



# Aetna Get Active<sup>SM</sup>

## Great Escapes Challenge Overview

Powered by Virgin Pulse

**aetna**<sup>®</sup>

# Great Escapes

Vacation bag? Packed. Ready to get away? Let's go.

Join the excursion and get first class access to the top 25 must-see locations, from all corners of the world. It's a dream getaway, and the more activity you track, the more destinations you'll uncover.

Set your sights on swift steps and great accomplishments with your team!



1. Central Park, USA
2. Niagara Falls, USA
3. Lake Louise, Canada
4. Golden Gate Bridge, USA
5. Grand Canyon, USA
6. Chichen Itza, Mexico
7. Easter Island, Chile
8. Machu Picchu, Peru
9. Rio de Janeiro, Brazil
10. Victoria Falls, Zambia
11. Mt Kilimanjaro, Tanzania
12. Serengeti National Park
13. Big Ben, UK
14. Eiffel Tower, France
15. The Colosseum, Italy
16. The Grand Bazaar, Turkey
17. Petra, Jordan
18. Taj Mahal, India
19. Mont Everest, Nepal
20. Taktsang Monastery, Bhutan
21. Angkor Wat, Cambodia
22. Xi'an, China
23. Shibuya Crossing, Japan
24. Uluru, Australia
25. The Opera House, Australia

# Challenge dates

---

**Registration opens:** Monday, January 15, 2018

**Challenge start date:** Monday, January 29, 2018

**Challenge end date:** Sunday, March 11, 2018

**Upload deadline:** Tuesday, March 13, 2018

**Winners announced:** Friday, March 16, 2018

**Challenge removed:** Thursday, March 22, 2018



# Destination Challenge Rules

## Who

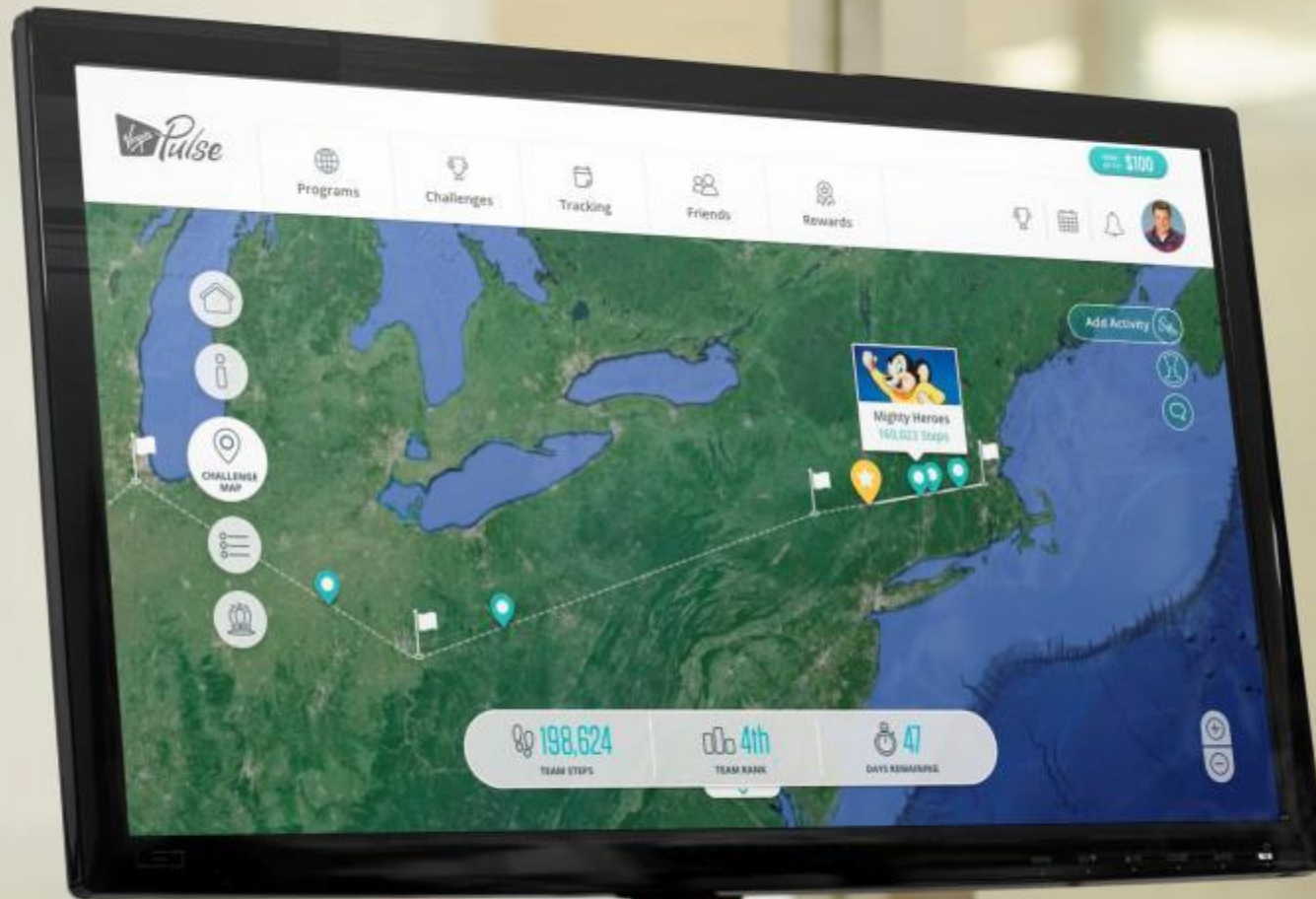
- Teams can have up to **10 players**. Try to recruit a full crew.

## How

- Team scores are based on **total steps**. Rack up the most to win!
- As you go, try to unlock each **destination** with your team.
- If you reach all the destinations, keep walking. Another team could sneak past you on the leaderboard.
- You can get credit for **30,000 steps a day** (so, aim high).

