

# Wellness Challenge Guide

*August 2017*



## Notice

Information in this document is subject to change without notice. Companies, names, and data used in examples herein are fictitious unless otherwise noted. This document is for informational purposes only. WebMD makes no warranties, express or implied, in this document and WebMD Health Services Group, Inc. assumes no liability for damages incurred directly or indirectly from errors, omissions, or discrepancies between the web-based products and this publication. WebMD Health Services Group, Inc. would appreciate notification if any errors are discovered.

WebMD is a registered trademark and the following are trademarks of WebMD Health Services Group, Inc.: WebMD HealthQuotient<sup>SM</sup>, WebMD Health Record<sup>SM</sup>, WebMD Health Alerts<sup>SM</sup>, WebMD Health Topics<sup>SM</sup>, WebMD Health Management Centers<sup>SM</sup>, WebMD Lifestyle Improvement Programs<sup>SM</sup>, WebMD Health Coaching<sup>SM</sup>, WebMD Tobacco Cessation Coaching<sup>SM</sup>, WebMD Message Board Exchanges<sup>SM</sup>, WebMD Hit Your Stride<sup>SM</sup> Walking Program, WebMD Ready! Set! Move!<sup>SM</sup> Activity Program, WebMD Provider Selection Advisor<sup>SM</sup>, WebMD Hospital Advisor<sup>SM</sup>, WebMD Treatment Cost Advisor<sup>SM</sup>, WebMD Medication Advisor<sup>SM</sup>, and WebMD Coverage Advisor<sup>SM</sup>.

Internet Explorer<sup>®</sup>, Excel<sup>®</sup>, and PowerPoint<sup>®</sup> are registered trademarks of Microsoft Corporation in the United States and other countries. Microsoft<sup>®</sup> product screen shots are reprinted with permission from Microsoft Corporation.

Adobe<sup>®</sup> Reader<sup>®</sup> is either a registered trademark or trademark of Adobe Systems Incorporated in the United States and/or other countries. Adobe product screen shot(s) reprinted with permission from Adobe Systems Incorporated. THIS PRODUCT IS NOT ENDORSED OR SPONSORED BY ADOBE SYSTEMS INCORPORATED, PUBLISHER OF ADOBE<sup>®</sup> READER<sup>®</sup>.

Cognos 8 is a product of Cognos Incorporated. Cognos<sup>®</sup> and the Cognos<sup>®</sup> logo are registered trademarks of Cognos Incorporated in the United States and other countries.

**The product names mentioned above may or may not appear later in this document.**

## Release Compatibility

The information in this document is based on the features and functionality included in Release 17.8.

## What's New as of 8/24/17

New updates and additions to this guide since its previous publication on 5/25/17 include

Topic	Description	Pages
Invitational Challenge Setup	Explanation of Summary Engagement figures on Admin Overview page.	<a href="#">page 106</a>

## Table of Contents

Notice .....	ii
Release Compatibility .....	ii
What's New as of 8/24/17 .....	ii
<b>Chapter 1 Overview .....</b>	<b>6</b>
Using the Challenges Program Administration Tool .....	7
Classic Wellness Challenge Setup Components .....	7
Four Scripted Individual Challenges .....	7
The Invitational Team Steps Challenge .....	7
<b>Chapter 2 Classic Challenges.....</b>	<b>8</b>
Classic Wellness Challenge Preparation .....	9
Prerequisites .....	9
Recommended Classic Challenge Structure.....	9
Eligibility .....	10
Team Composition .....	12
Data Entry Method .....	12
Communications .....	14
Integration with Other Applications .....	15
<b>Chapter 3 Step, Activity, &amp; Custom Challenge Setup .....</b>	<b>16</b>
Site Setup for Wellness Challenges.....	17
Wellness Challenge Setup .....	19
Accessing the Challenges Program Administration Tool.....	19
Add a Challenge - Steps, Exercise, Custom .....	20
Challenge Overview Page.....	36
Edit Program .....	41
Edit Exercise Activities .....	44
Activate Challenge-Specific Rewardable Activities .....	46
Create New Team .....	50
Edit Program Text.....	52
Activate a Challenge .....	53
When a Challenge Ends .....	56
Closing a Challenge .....	57
Next Steps .....	58
<b>Chapter 4 4 Individual Challenges .....</b>	<b>59</b>
Add a Challenge - Access the Setup Page .....	61
Nutrition Challenge Setup .....	62
Nutrition Challenge Overview.....	62
Nutrition Challenge Text.....	64
Nutrition Rewards.....	67
Sleep Challenge Setup .....	68
Sleep Challenge Overview.....	68
Sleep Challenge Text .....	70
Sleep Challenge Rewards.....	72
Stress Challenge Setup .....	73

Stress Challenge Overview .....	73
Stress Challenge Text .....	75
Stress Challenge Rewards.....	77
Water Challenge Setup.....	79
Water Challenge Overview .....	79
Water Challenge Text.....	81
Water Challenge Rewards .....	83
Activate a Challenge .....	84
Text for T&C, Rules, Enrollment Email and FAQs .....	84
Nutrition Challenge Text.....	84
Sleep Challenge Text .....	88
Stress Challenge Text .....	91
Water Challenge Text.....	95
<b>Chapter 5 The Invitational.....</b>	<b>99</b>
Add The Invitational Challenge - Access the Setup Page .....	100
The Invitational Setup .....	102
Setup Page .....	102
Program Overview .....	105
Edit Challenge Basics .....	110
Manage Emails .....	111
Rules & FAQs.....	117
Achievements and Rewardable Activities .....	120
Team Composition .....	122
Using Default FAQ Text.....	123
Default FAQ Text to copy .....	124
Export/Import an Invitational Setup.....	129
Synchronize Member Groups .....	129
Export an Invitational Challenge Setup .....	129
Import an Invitational Challenge Setup .....	130
<b>Chapter 6 Classic Challenge Rewards.....</b>	<b>135</b>
Recommendations for Challenges Rewards.....	136
Structuring Challenge Rewards.....	136
Eligibility Considerations .....	137
Setting up Rewards for Wellness Challenges.....	139
Challenge-Specific Rewardable Activities .....	140
Generic Challenge Rewardable Activities .....	141
<b>Chapter 7 Classic Challenge Custom Text.....</b>	<b>144</b>
Challenge-specific Custom Text .....	145
Entering Challenge-specific Custom Text .....	145
Challenge-level Custom Text Fields.....	146
Sponsor Custom Text for Wellness Challenges .....	150
Accessing Sponsor Custom Text.....	150
Sponsor Custom Text Fields .....	151
Custom Text Reporting .....	166
<b>Chapter 8 Classic Challenge Messaging.....</b>	<b>167</b>
Communications Campaign Messages .....	168



Email Messages.....	169
Merge Fields .....	169
Email Targets for Contest Tool Usage.....	171
Target by Eligible Status.....	172
Target by Opted In Status.....	173
Target by Days since Last Participation .....	174
Target by Team.....	175
Target by Participation Requirement Status .....	176
Target by Have met minimum number of team members .....	177
Target by Have not met minimum number of team members .....	178
Challenge-generated Messages .....	179
<b>Chapter 9 Classic Challenge User Interface.....</b>	<b>180</b>
Wellness Challenge User Flow .....	181
Invitation to a Challenge .....	182
Opting In to a Challenge .....	183
User Created / Selectable Team Opt-in .....	183
Assigned Team Opt-in.....	187
Individual-based Challenge Opt-in .....	189
Challenge Display on Home Page .....	192
Challenge Lobby Page.....	193
Entering Data .....	197
Manual Entry - Steps.....	197
Manual Entry - Activity Points .....	199
Manual Entry - Activity Minutes.....	201
Editing Activities on the Lobby Page.....	204
Manual Entry - Yes/No .....	205
Viewing Data .....	208
Messages Tab .....	215
Challenge Messaging Sequence: .....	216
Challenge Leaderboard .....	221
More Tab - Challenge Settings .....	224
Opting Out of a Challenge.....	225
When a Challenge Closes .....	227
Mobile Screens .....	228
Frequently Asked Questions.....	230
<b>Appendix A Challenge Reporting.....</b>	<b>233</b>
Create a Challenge Report .....	234
Team Results Report.....	234
Individual Results Report .....	236

# Chapter 1

## Overview

This guide provides comprehensive conceptual and procedural information for setting up and running Wellness Challenges in Site Manager.

The Wellness Challenges application is managed through the Challenge Program Administration tool in Site Manager. It is also fully integrated with the Rewards, Custom Text, and Messaging applications. You can read through this guide to become familiar with the program features, recommended practices, frequently asked questions, and the user interface.

This chapter covers the following major topics:

- Using the Challenges Program Administration Tool ([page 7](#))
- Wellness Challenge Setup Components ([page 7](#))

---

## Using the Challenges Program Administration Tool

The Challenges Program Administration tool in Site Manager is used to set up contests that employees or members can participate in and be rewarded for. The ultimate goal of the challenges is to foster sustained engagement in healthy activities among participants by taking advantage of the power of social interaction to shape behavior.

There are Classic Challenges (Walking, Activity Minutes or Points, and custom), a classic subset of four scripted Individual Challenges (Sleep, Stress, Nutrition, and Water) and the next-gen small team walking challenge, The Invitational Team Steps Challenge.

### *Classic Wellness Challenge Setup Components*

The basic components of setting up a Classic Wellness Challenge in Site Manager include:

- Determine the type of challenge that you will offer, its eligibility rules, and data entry method. See [\*“Classic Challenges” on page 8\*](#).
- Create a new Challenge program and optionally set up its teams. See [\*“Step, Activity, & Custom Challenge Setup” on page 16\*](#) and [\*“4 Individual Challenges” on page 59\*](#).
- Define Rewards for the Challenge. See [\*“Classic Challenge Rewards” on page 135\*](#).
- Verify Custom Text for the Challenge. See [\*“Classic Challenge Custom Text” on page 144\*](#).
- Verify Messaging for the Challenge. See [\*“Classic Challenge Messaging” on page 167\*](#).
- Activate the Challenge. See [\*“Activate a Challenge” on page 53\*](#).

### *Four Scripted Individual Challenges*

Based on the classic challenge framework, scripts reliably guide you through setting up these individual challenges.

- See [\*“4 Individual Challenges” on page 59\*](#).

### *The Invitational Team Steps Challenge*

Using an entirely new framework, The Invitational is extremely easy to configure. Be aware that it requires Eligibility Member Groups and the Platinum Plus home page. The best user experience includes the Wellness App and Device and the App Connection Center with the ability to sync devices to the challenge.

- See [\*“The Invitational” on page 99\*](#).

# Chapter 2

## Classic Challenges

Wellness Challenges are set up and managed through the Challenges Program Administration tool. The main challenge categories include:

### Next-Gen Challenges

- The Invitational Team Steps Challenge - see [page 99](#)

### Classic Challenges

- **Hit Your Stride<sup>SM</sup>** for Steps (total or average or goal)
- **Ready! Set! Move!<sup>SM</sup>** for Exercise Activity minutes or points (total or average or goal)
- **Custom Client Challenges** for any activity that can be counted (total or average or goal)
- **4 Individual Challenges** to promote better Nutrition, Sleep, Stress, and Water consumption habits - See [“4 Individual Challenges” on page 59.](#)

Before creating any Classic Wellness Challenge in Site Manager there are a number of basic items to consider. These considerations will affect the design and configuration of your challenge program.

- Classic Wellness Challenge Preparation ([page 9](#))
- Recommended Classic Challenge Structure ([page 9](#))
- Prerequisites ([page 9](#))
- Eligibility ([page 10](#))
- Team Composition ([page 12](#))
- Data Entry Method ([page 12](#))
- Communications ([page 14](#))
- Integration with Other Applications ([page 15](#))

---

## Classic Wellness Challenge Preparation

Setting up a Classic Wellness Challenge in Site Manager is not difficult, but thorough preparation is required to launch and run it smoothly. The topics that follow need to be considered and acted upon prior to setting up a challenge in Site Manager.

### Prerequisites

The Wellness Challenge is implemented on WebMD's Behavior Change Platform Home Page. The Platinum or Platinum Plus Home Page is a pre-requisite of Wellness Challenges.

The Wellness Challenge notice, links, data entry, and contest standings all display on or are accessed from the home page.

For details of the user interface, see *"Classic Challenge User Interface" on page 180*.

### Recommended Classic Challenge Structure

These recommendations apply to the following Classic Challenges:

- **Hit Your Stride<sup>SM</sup>** for Steps (total or average or goal)
- **Ready! Set! Move!<sup>SM</sup>** for Exercise Activity minutes or points (total or average or goal)

The goal of the Wellness Challenge program is to use the dynamics of group interaction to promote sustained healthy activity among employees, to achieve high participation, and to build a culture of wellness. To that end, a team-based challenge (such as walking or exercise activities) motivates participants through natural competitiveness and peer interaction to compete for individual and team rewards over a period of several weeks.

For participants who prefer to challenge themselves, non-team challenges can also be configured.

WebMD recommends that the following guidelines be considered for best results:

- Limit the length of the challenge to 6-8 weeks, to maintain participants' interest and motivation.
- Create multiple teams within the same physical location, with a minimum of 8 teams across the organization, to foster same-site competition.
- Ideally teams should have about the same number of participants. Teams can be user-defined or site-defined, with members assigned randomly or by eligibility. See "Team Composition" on [page 12](#) for more information.
- Ensure that all people eligible to participate in the challenge receive equal communications. Paper promotional materials and templated messages are available from WebMD, and email Messaging can be targeted to the challenge-eligible audience. The paper materials and templated messages for the walking

challenge are branded with WebMD's Hit Your Stride or Ready! Set! Move! challenge names, but can be modified to client needs on a custom basis.

- If contests are run one after another, allow at least a week or two between them for final totals and Rewards generation to occur cleanly.

## Eligibility

If classic challenge participation will not be open to all users, the means of determining contest eligibility and possibly team membership must be defined in advance of the program launch, during the Wellness Challenge implementation.

WebMD will work with you to define and implement your eligibility requirements.

### Challenge Eligibility

There are two means of determining eligibility for a classic challenge: by Eligibility Member Groups or by updating the EF/SSO fields.

Note: If the Eligibility Member Group tool has been implemented at your site for use in determining challenge eligibility, and if your classic challenges have been migrated to use it, the original Eligibility File method is no longer an option.

#### **Eligibility Member Groups:**

If the Eligibility Member Group tool has been implemented and if classic Challenges have been migrated to use it, Member Group eligibility is the method presented by default in the Challenge setup form.

The following points apply to Member Group Eligibility:

- Member groups are set up via the Site Manager Eligibility Member Groups tool, available to WebMD implementation specialists or to clients who manage their own challenge programs.
- Clients can utilize Eligibility Member Groups providing they meet solution qualifications and/or they have received the appropriate admin tool training.
- Member groups are defined in advance of the challenge setup to ensure the intended eligible population can be identified using available definition criteria. Then during challenge setup, the admin user will select the appropriate Member Group(s) already created to target the eligible population.
- Member groups can target all users within the site architecture or users at a specific sub-sponsor site.
- Member groups can also filter using Structure Level data fields that are already passed to WebMD; no updates to the EF or SSO are needed.
- Member group eligibility ignores the ContestProgramID field (whether blank or populated) if already defined in your EF or SSO.

#### **Eligibility by ContestProgramID:**

This is the original eligibility method for classic Wellness Challenges. The following points apply if EF is chosen as the eligibility method on the classic Challenge setup form:

- If a contest ID is not included in the Eligibility File or SSO string (that is, if the EF or SSO is not “plumbed” to pass the ContestProgramID field), all users are eligible. This means that all WebMD account holders (not Family Access) are eligible for participation in all challenges.
- If the site-defined challenge ID (**Contest Program ID**) is passed in the Eligibility File or SSO string, the Contest Program ID determines eligibility for a particular contest.
- Users can be eligible for multiple challenges at the same time. That is, multiple Contest Program IDs can be passed for a user at the same time.
- If your Eligibility File or SSO is “plumbed” for a Contest Program ID, an ID must be included or no one will be able to see the challenge.

### Individual Eligibility

With Release 15.3 (March 2015), challenges can be set up for individual participation rather than team participation. The eligibility rules as stated above apply to individuals as well as to teams.

### Team Eligibility - Without Self Created Teams

Team eligibility for challenges that do not allow self-created teams can be random or specifically assigned.

**Random:** The administrator creates all teams and selects the Auto-Assign Team flag on the Challenge Administration screen; users are randomly assigned to a team as they enroll in the contest. Users cannot choose the team on which they participate.

**Eligibility:** The administrator creates all teams and users are assigned to a team by means of eligibility. The Auto-Assign flag is not selected.

The site-created team ID (**Contest Team ID**) can be passed in the Eligibility File or SSO string to determine the team assignment for the user. Alternatively, other existing fields such as person demographics or structure levels can be used on a custom basis to establish team assignments.

**Note:** If the Contest Team ID is passed in order to determine team eligibility, challenge eligibility must be determined by the Eligibility File method rather than by Member Groups. Member Group eligibility does not support team eligibility by passing a Contest Team ID.

Users can be assigned to only one team per challenge program, meaning that only one Contest Team ID can be passed for a user at a time. The same team ID would need to be used in concurrent contests in order for a user to participate in both.

### Team Eligibility - Self Created Teams

Specific team eligibility is not required if the challenge allows user created teams; that is, where the check box for “Self Created Teams” is selected on the Challenge Program setup screen. In such a challenge, users can create teams and all participants can select

the team they want to join. The Challenge administrator can still create teams, as needed, but does not control specific team membership.

No Contest Team ID is passed in the Eligibility File or SSO string for contests that use the Self Created Team option. Users are free to select any available team on any challenge for which they are eligible.

## *Team Composition*

In the interests of fairness, it is important to have teams that are evenly balanced as to number of participants, especially for a classic challenge that is based on total team steps, minutes, or points. If the challenge ranks teams by average rather than total, the number of participants per team is not an issue.

**Self Created Team Challenge** - Users can create teams and all participants can select the team they want to join. Balanced team membership can be controlled by the administrator who can establish a minimum number of participants per team, and a maximum number of participants on each team or the maximum number of teams.

**Site Controlled Team Challenge** - In a challenge where users are not allowed to create or select teams, the administrator creates all teams. Team membership is assigned to participants as they opt-in to the challenge, either by a random assignment program or by eligibility settings.

- Random generator - the Auto-Assign Teams feature is available as an option on the Challenge set-up screen in Site Manager. If selected, it assigns each participant sequentially to the next team at challenge opt-in, resulting in teams that are automatically balanced with equal numbers of members.
- Eligibility - Team membership is determined by the Contest Team ID that is passed in the Eligibility File or SSO string or other means. Balanced team membership depends upon achieving a roughly equivalent opt-in rate across all team assignments.

In either type of classic challenge eligible users can opt in after the contest starts, subject to the constraints of the Enrollment End Date, if defined.

## *Data Entry Method*

Challenge participants keep track of their daily steps or activities with a pedometer or other integrated fitness device or app. They enter that data automatically and/or manually, depending on the site's implementation of the challenge program and the devices that are used.

Challenge data is updated in real time, providing positive feedback as data is entered and participants see their totals and standings refresh right away.

Imported Challenge data is also visible as follows:

- Steps challenges - in the Step Tracker
- Exercise Activity challenges - activity minutes display in the Exercise Tracker.



Imported data cannot be edited in the Trackers for purposes of the challenge. The same is true for other professionally-sourced data, such as from a lab system.

### Manual Entry

In a manual entry configuration, participants use a pedometer or other device to track their daily steps or other activities and enter the data manually into the Challenge program.

Manually entered step and activity Challenge data is also visible in the appropriate Trackers listed above.

Custom Challenges can be client-defined for anything that can be counted. Currently, data must be user-entered and does not interface with any Trackers or the Personal Health Record.

The 4 Individual Challenges that focus on Nutrition, Sleep, Stress, and Water consumption are designed for easy manual entry; data entry is simply a number of fruits and vegetables consumed for the nutrition challenge or a Yes/No response to a sleep, stress, or water consumption question. Data entries do not interface with the PHR or Trackers.

### Batch Data Exports (BDEs)

The system can periodically gather challenge data in a batch at the user and team level as snapshots in time. This data can then be transmitted to third parties such as a device vendor.

Be aware that there is no historical information available from these batch snapshots. If you want a record of weekly contest results, you can run and save the Challenge Results reports as needed (see [\*“Challenge Reporting” on page 233\*](#)).

WebMD will work with you to arrange for Challenge BDEs.

Two BDEs are available as part of the standard Challenges product, to gather Individual and Team challenge Information.

#### Individual Challenge BDE:

- Sums up contest data per person and program (one row per user/program).
- Provides data on who has registered, which can be sent to a third party for device fulfillment, if the client wishes. Should run daily during the challenge registration period.

#### Team Challenge BDE:

- Sums up contest data per team (one row per team).
- Provides data during the challenge on team rank.

Be sure that BDEs are run prior to closing the contest to capture final rankings.

## Communications

Implementations of Wellness Challenges can include communication features to help promote participation in the contests and sustain interest in their progress. Contact your WebMD Implementation Consultant well in advance to arrange for the appropriate communication features to be enabled.

Communication features can include:

### Activation Campaign

Paper materials, including letters, posters, and table tents are available for use. The standard materials are branded with WebMD's challenge names, "Hit Your Stride" or "Ready! Set! Move!" but can be branded for your challenge on a custom basis.

Campaign materials are also available for the 4 Individual Challenges; they reference the pre-defined setup parameters and challenge names: Five to Thrive (Nutrition), Seize the Zzzz (Sleep), Stressless (Stress), and Rethink Your Drink (Water). Modifications to the campaign materials may be made on a custom basis at an additional cost.

### Challenge Weblits on Home Page

Challenge weblits for available challenges will automatically display to eligible users on the Home Page:

The screenshot displays a user interface for a wellness challenge. At the top, there is a section titled "Alice's Action Plan" with a background image of a woman. Below this, there are three action items: "Today would be a great day to... go to the gym" with a checkbox "I did this", "Enroll in the VL Custom SNV Challenge", and "Update activities for your challenge". Below the action items, there are four challenge weblits. The first is "Get the whole picture! Sync your device with WebMD" with a "Let's Go" button. The second and third are highlighted with a red box: "A fitter version of you is just a few weeks away. Take the Counting Sheep Challenge!" and "A fitter version of you is just a few weeks away. Take the Drink Up! Challenge!". Both have a name field "Sally Smith" and a "Go" button. The fourth is "Get Rewarded" with a "Start earning now by completing healthy activities." and a "Healthy Habits Made Easy" with "Put exercise habits in your pocket with Daily Victory". At the bottom, there are two small news items: "Realistic Targets May Boost Exercise Rates, Experts Say" and "Notices".

