



2023-2024 Healthy Pursuits Wellness Incentive Program
General Information
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Question	Answer
What is Healthy Pursuits?	Your well-being is important to UNFI, and we want to make it easy for you to engage in healthy activities and save money. Healthy Pursuits provides you with opportunities to engage in activities, programs and events that help you live your best life.
What is the aim of Healthy Pursuits?	The Healthy Pursuits vision is to build and sustain a culture of health and well-being at UNFI through grassroots efforts.
What is the Healthy Pursuits wellness incentive program?	The Healthy Pursuits wellness incentive program, in partnership with Virgin Pulse, provides opportunities to earn Pulse Cash in exchange for taking healthy steps.
Who is Virgin Pulse?	Our wellness vendor, Virgin Pulse, designs technology that cultivates good lifestyle habits for employees. The Virgin Pulse program, while totally voluntary, provides employees with scientifically backed tools to help you be more active, and make healthier decisions. Virgin Pulse will help you engage in a variety of activities that can lead to healthy changes and rewards. The Virgin Pulse platform can be personalized to your goals and lets you track your progress anytime, anywhere.
Who is eligible for Healthy Pursuits wellness incentive program?	If you waived UNFI medical coverage, or if you're non-union and not eligible for UNFI medical benefits, you can also participate in Healthy Pursuits.
When can I begin participating in Healthy Pursuits?	Associates: Eligible associates can start participating on the first of the month following 30 days of employment.
What are the rewards offered?	Employees who are not enrolled in a UNFI-sponsored medical plan can earn \$180 in Pulse Cash each year in the Healthy Pursuits wellness incentive program.
What is Pulse Cash?	<p>You'll earn Pulse Cash for completing healthy activities, earning points and reaching levels on Virgin Pulse. You can redeem it for gift cards to popular stores and restaurants, as well as for items in the Virgin Pulse Store, like fitness-tracking devices (which sync your steps and activity and help you earn even more points). Check out the Virgin Pulse app or website for more information.</p> <p>Note: If earned, Pulse Cash will be imputed as taxable income.</p>
How can an associate redeem Pulse Cash?	Go to the Virgin Pulse Store, found on the Virgin Pulse platform, to purchase a wide range of health and wellness products such as



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	compatible fitness trackers, fitness and training equipment and headphones. Members can also transfer their Pulse Cash to a variety of gift cards or donate their Pulse Cash to a charity. Virgin Pulse rewards vendors include Tango (gift cards) and Charity On Top.															
How does the Healthy Pursuits wellness incentive program work?	<p>The Healthy Pursuits wellness incentive program is a points-based structure with four levels. There are a variety of activities to participate in and earn points. You choose the activities based on what is important to your well-being, including tracking your physical activity, learning about healthy living and much more. Here's a simple summary of the wellness incentive program:</p> <ul style="list-style-type: none">• The program year begins September 1, 2023, and ends August 31, 2024.• You choose the activities you want to complete, each with a designated point value.• Build your point balance to reach higher reward levels.• There are four reward levels, and each level is equal to 15,000 points and worth Pulse Cash rewards.• Pulse Cash is earned when you earn your 15,000 points. It can be redeemed within the Virgin Pulse Store.• You can begin earning points once you join the program. <table><tr><th>Level</th><th>Points</th><th>Reward in Pulse Cash</th></tr><tr><td>1</td><td>15,000</td><td>\$30</td></tr><tr><td>2</td><td>30,000</td><td>\$40</td></tr><tr><td>3</td><td>45,000</td><td>\$50</td></tr><tr><td>4</td><td>60,000</td><td>\$60</td></tr></table>	Level	Points	Reward in Pulse Cash	1	15,000	\$30	2	30,000	\$40	3	45,000	\$50	4	60,000	\$60
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1	15,000	\$30														
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How do I register?	<p>Before you can start earning points in the Healthy Pursuits wellness program, you need to create an account with Virgin Pulse.</p> <p>This is how you join:</p> <ol style="list-style-type: none">1. Visit join.virginpulse.com/unfihealthypursuits.2. Enter your name, date of birth, state and country.3. Agree to the account terms and conditions.4. Follow the prompts to create login credentials. <p>Once you've completed your registration, download the mobile app for on-the-go access and start browsing the Virgin Pulse platform. You'll earn 100 points for completing your registration and another 100 points if you add a profile picture.</p>															



