.	Your test results are automatically submitted for you.
<b>LabCorp Facilities Using a Pfizer LabCorp Voucher</b>	<b>The Pfizer-issued LabCorp voucher is required; you will need to download it from the Virgin Pulse website.</b>	Get a LabCorp voucher at <a href="https://landing.virginpulse.com/pfizer">landing.virginpulse.com/pfizer</a> ▶ Programs tab ▶ Complete the Know Your Numbers Activity ▶ Start Now ▶ LabCorp voucher.	Your test results are automatically submitted for you. <b>Note:</b> If you go to LabCorp or any other lab facility without using the Pfizer voucher, you must use a Self-Submission Form (see below).
<b>Personal Physician Using the Self-Submission Form</b> (Use this method if you already had blood work done, including at a Pfizer Onsite Wellness Clinic, on or after May 1, 2023.)	To ensure results are received in time, <b>schedule your appointment at least three weeks before the deadline of April 30, 2024.</b> Take a copy of the Self-Submission Form with you.	Get a Self-Submission Form at <a href="https://landing.virginpulse.com/pfizer">landing.virginpulse.com/pfizer</a> ▶ Programs tab ▶ Complete the Know Your Numbers Activity ▶ Start Now ▶ Self-Submission Form.	You are responsible for submitting the completed form and blood test results by April 30, 2024; late submissions will not be accepted for any reason.
<b>At Home by February 29, 2024</b> (State law prohibits at-home testing if you live in New York.)	Watch this <a href="#">video</a> to learn about doing your own blood draw at home. <b>Note:</b> Your completed test kit must be returned within 24 hours of your blood draw. Collect your blood sample by March 15, 2024.	Request a kit by February 29, 2024 at <a href="https://landing.virginpulse.com/pfizer">landing.virginpulse.com/pfizer</a> ▶ Programs tab ▶ Complete the Know Your Numbers Activity ▶ Start Now ▶ Home Test Kit.	Your test results are automatically submitted for you.

## Confirm Your Know Your Numbers Submission


However you complete the Know Your Numbers (KYN) activity, **you are responsible for ensuring your results are received and accepted by the April 30, 2024 deadline.**




You should receive an email confirmation from Vitalogy, our biometrics partner, within 10 to 14 days of your submission — whether automatically submitted for you or self-submitted. You can contact Vitalogy at [support@vitalogyinc.com](mailto:support@vitalogyinc.com) if you have questions.

When your KYN submission is received, Vitalogy notifies Virgin Pulse that you've completed this activity. If you do not see the activity shown as completed at [landing.virginpulse.com/pfizer](https://landing.virginpulse.com/pfizer) ▶ Home tab ▶ Select Rewards (Required Activities/Know Your Numbers), contact Virgin Pulse by phone at **1-888-437-3493** (option 1 for Rewards, Incentive Activities, or Technical Questions) or by email ([pfizersupport@virginpulse.com](mailto:pfizersupport@virginpulse.com)) as soon as possible, but no later than April 30, 2024. Representatives are available Monday through Friday from 8 a.m. to 9 p.m., ET.

# Keep Going **Complete at least \$250 worth of additional activities by April 30, 2024—earn another \$250**

Complete any combination of additional activities that adds up to at least \$250 — in any order — and earn your second \$250 incentive. Below is the list of available additional activities.

 = Self-reported activity.