Available challenge weblits automatically display to eligible users

### User Messaging

Templated messages with merge fields specific to challenge information are available to inform users of their contest eligibility, remind them to enter data, provide updates on team standings, and alert them if minimum participation requirements have or have not been met. The templated messages for the challenges are branded with WebMD's Hit Your Stride or Ready! Set! Move! challenge name, but can be modified to client needs on a custom basis.

## Integration with Other Applications

Wellness Challenges are tightly integrated with the following Health and Benefits Manager applications:

- **Rewards** - Rewards provide a major incentive to participate in a challenge. A challenge can reward the following activities: enrollees (those who are still opted in at challenge end), participants (those who meet a minimum participation level at contest end), and total or average winners: top 3 teams, top 3 individuals for each team, and the top 3 individuals across all teams. Participants can also be rewarded for reaching the challenge goal, meeting a specified minimum average for steps, minutes, etc.

Note that the “Met Average” goals for Steps and Activity Minutes/Points apply only to Team Challenges, not individual challenges.

See [“Activate Challenge-Specific Rewardable Activities” on page 46](#) and [“Classic Challenge Rewards” on page 135](#) for details.

- **Custom Text** - Sponsor Custom Text allows you to customize the text that displays in several areas of the overall Wellness Challenge user interface. In addition, custom text that is specific to each unique challenge is defined in the Challenge setup tool.  
See [“Classic Challenge Custom Text” on page 144](#) for details.

- **Promo Weblets** - A promo weblet can be defined in custom text at the individual challenge level or at the sponsor level. See [page 147](#) and [page 148](#).

- **Messaging** - Seven classic challenge-related targets are available in the Messaging tool to enable you to target various population segments with email communications. WebMD can provide templated messages with standard verbiage and challenge-specific merge fields to do the following:

- promote participation
- remind participants to enter data
- announce current team standings
- offer congratulations or encouragement over the course of the contest
- alert teams that have/have not met the minimum number of participants

Additional messages to Challenge-related targets can be client-authored through the Email Messaging system, using the challenge targets and including the challenge merge fields as appropriate.

See [“Classic Challenge Messaging” on page 167](#) for details.



**Note:** Users who join self-created or selectable teams can generate email invitations to others that are sent from **WebMD [personalhealth@webmdhealth.com]**. Be sure that your system recognizes the bracketed source as a safe email address. (See Appendix D of the Messaging Guide for more information on safe email sources.)

# Chapter 3

## Step, Activity, & Custom Challenge Setup

The setup of a Wellness Challenge in Site Manager is fairly straightforward and uncomplicated.

This chapter covers the following major topics:

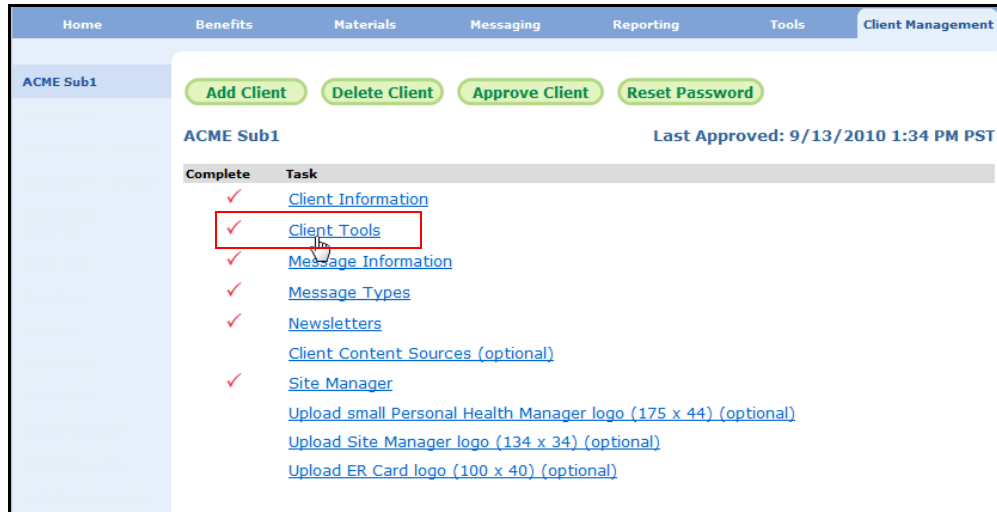
- Site Setup for Wellness Challenges ([page 17](#))
- Wellness Challenge Setup for Steps, Activity, and Custom challenges ([page 19](#))
- Closing a Challenge ([page 57](#))

To set up new Individual Challenges for Nutrition, Sleep, Stress, and Water consumption see [“4 Individual Challenges” on page 59](#)

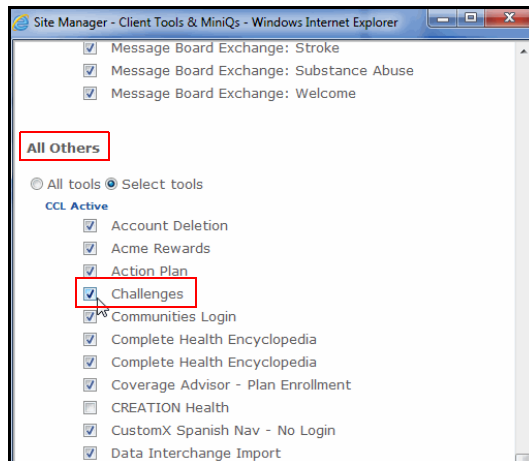
## Site Setup for Wellness Challenges

Two options must be set in Client Management to enable the Wellness Challenge Administrator tool in Site Manager.

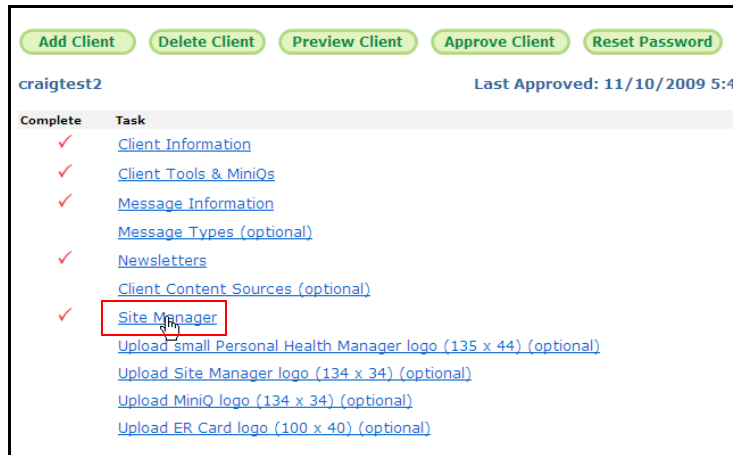
1. Select the **Client Management** tab in Site Manager. The Client Management window displays. Be sure the appropriate client is selected in the left navigation pane.



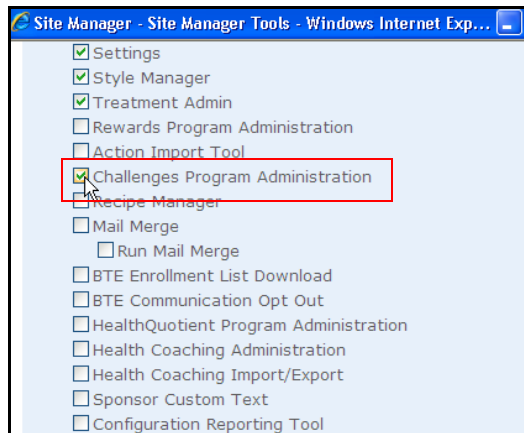
2. Click the **Client Tools** link. The Client Tools window displays.
3. Scroll to the **All Others** section and click to place a check mark in the **Challenges** check box. This enables Wellness Challenges on the client site.



4. Scroll to the bottom and click **Save Changes** to record your entry and return to the Client Management window.
5. Still in the Client Management tab, click the **Site Manager** link.



The **Site Manager Tools** window displays.



6. Scroll to the Tools section and select the **Challenges Program Administration** check box. This enables the Challenges Program Administration tool in Site Manager Tools, where challenges are created and configured.
7. Click **Update** to save your entries.
8. Click **Approve Client**

## Wellness Challenge Setup

This section provides the steps to setting up a challenge in the Challenges Program Administration tool. The tool allows you to create and edit new challenges, teams, and challenge-specific custom text.

### Accessing the Challenges Program Administration Tool

Follow these steps to access the Challenges Program Administration tool in Site Manager.

1. Click the **Tools** tab in the top navigation bar.

The screenshot shows the 'Action Plan' configuration page for 'Retake HealthQuotient Action'. The top navigation bar includes 'Home', 'Benefits', 'Materials', 'Messaging', 'Reporting', 'Tools' (highlighted), and 'Client Manu'. The left navigation pane includes 'Action Plan', 'Challenges Program Administration' (highlighted), 'Digital Health Assistant', 'Configuration Reporting Tool', 'Eligibility File', 'Eligibility File Format Checker', 'Eligibility List Verification', 'External Activity Administration', 'Files', 'Paper HQ', 'Promo Weblets', 'Rewards Program Administration', 'Sponsor Custom Text', 'Style Manager', 'TCA Price Customization', 'Tool Options', and 'Health Program Referrals'. The main content area is titled 'Action Plan' and contains the following sections:

- Retake HealthQuotient Action**  
(for sites that have the HealthQuotient tool)  
If this field is left blank then the Retake HQ action will show up 1 year after a user last completed HQ.  
Retake HQ Action Date [mm/dd]:
- Client-Specific Actions**  
The action plan can display 2 custom action plan items at a time. They are sorted by End Date, Start Date, and then Priority.  
Priority is optional (defaults to 0) and will specify which items get displayed before other items with the same start and end date.  
You are not able to edit actions that are inherited from a parent site.  
You cannot delete items with a start date in the past - instead you can set the end date to today. You also cannot edit the start date if it is in the past.  
 Do not inherit Action Plan items from parent sponsor
- Table Headers:** External ID, Text, Start Date, End Date, Priority, Url, Is Popup, Inherited from parent?, Child sites should inherit?
- Table Row:** (Not Updatable), , , , , ,  No

2. Click **Challenges Program Administration** in the left navigation pane. The Challenges Program Administration page displays.

**Challenge Program Administration**

Your Challenge Programs are listed below. To create a new program, click on the Create New Challenge button below. To view the status or make changes to an existing program, click on the program's name.

[Create Classic Challenge](#)

**Open**

Challenge Name	Program ID	Program Dates	Internal Program ID
<a href="#">Geena Regression 810 Challenge</a>	GR810	8/1/2016 - 2/28/2017	40001054
<a href="#">Geena Regression Challenge 2 Challenge</a>	GRC2	8/1/2016 - 2/28/2017	40001055
<a href="#">Tri-Fit Challenge</a> <span>Ready to be Closed</span>	TriffChallenge	4/11/2016 - 6/1/2016	40000943
<a href="#">Hit Your Stride Test Challenge</a> <span>Ready to be Closed</span>	HYST001	3/23/2016 - 4/20/2016	40000911
<a href="#">Gobble Gobble Challenge</a> <span>Ready to be Closed</span>	GOBBLE2015	11/1/2015 - 1/1/2016	40000773
<a href="#">Reflect on Your Health Challenge</a> <span>Ready to be Closed</span>	REFLECT2015	6/15/2015 - 8/15/2015	40000671

**Completed**

Challenge Name	Program ID	Program Dates	Internal Program ID
<a href="#">Dash To December 31st challenge Challenge</a> <span>Closed</span>	DECDASH	11/26/2014 - 12/31/2014	40000484

**Inactive**

Challenge Name	Program ID	Program Dates	Internal Program ID
<a href="#">Test Eligibility Edits Challenge</a>	TestEligEdits	8/11/2016 - 9/10/2016	40001057

[Show Older Programs](#)

Labels on the left side of the screenshot: Create new classic challenge button, Open Challenges, Closed Challenges, Inactive Challenges, Older program link.

- The Create Classic Challenge button is at the top of the screen.
- Open Challenges display near the top of the screen, in descending program start date order. This includes programs that are currently running and those that are ready to be closed.
- Completed Challenges display next, in descending program start date order. This includes both Closed programs and Inactive programs that have been closed.
- Inactive Challenges (not yet activated, or deactivated but not closed) display below the Completed Challenges, also in descending program start date order.
- Show Older Programs links display for Completed and Inactive Challenges and include: closed programs 90 days or more after the close date, and inactive programs 90 days or more after the visibility start date.

Click the link to display the older programs; refresh the screen to collapse the display.

### Add a Challenge - Steps, Exercise, Custom

From the new contest setup screen, you can define Steps, Exercise Activity, and Custom challenges by selecting the options as described below.

For instructions on setting up an individual Sleep, Stress, Nutrition or Water challenge, see ["4 Individual Challenges"](#) on page 59.



### Quick Reference Table

The following table is intended as a quick guide to the Step, Exercise, and Custom Challenge setup fields that are required or optional.

For more detailed information on a particular field, see the Detail Steps section that follows the table.

Challenge:----->>	Steps	Exercise Activity	Custom
<b>Fields:</b>			
Challenge Name & ID:	Required for all		
Challenge Start/End Dates:	Required for all		
Visibility Start/End Dates:	Required for all		
Enrollment End Date:	Optional for all		
Planned Close Date:	Required for all		
Challenge Type:	Steps	Activity Minutes or Points	Numeric value or Y/N
Data Source (may have multiple sources):	<ul style="list-style-type: none"> <li>Self-Reported</li> <li>Fitness Device Data - Validated</li> <li>Fitness Device Data - Non Validated</li> <li>Other Imported Source (Lab, Claims)</li> </ul>	<ul style="list-style-type: none"> <li>Self-Reported</li> <li>Fitness Device Data - Validated</li> <li>Fitness Device Data - Non Validated</li> <li>Other imported source (Lab, Claims)</li> </ul> (If the data source is by import from an integrated device or app, self-reported data entry is automatically enabled for purposes of editing activity data not recognized by the device.)	Self-Reported only
Challenge Eligibility	<ul style="list-style-type: none"> <li>Member Group Eligibility (displays and is selected by default if Challenges have migrated to use Member Group eligibility; does not display if Wellness Challenges are still driven by the Eligibility File)</li> </ul>		
User Objectives: (optional)	<ul style="list-style-type: none"> <li>Options depend upon challenge type</li> </ul>		
Teams - should users be grouped into teams?	No = Individual challenge, no further options for all Yes = Complete the team options below for Steps and Activity challenges		
Team Assignments (Select one method)	<ul style="list-style-type: none"> <li>Auto-Assignment (random)</li> <li>Eligibility-based (or user-selected when team assignment eligibility data is not provided)</li> </ul>		
Eligibility-based assignment options	User-created Teams - optional for Steps, Activity and Custom challenges		
Number of Teams:	optional for user-created teams		
Minimum team size:	optional for user-created teams		
Maximum team size:	optional for user-created teams		
Team Scoring:	Sum or Average		

## Detail Steps

Access the Challenge Program Administration screen and follow these steps to set up a new challenge.

1. Click the **Create New Challenge** button at the top of the screen. The Create Challenge Program screen displays. The Challenge Overview is the first section:

**Note:** The date fields are presented for definition in their logical order of occurrence over the life span of a challenge. For example the earliest date should be the Visibility Start Date; the latest date should be the Visibility End Date.

All Dates are in mm/dd/yyyy format

Challenge Overview

**CHALLENGE NAME:** What would you like to name your challenge?

**PROGRAM ID:** What unique identifier should we use for this challenge program?

**VISIBILITY START DATE:** When can users see the challenge and start to sign up?

**CHALLENGE START DATE:** When does the challenge start? *(The date on which the user's data counts toward their challenge score)*

**ENROLLMENT END DATE:** Do users need to sign up before a specific date?  
 Yes  No

**CHALLENGE END DATE:** When does the challenge end? *(The date on which the user's data stops counting toward their challenge score)*

**PLANNED CLOSE DATE:** When do you plan to close the challenge? *(Note that the program must still be closed manually, and it should be done on this date. It will not be closed automatically at this time.)*

**VISIBILITY END DATE:** When is the program no longer visible to users?

2. Complete the **Challenge Overview** fields as follows:

- **Challenge Name** - Enter the contest name that will display to users. Example: Hit Your Stride, Take the Stairs

The word "Challenge" is appended automatically to your entry; check how it will display to users in the Note pane:

**CHALLENGE NAME:** What would you like to name your challenge?

**Note**  
This will appear as the "Move it! Challenge" on the site

- **Program ID** - Enter the ID that can be used to identify the contest for purposes of eligibility. This ID is the element that is passed in the Eligibility File or SSO parameters to determine contest eligibility. If the Program ID is not passed, all registered users (not Family Access) are eligible to join the challenge.
- **Visibility Start Date** - this is the first date on which challenge information is visible to users. Users can begin to opt-in to the challenge as of this date. It should be set

2 or 3 weeks earlier than the Program Start Date to allow users time to opt-in. (If challenge eligibility and Eligibility-based assignment for teams are controlled through the Eligibility File or SSO, be sure to run the EF prior to the Visibility Start Date so that users can see the challenge(s) and teams for which they are eligible.)

Note that the challenge must be Activated before it can be visible to users. See [“Activate a Challenge” on page 53](#).

- **Challenge Start Date** - this is the first date on which contest data will be calculated for users. Data entries for earlier dates will not be counted for this contest.
- **Enrollment End Date** - this is the last date on which eligible users can opt-in to this challenge, for example a week after the Challenge Start Date. If no Enrollment End Date is set, users may opt-in until the Challenge End Date, subject to team availability if applicable. The Enrollment End Date can be extended if necessary to accommodate late arrivals.

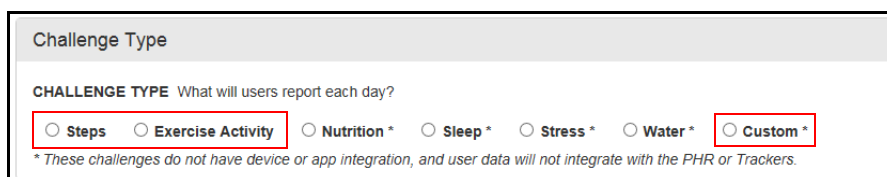
Note: A user who opts-out of a challenge after the Enrollment End Date will not be able to rejoin the same challenge unless the date is extended.

- **Challenge End Date** - this is the last date on which contest data will be calculated for users. Data entries for later dates will not be counted for this contest. Note that users can enter their final data during the “grace period” after the Challenge End Date and before the challenge is closed manually by the administrator.
- **Planned Close Date** - this is the date on which you anticipate manually closing the challenge, which calculates results and triggers rewards if defined. The program will not close automatically. The Planned Close Date must fall between the Challenge End Date and the Visibility End date.

The Planned Close Date will display in the Rewards UI as the “do this by” date of challenge-specific rewardable activities for this challenge.

- **Visibility End Date** - this is the last date on which challenge information is visible to users. It must be later than the Planned Close Date and should be set at least a week later than the Challenge End Date to allow for final data entries to be made, for the administrator to close the program which calculates final ranking and generates Rewards, and for the contest results to display.

3. The **Challenge Type** section presents several options; this discussion focuses on Steps, Exercise Activity, and Custom challenges. (For setting up Nutrition, Sleep, Stress or Water challenges, see [“4 Individual Challenges” on page 59](#).)



Challenge Type

CHALLENGE TYPE What will users report each day?

Steps
  Exercise Activity
  Nutrition \*
  Sleep \*
  Stress \*
  Water \*
  Custom \*

\* These challenges do not have device or app integration, and user data will not integrate with the PHR or Trackers.

As soon as you select a challenge type, additional options are presented.

4. **Steps** - Select to create a Walking challenge that tracks the number of steps for participants and teams.

Data Sources options display:

The screenshot shows a form titled "Challenge Type". Under "CHALLENGE TYPE What will users report each day?", the "Steps" radio button is selected. Below this, a red box highlights the "DATA SOURCES Which data sources should this challenge include data from?" section, which contains four checkboxes: "Self-Reported", "Fitness Device Data - Validated", "Fitness Device Data - Non Validated", and "Other Imported Source". A note above the data sources states: "\* These challenges do not have device or app integration, and user data will not integrate with the PHR or Trackers."

Select one or more Data Sources:

- Self-Reported - user enters data manually in Tracker or Challenge UI

- Fitness Device Data - Validated - data is imported from an integrated fitness device whose maker distinguishes between validated data (recorded by the device) and non-validated data (self-recorded on device web site). For example, Fitbit data is identified as either validated or non-validated; the validated Fitbit data will count in the Challenge by selecting this data source option and the non-validated Fitbit data will not count. (If Fitness Device Data - Non Validated is checked, then the unvalidated Fitbit data will count towards the Challenge.)

- Fitness Device Data - Non Validated - data is imported from an integrated fitness device whose maker does not distinguish between validated data (recorded by the device) and non-validated data (self-recorded on device web site). For example, Jawbone data is not identified as validated or non-validated, and will only count in the Challenge by selecting this data source option.

**In order to count all data from integrated fitness devices in the Challenge, select both Device Data options.**

- Other imported source - data is imported from other sources such as lab or claims data

5. **Exercise Activity** - Select to create an Activity challenge that tracks the number of minutes or intensity of activity for participants and teams.

Activity Scoring and Data Sources options display:

The screenshot shows a form titled "Challenge Type". Under "CHALLENGE TYPE What will users report each day?", the "Exercise Activity" radio button is selected. Below this, a red box highlights the "EXERCISE CHALLENGE TYPE Should the exercise activity scoring be based on minutes or points? (Note that users will always report exercise data in minutes, regardless of the scoring method)" section, which contains two radio buttons: "Minutes of exercise" (selected) and "Points derived from minutes of exercise". Below this, another red box highlights the "DATA SOURCES Which data sources should this challenge include data from?" section, which contains four checkboxes: "Self-Reported", "Fitness Device Data - Validated", "Fitness Device Data - Non Validated", and "Other Imported Source". A note above the exercise challenge type states: "\* These challenges do not have device or app integration, and user data will not integrate with the PHR or Trackers."

- Select the Scoring method for the activity challenge:
    - Minutes of exercise - tracks number of minutes of exercise
    - Points derived from minutes of exercise - assigns and tracks the number of points per minutes of activity for participants and teams. If a manual device is used, points are assigned by the type of activity and minutes entered by the participant.

