

## FOR MORE INFORMATION ON LIFESTYLE RETURNS:

- For [www.highmarkblueshield.com](http://www.highmarkblueshield.com) login issues, call 1-877-298-3918
- For [www.highmarkblueshield.com](http://www.highmarkblueshield.com) website support, call 1-866-871-7579
- For general questions about the Lifestyle Returns 2010 program, call the Highmark Wellness Resource Center at 1-800-650-8442
- For questions about Lifestyle Returns 2010 wellness programs delivered by The Hershey Company or about your Lifestyle Returns 2010 credit, contact the WorkLife Center at [worklifecenter@hersheys.com](mailto:worklifecenter@hersheys.com), 1-800-878-0440 or 717-534-8170
- For additional resources, online tutorials and step-by-steps guides, go to
  - Active employees: [http://home.hersheys.com/benefits/?page\\_id=1011](http://home.hersheys.com/benefits/?page_id=1011)
  - Pre-65 retirees: <http://www.hersheyretirees.com/benefits/view.asp?id=84>

## LIFESTYLE RETURNS 2010: THREE EASY STEPS, FIVE GOOD REASONS

Hershey offers a variety of health and wellness program to employees around the globe. These programs help to educate, motivate and engage employees to make healthy lifestyle choices, resulting in enhanced overall well-being and optimal productivity.

Lifestyle Returns 2010 is an easy-to-follow health and wellness program that offers U.S. Highmark medical plan participants a convenient way to enhance their lifestyle and improve their health. Participants who complete the online program by September 30, 2010, qualify for:

- Active employees: free medical premiums in November and December 2010
- Pre-65 retirees: a \$50 credit on their first Conexis retiree medical statement in 2011

### Three Easy Steps



### Five Good Reasons

Jon Davis, C-Store Area Sales Director, Sales Office West, has completed Lifestyle Returns every year since its inception in 2007. The first year, his main interest was in “getting it done and getting paid.” Now the focus for Jon and his wife, Krista, is on how to live a healthier lifestyle. “The time commitment to Lifestyle Returns is so minimal that I’m surprised everyone doesn’t do it, and I don’t know anyone who doesn’t want to be healthier,” said Jon



Robert and Frankleen Gibson, Annville, Pennsylvania, are both Hershey Plant retirees who work part-time at the Technical Center in Hershey. This is their first year completing Lifestyle Returns. They utilized the resources they received in their Lifestyle Returns Welcome Packet to guide them through the registration and start-up process. “The resources are very helpful. I encourage my fellow retirees to complete Lifestyle Returns. Many of them are participating in other wellness programs anyway, like Winter Olympics,” said Frankleen.



Lenel Sulton, Third Shift Manager at the Memphis Plant, credits Lifestyle Returns with alerting him to a potential prostate problem. Red flags went off when he got his required physical exam in 2007. He worked with his doctor to get the necessary follow-up exams and treatment to resolve the problem. “I’m at that critical point in my life where I need to take better care of myself and Lifestyle Returns helps me do that.”

Ed Taylor, Retail Sales Representative, Austin, Texas, is a Lifestyle Returns advocate. He’s completed the program since 2007 and considers it “an opportunity to earn extra money while doing something good for yourself.” Lifestyle Returns has had the biggest impact for Ed in two ways. The first is by requiring him to get a yearly physical (previously he only got them every two-to-four years). The second impact has been to his diet. “Reading about nutrition has helped me change my diet.” Ed’s advice to someone starting Lifestyle Returns for the first time is to, “Look through all the programs and find what really interests you and that will help you decide what you want to work on.”



Brodie Boilard, Retail Sales Representative, Frisco, Colorado, completed Lifestyle Returns for the first time in 2009. Brodie admits that her initial reasoning for completing Lifestyle Returns was for the two months of free medical premiums. She quickly realized that the wellness programs, such as the 10,000 Step Challenge, appeal to her competitive nature, while her husband, Marc, enjoys the online programs like those on stress reduction. “I feel more productive in my job if I eat healthier and exercise more and Lifestyle Returns motivates me to do that,” said Brodie.