Health Activity	Details	Incentive Award	Get Started
<b>Virgin Pulse Step Challenges</b>	Complete a Step Challenge; challenges are offered seasonally and run for 4 weeks. <ul style="list-style-type: none"> <li>Fall challenge: 7,000 steps per day</li> <li>Winter challenge: 7,000 steps per day</li> <li>Spring challenge: 8,000 steps per day</li> </ul>	\$75 per challenge (max \$225)	Watch for information during the year from Virgin Pulse and in <i>PX News</i> in the fall, winter, and spring.
<b>Preventive Care</b> 	Be rewarded for staying on top of your preventive care. <ul style="list-style-type: none"> <li>Annual physical exam</li> <li>Annual dental exam</li> <li>Annual eye exam</li> <li>Adult preventive vaccine (including COVID vaccination or booster)</li> <li>Annual skin cancer screening</li> </ul>	\$25 for each activity listed	Speak with your health care provider about your preventive care needs and to schedule appointments. <b>Self-report these activities to receive incentive credit.</b> Visit <a href="#">Virgin Pulse</a> ▶ <i>Home</i> tab ▶ <i>Select Rewards</i> . Scroll down to find the applicable activity to report as completed.
<b>TrestleTree Health Coaching</b>	Complete 1 introductory coaching session where you can learn about health coaching, discuss your Know Your Numbers results, and establish health goals.  Complete 4 additional coaching sessions; get help with things like sticking to a health plan, making lifestyle changes, and managing health conditions.	\$25 for completing an introductory session  \$75 total for completing all 4 sessions	Call TrestleTree at <b>1-888-437-3493</b> and follow the prompts for <i>coaching</i> to schedule an appointment. Visit <a href="http://www.trestletree.com/pfizer">www.trestletree.com/pfizer</a> for more information.
<b>Spring Health Online Assessment or Check-in</b>	Complete the Spring Health online assessment or check-in, which focuses on your mental wellbeing.	\$25 for completing the assessment	Visit <a href="https://benefits.springhealth.com/pfizer">https://benefits.springhealth.com/pfizer</a> .
<b>Virgin Pulse Journeys</b>	Complete up to 3 Journeys, selecting from a range of topics like getting active or reducing stress. Generally, each of these takes 14 to 21 days to complete.	\$25 per Journey (max \$75)	Visit <a href="#">Virgin Pulse</a> , go to the <i>Health</i> tab, and select <i>Journeys</i> .
<b>Virgin Pulse Healthy Habit Challenges</b>	Complete 3 Healthy Habit Challenges; challenges are offered monthly and run for 1 week. You must join the challenge and track 5 out of 7 days to complete.	\$25 total for completing at least 3 monthly challenges	Offered each month during the program year. Watch for monthly emails from Virgin Pulse.
<b>Wellness Challenges</b> 	Join and complete 1 wellness challenge on your own through one of our partners, like <a href="#">Exos Fit</a> , <a href="#">Grokker</a> , <a href="#">Peloton</a> , or <a href="#">Thrive</a> .	\$25 for completing	Visit the partner websites to join available challenges. <b>Self-report this activity to receive incentive credit.</b> Visit <a href="#">Virgin Pulse</a> ▶ <i>Home</i> tab ▶ <i>Select Rewards</i> . Scroll down to find the applicable activity to report as completed.
<b>Pfizer Virtual Benefits Fairs</b>	Attend 1 fair to learn more about your Pfizer benefits; fair topics include annual enrollment, family focused benefits, health and wellness benefits, and retirement benefits.	\$25 for attending 1 or more fairs	Watch for information during annual enrollment and throughout the year for upcoming Virtual Benefit Fairs.
<b>NEW! A Financial Wellness Activity</b> 	Complete a financial wellness activity of your choice (e.g. financial consultation, wellness check-up, or an educational activity) to understand your current financial situation and help you make plans for the near and distant future.	\$25 total for completing	<b>Self-report this activity to receive the incentive.</b> Visit <a href="#">Virgin Pulse</a> ▶ <i>Home</i> tab ▶ <i>Select Rewards</i> . Scroll down to find the applicable activity to report as completed.
<b>NEW! Fitness Coaching Session through Exos Fit</b>	Complete a fitness coaching session with Exos Fit to kickstart or continue your fitness journey.	\$25 total for completing the consultation.	Download the Exos Fit app or visit <a href="#">Exos Fit</a> .

# Earning the Healthy Pfizer Incentive: Colleagues Like You

No matter where you are on your health journey — someone who knows all about their health or someone who is just getting started — there are activities for you. Take a look at these colleagues — people just like you — who are getting healthy while earning their Healthy Pfizer Incentive Dollars.



## Marathon Mary

Mary enjoys regular physical activity and taking steps to improve her physical and mental health. She wants to earn the full \$500 incentive and completes the required program activities first — the Health

Assessment and Know Your Numbers activities (earning \$250). Then she chooses a mix of physical and online activities, completing:

- Two Virgin Pulse Step Challenges (Earning \$150)
- Two Virgin Pulse Journeys (Earning \$50)
- The Spring Health online assessment (Earning \$25)
- One Exos Fit fitness coaching session (Earning \$25)

With this combination of activities, Mary earns the full \$500 incentive while doing activities she enjoys.



## IN-THE-KNOW NIRAV

Nirav wants to start learning more about his health and any health risks he may not know about. He decides to complete the required program activities — the Health Assessment and Know Your Numbers activity.

Together, these two activities earn him \$250 along with more information about his health as he kickstarts his health journey.