Intensity is based on the MET (Metabolic Equivalent) score of each activity. The algorithm assigns points by default as follows:

    - Low intensity = 0 points
    - Moderate intensity = 1 point for each minute
    - High intensity = 2.5 points for each minute

Note that the point value of each activity can be specified for a challenge in Site Manager; see [“Edit Exercise Activities” on page 44](#)
  - Select one or more Data Sources:
    - Self-Reported - participant enters data manually in Challenge UI
    - Fitness Device Data - Validated - data is imported from an integrated fitness device whose maker distinguishes between validated data (recorded by the device) and non-validated data (self-recorded on device web site)
    - Fitness Device Data - Non Validated - data is imported from an integrated fitness device whose maker does not distinguish between validated data (recorded by the device) and non-validated data (self-recorded on device web site)
    - Other imported source - data is imported from other sources such as lab or claims data
- 6. Custom Challenge** - Select to create a client-designed challenge that tracks any action that can be counted. Options display to specify the Custom Challenge Type

**Note that all custom challenge data is user-entered in the Challenge UI and it does not integrate with the PHR or Trackers.**

Challenge Type

**CHALLENGE TYPE** What will users report each day?

Steps
  Exercise Activity
  Nutrition \*
  Sleep \*
  Stress \*
  Water \*
  Custom \*

\* These challenges do not have device or app integration, and user data will not integrate with the PHR or Trackers.

---

Custom Challenge Options

**CUSTOM CHALLENGE TYPE**

Single numeric value
  Yes/No

- Custom Challenge Type(1 of 2) - Single numeric value  
Select this to define a challenge that counts the number of times an action is performed, such as number of glasses of water consumed, number of times dessert was skipped, etc.

Additional options display for the Single numeric value type:

**Challenge Type**

**CHALLENGE TYPE** What will users report each day?

Steps
  Exercise Activity
  Nutrition \*
  Sleep \*
  Stress \*
  Water \*
  Custom \*

\* These challenges do not have device or app integration, and user data will not integrate with the PHR or Trackers.

**Custom Challenge Options**

**CUSTOM CHALLENGE TYPE**

Single numeric value
  Yes/No

**MEASUREMENT** What unit of measurement will the user be reporting? (e.g. miles, steps, glasses of water, etc.)

**USER PROMPT** How would you like to ask the user to report their data each day?

How many \_\_\_\_ did you \_\_\_\_ today?

How many  did you  today?

**VALUE RESTRICTIONS** What are the restrictions on the value that a user is allowed to report?

minimum:  maximum:

**VALUE PRECISION** Are users allowed to enter decimal values?

Yes
  No

- Measurement: enter the unit of measurement to be counted; example, Glasses of Water

- User Prompt: select or enter the instruction to users for recording their data:

**USER PROMPT** How would you like to ask the user to report their data each day?

How many \_\_\_\_ did you \_\_\_\_ today?  
 Enter your \_\_\_\_ for today:  
 Other Prompt (write your own)

- Value Restrictions: enter the upper and lower limits on the value that a user is allowed to report for a day. Example for glasses of water: Min = 0, Max = 10  
Minimum may be 0 or above; Maximum must be greater than 0, up to 100,000.

- Value Precision: determines whether decimal values can be entered.  
No (default): user can enter only whole numbers  
Yes: user can enter decimal values; specify from 1 to 4 decimal places

**VALUE PRECISION** Are users allowed to enter decimal values?

Yes
  No

How many digits?

1  
2  
3  
4

- Custom Challenge Type (2 of 2) - Yes/No

**Challenge Type**

**CHALLENGE TYPE** What will users report each day?

Steps
  Exercise Activity
  Nutrition \*
  Sleep \*
  Stress \*
  Water \*
  Custom \*

\* These challenges do not have device or app integration, and user data will not integrate with the PHR or Trackers.

---

**Custom Challenge Options**

**CUSTOM CHALLENGE TYPE**

Single numeric value
  Yes/No

**USER PROMPT** How would you like to ask the user to report their data each day?

Did you \_\_\_\_\_ today?

Did you  today?

- User Prompt: select or enter the instruction to users for recording their data with a yes/no response; example, Did you get 8 hours of sleep last night?

7. Challenge Eligibility - this section displays by default once Classic Wellness Challenges have migrated to use Eligibility Member Groups to define challenge eligibility going forward.

**Note:** If this Challenge Eligibility pane does not display for a Classic Challenge, it means that your Classic Wellness Challenges have not been migrated to use Eligibility Member Groups. Your challenge eligibility is still Eligibility File driven which requires updating the Eligibility File or SSO to include the ContestProgramID of the current challenge.

**Challenge Eligibility**

**CHALLENGE ELIGIBILITY** Eligibility for this challenge is determined by Member Groups.

**CHOOSE ELIGIBLE MEMBER GROUPS** Which groups should be eligible?

[Browse Groups](#)

\* Groups can be created or modified with the [Eligible Member Groups tool](#)

- Choose Eligible Member Groups:  
Groups are set up in advance to target specific populations: all, site-specific, and/or by structure level value.
- To select one group at a time, enter a search string (one character or more) and select a group.

Challenge Eligibility

**CHALLENGE ELIGIBILITY** Eligibility for this challenge is determined by Member Groups.

**CHOOSE ELIGIBLE MEMBER GROUPS** Which groups should be eligible?

[Browse Groups](#)

- Subset member group
- Portland Employees**
- High Risk Group
- Subset member group
- Geena 810 Target Velociraptor

- Enter a search string; up to 5 matches display
- Refine your search string to narrow the display as needed
- Select one group to populate the field
- Click **Add Group**

Challenge Eligibility

**CHALLENGE ELIGIBILITY** Eligibility for this challenge is determined by Member Groups.

**CHOOSE ELIGIBLE MEMBER GROUPS** Which groups should be eligible?

\* Groups can be created or modified with the [Eligible Member Groups tool](#)

Then click **Add Group**; the group displays above the group selection field.

Challenge Eligibility

**CHALLENGE ELIGIBILITY** Eligibility for this challenge is determined by Member Groups.

**CHOOSE ELIGIBLE MEMBER GROUPS** Which groups should be eligible?

\* Groups can be created or modified with the [Eligible Member Groups tool](#)

-To select more than one group at a time, click the **Browse Groups** link, select multiple groups and click **Finish**.

Challenge Eligibility

**CHALLENGE ELIGIBILITY** Eligibility for this challenge is determined by Member Groups.

**CHOOSE ELIGIBLE MEMBER GROUPS** Which groups should be eligible?

\* Groups can be created or modified with the [Eligible Member Groups tool](#)

- Click the **Browse Groups** link
- Select one or more groups
- Click **Finish**

Available Member Groups

- Subset member group
- Portland Employees
- High Risk Group
- Geena Regression 8-9
- Geena Regression 8-9 Targeted
- Geena Regression 8-9 2
- Subset member group
- Geena 810 Target Velociraptor
- Geena 810 SL1
- Geena 810
- Employees-Only
- all
- Geena Regression Test 10-14
- Colin 709 Group
- Corporate Headquarters Steps Challenge
- Geena Staging
- Portland Employees
- High Risk Group



Selected groups display above the group selection field. You can remove a group from the challenge setup by clicking the **X** by its name.

Note that Member Groups can only be added or removed while the challenge is deactivated. Changes should not be made to a live program.

8. Complete the **User Objectives** section as follows; not all options display for each challenge type:

Step Challenge: all options display

Exercise Activity Challenge: Minimum Participation, Overall Goal Score and Daily Average Score Objective display

Custom Challenge - single numeric: Minimum Participation, Overall Goal Score and Daily Goal Score display

Custom Challenge - Yes/No: Minimum Participation and Overall Goal Score display

- Minimum Participation (all challenges) - determines if a minimum number of days participation is required in order to complete the challenge. When the contest is closed, the final calculation counts the data for those who have met the minimum participation requirement, and discards the data for those who have not met the minimum.

**Note: If a Minimum Participation Goal is set, it must be met in order to earn credit for any other rewardable goal that is defined for the challenge.**

- Yes: a field displays (as shown below) to enter the minimum number of days participation required. The system counts data entered as a day's participation, whether the data is Yes or No, or whether the entry is 0 or greater.

Final team and individual totals will include the data for those who meet the minimum requirement, and will not include any data for those who do not meet the minimum.

User Objectives

**MINIMUM PARTICIPATION** Is there a minimum number of days worth of data that a user must enter in order to complete this challenge?

**Yes**    **No**   To meet this objective, users need to enter data for a minimum of  days

- No: no minimum number of data entry days is required to complete the challenge. All data is included in the final team and individual totals, except for users who have opted-out of the challenge or are not eligible when the contest is closed.

- Overall Goal Score (all challenges):

- No: Participant is not working toward an individual goal score/cap

- Yes: A field displays for entry of the goal value. When participants' daily totals equal this figure, they have achieved the challenge cap and further entries will not increase their score.

Steps Challenge

**OVERALL GOAL SCORE** Should users work towards meeting an overall goal score?

**Yes**    **No**   To meet this objective, users need to meet a minimum of  **steps overall**

Activity Challenge

**OVERALL GOAL SCORE** Should users work towards meeting an overall goal score?

**Yes**    **No**   To meet this objective, users need to meet a minimum of  **minutes overall**

Custom Challenge

**OVERALL GOAL SCORE** Should users work towards meeting an overall goal score?

**Yes**    **No**   To meet this objective, users need to meet a minimum of  **overall**

Example: Enter **200000** for a goal of 200,000 steps ("steps" being the unit of measurement)

- Daily Goal Score (Steps and Custom single numeric value challenges)

- No: Participant is not working toward a daily goal score

- Yes: A field displays for entry of the daily goal minimum value and minimum number of days required to meet the goal.

## Steps Challenge



**DAILY GOAL SCORE** Should users work towards meeting a daily goal score?

Yes  No To meet this objective, users need to meet a minimum of  **steps per day** for a minimum of  days

Custom Challenge  
single numeric

**DAILY GOAL SCORE** Should users work towards meeting a daily goal score?

Yes  No To meet this objective, users need to meet a minimum of  per day, for a minimum of  days

- **Daily Average Score Objective (Steps and Activity challenges):**  
**Note:** The rewardable activities for Met Average Steps or Activity Minutes/Points apply only to Team Challenges; they will not credit in an individual challenge configuration.
  - No: Participant is not working toward an individual daily average score
  - Yes: A field displays for entry of the daily average score value. When the average of a participant's daily scores is equal to this figure, a rewards credit is triggered when the challenge program closes, as long as the participant is eligible for a rewards program where the specific activity is enabled.

## Steps Challenge

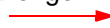


**DAILY AVERAGE SCORE OBJECTIVE** Should users work towards meeting a specific daily average score?

Yes  No

To meet this objective, users need to meet a daily average of  **steps** (average is based only on days for which data has been entered)

## Activity Challenge



**DAILY AVERAGE SCORE OBJECTIVE** Should users work towards meeting a specific daily average score?

Yes  No

To meet this objective, users need to meet a daily average of  **minutes** (average is based only on days for which data has been entered)

9. Complete the **Teams** section as follows:

Note: The Team grouping option cannot be changed once the challenge has been saved, even before program activation.

- Should users be grouped into teams?

**No** = select No to create a challenge that is set up for individual participation; continue to Step 10 on [page 35](#). Also see ["Individual-based Challenges" on page 35](#).

**Teams**

**TEAMS** Should users be grouped in to teams?

Yes  No

**Yes** (default) = the challenge is set up for team competition; the team assignment

options display as described below.

The screenshot shows a configuration panel titled "Teams". It contains the following sections:

- TEAMS** Should users be grouped in to teams?
  - Yes
  - No
- TEAM ASSIGNMENTS** How are users placed on to teams?
  - Auto-assignment
  - Eligibility-based (or user-selected when team assignment eligibility data is not provided)
- Eligibility-based assignment options** (This section is currently collapsed in the screenshot)
- USER-CREATED TEAMS** When eligibility data is not provided, are users allowed to create their own teams?
  - Yes
  - No

**10. Complete the Team Assignment section as follows:**

- Auto-assignment;

This screenshot shows the "Teams" configuration panel with the "Auto-assignment" radio button selected under the "TEAM ASSIGNMENTS" section.

- TEAMS** Should users be grouped in to teams?
  - Yes
  - No
- TEAM ASSIGNMENTS** How are users placed on to teams?
  - Auto-assignment
  - Eligibility-based (or user-selected when team assignment eligibility data is not provided)

- Select the Auto-assignment radio button for a random team assignment option; continue to Step 10 on [page 35](#)

- Teams must be set up by the Challenge Administrator.

- Team membership is automatically assigned randomly, one member to each team in rotation as opt-ins occur. Each team receives the same number of members (+/- one).

- Eligibility-based (default setting):

- If team eligibility data is provided by passing an agreed-upon field in the Eligibility File/SSO string, teams must be set up by the Challenge Administrator. This method of team population is not supported by Member Group Eligibility challenges.

This screenshot shows the "TEAM ASSIGNMENTS" section of the configuration panel with the "Eligibility-based" radio button selected.

- TEAM ASSIGNMENTS** How are users placed on to teams?
  - Auto-assignment
  - Eligibility-based (or user-selected when team assignment eligibility data is not provided)
- Eligibility-based assignment options** (This section is currently collapsed in the screenshot)
- USER-CREATED TEAMS** When eligibility data is not provided, are users allowed to create their own teams?
  - Yes
  - No

- Eligibility-based assignment options:

User-created teams allowed?

**No** - Users cannot create teams.

The challenge administrator sets up all teams in advance and team eligibility is determined by a field passed in the eligibility file (example: ContestTeamID).

**Yes** - Allowed when the team eligibility-based option is selected and no team eligibility field is passed in the EF or SSO string, or if passed is ignored:

Note: User-created teams can apply to challenges of either challenge eligibility method: EF-driven by passing the ContestProgramID or Member Group driven.

**TEAM ASSIGNMENTS** How are users placed on to teams?

Auto-assignment   
  Eligibility-based (or user-selected when team assignment eligibility data is not provided)

---

Eligibility-based assignment options

**USER-CREATED TEAMS** When eligibility data is not provided, are users allowed to create their own teams?

Yes     No

**NUMBER OF TEAMS** Is there a limit on the number of teams that can be created?

Yes     No

**MINIMUM TEAM SIZE** Is there a requirement on the number of people that need to be on a single team?

Yes     No

**MAXIMUM TEAM SIZE** Is there a limit on the number of people that can be on a single team?

Yes     No

- Teams can be set up by users as they opt in to the challenge.

- Teams can also be set up by the Challenge Administrator, to provide a few teams to start with, for example.

- Team membership is self-determined. Participants can elect the team they want to join when opting in to the challenge.

- The size/equality of self-created teams can be managed with min/max parameters that display upon selection of the User Created Teams option:

**Team Assignment**

**TEAM ASSIGNMENTS** How are users placed on to teams?

Auto-assignment   
 Eligibility-based (or user-selected when team assignment eligibility data is not provided)

---

Eligibility-based assignment options

**USER-CREATED TEAMS** When eligibility data is not provided, are users allowed to create their own teams?

Yes   
 No

**NUMBER OF TEAMS** Is there a limit on the number of teams that can be created?

Yes   
 No

**MINIMUM TEAM SIZE** Is there a requirement on the number of people that need to be on a single team?

Yes   
 No

**MAXIMUM TEAM SIZE** Is there a limit on the number of people that can be on a single team?

Yes   
 No

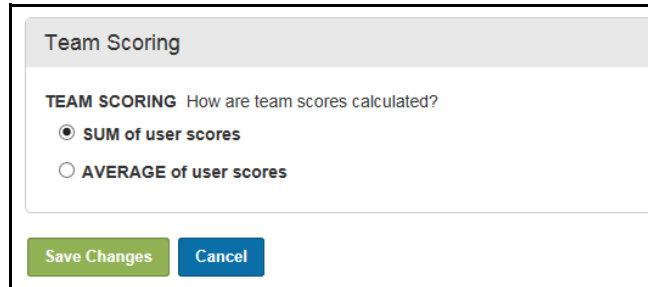
In a challenge with user-created teams, all participants are eligible for any team on a first-come first-served basis. (If self-created teams are enabled, the Team ID does not need to be passed and any existing Team IDs in the Eligibility File or SSO string are ignored by the challenge.) The following parameters provide a means of balancing team size:

- **Number of Teams:** Optionally set a maximum number of teams in the challenge. If the maximum number of teams is reached before the Enrollment End Date, if any, the option to create a team no longer displays to users. Prospective enrollees can elect to join an available existing team but cannot create a new one. (The Challenge administrator can still add teams beyond the maximum as needed.)
- **Minimum Team Size:** It is recommended that you set a minimum number of members per team, between 2 and 1000. This prevents tiny teams of only one member. If a team has not met its minimum enrollment by the Enrollment End Date, it will be dissolved and its members notified to join another team. (Note that an Enrollment End Date is necessary to enforce the minimum participants per team requirement.)
- **Maximum Team Size:** Optionally set a maximum number of members per team, between 2 and 1000. This prevents teams of overwhelming numbers that might create an unfair advantage. If a team meets its maximum enrollment before the Enrollment End Date, it is no longer available to be joined by prospective enrollees.



**Note:** The Maximum Number of Teams can be used by the administrator to limit the challenge to site-defined teams while still allowing participants to select the team they want to enroll in. Briefly, the administrator sets up a challenge and selects the Eligibility/User-Created teams option, specifies a maximum number of teams, and then sets up the maximum number of teams in the Challenge Program administration tool.

## 11. Team Scoring:



- - Sum: individual values are added together to determine the team score; in an individual-based non-goal challenge, it determines the overall individual winners by their total scores

Ranking by total team achievement is appropriate when the teams have an equal number of participants, such as with the random team assignment method.

- - Average: individual values are averaged to determine the team score; in an individual-based non-goal challenge, it determines the overall individual winners by their average scores

Ranking by average can be used to equalize the results of teams that are not equal in number of participants, such as with the eligibility team assignment method.

12. Click **Save Changes** to save your entries.

13. The Challenge overview page displays, where you can verify your setup and define further Challenge elements. Continue reading below.

### Individual-based Challenges

You can create step, exercise activity and custom challenges for individual participation rather than team participation.

Please note the following features:

- Team vs. individual participation is determined by the Team option “Should users be grouped into teams?”  
**No** creates an individual-based challenge.
- Any number of eligible individuals may participate.
- Individual challenges rank by sum of points.
- Optional User Objectives can be configured for Overall Goal Score (cap), Daily Goal Score, and/or Daily Average Score, depending on the challenge type.  
**Note: If a Minimum Participation Goal is set, it must be met in order to earn credit for any other rewardable goal that is defined for the challenge.:**

User Objectives	Score calculation
-----------------	-------------------

Overall Goal Score = No	Participants' scores are calculated as the sum of their data entries with no cap limit. Top 3 overall contributors can be rewarded.
Overall Goal Score = Yes	Participants' scores are calculated as the sum of their data entries up to the goal cap. Participants receive a congratulations message upon reaching the cap; they can continue to enter data but no further points can be earned. All participants can be rewarded for reaching the goal, earning the reward specified by the configured User Achieved Goal Score activity.
Daily Goal Score = No Steps and Custom Numeric challenges	If No, the User Met Daily Goal Thresholds rewardable activity is not available for configuration; no reward credit for minimum daily scores for a minimum number of days will generate at program close.
Daily Goal Score = Yes Steps and Custom Numeric challenges	Participants must enter a minimum score for a minimum number of days to reach this goal. Participants who reach the goal may earn the reward specified by the configured User Met Daily Goal Thresholds activity; they must also be eligible for the open rewards program where the activity is configured.
Daily Average Score Objective = No Steps and Activity Challenges only	If No, the User Achieved Average Score Objective rewardable activity is not available for configuration; no reward credit for individual daily average score will generate at program close.
Daily Average Score Objective = N/A for Individual Challenge configuration. Steps and Activity Challenges only; requires Team Challenge configuration to receive reward credit.	Credit for meeting an average daily goal for Steps and Activity challenges requires team challenge configuration.

## Challenge Overview Page

When a new Challenge is saved, its Overview page displays where you can verify the program's setup and status; you can also complete other elements of the Challenge such as to define program-level custom text, create new teams, activate challenge-specific rewardable activities, edit exercise activities, and activate the program.

The Overview page also displays when you select the existing challenge from the active/inactive program list on the Challenge tool landing page.

Check the information on the Overview page carefully before activating the Challenge; make edits that are needed, especially those that are available only before activation.

- You can edit any setup field (except "Group Users into Teams?") before activation, but only certain fields can be changed after activation.



- The eligibility method can be edited before activation or by deactivating the challenge, but use caution. Do not change the eligibility method after challenge registration has started.
- You can edit Exercise Activities before activation, to select certain activities for an Exercise Activity Challenge or to set specific point values on activities. No edits are allowed to Exercise Activities after activation. If necessary, deactivate the program, make exercise activity edits, and reactivate. The system recalculates existing scores for the challenge as appropriate.
- You can activate challenge-specific rewardable activities before or after Challenge activation.
- Program text can be edited before or after activation.
- Site-defined teams can be added before or after activation.

Overview section

Program Dates section

Program Engagement section:

Graph of opted-in user totals over the challenge active date range

User Participation Levels: # days of data entered / total days in program to date, showing user distribution.

This graph shows 2 users entered data for fewer than 10% of the total days to date while 1 user entered data for between 20-30% of the days, and 1 between 30-40%.

Team section (this section does not display for individual-based challenges)

Rewardable activities section; rewardable activities are now specific to the challenge program

### Challenge Program Administration

[Back to Program List](#)

#### The Self Entered Steps Challenge

##### Challenge Overview

Users will be asked "Enter your steps for today"; and they will be able to report on this daily starting 1/1/2015 and ending 1/1/2016. The Program ID for this program is see. This ID can be used when specifying program eligibility for users, and will also appear on any data exports that include information about this program.

[Edit Program](#)
[Edit Program Text](#)

##### Program Status

Program Visible  
1/1/2015

Program Starts  
1/1/2015

Enrollment Ends  
1/1/2016

Program Ends  
1/1/2016

Planned Close  
2/1/2016

Program Hidden  
2/2/2016

##### In Progress

This program is currently in progress! Users will be able to enroll in this program until the end of the day on 1/1/2016. The last day of the program will be 1/1/2016.

[Deactivate Program](#)

##### Program Engagement

The visualizations below will help you keep tabs on how your users are engaging with your Challenge program. Not seeing the results you want? Remember that a strong marketing campaign is important for generating user interest, registration, and engagement.