## So You Know

- If you leave a team after the start date, you can't rejoin the challenge.
- If you join a team after the start date, some of your steps might not count.
- Skip the heartache — join before the challenge starts and stick with it.



# Challenge features

---



## **Team Captains**

Create team  
Ability to email teammates

## **Team Rivals**

Leaderboard view  
Shown on map



## **Challenge map and content**

Track team progress on map  
Unlock destinations and fun content

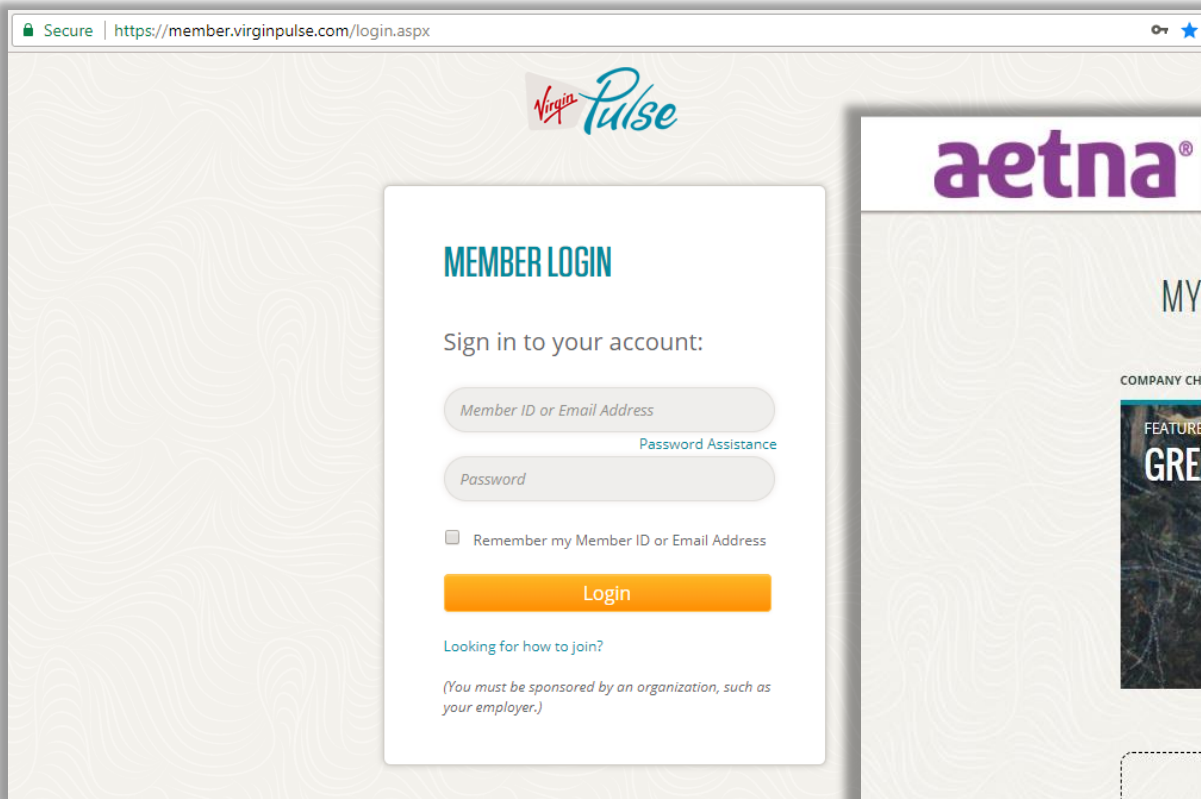


## **Step Conversion Tool**

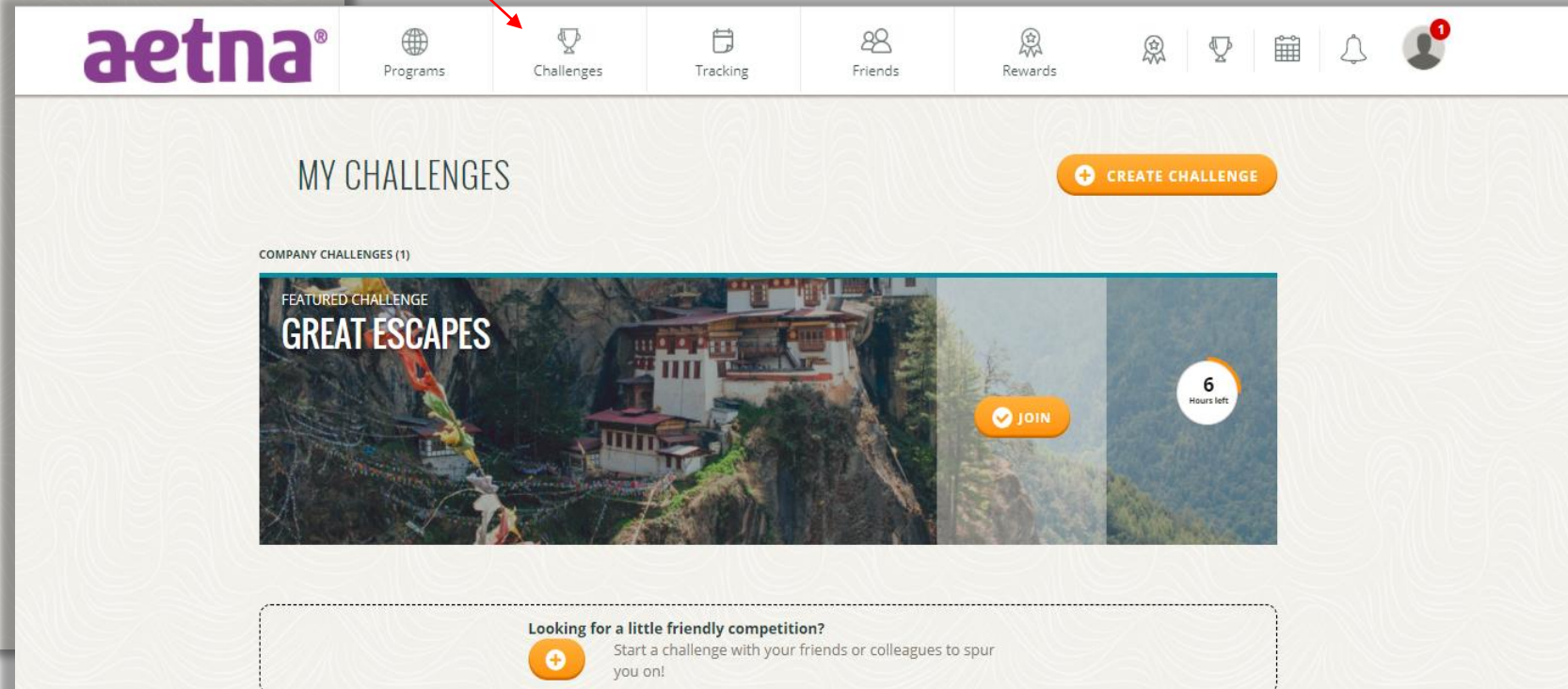
Allows members to participate in challenge with activity of choice  
Manually enter steps