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What is the goal of the Healthy Pursuits mobile app and website?	The goal of the Healthy Pursuits mobile app and website is to help you get and stay healthy. Our engaging and easy-to-use digital health tools make it fun to get active, eat healthier and live your best life—all while earning rewards and supporting one another through the app's social features.
How do I sign in to my account after registering?	<p>After registering, you can simply go to member.virginpulse.com to log in to your platform. You can also use the Virgin Pulse app for iOS and Android devices.</p> <p>Join.virginpulse.com/unfihealthypursuits can be used for <u>both</u> joining and signing back in as a returning user.</p> <p>Member.virginpulse.com is a standard link that a member can use to log back into the platform.</p>
How do I sign out of my Virgin Pulse account?	To log out of your account, select More from the drop-down menu, and then select Sign Out .
Is there a Virgin Pulse app that I can download on my smartphone?	The Virgin Pulse app is available on both Apple and Android smartphones. It can be downloaded to your personal smartphone through the Apple App Store or Google Play. You will use the same login username/email address and password for your desktop, home computer and smartphone.
Where can I locate the list of point-earning activities?	<p>Via Computer: Sign in to your Virgin Pulse account. Select Rewards from the Home drop-down menu.</p> <p>Via Mobile App: Sign in to your Virgin Pulse account. Go to Home > Rewards > Learn How to Earn More Points.</p> <p>Here, you'll see all the ways to earn points towards your wellness incentive.</p>
How can I find out if my points have been rewarded?	<p>Via Computer: Sign in to your Virgin Pulse account. Go to Home > Rewards > My Earnings.</p> <p>Via Mobile App: Sign in to your Virgin Pulse account. Go to Home > Rewards > My Earnings.</p>
Do I need a Fitbit or other activity tracker to participate?	No. You can use your smartphone to track your activity or use a device or app that's compatible with the Virgin Pulse platform. Go to Devices & Apps for a comprehensive list of these devices and apps. You can link as many devices and apps as you wish. The

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Commented [SS2R1]: @Damara Simmons Good catch! Yes, please change to sign in. 😊



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	points you earn will be based on the device or app recording the highest activity.
Are there things I should try to do every day?	<p>While no member is required to participate, we suggest you complete these three things:</p> <ul style="list-style-type: none">• Track your steps—You can do this with the affordable Virgin Pulse Max Buzz or any device that integrates with the Virgin Pulse platform (like FitBit, MisFit, JawBone and others). For a full list of devices, go to Devices & Apps in the More drop-down list. While we suggest using a validated tracking device for uploading ease, if you do not have access to a device and prefer not to purchase one, you can manually enter your steps from the Stats page.• Read your two Daily Cards—These are found on the Home page of the Virgin Pulse site and app. Get helpful tips that are relevant to your current health interests and goals.• Track your Healthy Habits—You have over 125 different activity trackers from which to choose. You can track up to 20 at a time to help move your personal health journey to the next level!
How do I add friends and what is the Friend's Leaderboard?	<p>The Friends Leaderboard helps you engage in a little healthy competition between others on the platform. Keep track of your seven-day step total and try to get to the top of the Leaderboard. To add friends:</p> <ul style="list-style-type: none">• Go to the Social drop-down.• Select Friends.• Select Add Friends.• To add a specific friend, select Search by Name.• To add anyone, select Suggested.
If I have multiple devices connected to my account, how does Virgin Pulse reward for my activity?	<ul style="list-style-type: none">• If you are using two devices, you will be rewarded for either the device that gives you the highest number of points or the device you upload first if both devices would have resulted in the same number of point rewards.• You will see the steps/activity from both devices on the Stats page accessed via the Home page drop-down menu. <p>Note: you cannot connect more than one device of the same kind to the Virgin Pulse member account, but you can connect different types of devices to your account.</p>
How do I receive points for "workout for 30 minutes" or	<ul style="list-style-type: none">• The "workout" rewards are specifically for the Polar devices that we support.



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"active for 30 minutes" (or 45 minutes)?	<ul style="list-style-type: none">• The "active minutes" will be rewarded to those using Fitbit, Apple Watch and Max devices. The Active Minutes screen will begin to display once you have earned an active minute (by taking more than 135 steps in one minute). This amount will update as you move and earn.• All other points will be rewarded only for steps taken.
What happens to my Virgin Pulse account if I leave UNFI?	Your account will close 30 days after you become ineligible for the program. You will receive an email communication notifying you of your sponsorship ending. Your personal information will become de-identified in the Virgin Pulse system after 60 days of becoming ineligible for the program.
How is the wellness incentive is paid?	Once you reach the point amount, you will earn the Pulse Cash. You can spend the Pulse Cash or save it to redeem later.
Where can I go for more information?	You can contact Virgin Pulse by phone, email or live chat with customer service. On the Virgin Pulse site, go to Support > Visit our FAQ Support Page . Or, select Chat with an Agent to live chat with a Virgin Pulse representative. You can also call Virgin Pulse via their U.S. customer service line at 888-671-9395 or send an email to support@virginpulse.com.
What are the Virgin Pulse support hours?	Live Chat and email are covered Monday–Friday, 2 am–9 pm ET. Phone coverage is Monday–Friday, 8 am–9 pm ET. The general turnaround time for email is 48 hours on weekdays.
Is my personal health information confidential and how is it shared?	Your health information is kept completely confidential and not shared with UNFI in any identifiable format. UNFI will receive aggregate reporting to help guide future wellness program design. The privacy and security of your personal information is extremely important to Virgin Pulse and UNFI. Please review the Virgin Pulse Privacy Statement located in the footer of each page of the site.

If you think that, due to a medical condition, it is unreasonably difficult for you to participate in or achieve the requirements of the Healthy Pursuits Wellness incentive program, please call Virgin Pulse at 888-671-9395. A representative will work with you (and if you wish, with your doctor) to identify a reasonable alternative to earn the Wellness Incentive that meets your medical needs.

Reasonable alternative forms can be accessed by clicking [here](#). You will be prompted to sign in to your Virgin Pulse account to access it.