##### Program Enrollments

Are users enrolling in this program when you expected?

##### User Participation Levels

What percentage of the time are users entering data in the program?

##### Teams

Users will be able to create their own teams when no team eligibility information has been specified for them. You can manage the teams created by your users below. The team with the highest total score wins.

Rank	Team Name	Team ID	Team Members	Total Score	Average Score
1	Team 1	a70d8b03-ee65-472d-8180-42971e03af6aa	3	1,280,202	429,401
2	Team	bbec5cc1-8692-4bde-4228-429d2943b23c	1	233,616	233,616
N/A	Team name	42636130-031e-4d52-ac95-5c679040111f	0	0	0

##### Reminder

Users are allowed to create their own teams in this Challenge Program, so you don't need to create teams manually unless you want to!

[Create New Team](#)

##### Program Specific Rewardable Activities

When this challenge program is closed, you have the option to reward users with credit specific to this challenge program for the activities listed below. In order for users to receive credit for the activities listed below, the activities must also be activated in a rewards program that the user is eligible for.

<p style="margin: 0;"><input checked="" type="checkbox"/> 1st Place Overall Contributor</p> <p style="font-size: 0.7em; margin: 0;">This activity hasn't been activated in any reward programs yet.</p>	<p style="margin: 0;"><input checked="" type="checkbox"/> 2nd Place Overall Contributor</p> <p style="font-size: 0.7em; margin: 0;">This activity hasn't been activated in any reward programs yet.</p>	<p style="margin: 0;"><input checked="" type="checkbox"/> 3rd Place Overall Contributor</p> <p style="font-size: 0.7em; margin: 0;">This activity hasn't been activated in any reward programs yet.</p>
<p style="margin: 0;"><input checked="" type="checkbox"/> 1st Place Contributor per team</p> <p style="font-size: 0.7em; margin: 0;">This activity hasn't been activated in any reward programs yet.</p>	<p style="margin: 0;"><input checked="" type="checkbox"/> 2nd Place Contributor per team</p> <p style="font-size: 0.7em; margin: 0;">This activity hasn't been activated in any reward programs yet.</p>	<p style="margin: 0;"><input checked="" type="checkbox"/> 3rd Place Contributor per team</p> <p style="font-size: 0.7em; margin: 0;">This activity hasn't been activated in any reward programs yet.</p>
<p style="margin: 0;"><input checked="" type="checkbox"/> 1st Place Team</p> <p style="font-size: 0.7em; margin: 0;">This activity hasn't been activated in any reward programs yet.</p>	<p style="margin: 0;"><input checked="" type="checkbox"/> 2nd Place Team</p> <p style="font-size: 0.7em; margin: 0;">This activity hasn't been activated in any reward programs yet.</p>	<p style="margin: 0;"><input checked="" type="checkbox"/> 3rd Place Team</p> <p style="font-size: 0.7em; margin: 0;">This activity hasn't been activated in any reward programs yet.</p>
<p style="margin: 0;"><input checked="" type="checkbox"/> Program Sign-Up</p> <p style="font-size: 0.7em; margin: 0;">This activity hasn't been activated in any reward programs yet.</p>	<p style="margin: 0;"><input checked="" type="checkbox"/> Participation Requirements Met</p> <p style="font-size: 0.7em; margin: 0;">This activity hasn't been activated in any reward programs yet.</p>	

- Challenge Overview section - displays the wording of the user prompt, program dates, type of program, and program ID
- The following buttons are enabled in the Overview section:
  - Edit Program - see [“Edit Program” on page 41](#).
  - Edit Exercise Activities (Exercise challenge type only) - see [“Edit Exercise Activities” on page 44](#)
  - Edit Program Text - see [page 52](#)

- Program Status section - graphic bar displays the current status of the program with the date milestones of each state.

The Activate or Deactivate Program buttons display in this section- see [page 57](#) and [page 56](#)

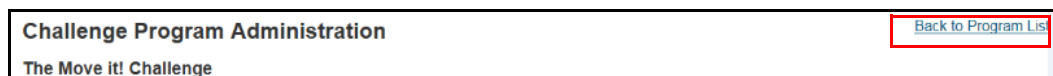
- Program Engagement Section - displays graphs of opt-in and data entry activity
  - After challenge activation, provides a quick view of engagement levels
  - May be used to gauge opt-in levels and data entry engagement of participants; not intended as a detail report
- Teams section - recaps the team parameters and scoring defined for this challenge; the Teams section does not display for individual-based challenges.

The **Create New Team** button displays - see [page 46](#)

- Program Specific Rewardable Activities section - displays rewardable activities that are appropriate to the program’s type and scoring parameters. All challenge-related rewardable activities are now specific to the individual challenge where they display. If enabled in a rewards program, the program name displays below the activity name.

See [“Activate Challenge-Specific Rewardable Activities” on page 46](#)

- Back to Program List link - click the link in the upper right corner of the page



This returns you to the main Challenge Administration screen.

### Challenge Program Administration

Your Challenge Programs are listed below. To create a new program, click on the Create New Challenge button below. To view the status or make changes to an existing program, click on the program's name.

[Create Classic Challenge](#)

#### Open

Challenge Name	Program ID	Program Dates	Internal Program ID
<a href="#">Geena Regression 810 Challenge</a>	GR810	8/1/2016 - 2/28/2017	40001054
<a href="#">Geena Regression Challenge 2 Challenge</a>	GRC2	8/1/2016 - 2/28/2017	40001055
<a href="#">Tri-Fit Challenge</a> <span>Ready to be Closed</span>	TrifitChallenge	4/11/2016 - 6/1/2016	40000943
<a href="#">Hit Your Stride Test Challenge</a> <span>Ready to be Closed</span>	HYST001	3/23/2016 - 4/20/2016	40000911
<a href="#">Gobble Gobble Challenge</a> <span>Ready to be Closed</span>	GOBBLE2015	11/1/2015 - 1/1/2016	40000773
<a href="#">Reflect on Your Health Challenge</a> <span>Ready to be Closed</span>	REFLECT2015	6/15/2015 - 8/15/2015	40000671

#### Completed

Challenge Name	Program ID	Program Dates	Internal Program ID
<a href="#">Dash To December 31st challenge_Challenge</a> <span>Closed</span>	DECDASH	11/26/2014 - 12/31/2014	40000484

#### Inactive

Challenge Name	Program ID	Program Dates	Internal Program ID
<a href="#">Test Eligibility Edits Challenge</a>	TestEligEdits	8/11/2016 - 9/10/2016	40001057

[Show Older Programs](#)

Newly created challenges (before activation) display in Inactive Challenge area

## Edit Program

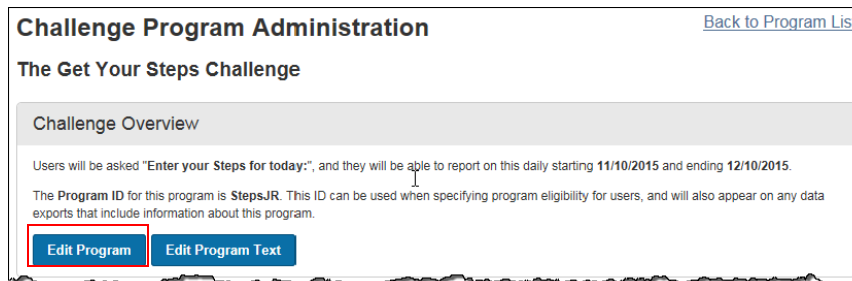
You can edit challenge fields, add or edit challenge-specific text or activities, and add teams before the challenge has been activated. Once activated, certain fields such as the Challenge Type, Data Sources, Eligibility method, Scoring methods, and Team methods are no longer available for edit.

To edit a challenge, do the following:

1. Click the challenge name link on the Challenges Program List screen.

Challenge Name	Program ID	Program Dates	Internal Program ID
<a href="#">Get Your Steps Challenge</a>	StepsJR	11/10/2015 - 12/30/2015	40000779

2. The Challenge Overview page displays; click the **Edit Program** button.



**Challenge Program Administration** [Back to Program List](#)

**The Get Your Steps Challenge**

Challenge Overview

Users will be asked "Enter your Steps for today:", and they will be able to report on this daily starting 11/10/2015 and ending 12/10/2015.

The Program ID for this program is StepsJR. This ID can be used when specifying program eligibility for users, and will also appear on any data exports that include information about this program.

[Edit Program](#) [Edit Program Text](#)

3. If the challenge is inactive (never activated), all fields are available for update (except "Should individuals be grouped into teams?"). If the challenge has been activated, certain fields are disabled.

Challenge name can be changed at any time

Challenge Dates are unavailable for edit under certain conditions (see below)

Fields that cannot be edited on an active challenge

### Edit Challenge Program

For help with configuring a challenge program, please contact your designated WebMD Client Program Manager.

**Note**  
Some settings are no longer editable because this program is currently active.

---

#### Challenge Overview

**CHALLENGE NAME** What would you like to name your challenge?

**Note**  
This will appear as the "Challenge 2 Challenge" on the site

**PROGRAM ID** What unique identifier should we use for this challenge program?

**VISIBILITY START DATE** When can users see the challenge and start to sign up?

**CHALLENGE START DATE** When does the challenge start? (The date on which the user's data counts toward their challenge score)

**ENROLLMENT END DATE** Do users need to sign up before a specific date?  
 Yes  No

**CHALLENGE END DATE** When does the challenge end? (The date on which the user's data stops counting toward their challenge score)

**PLANNED CLOSE DATE** When do you plan to close the challenge? (Note that the program must still be closed manually, and it should be done on this date. It will not be closed automatically at this time.)

**VISIBILITY END DATE** When is the program no longer visible to users?

---

#### Challenge Type

**CHALLENGE TYPE** What will users report each day?  
 Steps  Exercise Activity  Nutrition \*  Sleep \*  Stress \*  Water \*  Custom \*

\* These challenges do not have device or app integration, and user data will not integrate with the PHR or Trackers.

**DATA SOURCES** Which data sources should this challenge include data from?  
 Self-Reported  Fitness Device Data - Validated  Fitness Device Data - Non Validated  Other Imported Source

---

#### Challenge Eligibility

**CHALLENGE ELIGIBILITY** How should eligibility for this challenge be determined?  
 EF Values  Member Groups

**CHOOSE ELIGIBLE MEMBER GROUPS** Member Groups are setup & edited through the Eligibility Member Group Tool

---

#### User Objectives

**MINIMUM PARTICIPATION** Is there a minimum number of days worth of data that a user must enter in order to complete this challenge?  
 Yes  No

**OVERALL GOAL SCORE** Should users work towards meeting an overall goal score?  
 Yes  No

**DAILY GOAL SCORE** Should users work towards meeting a daily goal score?  
 Yes  No

**DAILY AVERAGE SCORE OBJECTIVE** Should users work towards meeting a specific daily average score?  
 Yes  No

---

#### Teams

**TEAMS** Should users be grouped in to teams?  
 Yes  No

**TEAM ASSIGNMENTS** How are users placed on to teams?  
 Auto-assignment  Eligibility-based (or user-selected when team assignment eligibility data is not provided)

---

#### Team Scoring

**TEAM SCORING** How are team scores calculated?  
 SUM of user scores  AVERAGE of user scores

- 
4. Make edits as needed to the available fields.
- Challenge name - may be changed as needed
  - Program ID - make changes only in conjunction with WebMD for an inactive challenge or active challenge before the Program Start Date. (Applies to challenges where contest eligibility is determined by passing the Program ID in an Eligibility File or SSO parameter.)
  - Visibility Start Date - must be on or before the Challenge Start Date
  - Challenge Start Date - only available for update until the first participant has opted in; must be on or after the Visibility Start Date
  - Enrollment End Date - can be changed as needed but must be later than the Visibility Start Date and before or on the Challenge End Date
  - Challenge End Date - can be changed up to and including the last date itself. Also note the following:
    - The Challenge End Date cannot be set to a date in the past and cannot be edited if already in the past.
    - You can extend a challenge during its program date range by setting the Challenge End Date to a future date; for example, to allow time to correct an eligibility file issue.
- FYI: You cannot move users from one team to another after the Challenge End Date. (Applies to challenges where team assignment is determined by passing the Team ID in an Eligibility File or SSO parameter.)
- Planned Close Date - may be changed but must fall between challenge end and visibility end dates. Program must still be closed manually.
  - Visibility End Date - can be set as needed to control Challenge visibility; must be later than the Planned Close Date if set
  - Challenge Type - Cannot be changed on an activated challenge
  - Data Sources - Cannot be changed on an activated challenge,
  - Challenge Eligibility - Cannot be changed on an activated challenge.
  - User Objectives - Cannot be changed on an activated challenge
  - Minimum Participation Requirement - Cannot be changed on an activated challenge. At contest close, data will be counted/discarded based on participants' having met or not met the current minimum requirement.
  - Teams - Should Users be grouped into teams? - cannot be changed once saved, regardless of inactive or active challenge status

- Team Assignments (Auto-assignment or Eligibility-based [or user-selected if no eligibility data]) - Cannot be changed on an activated challenge
- User-Created Teams - Cannot be changed on an activated challenge
- Number of Teams - limit on the number of teams cannot be added after the challenge has been activated; if already set, can be increased or decreased between 2 and 1000 only after deactivation
- Minimum Team Size - cannot be added after the challenge has been activated; if already set, can be increased or decreased between 2 and 1,000 only after deactivation
- Maximum Team Size - cannot be added after the challenge has been activated; if set, can be increased or decreased between 2 and 1,000 only after deactivation; must be equal to or greater than the minimum team size
- Team Scoring - Cannot be changed on an activated challenge

5. Click **Save Changes** to record your entries.

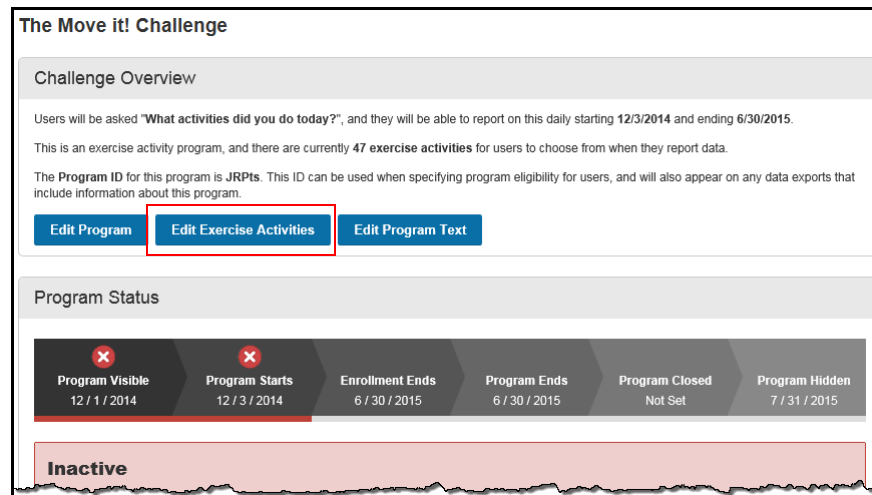
### Edit Exercise Activities

The **Edit Exercise Activities** button displays on the Overview page of an Exercise Activity type Challenge. It is available for use before program activation; once the challenge has been activated its activities cannot be edited.

You can edit activities for purposes of selecting specific activities to include in a specific challenge, or to change the point values assigned to each activity.

To edit activities, do the following:

1. Click the **Edit Exercise Activities** button on the Challenge Overview page:























2. The Activities display for edit, with their default values.



### Challenge Program Administration

#### Move it! Activities

[Back To Program](#)

<input checked="" type="checkbox"/>  <b>Yoga</b> 1 minute is worth <input type="text" value="0"/> points	<input checked="" type="checkbox"/>  <b>Running</b> 1 minute is worth <input type="text" value="2.5"/> points	<input checked="" type="checkbox"/>  <b>Bowling</b> 1 minute is worth <input type="text" value="1"/> points	<input checked="" type="checkbox"/>  <b>Rugby</b> 1 minute is worth <input type="text" value="2.5"/> points
<input checked="" type="checkbox"/>  <b>Volleyball</b> 1 minute is worth <input type="text" value="1"/> points	<input checked="" type="checkbox"/>  <b>Backpacking</b> 1 minute is worth <input type="text" value="2.5"/> points	<input checked="" type="checkbox"/>  <b>Walking</b> 1 minute is worth <input type="text" value="0"/> points	<input checked="" type="checkbox"/>  <b>Active Video Game (Wii Fit, etc)</b> 1 minute is worth <input type="text" value="1"/> points
<input checked="" type="checkbox"/>  <b>Aerobic</b> 1 minute is worth <input type="text" value="2.5"/> points	<input checked="" type="checkbox"/>  <b>Baseball/Softball</b> 1 minute is worth <input type="text" value="2.5"/> points	<input checked="" type="checkbox"/>  <b>Basketball</b> 1 minute is worth <input type="text" value="2.5"/> points	<input checked="" type="checkbox"/>  <b>Bicycling</b> 1 minute is worth <input type="text" value="2.5"/> points
<input checked="" type="checkbox"/>  <b>Bicycling, Leisure</b> 1 minute is worth <input type="text" value="1"/> points	<input checked="" type="checkbox"/>  <b>Calisthenics</b> 1 minute is worth <input type="text" value="1"/> points	<input checked="" type="checkbox"/>  <b>Coaching Sports</b> 1 minute is worth <input type="text" value="1"/> points	<input checked="" type="checkbox"/>  <b>Circuit Training</b> 1 minute is worth <input type="text" value="2.5"/> points
<input checked="" type="checkbox"/> 	<input checked="" type="checkbox"/> 	<input checked="" type="checkbox"/> 	<input checked="" type="checkbox"/> 

The default values are as follows:

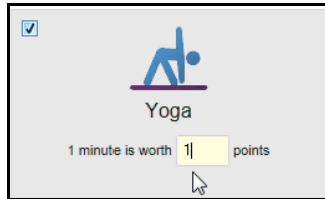
- All activities are selected for display in the Exercise Activity Challenge

Point values will display for edit if the challenge scores Exercise Activities by points per minute instead of by minutes only:

- Intense activities are worth 2.5 points per minute (default)
- Moderate activities are worth 1.0 point per minute (default)
- Mild activities are not worth any points per minute (default)

3. Select the activity or activities to be included in this challenge with a check mark in the check box. You can use the Select All or Select None buttons at the top right of the page to simplify selection.
4. If the Exercise Activity challenge is scored by points per minute, you can edit the point value of any of the selected activities for more equitable scoring. Numbers up to and including 100 points per minute can be entered, with one decimal place supported (example 99.9). A number over 100 cannot be entered.

For example, to give credit for a mild activity, enter a point value in the editable field:



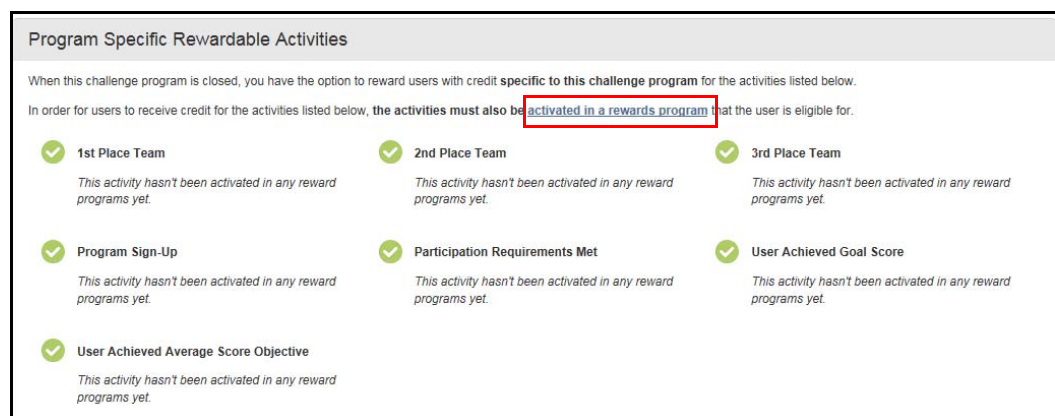
5. Click the **Save** button to record your edits.



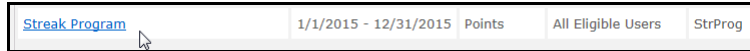
6. The Edit Activities page closes and you are returned to the Challenge Overview page.

## Activate Challenge-Specific Rewardable Activities

The rewardable activities that are appropriate for the challenge type and scoring method display at the bottom of the Challenge Overview page with a link to activate any of them in a Rewards program.

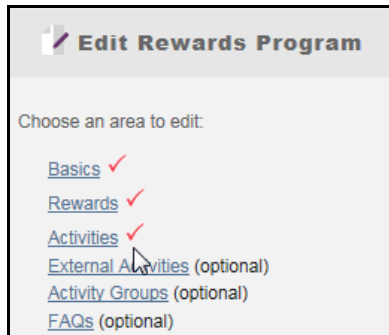


1. Click the **activate in a rewards program** link in the text above the activities that are listed. The Site Manager Rewards tool page displays a list of available Rewards Programs.
2. Select an active Rewards Program with the following considerations:



- Reward program dates should span or exceed your Challenge Start and Planned Close Dates
- Rewards program is one for which the users of the Challenge program will be eligible

3. Select **Activities** from the Edit Rewards Program list:



4. Select **Context** from the View menu or simply scroll down to the Challenges activities section. The rewardable activities that are available for activation in your Challenge display against a yellow background:

Not configured	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - 1st Place Team</a>	Custom
Not configured	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - 2nd Place Team</a>	Custom
Not configured	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - 3rd Place Team</a>	Custom
Not configured	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - Participation Requirements Met</a>	Custom
Not configured	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - Program Sign-Up</a>	Custom
Not configured	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - User Achieved Average Score Objective</a>	Custom
Not configured	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - User Achieved Goal Score</a>	Custom

These activities exist only for the duration of the challenge and cannot be reused. They may be visible in more than one active Rewards program during the Challenge program lifespan, but once the Challenge is completed, they will not display in the Rewards tool.

5. Click an activity that you wish to activate for the Challenge. The activity displays its setup page where you can specify its features: waiver, value, description, demographic targeting if appropriate, and associated reward (if activity-based program). Refer to the Rewards Guide for details.

The activity will automatically adopt the dates of the Challenge Program.

- Click **Save and Activate** to complete the activation of this rewardable activity for the Challenge program.