# How to join the challenge

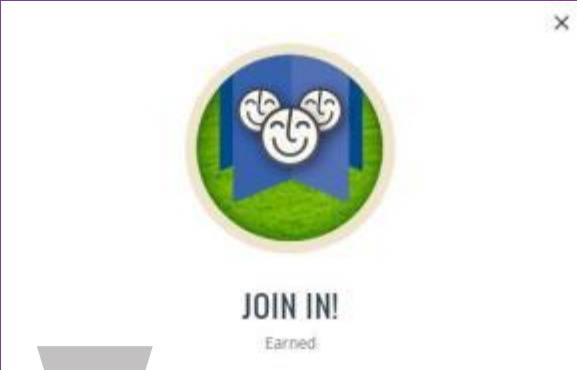
Login at: member.virginpulse.com



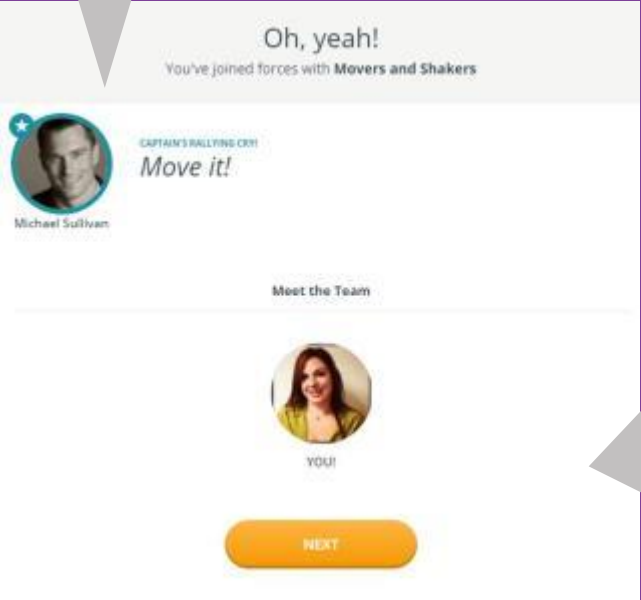
Click on the "Challenges" tab, then the "Join" button