Regardless of the amount of additional activities you complete, to earn any Healthy Pfizer Incentive Dollars you must complete both the Health Assessment and Know Your Numbers activities by the program deadline (this earns you \$250). Some additional activities are self-reported and some are validated — meaning it's an activity tracked on the Virgin Pulse website or a vendor reports this information as complete. Earned incentives appear in your first pay check beginning in July. **Learn more.**



## Get Better Gary

Gary had a surgery that is keeping him off his feet, but he still wants to take care of his health. He completes the required program activities first — the Health

Assessment and Know Your Numbers activities (earning \$250) — and then decides to focus on activities that don't require being active, so he:

- Reports completion of four preventive care activities — such as an eye exam, skin cancer screening, etc. (Earning \$100)
- Completes five TrestleTree Health Coaching sessions (Earning \$100)
- Attends a Pfizer virtual benefit fair (Earning \$25)
- Completes a Virgin Pulse Financial Journey (Earning \$25)

These activities allow Gary to focus on his health, while earning the full \$500 incentive, without participating in any physical activities.

# How to Self-Report Activities

Most health activities are tracked on the Virgin Pulse website or are automatically reported to Virgin Pulse on your behalf. There are others which you need to self-report to receive incentive credit as noted on page 5. For the self-reported 🏠 activities, visit [landing.virginpulse.com/pfizer](https://landing.virginpulse.com/pfizer). From the *Home* tab, select *Rewards*, and then click the applicable activity to report as completed.

**You must self-report completed activities by the April 30, 2024 deadline.** If you don't, you won't get credit and you could miss out on receiving the full incentive!



## Track Your Status!

You can confirm and track the status of your completed activities by visiting [landing.virginpulse.com/pfizer](https://landing.virginpulse.com/pfizer) ▶  
*Home* tab ▶ *Select Rewards*.

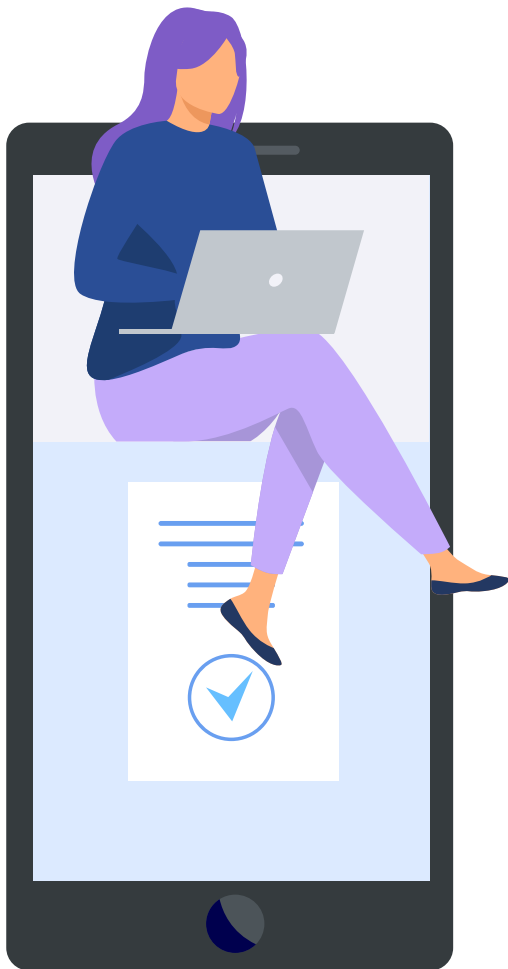


# Access to Virgin Pulse

## Through Your Personal Electronic Devices

To access the Virgin Pulse website or download the Virgin Pulse app from outside the Pfizer network on your personal electronic devices, follow the steps outlined here.

You will need access to your Pfizer email for this one-time process.



1

Go to [landing.virginpulse.com/pfizer](https://landing.virginpulse.com/pfizer).

2

Select to sign-in or register with a personal device; you will be directed to <https://app.member.virginpulse.com/>. (If you select to connect through your Pfizer-issued device at the top right, you will be connected automatically.)

3

Enter your *username* (Pfizer email address) and select *Forgot password* to receive a password reset email.

4

**Note: You will need access to your Pfizer email.** You will receive an email from [no-reply@virginpulse.com](mailto:no-reply@virginpulse.com); click *reset password* from that email.

5

Once you click *reset password* from the email referenced above, you will be prompted to enter a new password.