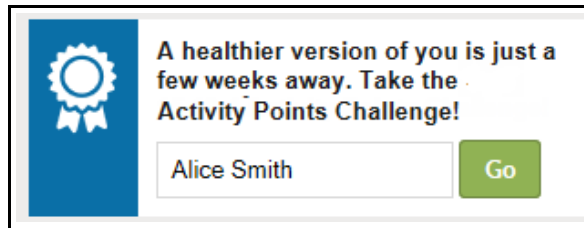
- Repeat Steps 5 and 6 for each rewardable activity you wish to activate for the Challenge program.
- The activated activity (yellow background) displays in the Rewards program with a green check mark icon.

Status	Preview	Name	Type	Points	Priority	WaiverId	Required
Active		Challenges - Get Your Steps (External ID: StepsJR) - User Achieved Average Score Objective	Custom	100			

- The activated activity displays on the Challenge program Overview page with the name of the Rewards program where it is defined. You can access the Rewards Site Manager tool to check the activity setup and its associated reward within the named Rewards program where it is activated.

**Note:** The Rewards program name displays if the Challenge program is at the same node level as the Rewards program or in a node level above the Rewards program.

10. In the User Interface, the user opts in to the Challenge.



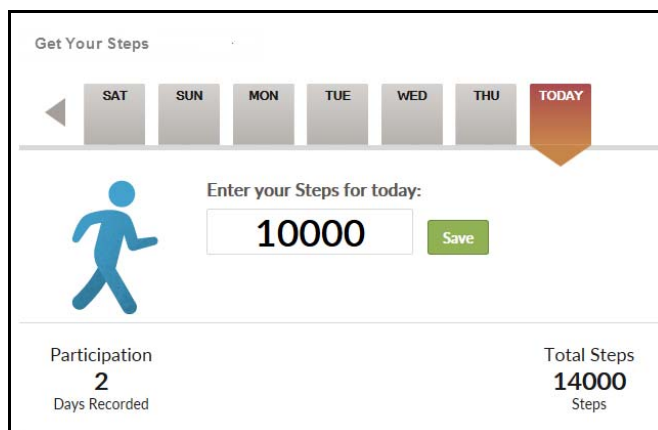
11. When the user checks their Rewards status, the challenge-specific activity displays within the rewardable activities:



All users who are eligible for the Rewards program will see the activity when it has been activated. The Do It button will display as soon as the Challenge starts, with the following results when clicked:

- Users who are not yet opted in to the Challenge are taken to the Challenge registration page
- Users who are opted in to the Challenge are taken to the Challenge data entry page

12. The user can click **Do It** to access the Challenge lobby to check their data totals (and to update their data if self-entered data is allowed).



Or the user can simply update their data directly in the Challenge program without referring to the rewardable activity.

## Create New Team

The **Create New Team** button displays on the Challenge Overview page after the challenge setup has been saved, if users are to be grouped in teams.

Team creation depends on the challenge configuration:

- Site-created Eligibility Teams (No Self-Created teams) - The Challenge administrator creates teams and team assignment is controlled by passing the Team ID in the Eligibility File or SSO parameters.
- Auto-Assign Teams - The administrator creates teams that are populated randomly as participants opt in to the challenge.
- Self-created teams allowed - (Eligibility method selected + self-created teams) - the Challenge administrator and/or users can create teams; team eligibility is not defined, so users can select any team to join. The following configurations are possible:

All user-created - the Challenge administrator does not create any teams, but can define min/max team constraints.

All site-created - the Challenge administrator sets a maximum number of teams and creates that number of teams. Users can select a team to join but cannot create a team.

Hybrid - the Challenge administrator sets up a few teams to provide immediate enrollment opportunities for participants, and allows all other teams to be user-created. If a maximum number of teams is defined, both site-created and user-created teams count toward the total number. (Once the maximum number of teams is reached, the option to create a team no longer displays to users, but the Challenge administrator can create additional teams as needed.)

- Enrollment End Date - if an Enrollment End Date is set on the challenge, the option to create or join a team does not display to users after that date.
- Maximum Number of Teams (self-created team challenge only) - if a maximum number of teams is set on the challenge, the option to create a team no longer displays to users once the maximum is reached.

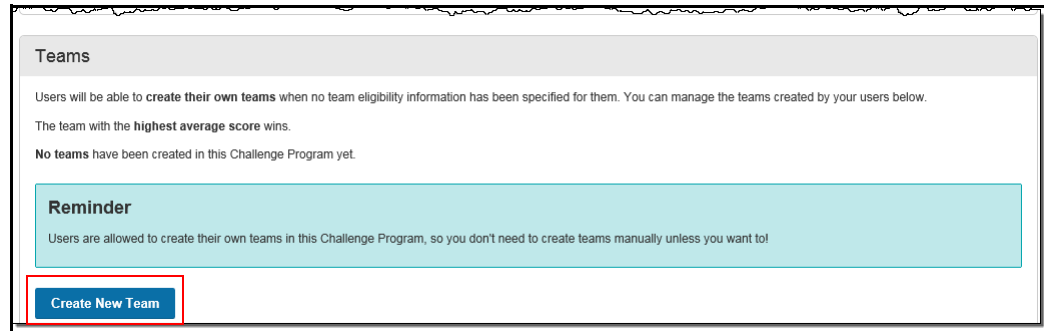


Once added, there is no way to delete a team from a challenge. If team membership is not assigned by passing the team ID in the Eligibility File or SSO parameters, the team will display in the activated Challenge UI and be available for enrollment. The team name can be edited as needed.

---

To add a site-created team to a challenge, do the following:

1. Click the **Create New Team** button at the bottom of the Challenge Overview page.



- The Challenge Program Administration window displays.

**Challenge Program Administration**

To create a new team, enter the information below. The Team Name is the name that displays to the user. The Team ID is the unique identifier that may be used in the user authentication process.

**Team Name:**

**Team ID:**

[Save](#) [Cancel](#)

- Complete the following fields to add a team to the challenge:
  - Team Name - this is the team name that displays to the user
  - Team ID - this is the unique team identifier that may be used in the user authentication process. When you define a team ID on a challenge that does not allow self-created teams and user team selection, the ID must be included in an Eligibility File or SSO parameter, or use some other means of establishing user team assignment.
- Click **Save** to record your entries and return to the Challenge Overview screen. The new team displays in the Team area.

The new team displays on the Overview page. The Number of Team Members displays a running count of enrollees.

**Teams**

Users will be able to **create their own teams** when no team eligibility information has been specified for them. You can manage the teams created by your users below.

The team with the **highest average score** wins.

Rank	Team Name	Team ID	Team Members	Total Score	Average Score
N/A	<a href="#">Movers</a>	movers	0	0	0

**Reminder**

Users are allowed to create their own teams in this Challenge Program, so you don't need to create teams manually unless you want to!

[Create New Team](#)

- Create and Save more teams as needed.

**FYI:** A challenge that allows self created teams displays both site- and user-created teams in the Challenge Administration tool. A user-created team has a system-generated Team ID. The team creator is automatically enrolled and counted as a team member.

### Edit a Team

A team name can be changed at any time, but a team ID can only be changed prior to activating its challenge, or prior to the Challenge Start Date in an active challenge.

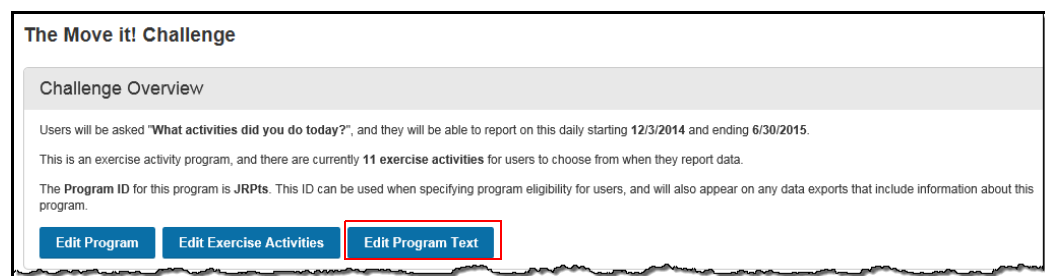
To edit a team, do the following:

1. Click the team name on the Challenge Overview screen. The Challenge Program Administration window displays.
2. Edit the following fields as needed:
  - Team Name - this is the team name that displays to users; any change will be visible to all eligible participants in the challenge.
  - Team ID - this is the unique team identifier that may be used in the user authentication process for challenges that do not allow self-created teams or user team selection. Any change to a team ID before challenge activation must be made in conjunction with WebMD, to avoid unexpected impact on challenge team assignment. After reaching the Program Start Date on an active challenge, the Team ID is not available for update.
3. Click **Save** to record your edits and return to the Challenge Overview screen.

### Edit Program Text

Custom text that is specific to an individual challenge can be entered before or after challenge activation. Use the following steps:

1. Access the Challenge Overview page and click the **Edit Program Text** button.



The challenge-specific custom text screen displays. If default text has been defined for these fields in Sponsor Custom Text, it displays at the challenge level and can be edited. If no sponsor-level default text exists, you can enter text in the blank text fields.



Enter text that is specific to this challenge in the fields. Program-specific text fields include FAQs that you can add at the challenge level.

**Challenges Program Administration**

Use the following fields to customize the text for the current Challenge program. Each program has its own unique text.

To determine the fields you wish to customize download the PowerPoint document to help you relate the fields in the report to their corresponding fields in the application. [Text Location PowerPoint](#)

**Text ID:IPrgmDescription**

The Hit Your Stride Walking Challenge is a team-based challenge open to all employees. Register by Aug 16th. Prizes for accumulating the most total steps will be given to individuals and teams – you could also win an extra vacation day or \$200!

**Text ID:ITerms&Conditions**

Below are the competition rules and information regarding ordering a pedometer.

1. The competition will last for six (6) weeks.
2. The competition utilizes the Omron HJ-720IT pedometer. You can order one from [here](#).
3. Your cost of the pedometer is \$15 and a credit card is required. (Corp is paying the remaining \$15+ difference in the full price of the pedometer)

2. Enter or edit the custom text for display in the current challenge only. Editing tools allow you to apply custom text features such as bold, bullets, etc., more easily.
3. Click **Save** to save your text entries and return to the Challenge Overview page.

For the use and examples of each challenge-level custom text option, refer to *“Challenge-specific Custom Text” on page 145*. Note that these challenge-specific fields are not included in the Custom Text Configuration Report.

## Activate a Challenge

The Challenge administrator must activate the challenge to make it visible to users during its Visibility Date range. This can be done after the following elements are ready:

- Challenge setup is complete with all its basic information and its teams defined, if appropriate.
- For an Exercise type challenge, activities have been selected and point values assigned, if needed.
- Eligibility and team assignment has been established through an eligibility run. (Applies only to challenges that do not allow random team assignment or user-created teams and team selection.)
- Sponsor-level and challenge-level custom text for Challenges has been verified; see *“Classic Challenge Custom Text” on page 144*.

- Rewards and incentives are set up (these must be completed before closing the challenge); see *“Activate Challenge-Specific Rewardable Activities” on page 46* and *“Classic Challenge Rewards” on page 135*.

To activate a challenge, do the following:

1. Access the Challenges Program Administration tool in Site Manager.
2. Click the program name in the Inactive Challenge Programs area. The Challenge Overview page displays:

The screenshot shows the 'Challenge Program Administration' interface for 'The Counting Sheep Challenge'. At the top right is a link 'Back to Program List'. The main heading is 'The Counting Sheep Challenge'. Below this is a 'Challenge Overview' section with a description: 'Users will be asked "How many hours of sleep did you get today?", and they will be able to report on this daily starting 2/19/2015 and ending 11/30/2015. The Program ID for this program is BaaJR. This ID can be used when specifying program eligibility for users, and will also appear on any data exports that include information about this program.' There are two buttons: 'Edit Program' and 'Edit Program Text'. Below this is a 'Program Status' section with a progress bar showing stages: 'Program Visible' (2/19/2015), 'Program Starts' (2/19/2015), 'Enrollment Ends' (11/30/2015), 'Program Ends' (11/30/2015), 'Planned Close' (12/10/2015), and 'Program Hidden' (12/20/2015). The 'Program Starts' stage is currently active. Below the progress bar is a red 'Inactive' warning box: 'This program is currently inactive! This program will need to be activated before users can participate in it.' A blue 'Activate Program' button is highlighted with a red box. At the bottom is a 'Teams' section.

3. Click the **Activate Program** button. The challenge status changes to In Progress:

**Challenge Program Administration** [Back to Program List](#)

### The Counting Sheep Challenge

**Challenge Overview**

Users will be asked "How many hours of sleep did you get today?", and they will be able to report on this daily starting 2/19/2015 and ending 11/30/2015.

The Program ID for this program is BaaJR. This ID can be used when specifying program eligibility for users, and will also appear on any data exports that include information about this program.

[Edit Program](#) [Edit Program Text](#)

**Program Status**

Program Visible 2 / 19 / 2015

Program Starts 2 / 19 / 2015

Enrollment Ends 11 / 30 / 2015

Program Ends 11 / 30 / 2015

Planned Close 12 / 10 / 2015

Program Hidden 12 / 20 / 2015

**In Progress**

This program is currently in progress! Users will be able to enroll in this program until the end of the day on 11/30/2015. The last day of the program will be 11/30/2015.

[Deactivate Program](#)

- Click the **Back to Program List** link to view that the challenge now displays in the Active Challenge Programs area. If within its Visible Date range, it displays to eligible users for opt-in.

**Challenge Program Administration**

Your Challenge Programs are listed below. To create a new program, click on the Create New Challenge button below. To view the status or make changes to an existing program, click on the program's name.

[Create New Challenge](#)

**Open**

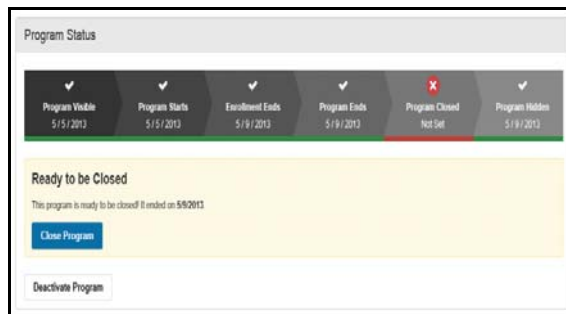
Challenge Program Name	Program ID	Program Dates	Internal Program ID
<a href="#">Counting Sheep</a>	BaaJR	2/19/2015 - 12/20/2015	40000535
<a href="#">Hood to Coast</a>	HoodJR	2/18/2015 - 12/31/2015	40000533
<a href="#">VL Steps</a>	VLS	2/1/2015 - 4/10/2015	40000525
<a href="#">Move It!</a>	JRPts	12/1/2014 - 7/31/2015	40000473

Activating a challenge does the following:

- Makes the challenge visible to eligible users during the Visibility Date range.
- Makes certain fields unavailable for editing; see *"Edit Program" on page 41*.
- Enables the **Deactivate** button, which is available until the Challenge Administrator closes the challenge.

## Deactivate a Challenge

A Deactivate button displays after a Challenge has been activated and before it has been closed.



It should be **used with caution** for the following purposes:

- Hide an activated program from view and user participation
- Temporarily suspend active status in order to make certain edits if necessary

## When a Challenge Ends

At the end of a challenge, the following sequence of events should occur:

1. The contest reaches its Program End Date. This is the last date for which data can be counted.

If you need to extend the challenge, this is the last day on which you can edit the Program End Date to set it to a future date.

2. Users make their final data entries.

It is necessary to allow a few days or more after the Program End Date for users to make their final data entries, especially if the challenge ends on a non-work day. Only entries for data that occurred within the Program Start/End Date range will be counted.

For example, if the contest ends on 7/31 (Sat.), users should be able to enter data for 7/30 and 7/31 on 8/2 (Mon.) or 8/3 (Tues.) Allow extra time for all imported data to be received.

Be sure to communicate the closing date to all participants well in advance, check that current eligibility is correct if applicable, and to coordinate the final data export so final entries are included.

3. The administrator closes the challenge manually. See [“Closing a Challenge”](#) below.
4. The system does the following:
  - Discards data for users who did not meet the minimum participation requirement, if one was defined for the challenge.

- Calculates the remaining data to determine final totals and rankings of teams and individuals.
- Generates Rewards based on the rewardable activities that have been defined for Challenges, including challenge-specific activities if appropriate.
- If enabled, a templated message can be generated to communicate the challenge results to participants.
- Once closed, a challenge cannot be re-opened, because final rankings and rewards have occurred.

The challenge remains visible to users through its Visibility End Date.

## Closing a Challenge

When a challenge has gone past its Program End Date, its Overview screen displays the Planned Close date (if set) and a Close Program button.

To close a challenge, after users have made their final entries, do the following:

1. Click the challenge name in the Challenge Program List in the Challenge Program Administration tool in Site Manager. The Challenge Overview page displays:

The screenshot displays the 'Challenge Program Administration' interface for 'The Quick Challenge'. It includes a 'Challenge Overview' section with program details and two 'Edit' buttons. Below is a 'Program Status' bar with six stages: Program Visible (3/24/2015), Program Starts (3/24/2015), Enrollment Ends (3/25/2015), Program Ends (3/25/2015), Planned Close (3/26/2015, marked with a red 'X'), and Program Hidden (3/31/2015). A red box highlights the 'Close Program' button in the 'Ready to be Closed' section, which also contains a 'Deactivate Program' button.

2. Click the **Close Program** button.

The Challenge closes, calculates final ranking, and generates rewards.

The Program Status area displays the Closed status and the date of closing in the Status bar.

Program Status

Program Visible 3 / 24 / 2015

Program Starts 3 / 24 / 2015

Enrollment Ends 3 / 25 / 2015

Program Ends 3 / 25 / 2015

Program Closed 11 / 11 / 2015

Program Hidden 3 / 31 / 2015

**Program Closed**

This program was closed on 11/11/2015!

- The challenge is flagged as Closed on the Challenge Program Administration page.

Closed				
Challenge Name		Program ID	Program Dates	Internal Program ID
<a href="#">15.11 user objective Challenge</a>	Closed	1511uo	11/10/2015 - 11/3/2016	40000778
<a href="#">1511 user objective2 Challenge</a>	Closed	1511uo2	11/8/2015 - 11/21/2015	40000782
<a href="#">closeme1022 Challenge</a>	Closed	closeme1022	10/19/2015 - 11/3/2015	40000759
<a href="#">critical help needed Challenge</a>	Closed	chn	10/1/2015 - 10/8/2015	40000736
<a href="#">Quick Challenge</a>	Closed	QuickJR	3/24/2015 - 3/31/2015	40000569

Show Older Programs

The challenge displays in the Closed section and is visible to participants until its Program Hidden (Visibility End) Date.

## Next Steps

Continue Classic Challenge setup in Site Manager with:

- Rewards setup for challenges - [“Classic Challenge Rewards” on page 135](#)
- Custom Text - customize custom text for all challenges at the sponsor level, or at the individual challenge level; [“Classic Challenge Custom Text” on page 144](#)
- Messaging - target emails to challenge-related audiences; [“Classic Challenge Messaging” on page 167](#)

View examples of the user interface:

- Wellness Challenge User Flow with screen examples - [“Wellness Challenge User Flow” on page 181](#)
- User FAQs - [“Frequently Asked Questions” on page 230](#)

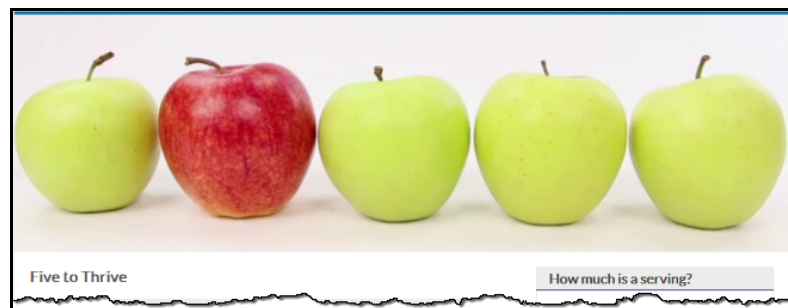
You can also set up new Individual Challenges for Nutrition, Sleep, Stress, and Water consumption - see [“4 Individual Challenges” on page 59](#)

# Chapter 4

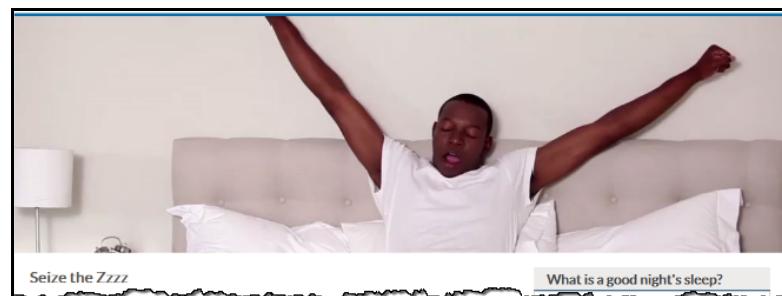
## 4 Individual Challenges

This chapter presents the recommended values for quick set-up of four challenges that encourage individuals to improve their Nutrition, Sleep, Stress levels, and Water consumption. Building better habits in these areas can yield positive wellness benefits.

- **Nutrition Challenge** - The “Five to Thrive” nutrition challenge encourages participants to eat fruits and vegetables as a regular part of their diet. Participants enter the number of servings of fruits or vegetables consumed each day.



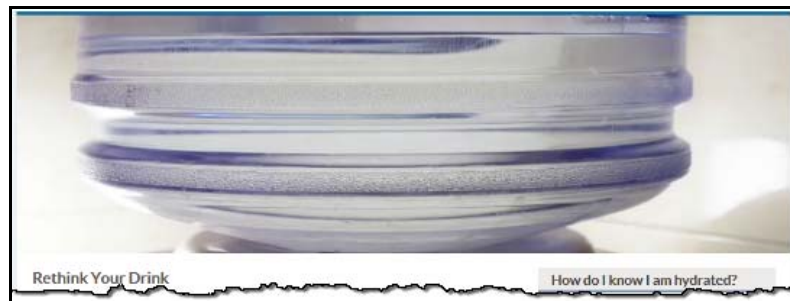
- **Sleep Challenge** - The “Seize the Zzzz” sleep challenge focuses on the participants’ quality of sleep. Participants enter “Yes” or “No” each day to indicate whether they had a good night’s sleep.



- **Stress Challenge** - The “Stressless” stress challenge inspires participants to take at least 5 minutes in their day to de-stress. Participants enter “Yes” or “No” to indicate whether they took time for a stress release activity.