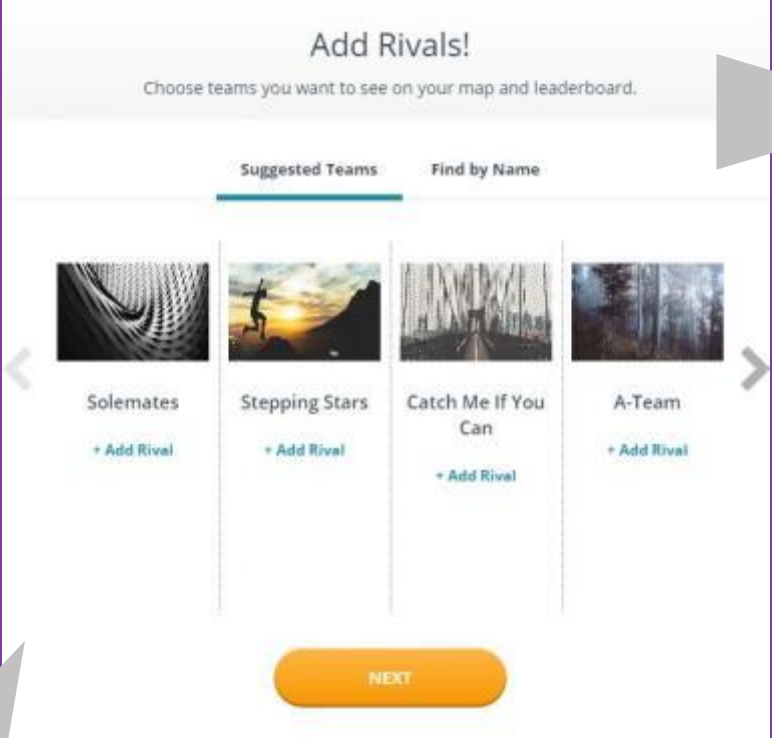
# Joining a challenge



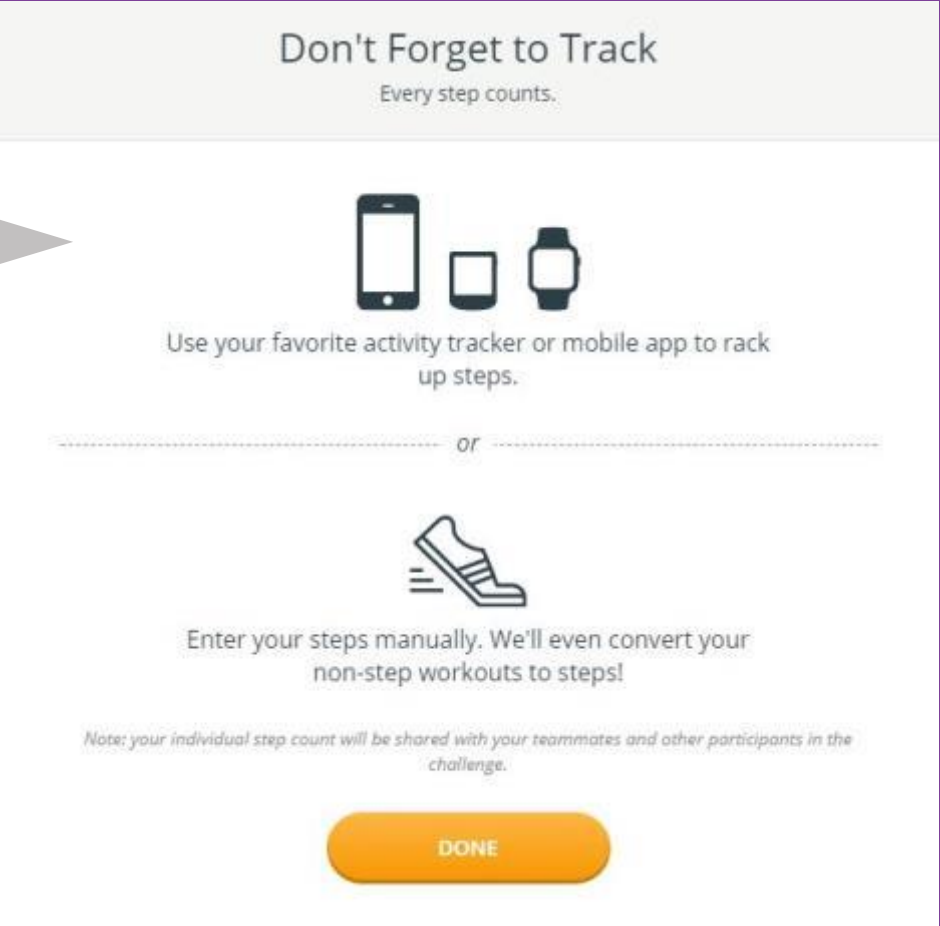
Join in!



Join a team, or create your own and invite friends



Add rival teams to compare with your team



Track steps to participate

# Creating a team

Follow the prompts to:

- Create team name
- Add team photo
- Establish a rallying cry
- Choose public/private
- Invite friends

By creating a team, you become Team Captain!

CBS & YOU

Programs Challenges Tracking Friends Rewards

## JOIN A TEAM TO JOIN THE CHALLENGE

[Curious about the Challenge Rules?](#)

Suggested Teams **Create a team**

### BUILD YOUR TEAM

What's your Team Name?  
 35 characters

What's your Team's Rallying Cry  
 140 characters

Who can join your team?  
**Public** Anyone can join  **Private** Only people I invite

Here's what your team looks like:  
Add a Team Photo  
[Having Trouble? Pick an image here](#)