*Reminder: When creating your new account, do not use your Pfizer network password, and do not re-use passwords from other websites. Always remember to create a strong password.*

6

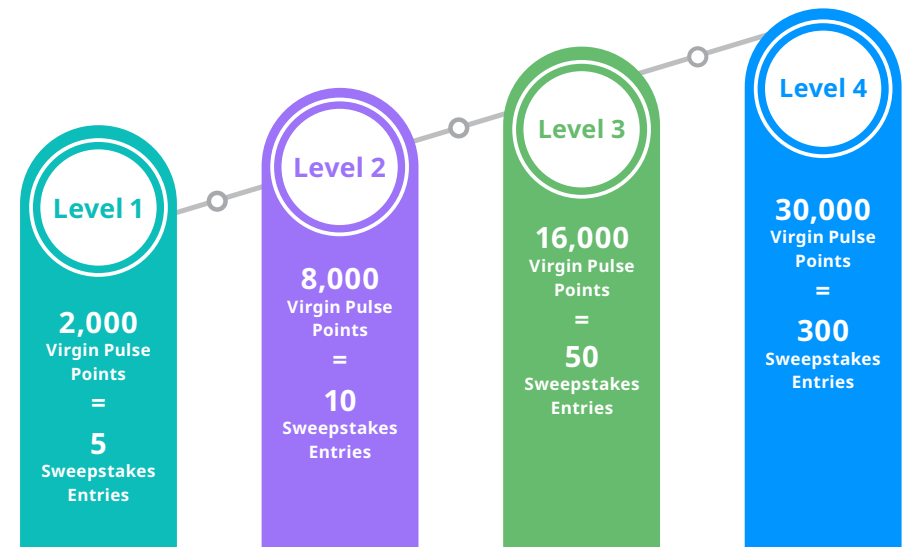
Once you reset your password, you will be able to access Virgin Pulse from your personal device by entering your *username* and *password* through either **landing.virginpulse.com/pfizer** or by logging directly into the Virgin Pulse app.



## Earn Virgin Pulse Points to Win Even More – Including a Peloton!

You can also earn Virgin Pulse Points when you participate in certain activities — such as tracking healthy habits, completing Journeys, and tracking activity such as steps, workouts, or active minutes — between August 1, 2023 and July 31, 2024. And as you earn Virgin Pulse Points and complete the levels, you receive sweepstakes entries for the opportunity to win prizes like \$200 in an Amazon, Nike, or Visa gift card. The more levels you complete, the more sweepstakes entries you have!

And there's more ... everyone who reaches Level 4 will automatically be entered into the grand prize sweepstakes for a chance to win a Peloton bike (or an equivalent Visa gift card, if you prefer)!



## Your Health Is Your Business: Protecting Your Privacy

Your health information is just that ... yours. Our external wellness partners maintain and protect your personal health information. Your individual health results are never available to anyone at the company. The aggregate summary we receive helps us understand the health challenges faced by our colleagues, and helps us develop and provide appropriate programs, tools, and resources to support you and your health.

# 2024 Healthy Pfizer Incentive Program – Key Dates

Date	Activity
<b>August 1, 2023</b>	Start of the Healthy Pfizer Incentive year. Beginning August 1, you will have the new set of incentive activities available to you and will start earning Virgin Pulse Points.
<b>August 2023 – November 2023</b>	Attend an onsite screening, if available in your area. Locate onsite screenings by visiting <a href="https://landing.virginpulse.com/pfizer">landing.virginpulse.com/pfizer</a> ▶ Programs tab ▶ Onsite Screening Events Scheduled.
<b>February 29, 2024</b>	Deadline to request an at-home blood kit for the Know Your Numbers activity, if you use the Pfizer at-home test kit; kit not available if you live in New York.
<b>March 15, 2024</b>	Deadline for collecting your blood sample for the at-home test kit; remember to return your kit within 24 hours of completing your blood draw.
<b>April 7, 2024</b>	Complete the Know Your Numbers blood draw through your personal physician to avoid delays.
<b>April 30, 2024</b>	<b>Deadline for completing and submitting the Know Your Numbers activity.</b> Remember you must complete <i>both</i> the Health Assessment and the Know Your Numbers activities by this date to earn your first \$250 incentive.
	<b>Deadline for completing \$250 worth of additional activities</b> to earn your second \$250 incentive, for a total of \$500.
<b>July 31, 2024</b>	The last day to earn Virgin Pulse Points.
<b>July 2024 – December 2024</b>	Receive your \$250 or \$500 earned incentive as taxable payroll earnings paid over each pay period through December 31, 2024, provided you remain eligible.

*This document highlights key features of certain Pfizer benefits for eligible Pfizer U.S. colleagues not represented by a collective bargaining agreement. Benefits provided to active union-represented colleagues are subject to the terms of their collective bargaining agreements.*

*This document does not contain complete descriptions of the Healthy Pfizer Incentive Program. The information in this document is applicable to eligible colleagues only. For more information, please contact the Pfizer Colleague Service Center at 1-866-476-8723 or refer to the Pfizer Medical Plan Summary Plan Description, which is available on [netbenefits.com](https://netbenefits.com).*