- **Water Challenge** - The “Rethink Your Drink” water challenge encourages people to choose water over less healthful, high-calorie beverages. Participants enter “Yes” or “No” each day to indicate whether they drank 6 or more 8-oz. glasses of water.



Each challenge includes a variety of easily viewed content articles to inform and engage participants over the course of the program.

Easy set-up and promotion of these challenges are facilitated by following the suggested setup scripts and using the pre-designed campaign materials that WebMD makes available in the Creative Shop on the Client Site at no additional cost. Or you can adjust the setup values to your own requirements and request matching modifications to the campaign materials (additional charge applies).

The four new challenges follow the Custom Challenge model and share the following characteristics:

- Individual participation only; not designed for team participation
- Self-entered data only; data from fitness devices or apps is not recognized
- Data entered in these challenges does not populate the PHR or Trackers



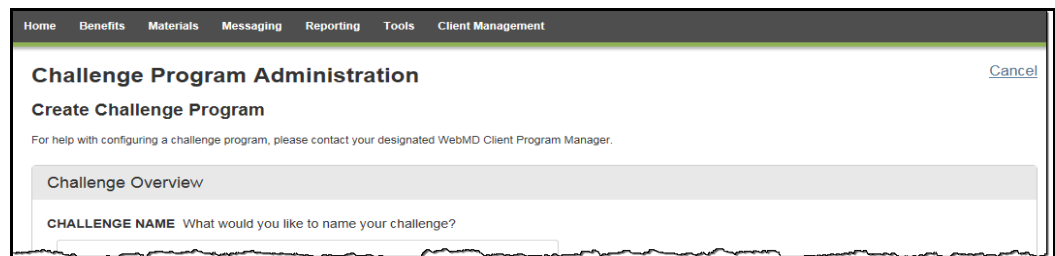
## Add a Challenge - Access the Setup Page

Access the Challenge setup page with the following steps:

1. Log in to Site Manager
2. Select the applicable node
3. Select **Tools**
4. Select **Challenges Program Administration**
5. Click the **Create New Challenge** button



The Challenge Program Administration displays the **Create Challenge Program** page:




Once on Challenge setup page, follow the instructions provided for the type of challenge you want to define:

- Nutrition - [page 62](#)
- Sleep - [page 68](#)
- Stress - [page 73](#)
- Water - [page 79](#)

## Nutrition Challenge Setup

### Nutrition Challenge Overview

Complete the Nutrition Challenge Overview pane as follows.

	<b>The recommended setup values that match the pre-designed campaign materials are marked with asterisks. If you enter different values and want to revise the campaign materials to match, there is an additional charge.</b>
-----------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Challenge Overview**

**CHALLENGE NAME:** What would you like to name your challenge?

**PROGRAM ID:** What unique identifier should we use for this challenge program?

**VISIBILITY START DATE:** When can users see the challenge and start to sign up?


**CHALLENGE START DATE:** When does the challenge start? *(The date on which the user's data counts toward their challenge score)*

**ENROLLMENT END DATE:** Do users need to sign up before a specific date?  
 Yes  No

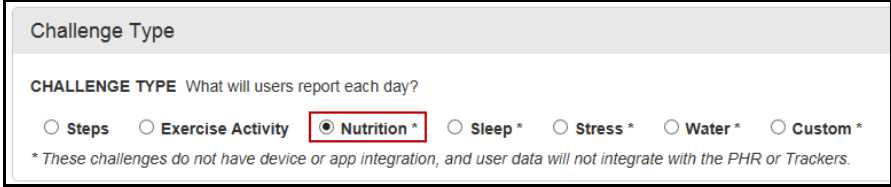
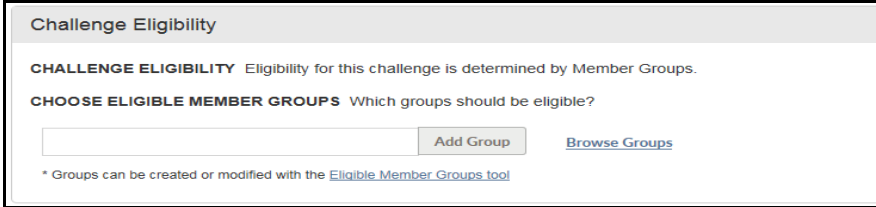
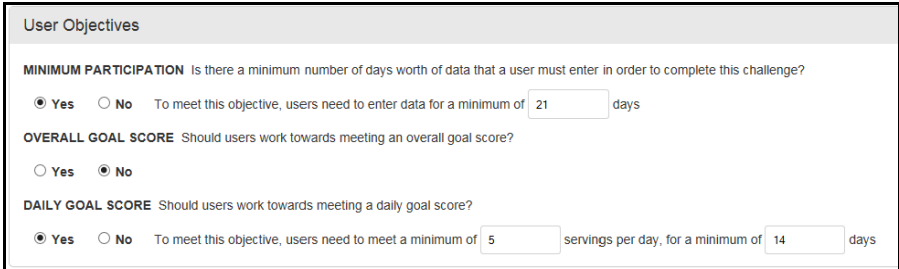
**CHALLENGE END DATE:** When does the challenge end? *(The date on which the user's data stops counting toward their challenge score)*

**PLANNED CLOSE DATE:** When do you plan to close the challenge? *(Note that the program must still be closed manually, and it should be done on this date. It will not be closed automatically at this time.)*

**VISIBILITY END DATE:** When is the program no longer visible to users?

	If you want more detail on each of the fields on the Challenge Setup page, see <a href="#">page 19 - page 41</a> .
-------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------

<b>Challenge Name</b> ****	“Five to Thrive” is the name of the Nutrition Challenge. Referenced in campaign materials.
<b>Program ID</b>	Enter a unique identifier for the challenge.

<b>Visibility Start Date</b>	Recommended: 2 weeks (14 days) before the Challenge Start Date. Example: Monday, April 18
<b>Challenge Start Date</b>	Client-selected start date. Example: Monday, May 2
<b>Enrollment End Date</b>	Recommended: Yes, 1 week (7 days) after Challenge Start Date. Example: Monday, May 9
<b>Challenge End Date</b> ****	Recommended: 4 weeks (28 days) after Challenge Start Date; be sure your End Date falls 28 days after your Start Date to line up with the campaign materials. Example: Monday, May 30
<b>Planned Close Date</b>	Recommended: 1 week (7 days) after Challenge End Date. Example: Monday, June 6
<b>Visibility End Date</b>	Recommended: 2 weeks (14 days) after Challenge End Date. Example: Monday, June 13
<b>Challenge Type</b>	<p>Select <b>Nutrition</b></p> 
<b>Challenge Eligibility</b> (Displays once Wellness Challenges have migrated to use Eligibility Member Groups to define challenge eligibility going forward.)	<p>If eligibility is by <b>Member Groups</b>, select one or more pre-defined groups of eligible users.</p> 
<b>User Objectives Pane</b>	

<b>Minimum Participa- tion****</b>	Recommended: <ul style="list-style-type: none"> <li>• Yes</li> <li>• 21 days of data entered within the 28 day challenge</li> <li>• Referenced in campaign materials</li> <li>• Participant must meet this goal in order to qualify for other goals</li> </ul>
<b>Overall Goal Score</b>	Recommended: <b>No</b> If you enter Yes, you also need to specify how many overall servings a participant needs to record during the entire challenge to meet this goal. <b>It is not mentioned in the campaign materials or the FAQ text.</b>
<b>Daily Goal Score****</b>	Recommended: <ul style="list-style-type: none"> <li>• Yes</li> <li>• 5 servings per day</li> <li>• 14 days minimum of 5 or more servings per day</li> <li>• Referenced in campaign materials</li> </ul>
<b>Teams</b>	Enter <b>No</b> <div data-bbox="516 827 1409 1062" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>Teams</p> <p><b>TEAMS</b> Should users be grouped in to teams?</p> <p><input type="radio"/> Yes   <input checked="" type="radio"/> No</p> </div> <p>The Nutrition Challenge is designed for individual participation only.</p>
<b>Click Save Changes</b>	<div data-bbox="522 1167 964 1276" style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <div style="display: inline-block; border: 2px solid red; padding: 5px; background-color: #90EE90; margin-right: 10px;">Save Changes</div> <div style="border: 1px solid blue; padding: 5px; background-color: #4682B4; color: white; margin-right: 10px;">Cancel</div> </div>

The Challenge displays in Inactive status. Proceed to set up the Nutrition Text.

## Nutrition Challenge Text

### Nutrition Challenge - Program Text

You can use the suggested Nutrition Challenge text to populate the Terms & Conditions, Rules, Enrollment Message and FAQ text panes. Links to the pre-defined text are provided in the steps below. Be sure to update the text to enter specific dates and to match your specific challenge parameters.

Complete the following Text ID panes:

<p><b>Click Edit Program Text</b></p>	<p><b>The Five 2 Thrive Challenge</b></p> <p>Challenge Overview</p> <p>Users will be asked "How many fruits and vegetables did you eat today?", and they will be able to report on this daily starting 5/2/2016 and ending 6/20/2016.</p> <p>The Program ID for this program is 52thrive. This ID can be used when specifying program eligibility for users, and will also appear on any data exports that include information about this program.</p> <p><a href="#">Edit Program</a> <a href="#">Edit Program Text</a></p>
<p><b>ITerms &amp; Conditions</b></p>	<p>Copy/paste the <a href="#">Nutrition T&amp;C</a> text into the ITerms&amp;Conditions text pane and enter appropriate dates.</p> <p><b>Text ID:ITerms&amp;Conditions</b></p> <p>Registration for the challenge starts <i>Month DD, YYYY</i>, and goes through <i>Month DD, YYYY</i>. The challenge starts on <i>Month DD, YYYY</i> and ends on <i>Month DD, YYYY</i>. Participants have until <i>Month DD, YYYY</i> to record all serving entries. A participant must meet the minimum participation requirement of recording servings for 21 of 28 days to receive credit for recording 5 or more servings per day for 14 of 28 days</p>
<p><b>P2003 (Rules)</b></p>	<p>Copy/paste the <a href="#">Nutrition Rules (P2003)</a> text into the P2003 text pane:</p> <p><b>Text ID:P2003</b></p> <p>How it Works</p> <p>Eating a diet rich in fruits and vegetables comes with lots of benefits, including helping you avoid unhealthy food choices and reducing the risk of many chronic diseases. Quantity is important, but also eating a variety of fruits and vegetables provides your body with the nutrients it needs to stay healthy.</p> <p>Eating at least 5 servings of fruits and/or vegetables each day is a good goal. We challenge you to track your daily fruit and vegetable intake in the coming weeks. Taste the victory!</p> <p>Rules &amp; Rewards</p> <p><b>Length:</b> 28 days  <b>What to record:</b> servings of fruits and/or vegetables</p> <p>How to win/learn:</p> <ol style="list-style-type: none"> <li>1. Sign up</li> <li>2. Meet minimum participation by recording servings for at least 21 of 28 days</li> <li>3. Record 5 or more servings for at least 14 of 28 days</li> <li>4. Post at least once to the message board</li> </ol>
<p><b>IEnrollEnrollEmail-Subject</b></p>	<p>Copy/paste the Subject line of the <a href="#">Nutrition Enrollment Email</a> text into the IEnrollEnrollEmailSubject text pane:</p> <p><b>Text ID:IEnrollEnrollEmailSubject</b></p> <p>Welcome to your Five to Thrive Nutrition Challenge!</p>

<p><b>IEnrollEmailHTML</b></p>	<p>Copy the <a href="#">Nutrition Enrollment Email</a> body text. Click <b>Source</b> in the IEnrollEmailHTML text pane, then paste in the body text and enter appropriate dates:</p>
<p><b>IEnrollEmailText</b></p>	<p>Paste the same copied body text into the IEnrollEmailText pane and enter appropriate dates:</p>
<p><b>IFAQ</b></p>	<p>Copy/paste the <a href="#">Nutrition FAQ</a> text into the IFAQ text pane; enter the appropriate dates and Reward information:</p>
<p><b>Click Save</b></p>	

## Nutrition Rewards

If you want to reward participants for certain achievements in the Nutrition challenge, follow these suggestions:

### Rewardable Activities

**Nutrition Challenge** recommended rewardable activities include:

- Program Sign-Up
- Participation Requirements Met - if Minimum Participation is specified
- User Met Daily Goal Thresholds - if Daily Goal Score is specified
- Challenges - Send Individual Message

Note that these activities are referenced in the campaign materials as rewardable.

### Rewards Setup

It is recommended that you contact your Client Program Manager for guidance on integrating rewards with your challenge program.



More detail on setting up challenge-specific rewardable activities is available on [page 139 - page 143](#).

## Sleep Challenge Setup

### Sleep Challenge Overview

Complete the Sleep Challenge Overview pane as follows.



**The recommended setup values that match the pre-designed campaign materials are marked with asterisks. If you enter different values and want to revise the campaign materials to match, there is an additional charge.**

**Challenge Overview**

**CHALLENGE NAME:** What would you like to name your challenge?

**PROGRAM ID:** What unique identifier should we use for this challenge program?

**VISIBILITY START DATE:** When can users see the challenge and start to sign up?

**CHALLENGE START DATE:** When does the challenge start? *(The date on which the user's data counts toward their challenge score)*

**ENROLLMENT END DATE:** Do users need to sign up before a specific date?  
 Yes  No

**CHALLENGE END DATE:** When does the challenge end? *(The date on which the user's data stops counting toward their challenge score)*

**PLANNED CLOSE DATE:** When do you plan to close the challenge? *(Note that the program must still be closed manually, and it should be done on this date. It will not be closed automatically at this time.)*

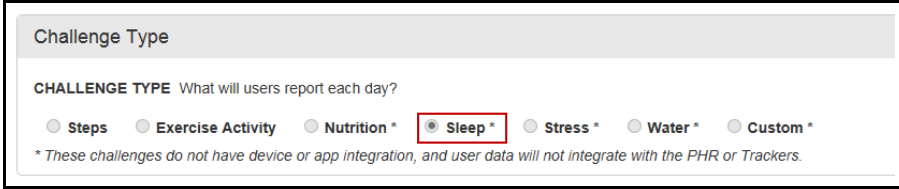
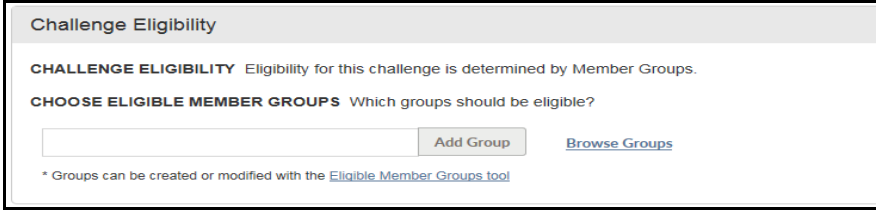
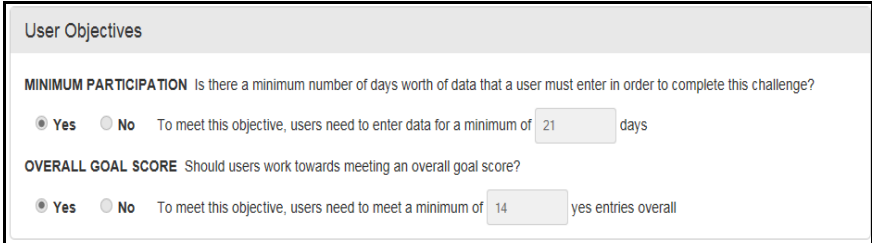
**VISIBILITY END DATE:** When is the program no longer visible to users?



If you want more detail on each of the fields in the Challenge Setup page, see [page 19 - page 41](#).

<b>Challenge Name****</b>	<b>"Seize the Zzzz"</b> is the name of the Sleep Challenge. Referenced in campaign materials.
<b>Program ID</b>	Enter a unique identifier for the challenge.



<b>Visibility Start Date</b>	Recommended: 2 weeks (14 days) before the Challenge Start Date. Example: Monday, April 18
<b>Challenge Start Date</b>	Client-selected start date. Example: Monday, May 2
<b>Enrollment End Date</b>	Recommended: Yes, 1 week (7 days) after Challenge Start Date. Example: Monday, May 9
<b>Challenge End Date</b> ****	Recommended: 4 weeks (28 days) after Challenge Start Date; be sure your End Date falls 28 days after your Start Date to line up with the campaign materials. Example: Monday, May 30
<b>Planned Close Date</b>	Recommended: 1 week (7 days) after Challenge End Date. Example: Monday, June 6
<b>Visibility End Date</b>	Recommended: 2 weeks (14 days) after Challenge End Date. Example: Monday, June 13
<b>Challenge Type</b>	Select <b>Sleep</b> 
<b>Challenge Eligibility</b> (Displays once Wellness Challenges have migrated to use Eligibility Member Groups to define challenge eligibility going forward.)	If eligibility is by <b>Member Groups</b> , select one or more pre-defined groups of eligible users. 
<b>User Objectives Pane</b>	

<b>Minimum Participation****</b>	Recommended: <ul style="list-style-type: none"> <li>• Yes</li> <li>• 21 days of data entered within the 28 day challenge</li> <li>• Referenced in campaign materials</li> <li>• Participant must meet this goal in order to qualify for other goals</li> </ul>
<b>Overall Goal Score****</b>	Recommended: <ul style="list-style-type: none"> <li>• Yes</li> <li>• 14 days recommended. Participant must enter 14 Yes entries within the 28 day challenge to meet this goal.</li> </ul>
<b>Teams</b>	Enter <b>No</b> <div data-bbox="516 634 1416 869" style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p>Teams</p> <p><b>TEAMS</b> Should users be grouped in to teams?</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p> </div> <p>The Sleep Challenge is designed for individual participation only.</p>
<b>Click Save Changes</b>	<div data-bbox="522 974 964 1087" style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <div style="display: flex; gap: 10px;"> <div style="border: 2px solid red; padding: 5px; background-color: #76b82a; color: white; text-align: center; width: 100px;">Save Changes</div> <div style="border: 1px solid blue; padding: 5px; background-color: #3498db; color: white; text-align: center; width: 80px;">Cancel</div> </div> </div>

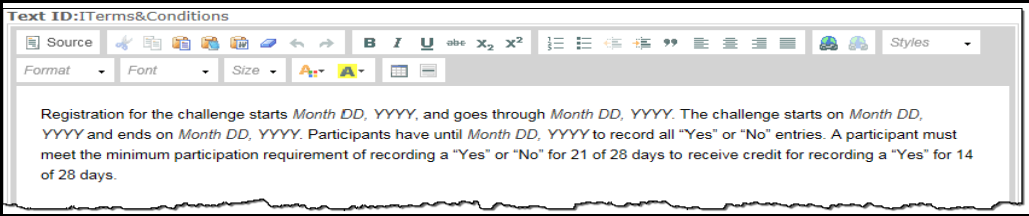
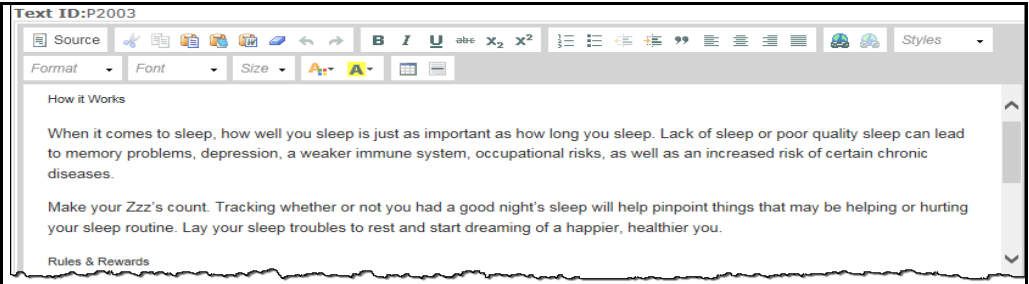
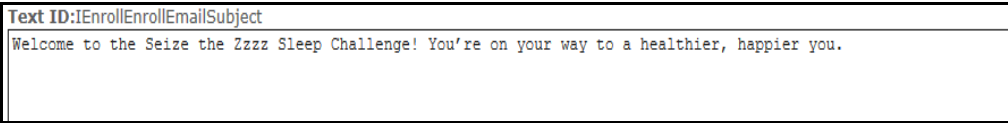
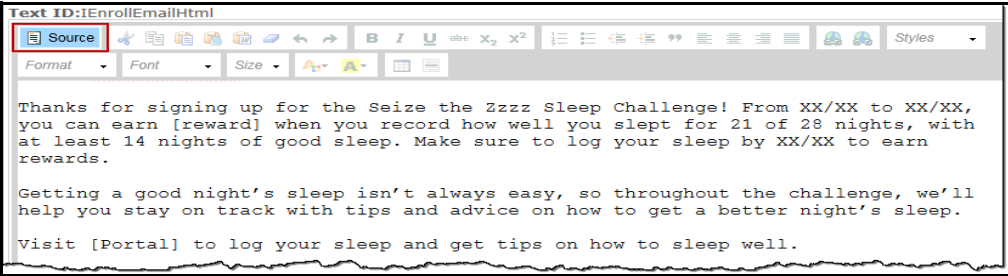
The Challenge displays in Inactive status. Proceed to set up the Sleep Challenge Text.

## Sleep Challenge Text

### Sleep Challenge - Program Text

You can use the suggested Sleep Challenge text to populate the Terms & Conditions, Rules, Enrollment Message and FAQ text panes. Links to the pre-defined text are provided in the steps below. Be sure to modify the text as needed to enter specific dates and to match your selected challenge parameters.