**YOUR TEAM NAME**  
Your Team's Rallying Cry goes here

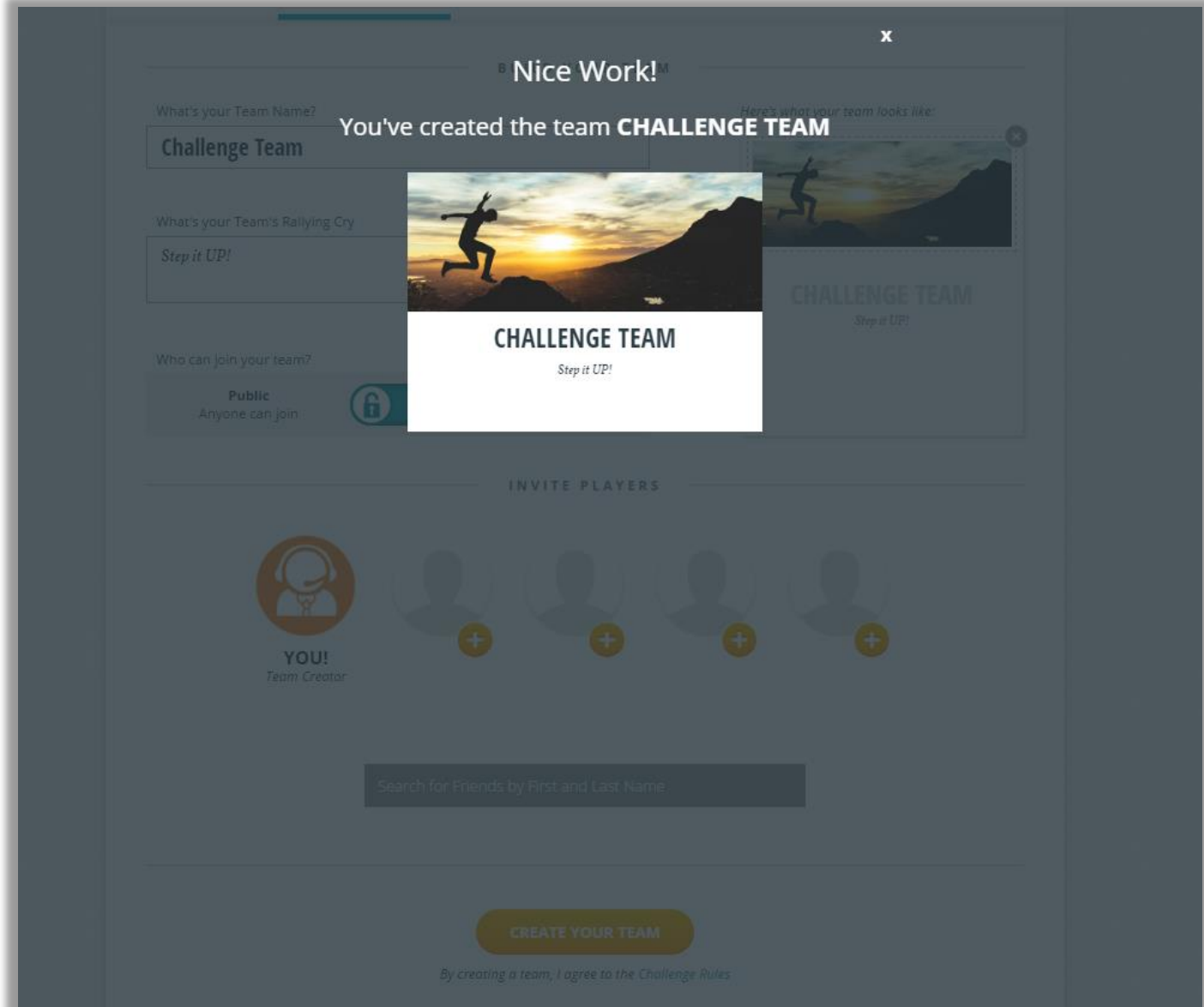
### INVITE PLAYERS

**YOU!**  
Team Creator

**CREATE YOUR TEAM**

By creating a team, I agree to the Challenge Rules





Nice work!

You will receive a "Create Team" Confirmation.

# Challenge homepage

**GREAT ESCAPES**

Vacation bag? Packed. Ready to get away? Let's go. Join the excursion and get first class access to the top 25 must-see locations, from all corners of the world. It's a dream getaway, and the more activity you track, the more destinations you'll uncover. Set your sights on swift steps and great accomplishments with your team!

[CHALLENGE RULES](#)

33,247  
TEAM STEPS

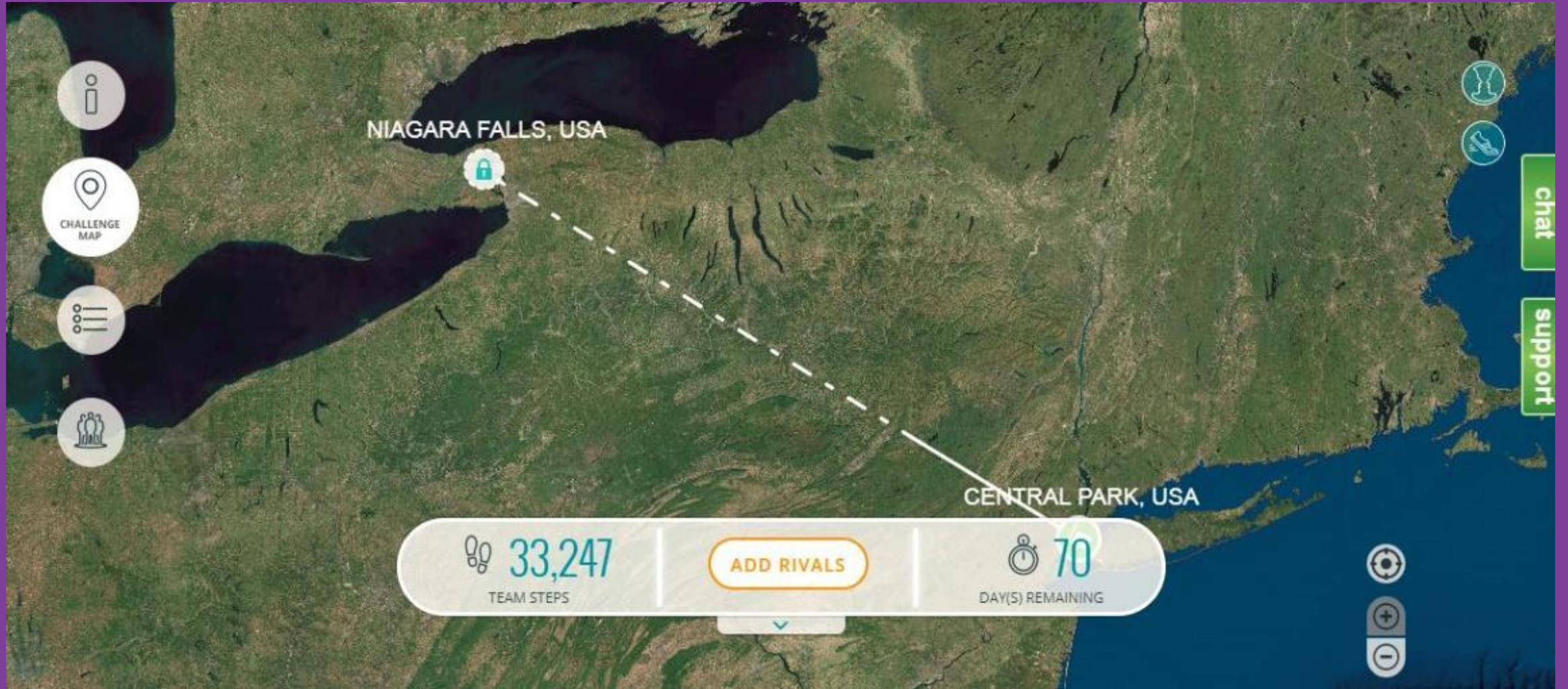
[ADD RIVALS](#)