Complete the following Text ID panes:


<p><b>Click Edit Program Text</b></p>	<p><b>The Seize the Zzzz Challenge</b></p> <p>Challenge Overview</p> <p>Users will be asked "Did you get a good night's sleep last night?", and they will be able to report on this daily starting 4/20/2016 and ending 6/1/2016.</p> <p>The Program ID for this program is <b>SeizetheZzzz</b>. This ID can be used when specifying program eligibility for users, and will also appear on any data exports that include information about this program.</p> <p><a href="#">Edit Program</a> <a href="#">Edit Program Text</a></p>
<p><b>ITerms &amp; Conditions</b></p>	<p>Copy/paste the <a href="#">Sleep T&amp;C</a> text into the ITerms&amp;Conditions text pane and enter appropriate dates.</p>  <p>Text ID:ITerms&amp;Conditions</p> <p>Registration for the challenge starts <i>Month DD, YYYY</i>, and goes through <i>Month DD, YYYY</i>. The challenge starts on <i>Month DD, YYYY</i> and ends on <i>Month DD, YYYY</i>. Participants have until <i>Month DD, YYYY</i> to record all "Yes" or "No" entries. A participant must meet the minimum participation requirement of recording a "Yes" or "No" for 21 of 28 days to receive credit for recording a "Yes" for 14 of 28 days.</p>
<p><b>P2003 (Rules)</b></p>	<p>Copy/paste the <a href="#">Sleep Rules (P2003)</a> text into the P2003 text pane:</p>  <p>Text ID:P2003</p> <p>How it Works</p> <p>When it comes to sleep, how well you sleep is just as important as how long you sleep. Lack of sleep or poor quality sleep can lead to memory problems, depression, a weaker immune system, occupational risks, as well as an increased risk of certain chronic diseases.</p> <p>Make your Zzz's count. Tracking whether or not you had a good night's sleep will help pinpoint things that may be helping or hurting your sleep routine. Lay your sleep troubles to rest and start dreaming of a happier, healthier you.</p> <p>Rules &amp; Rewards</p>
<p><b>IEnrollEnrollEmail-Subject</b></p>	<p>Copy/paste the Subject line of the <a href="#">Sleep Enrollment Email</a> text into the IEnrollEnrollEmailSubject text pane:</p>  <p>Text ID:IEnrollEnrollEmailSubject</p> <p>Welcome to the Seize the Zzzz Sleep Challenge! You're on your way to a healthier, happier you.</p>
<p><b>IEnrollEmailHTML</b></p>	<p>Copy the <a href="#">Sleep Enrollment Email</a> body text, Click <b>Source</b> in the IEnrollEmailHTML text pane, then paste in the body text and enter appropriate dates:</p>  <p>Text ID:IEnrollEmailHtml</p> <p>Source</p> <p>Thanks for signing up for the Seize the Zzzz Sleep Challenge! From XX/XX to XX/XX, you can earn [reward] when you record how well you slept for 21 of 28 nights, with at least 14 nights of good sleep. Make sure to log your sleep by XX/XX to earn rewards.</p> <p>Getting a good night's sleep isn't always easy, so throughout the challenge, we'll help you stay on track with tips and advice on how to get a better night's sleep.</p> <p>Visit [Portal] to log your sleep and get tips on how to sleep well.</p>



## Stress Challenge Setup

### Stress Challenge Overview

Complete the Stress Challenge Overview pane as follows.

	<b>The recommended setup values that match the pre-designed campaign materials are marked with asterisks. If you enter different values and want to revise the campaign materials to match, there is an additional charge.</b>
-----------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Challenge Overview**

**CHALLENGE NAME:** What would you like to name your challenge?

**PROGRAM ID:** What unique identifier should we use for this challenge program?

**VISIBILITY START DATE:** When can users see the challenge and start to sign up?


**CHALLENGE START DATE:** When does the challenge start? *(The date on which the user's data counts toward their challenge score)*

**ENROLLMENT END DATE:** Do users need to sign up before a specific date?  
 Yes  No

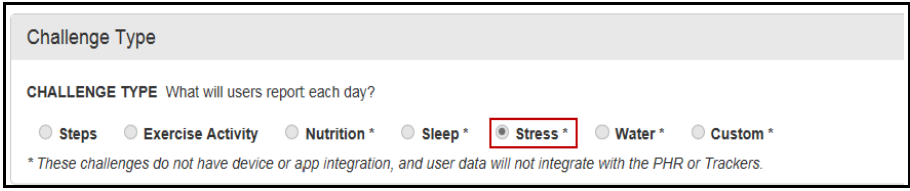
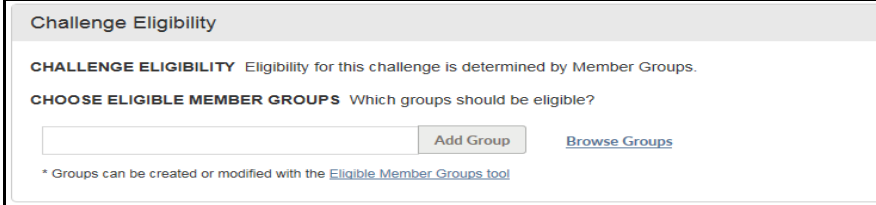
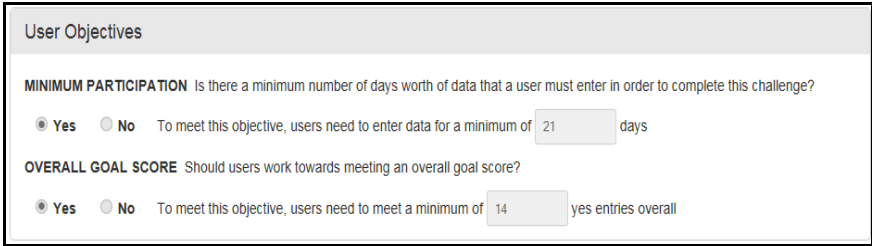
**CHALLENGE END DATE:** When does the challenge end? *(The date on which the user's data stops counting toward their challenge score)*

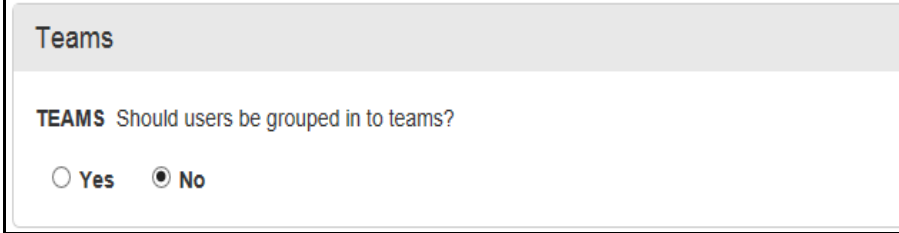

**PLANNED CLOSE DATE:** When do you plan to close the challenge? *(Note that the program must still be closed manually, and it should be done on this date. It will not be closed automatically at this time.)*

**VISIBILITY END DATE:** When is the program no longer visible to users?

	If you want more detail on each of the fields in the Challenge Setup page, see <a href="#">page 19 - page 41</a> .
-------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------

<b>Challenge Name</b> ****	“ <b>Stressless</b> ” is the name of the Stress Challenge. Referenced in campaign materials.
<b>Program ID</b>	Enter a unique identifier for the challenge.

<b>Visibility Start Date</b>	Recommended: 2 weeks (14 days) before the Challenge Start Date. Example: Monday, April 18
<b>Challenge Start Date</b>	Client-selected start date. Example: Monday, May 2
<b>Enrollment End Date</b>	Recommended: Yes, 1 week (7 days) after Challenge Start Date. Example: Monday, May 9
<b>Challenge End Date ****</b>	Recommended: 4 weeks (28 days) after Challenge Start Date; be sure your End Date falls 28 days after your Start Date to line up with the campaign materials. Example: Monday, May 30
<b>Planned Close Date</b>	Recommended: 1 week (7 days) after Challenge End Date. Example: Monday, June 6
<b>Visibility End Date</b>	Recommended: 2 weeks (14 days) after Challenge End Date. Example: Monday, June 13
<b>Challenge Type</b>	<p>Select <b>Stress</b></p>  <p>Challenge Type</p> <p>CHALLENGE TYPE What will users report each day?</p> <p> <input type="radio"/> Steps     <input type="radio"/> Exercise Activity     <input type="radio"/> Nutrition *     <input type="radio"/> Sleep *     <input checked="" type="radio"/> Stress *     <input type="radio"/> Water *     <input type="radio"/> Custom *   </p> <p>* These challenges do not have device or app integration, and user data will not integrate with the PHR or Trackers.</p>
<b>Challenge Eligibility</b> (Displays once Wellness Challenges have migrated to use Eligibility Member Groups to define challenge eligibility going forward.)	<p>If eligibility is by <b>Member Groups</b>, select one or more pre-defined groups of eligible users.</p>  <p>Challenge Eligibility</p> <p>CHALLENGE ELIGIBILITY Eligibility for this challenge is determined by Member Groups.</p> <p>CHOOSE ELIGIBLE MEMBER GROUPS Which groups should be eligible?</p> <p> <input type="text"/> <input type="button" value="Add Group"/> <a href="#">Browse Groups</a> </p> <p>* Groups can be created or modified with the <a href="#">Eligible Member Groups tool</a></p>
<b>User Objectives Pane</b>	 <p>User Objectives</p> <p>MINIMUM PARTICIPATION Is there a minimum number of days worth of data that a user must enter in order to complete this challenge?</p> <p> <input checked="" type="radio"/> Yes     <input type="radio"/> No     To meet this objective, users need to enter data for a minimum of <input type="text" value="21"/> days   </p> <p>OVERALL GOAL SCORE Should users work towards meeting an overall goal score?</p> <p> <input checked="" type="radio"/> Yes     <input type="radio"/> No     To meet this objective, users need to meet a minimum of <input type="text" value="14"/> yes entries overall   </p>
<b>Minimum Participation ****</b>	<p>Recommended:</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• 21 days of data entered within the 28 day challenge</li> <li>• Referenced in campaign materials</li> <li>• Participant must meet this goal in order to qualify for other goals</li> </ul>

<b>Overall Goal Score****</b>	Recommended: <ul style="list-style-type: none"> <li>• Yes</li> <li>• 14 days recommended. Participant must enter 14 Yes entries within the 28 day challenge to meet this goal.</li> <li>• Referenced in campaign materials.</li> </ul>
<b>Teams</b>	Enter <b>No</b>    The Stress Challenge is designed for individual participation only.
<b>Click Save Changes</b>	

The Challenge displays in Inactive status. Proceed to set up the Stress Challenge Text.

## Stress Challenge Text

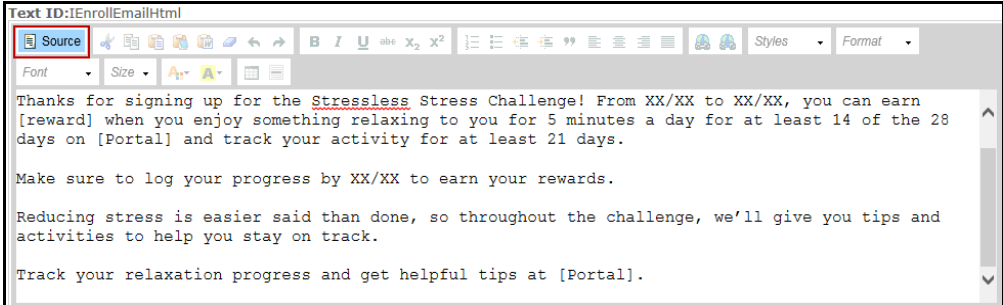
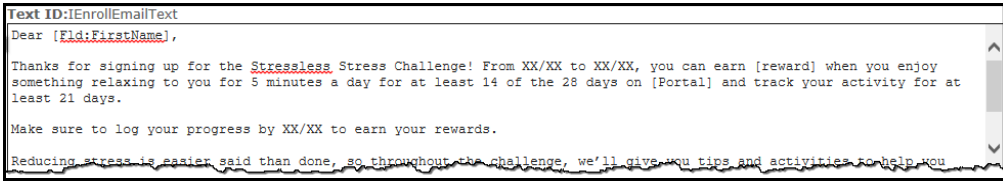
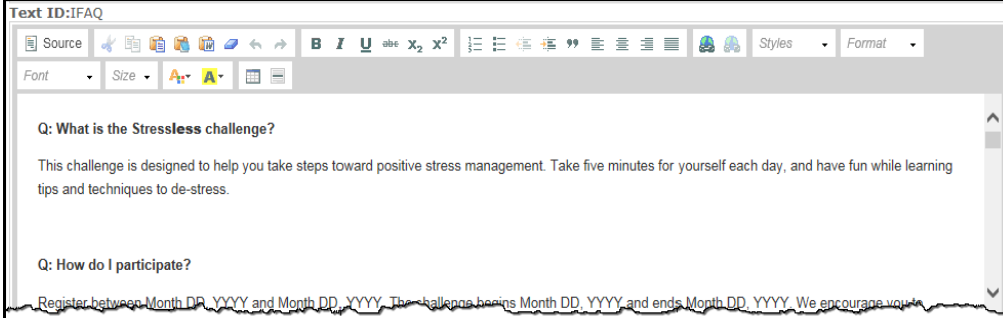
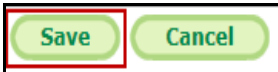
### Stress Challenge - Program Text

You can use the suggested Stress Challenge text to populate the Terms & Conditions, Rules, Enrollment Email and FAQ text fields; links to the pre-defined text are provided in the steps below. Be sure to modify the text as needed to enter specific date values and to match your selected challenge parameters.

Complete the following Text ID panes:

<p><b>Click Edit Program Text</b></p>	<p><b>The Stressless Challenge</b></p> <p>Challenge Overview</p> <p>Users will be asked "Did you do a 5 minute relaxation activity today?", and they will be able to report on this daily starting 4/20/2016 and ending 6/1/2016.</p> <p>The Program ID for this program is <b>stressless</b>. This ID can be used when specifying program eligibility for users, and will also appear on any data exports that include information about this program.</p> <p><a href="#">Edit Program</a> <a href="#">Edit Program Text</a></p>
<p><b>ITerms &amp; Conditions</b></p>	<p>Copy/paste the <a href="#">Stress T&amp;C</a> text into the ITerms&amp;Conditions text pane and enter appropriate dates.</p> <p><b>Text ID:ITerms&amp;Conditions</b></p> <p>Registration for the challenge starts <i>Month DD, YYYY</i>, and goes through <i>Month DD, YYYY</i>. The challenge starts on <i>Month DD, YYYY</i> and ends on <i>Month DD, YYYY</i>. Participants have until <i>Month DD, YYYY</i> to record all "Yes" or "No" entries. A participant must meet the minimum participation requirement of recording a "Yes" or "No" for 21 of 28 days to receive credit for recording a "Yes" for 14 of 28 days.</p>
<p><b>P2003 (Rules)</b></p>	<p>Copy/paste the <a href="#">Stress Rules (P2003)</a> text into the P2003 text pane:</p> <p><b>Text ID:P2003</b></p> <p>How it Works</p> <p>Stress can have surprising effects on overall health, from the way we think and feel to the way we eat and behave. There are lots of ways stress can affect you, but you can have a major effect on your stress, too. Taking as little as 5 minutes for yourself to unwind each day can make a difference. There are lots of ways to relieve stress—what works for you is what's important. Try stretching, meditating, or doing something you enjoy.</p> <p>Start small by doing at least one 5 minute stress relief activity a day.</p> <p>Are you up for the challenge?</p>
<p><b>IEnrollEnrollEmail-Subject</b></p>	<p>Copy/paste the Subject line of the <a href="#">Stress Enrollment Email</a> text into the IEnrollEnrollEmailSubject text pane:</p> <p><b>Text ID:IEnrollEnrollEmailSubject</b></p> <p>Welcome to the <u>Stressless</u> Stress Challenge! We're happy to have you join us on your way to a healthier, happier you.</p>



<p><b>IEnrollE-mailHTML</b></p>	<p>Copy the <a href="#">Stress Enrollment Email</a> body text, Click <b>Source</b> in the IEnrollEmailHTML text pane, then paste in the body text and enter appropriate dates:</p> 
<p><b>IEnrollE-mailText</b></p>	<p>Paste the same copied body text into the IEnrollEmailText pane and enter appropriate dates:</p> 
<p><b>IFAQ</b></p>	<p>Copy/paste the <a href="#">Stress FAQs</a> text into the IFAQ text pane; enter the appropriate dates and Reward information:</p> 
<p><b>Click Save</b></p>	

## Stress Challenge Rewards

If you want to reward participants for certain achievements in the Stress challenge, follow these suggestions:

### Rewardable Activities

**Stress Challenge** recommended rewardable activities include:

- Program Sign-Up
- Participation Requirements Met - if Minimum Participation is specified
- User Achieved Goal Score - if Overall Goal Score is specified.

- Challenges - Send Individual Message

Note that these activities are referenced in the campaign materials as rewardable.

### Rewards Setup

It is recommended that you contact your Client Program Manager for guidance on integrating rewards with your challenge program.



More detail on setting up challenge-specific rewardable activities is available on [page 139 - page 143](#).

## Water Challenge Setup

### Water Challenge Overview

Complete the Water Challenge Overview pane as follows.



**The recommended setup values that match the pre-designed campaign materials are marked with asterisks. If you enter different values and want to revise the campaign materials to match, there is an additional charge.**

**Challenge Overview**

**CHALLENGE NAME:** What would you like to name your challenge?

**PROGRAM ID:** What unique identifier should we use for this challenge program?

**VISIBILITY START DATE:** When can users see the challenge and start to sign up?

**CHALLENGE START DATE:** When does the challenge start? *(The date on which the user's data counts toward their challenge score)*

**ENROLLMENT END DATE:** Do users need to sign up before a specific date?  
 Yes  No

**CHALLENGE END DATE:** When does the challenge end? *(The date on which the user's data stops counting toward their challenge score)*

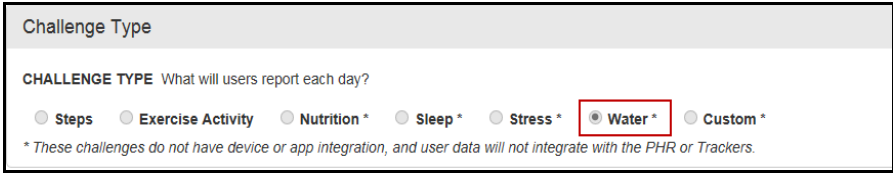
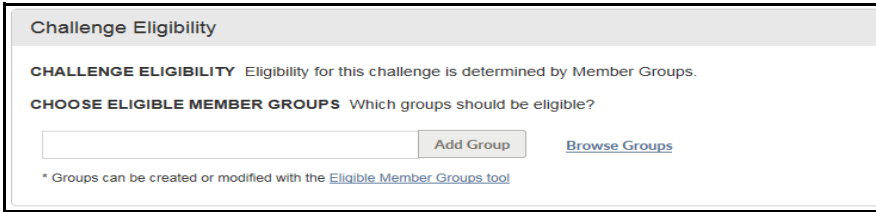
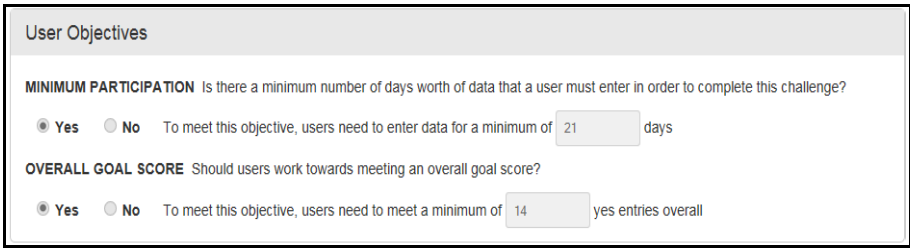
**PLANNED CLOSE DATE:** When do you plan to close the challenge? *(Note that the program must still be closed manually, and it should be done on this date. It will not be closed automatically at this time.)*

**VISIBILITY END DATE:** When is the program no longer visible to users?



If you want more detail on each of the fields in the Challenge Setup page, see [page 19 - page 41](#).

<b>Challenge Name</b> ****	“Rethink Your Drink” is the name of the Water Challenge. Referenced in campaign materials.
<b>Program ID</b>	Enter a unique identifier for the challenge.

<b>Visibility Start Date</b>	Recommended: 2 weeks (14 days) before the Challenge Start Date. Example: Monday, April 18
<b>Challenge Start Date</b>	Client-selected start date. Example: Monday, May 2
<b>Enrollment End Date</b>	Recommended: Yes, 1 week (7 days) after Challenge Start Date. Example: Monday, May 9
<b>Challenge End Date</b> ****	Recommended: 4 weeks (28 days) after Challenge Start Date; be sure your End Date falls 28 days after your Start Date to line up with the campaign materials. Example: Monday, May 30
<b>Planned Close Date</b>	Recommended: 1 week (7 days) after Challenge End Date. Example: Monday, June 6
<b>Visibility End Date</b>	Recommended: 2 weeks (14 days) after Challenge End Date. Example: Monday, June 13
<b>Challenge Type</b>	Select <b>Water</b>  <p>Challenge Type</p> <p>CHALLENGE TYPE What will users report each day?</p> <p><input type="radio"/> Steps <input type="radio"/> Exercise Activity <input type="radio"/> Nutrition * <input type="radio"/> Sleep * <input type="radio"/> Stress * <input checked="" type="radio"/> Water * <input type="radio"/> Custom *</p> <p>* These challenges do not have device or app integration, and user data will not integrate with the PHR or Trackers.</p>
<b>Challenge Eligibility</b> (Displays once Wellness Challenges have migrated to use Eligibility Member Groups to define challenge eligibility going forward.)	If eligibility is by <b>Member Groups</b> , select one or more pre-defined groups of eligible users.  <p>Challenge Eligibility</p> <p>CHALLENGE ELIGIBILITY Eligibility for this challenge is determined by Member Groups.</p> <p>CHOOSE ELIGIBLE MEMBER GROUPS Which groups should be eligible?</p> <p><input type="text"/> <input type="button" value="Add Group"/> <a href="#">Browse Groups</a></p> <p>* Groups can be created or modified with the <a href="#">Eligible Member Groups tool</a></p>
<b>User Objectives Pane</b>	 <p>User Objectives</p> <p>MINIMUM PARTICIPATION Is there a minimum number of days worth of data that a user must enter in order to complete this challenge?</p> <p><input checked="" type="radio"/> Yes <input type="radio"/> No To meet this objective, users need to enter data for a minimum of <input type="text" value="21"/> days</p> <p>OVERALL GOAL SCORE Should users work towards meeting an overall goal score?</p> <p><input checked="" type="radio"/> Yes <input type="radio"/> No To meet this objective, users need to meet a minimum of <input type="text" value="14"/> yes entries overall</p>
<b>Minimum Participation</b> ****	Recommended: <ul style="list-style-type: none"> <li>• Yes</li> <li>• 21 days of data entered within the 28 day challenge</li> <li>• Referenced in campaign materials</li> <li>• Participant must meet this goal in order to qualify for other goals</li> </ul>

<b>Overall Goal Score****</b>	<p>Recommended:</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• 14 days recommended. Participant must enter 14 Yes entries within the 28 day challenge, indicating water intake of 6 or more 8-oz. glasses of water for the day.</li> </ul>
<b>Teams</b>	<p>Enter <b>No</b></p> <div data-bbox="516 466 1416 701" style="border: 1px solid black; padding: 5px;"> <p>Teams</p> <p><b>TEAMS</b> Should users be grouped in to teams?</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p> </div> <p>The Water Challenge is designed for individual participation only.</p>
<b>Click Save Changes</b>	<div data-bbox="522 810 964 919" style="border: 1px solid black; padding: 5px;"> <div style="border: 2px solid red; display: inline-block; padding: 5px; margin-right: 10px;">Save Changes</div> <div style="border: 1px solid blue; display: inline-block; padding: 5px;">Cancel</div> </div>

The Challenge displays in Inactive status. Proceed to set up the Water Challenge Text.