70  
DAY(S) REMAINING

challenge details  
location  
list  
team

timer  
hand  
chat  
support

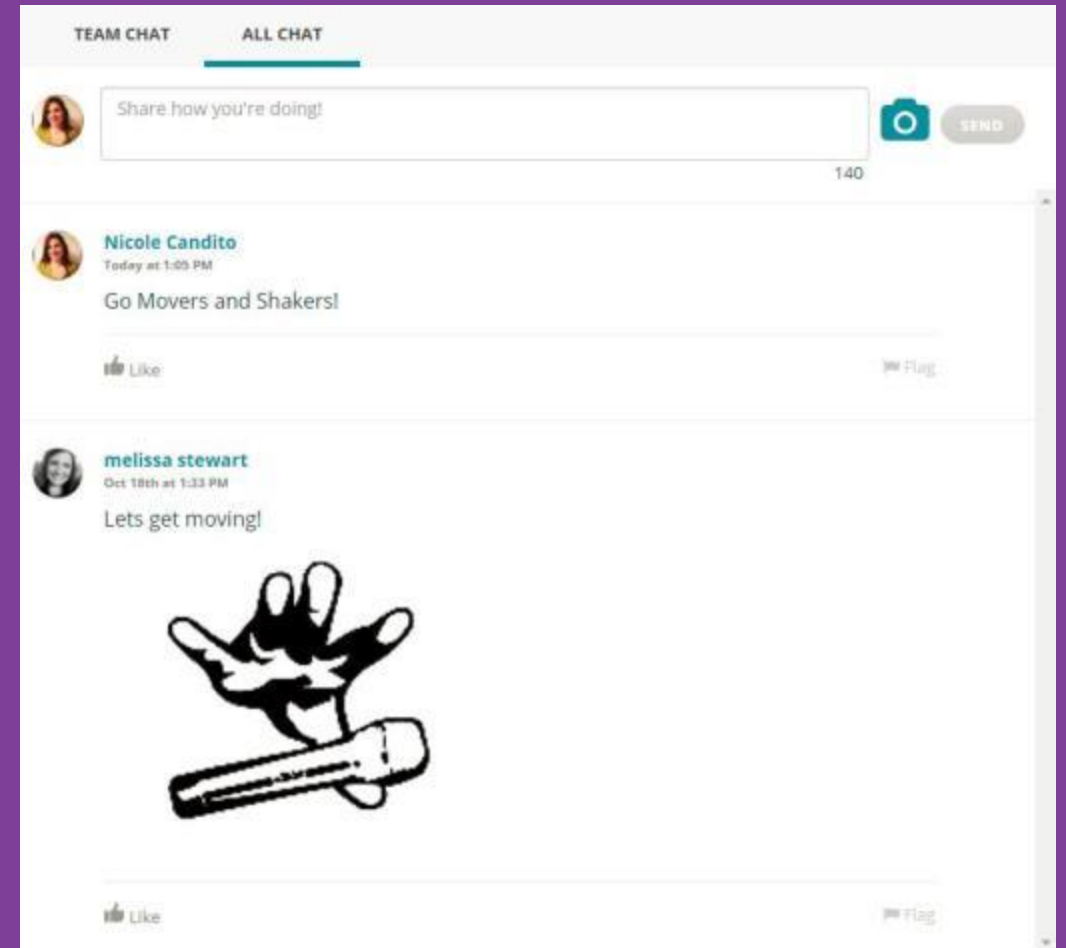
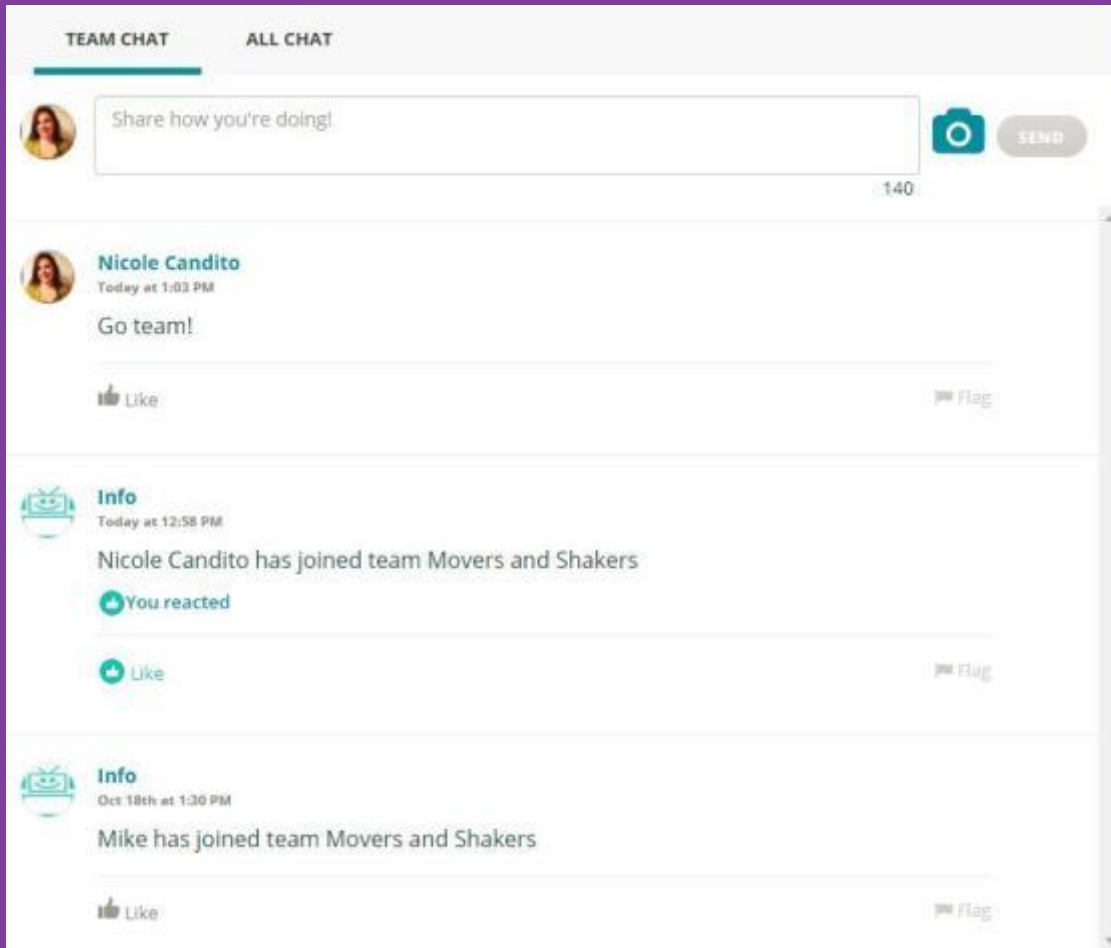
# Challenge map



# Challenge leaderboard

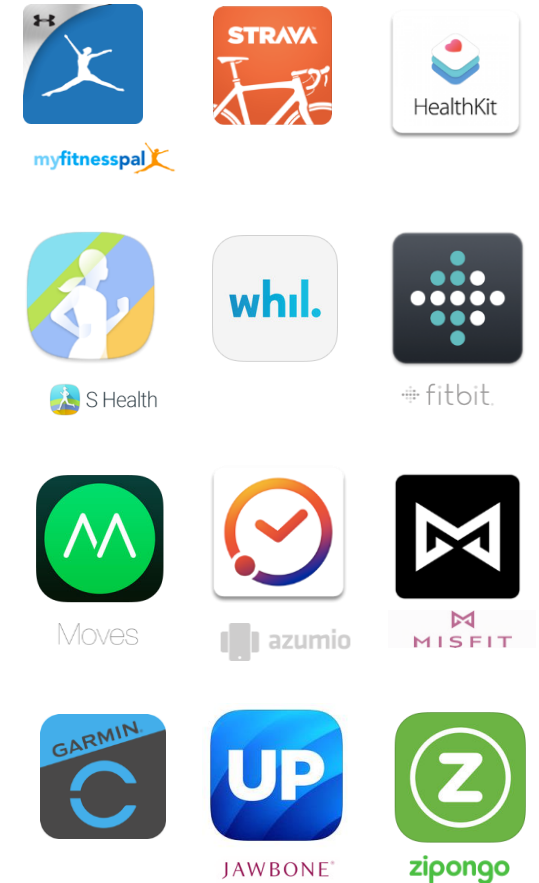
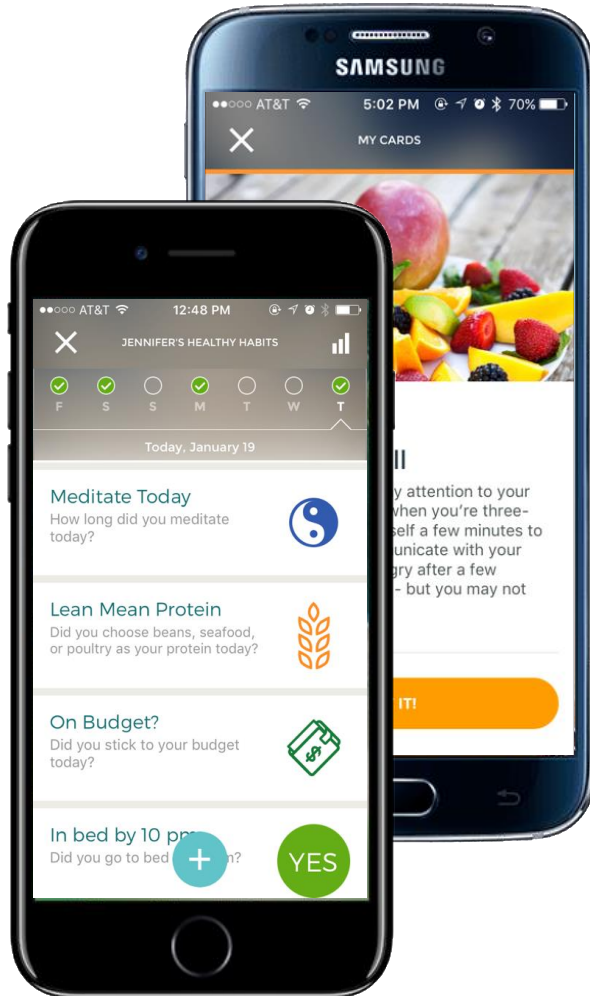
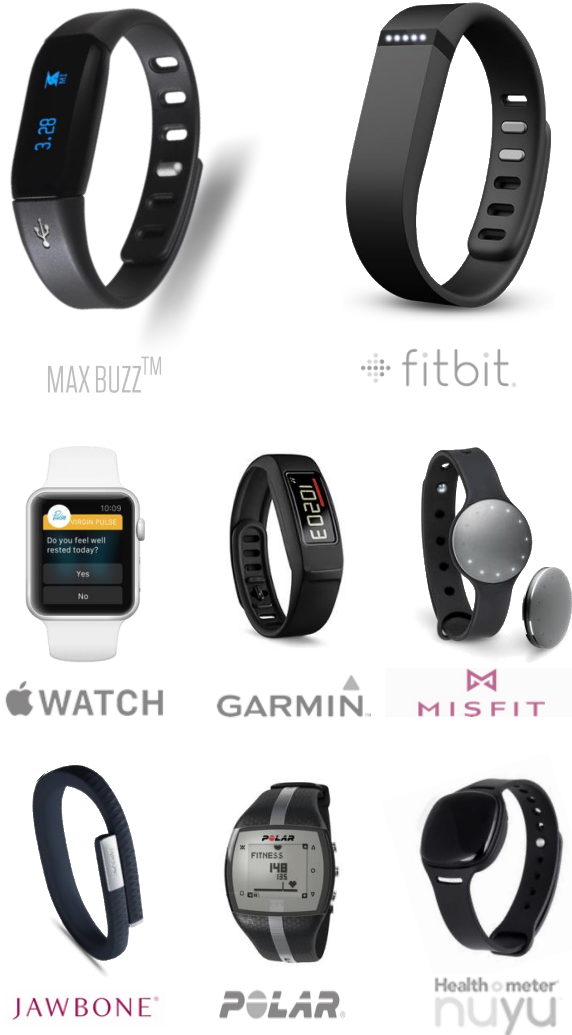
LEADERBOARD			
Teams		FILTER	All
CENTRAL PARK, USA			
NAME	RIVAL	STEPS	
1 A-Team		80,143	
2 Movers and Shakers		63,247	
3 Catch Me If You Can		17,276	
4 Stepping Stars		7,065	
5 Top Dog		5,495	
5 Solemates		5,495	

# Challenge chat



# Activity tracking

# Devices and apps

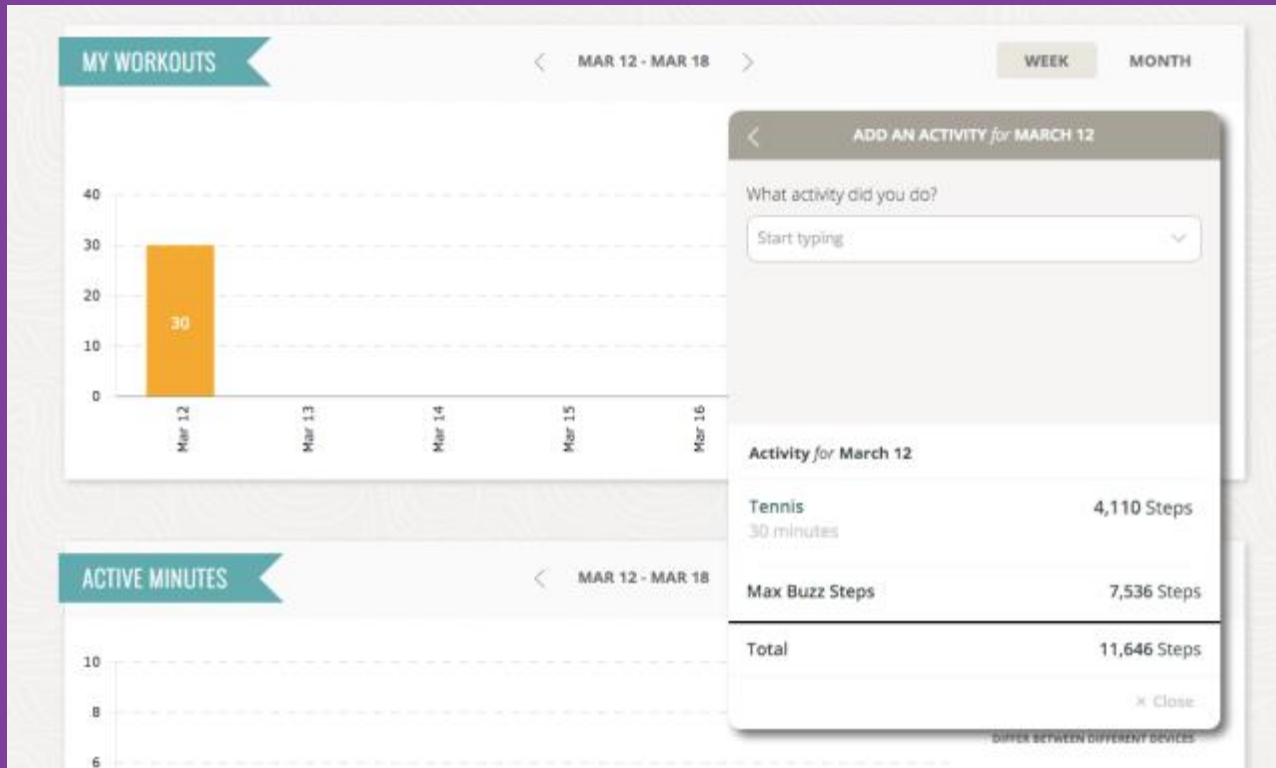


The devices, apps, trademarks and logos displayed are the property of their respective owners. Virgin Pulse and Max Buzz are trademarks of Virgin Enterprises Limited.

# Step conversion tool

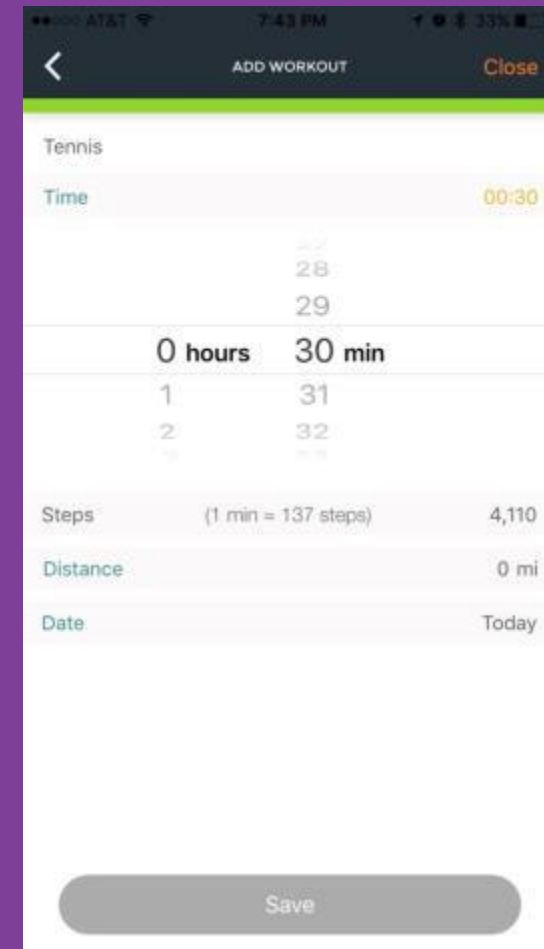
Don't have an activity tracker? Use the step conversion tool to track!

## Website



OR

## App





# Need support?

The Member Services team can help!

**By phone:** 1-833-525-5786

**Or via email:** [aetnagetactive@virginpulse.com](mailto:aetnagetactive@virginpulse.com)

**aetna**<sup>®</sup>

**Aetna is the brand name used for products and services provided by one or more of the Aetna group of subsidiary companies, including Aetna Life Insurance Company and its affiliates (Aetna).** Information is believed to be accurate as of the production date; however, it is subject to change.

Health benefits and health insurance plans contain exclusions and limitations. Providers are independent contractors and are not agents of Aetna. Provider participation may change without notice. Aetna does not provide care or guarantee access to health services.

Not all health services are covered. See plan documents for a complete description of benefits, exclusions, limitations and conditions of coverage. Plan features and availability may vary by location and are subject to change.

Health information programs provide general health information and are not a substitute for diagnosis or treatment by a physician or other health care professional.

For more information about Aetna plans, refer to **[www.aetna.com](http://www.aetna.com)**.