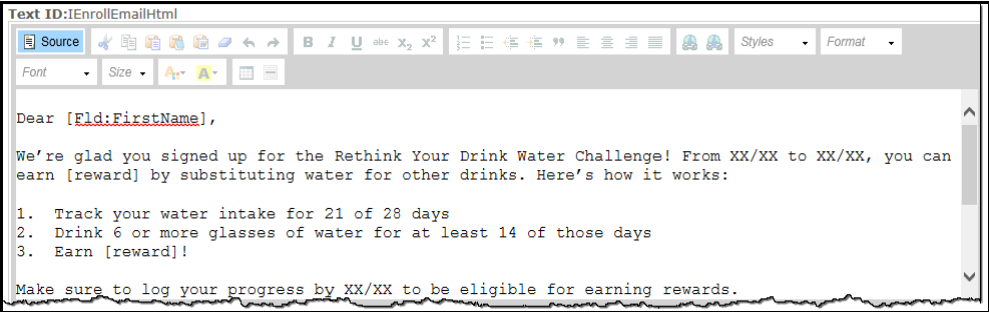
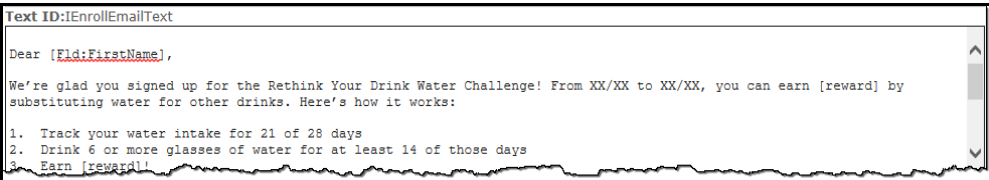
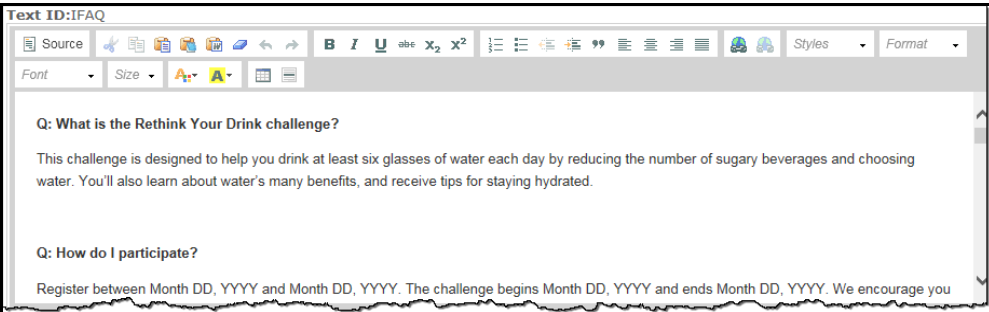
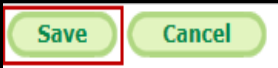
## Water Challenge Text

### Water Challenge - Program Text

You can use the suggested Water Challenge text to populate the Terms & Conditions, Rules, Enrollment Email and FAQ text fields; links to the pre-defined text are provided in the steps below. Be sure to modify the text as needed to enter specific date values and to match your selected challenge parameters.

Complete the following Text ID panes:

<p><b>Click Edit Program Text</b></p>	<p><b>The Rethink Your Drink Challenge</b></p> <p>Challenge Overview</p> <p>Users will be asked "Did you drink the recommended number of glasses of water today?", and they will be able to report on this daily starting 4/20/2016 and ending 6/1/2016.</p> <p>The Program ID for this program is RethinkYourDrink. This ID can be used when specifying program eligibility for users, and will also appear on any data exports that include information about this program.</p> <p><a href="#">Edit Program</a> <a href="#">Edit Program Text</a></p>
<p><b>ITerms &amp; Conditions</b></p>	<p>Copy/paste the <a href="#">Water T&amp;C</a> text into the ITerms&amp;Conditions text pane and enter appropriate dates.</p> <p><b>Text ID:ITerms&amp;Conditions</b></p> <p>Registration for the challenge starts <i>Month DD, YYYY</i>, and goes through <i>Month DD, YYYY</i>. The challenge starts on <i>Month DD, YYYY</i> and ends on <i>Month DD, YYYY</i>. Participants have until <i>Month DD, YYYY</i> to record all "Yes" or "No" entries. A participant must meet the minimum participation requirement of recording a "Yes" or "No" for 21 of 28 days to receive credit for recording a "Yes" for 14 of 28 days.</p>
<p><b>P2003 (Rules)</b></p>	<p>Copy/paste the <a href="#">Water Rules (P2003)</a> text into the P2003 text pane:</p> <p><b>Text ID:P2003</b></p> <p>How it Works</p> <p>Water really is amazing. The numbers speak for themselves - no sugar, no sodium, no cholesterol, and no fat. Sodas and other high-sugar processed drinks are full of calories that can lead to weight gain. Water not only keeps you hydrated, but also aids in digestion, makes you feel fuller, and flushes out toxins. It can even boost your energy levels. With water, the glass is always at least half full.</p> <p>Instead of reaching for a sugar soda, diet soda, or other high calorie beverage—grab a healthier substitute. The goal of this challenge is to drink at least six glasses of water per day. A glass is measured as 8 ounces each. Track your progress with a simple Yes or No. <i>Water</i> you waiting for?!</p> <p>Rules &amp; Rewards</p>
<p><b>IEnrollEnrollEmail-Subject</b></p>	<p>Copy/paste the Subject line of the <a href="#">Water Enrollment Email</a> text into the IEnrollEnrollEmailSubject text pane:</p> <p><b>Text ID:IEnrollEnrollEmailSubject</b></p> <p>By joining the water challenge, you're on your way to a healthier, happier you.  </p>

<p><b>IEnrollEmailHTML</b></p>	<p>Copy the <a href="#">Water Enrollment Email</a> body text, Click <b>Source</b> in the IEnrollEmailHTML text pane, then paste in the body text and enter appropriate dates:</p> 
<p><b>IEnrollEmailText</b></p>	<p>Paste the same copied body text into the IEnrollEmailText pane and enter appropriate dates:</p> 
<p><b>IFAQ</b></p>	<p>Copy/paste the <a href="#">Water FAQs</a> text into the IFAQ text pane; enter the appropriate dates and Reward information:</p> 
<p><b>Click Save</b></p>	

## Water Challenge Rewards

If you want to reward participants for certain achievements in the Water challenge, follow these suggestions:

### Rewardable Activities

**Water Challenge** recommended rewardable activities include:

- Program Sign-Up
- Participation Requirements Met - if Minimum Participation is specified

- User Achieved Goal Score - if Overall Goal Score is specified.
- Challenges - Send Individual Message

Note that these activities are referenced in the campaign materials as rewardable.

### Rewards Setup

It is recommended that you contact your Client Program Manager for guidance on integrating rewards with your challenge program.



More detail on setting up challenge-specific rewardable activities is available on [page 139 - page 143](#).

## Activate a Challenge

The Challenge administrator must activate the challenge to make it visible to users during its Visibility Date range.

Refer to the detail instructions on [page 53](#).

## Text for T&C, Rules, Enrollment Email and FAQs

This section provides the text that you can copy/paste into the T&C, Rules, Enrollment Email and FAQ text panes of the four individual challenges.

Be sure to edit the text for dates, rewards/points, and any other client-specific details after pasting it into the challenge text panes.



**You may need to add or remove line breaks, bolding, etc. when copying/pasting from pdf, so preview your output with the Test User functionality to check how it will look in the Challenge user interface.**

## Nutrition Challenge Text

### Nutrition T&C

(Copy/paste the following Nutrition T&C text into the TextID ITerms&Conditions text pane:)

Registration for the challenge starts *Month DD, YYYY*, and goes through *Month DD, YYYY*. The challenge starts on *Month DD, YYYY* and ends on *Month DD, YYYY*. Participants have until *Month DD, YYYY* to record all serving entries. A participant must meet the minimum participation requirement of recording servings for 21 of 28 days to receive credit for recording 5 or more servings per day for 14 of 28 days.

### Nutrition Rules (P2003)

(Copy/paste the following Nutrition Rules text into the TextID P2003 text pane:)



**How it Works**

Eating a diet rich in fruits and vegetables comes with lots of benefits, including helping you avoid unhealthy food choices and reducing the risk of many chronic diseases. Quantity is important, but also eating a variety of fruits and vegetables provides your body with the nutrients it needs to stay healthy.

Eating at least 5 servings of fruits and/or vegetables each day is a good goal. We challenge you to track your daily fruit and vegetable intake in the coming weeks. Taste the victory!

**Rules & Rewards**

**Length:** 28 days

**What to record:** servings of fruits and/or vegetables

**How to win/earn:**

1. Sign up
2. Meet minimum participation by recording servings for at least 21 of 28 days
3. Record 5 or more servings for at least 14 of 28 days
4. Post at least once to the message board

**Nutrition Enrollment Email****Subject Line:**

(Copy/paste the following subject line into the IEnrollEnrollEmailSubject text pane:)

Welcome to your Five to Thrive Nutrition Challenge!

**Body Text:**

(1-Copy the following body text; 2- click **Source** in the IEnrollEmailHtml text pane and paste the body text in; 3- then also paste it into the IEnrollEmailText pane.)

Dear [Fld:FirstName],

Way to go! You've made the first step towards a healthier, happier you by signing up for the Five to Thrive Nutrition Challenge. Here's how it works:

1. Track how many fruits and veggies you eat per day for 21 of 28 days
2. Eat 5 or more servings per day for at least 14 of those days
3. Earn [reward]!

Just make sure to log your progress by XX/XX to earn your rewards.

**Nutritious Tip:** Start your day with a smoothie for an easy way to get some fruits and veggies in before lunch. Blend together your favorites and sip your way to wellness.

**Nutrition FAQ**

(Copy/paste the following Nutrition FAQ text into the TextID IFAQ text pane:)

**Q: What is the Five To Thrive challenge?**

This challenge is designed to promote positive eating habits and to provide tips about how to work more fruits and vegetables into your diet. Have fun working on wellness while tracking your fruit and vegetable intake.

**Q: How do I participate?**

Register between Month, DD, YYYY and Month, DD, YYYY. The challenge begins Month, DD, YYYY and ends Month, DD, YYYY. We encourage you to record your daily fruit and vegetable intake, so that you stay on track towards reaching your nutrition goals.

**Q: When is the last day I can enter data for this challenge?**

The challenge officially ends Month, DD, YYYY. You must have a minimum of 21 days of healthy eating logged on the WebMD website by no later than Month, DD, YYYY, to successfully earn your reward and to have your data count.

**Q: Is this a team challenge?**

No. This is an individual challenge, so there will be no teams for this challenge. We do encourage you to involve your colleagues, though; engage in some friendly competition, or find ways to motivate one another.

**Q: Who can participate in the challenge?**

All eligible employees can participate and earn rewards and prizes. Although only eligible employees can participate, we encourage you to get friends and family involved. It's a great opportunity to work on wellness together!

**Q: How do I access the portal from my mobile device/smart phone?**

To access the challenge from your mobile device:

1. Go to [www.webmdhealth.com/EXTENSION](http://www.webmdhealth.com/EXTENSION) from your smartphone, tablet, or desktop
2. Log in using your WebMD Health Manager username and password
3. Click into the challenge from the homepage

**Q: How much is a serving of fruits and/or vegetables?**

A serving of vegetables equals 2 cups of raw leafy vegetables, 1 cup of chopped, cooked or canned vegetables, 1 cup of vegetable juice. A serving of fruit equals 1 medium fruit (about the size of a baseball); 1/2 cup chopped, cooked or canned fruit, or 1/2 cup of fruit juice.

**Q: Is there a maximum number of servings of fruits and/or vegetables that I can enter on a given day?**

Yes, for this challenge we are limiting the maximum number of servings of fruits and/or vegetables that can be entered on a given day to 10 servings.

**Q: What if I do not log 21 days of servings during the challenge?**

You will not be eligible for the **Participation Goal** reward or the **Daily Goal** reward (see below for details).

**Q: What are the rewards/prizes?**

When you complete the challenge, you will earn REWARD for:

Signing up

Achieving the **Participation Goal**: Logging servings for a minimum of 21 days

Achieving the **Daily Goal**: Recording at least 5 servings of fruits and/or vegetables on at least 14 days of the challenge \*

Posting to the message board, or sending someone a message

*To receive the **Daily Goal** reward, a participant must meet the **Participation Goal**.*

WHEN/HOW IT'S APPLIED/DISTRIBUTED

**Q: When are challenge results/winners announced?**

Results will be announced Month, DD, YYYY.

**Q: If I have questions during the challenge, who do I direct them to?**

Contact Customer Service at 555-555-5555 for any questions during the challenge. COMPANY Customer service is available from 8:30 AM to 8:30 PM Eastern Standard Time, Monday-Friday.

**Q: Who do I contact if I have a medical condition that prohibits me from participating in the challenge?**

COMPANY is committed to helping you take positive steps toward wellness. If you think you might be unable to participate in this wellness challenge due to your health status, please contact Company Contact at 555-555-5555 (available from 8a.m. to 5 p.m. EST) and we will work with you (and, if you wish, your doctor) to find a wellness alternative that is right for you, with the same reward.

**Q: Who are the Human Resources Generalists in each COMPANY office?**

Each HR Business Partner is listed below. For all other questions regarding the challenge, contact customer service at 555-555-5555.

Contact ONE

Contact TWO

Contact THREE

## Sleep Challenge Text

### Sleep T&C

(Copy/paste the following Sleep T&C text into the TextID ITerms&Conditions text pane:)

Registration for the challenge starts *Month DD, YYYY*, and goes through *Month DD, YYYY*. The challenge starts on *Month DD, YYYY* and ends on *Month DD, YYYY*. Participants have until *Month DD, YYYY* to record all “Yes” or “No” entries. A participant must meet the minimum participation requirement of recording a “Yes” or “No” for 21 of 28 days to receive credit for recording a “Yes” for 14 of 28 days.

### Sleep Rules (P2003)

(Copy/paste the following Sleep Rules text into the TextID P2003 text pane:)

#### How it Works

When it comes to sleep, how well you sleep is just as important as how long you sleep. Lack of sleep or poor quality sleep can lead to memory problems, depression, a weaker immune system, occupational risks, as well as an increased risk of certain chronic diseases.

Make your Zzz’s count. Tracking whether or not you had a good night’s sleep will help pinpoint things that may be helping or hurting your sleep routine. Lay your sleep troubles to rest and start dreaming of a happier, healthier you.

#### Rules & Rewards

**Length:** 28 days

**What to record:** “yes” or “No” to getting a good night’s sleep

#### How to win/earn:

1. Sign up
2. Meet minimum participation by recording “yes” or “No” for at least 21 of 28 days
3. Record “yes” for at least 14 of 28 days
4. Post at least once to the message board

### Sleep Enrollment Email

#### **Subject Line:**

(Copy/paste the following subject line into the IEnrollEnrollEmailSubject text pane:)

Welcome to the Seize the Zzzz Sleep Challenge! You’re on your way to a healthier, happier you.

**Body Text:**

(1-Copy the following body text; 2- click **Source** in the IEnrollEmailHtml text pane and paste it in; 3- then also paste it into the IEnrollEmailText pane.)

Dear [Fld:FirstName],

Thanks for signing up for the Seize the Zzzz Sleep Challenge! From XX/XX to XX/XX, you can earn [reward] when you record how well you slept for 21 of 28 nights, with at least 14 nights of good sleep. Make sure to log your sleep by XX/XX to earn rewards.

Getting a good night's sleep isn't always easy, so throughout the challenge, we'll help you stay on track with tips and advice on how to get a better night's sleep.

Visit [Portal] to log your sleep and get tips on how to sleep well.

**Sleep FAQs**

(Copy/paste the following Sleep FAQ text into the TextID IFAQ text pane:)

**Q: What is the Seize the Zzzz challenge?**

This challenge is designed to promote positive sleep habits, increase awareness of sleep patterns, and to provide tips about how and what it means to have a good night's sleep.

**Q: How do I participate?**

Register between Month DD, YYYY and Month DD, YYYY. The challenge begins Month DD, YYYY and ends Month DD, YYYY. We encourage you to record your sleep daily so that you stay on track towards reaching the goal of 14 nights of good quality sleep.

**Q: When is the last day I can enter data for this challenge?**

The challenge officially ends Month DD, YYYY. You must have a minimum of 21 days of entries on the WebMD website by no later than Month DD, YYYY, to successfully earn your reward and to have your data count.

**Q: Is this a team challenge?**

No. This is an individual challenge, so there will be no teams for this challenge. We do encourage you to involve your colleagues, though; engage in some friendly competition, or find ways to motivate one another.

**Q: Who can participate in the challenge?**

All eligible employees can participate and earn rewards and prizes. Although only eligible employees can participate, we encourage you to get friends and family involved. It's a great opportunity to work on wellness together!

**Q: How do I access the portal from my mobile device/smart phone?**

To access the challenge from your mobile device:

1. Go to [www.webmdhealth.com/EXTENSION](http://www.webmdhealth.com/EXTENSION) from your smartphone, tablet, or desktop
2. Log in using your WebMD Health Manager username and password
3. Click into the challenge from the homepage

**Q: How do I know if I got a good night's sleep?**

A good night's sleep will leave you feeling rested and with enough energy to get through the day. You should be able to get out of bed easily and be alert. If you are feeling drowsy during the day, you are probably not getting the sleep you need.

Most adults need 7 to 9 hours of quality sleep each night, but some people may need as few as 6 hours or as many as 10. The important thing is how you feel when you wake up.

**Q: What if I do not log 21 days of servings during the challenge?**

You will not be eligible for the **Participation Goal** reward or the **Daily Goal** reward (see below for details).

**Q: What are the rewards/prizes?**

When you complete the challenge, you will earn REWARD for:

Signing up

Achieving the **Participation Goal**: logging a "Yes" or "No" response for 21 of the 28 days

Achieving the **Daily Goal**: Recording a good night's sleep on 14 days of the challenge \*

Posting to the message board, or sending someone a message

*To receive the **Daily Goal** reward, a participant must meet the **Participation Goal**.*

WHEN/HOW IT'S APPLIED/DISTRIBUTED

**Q: When are challenge results/winners announced?**

Results will be announced Month DD, YYYY.

**Q: If I have questions during the challenge, who do I direct them to?**

Contact Customer Service at 555-555-5555 for any questions during the challenge. COMPANY Customer service is available from 8:30 AM to 8:30 PM Eastern Standard Time, Monday-Friday.

**Q: Who do I contact if I have a medical condition that prohibits me from participating in the challenge?**

COMPANY is committed to helping you take positive steps toward wellness. If you think you might be unable to participate in this wellness challenge due to your

health status, please contact Company Contact at 555-555-5555 (available from 8a.m. to 5 p.m. EST) and we will work with you (and, if you wish, your doctor) to find a wellness alternative that is right for you, with the same reward.

**Q: Who are the Human Resources Generalists in each COMPANY office?**

Each HR Business Partner is listed below. For all other questions regarding the challenge, contact customer service at 555-555-5555.

Contact ONE

Contact TWO

Contact THREE

## Stress Challenge Text

### Stress T&C

(Copy/paste the following Stress T&C text into the TextID ITerms&Conditions text pane:)

Registration for the challenge starts *Month DD, YYYY*, and goes through *Month DD, YYYY*. The challenge starts on *Month DD, YYYY* and ends on *Month DD, YYYY*. Participants have until *Month DD, YYYY* to record all “Yes” or “No” entries. A participant must meet the minimum participation requirement of recording a “Yes” or “No” for 21 of 28 days to receive credit for recording a “Yes” for 14 of 28 days.

### Stress Rules (P2003)

(Copy/paste the following Stress Rules text into the TextID P2003 text pane:)

#### How it Works

Stress can have surprising effects on overall health, from the way we think and feel to the way we eat and behave. There are lots of ways stress can affect you, but you can have a major effect on your stress, too. Taking as little as 5 minutes for yourself to unwind each day can make a difference. There are lots of ways to relieve stress; what works for you is what’s important. Try stretching, meditating, or doing something you enjoy.

Start small by doing at least one 5 minute stress relief activity a day.

Are you up for the challenge?

#### Rules & Rewards

**Length:** 28 days

**What to record:** “Yes” or “No” for taking five minutes for a stress relief activity

**How to win/earn:**

1. Sign up

2. Meet minimum participation by recording “Yes” or “No” for at least 21 of 28 days
3. Record “Yes” for at least 14 of 28 days
4. Post at least once to the message board

### Stress Enrollment Email

#### **Subject Line:**

(Copy/paste the following subject line into the IEnrollEnrollEmailSubject text pane:)

Welcome to the Stressless Stress Challenge! We’re happy to have you join us on your way to a healthier, happier you.

#### **Body Text:**

(1-Copy the following body text; 2- click **Source** in the IEnrollEmailHtml text pane and paste the body text in; 3- then also paste it into the IEnrollEmailText pane.)

Dear [Fld:FirstName],

Thanks for signing up for the Stressless Stress Challenge! From XX/XX to XX/XX, you can earn [reward] when you enjoy something relaxing to you for 5 minutes a day for at least 14 of the 28 days on [Portal] and track your activity for at least 21 days.

Make sure to log your progress by XX/XX to earn your rewards.

Reducing stress is easier said than done, so throughout the challenge, we’ll give you tips and activities to help you stay on track.

Track your relaxation progress and get helpful tips at [Portal].

### Stress FAQs

(Copy/paste the following Stress FAQ text into the TextID IFAQ text pane:)

#### **Q: What is the Stressless challenge?**

This challenge is designed to help you take steps toward positive stress management. Take five minutes for yourself each day, and have fun while learning tips and techniques to de-stress.

#### **Q: How do I participate?**

Register between Month DD, YYYY and Month DD, YYYY. The challenge begins Month DD, YYYY and ends Month DD, YYYY. We encourage you to record whether you took five minutes for a stress management activity each day to stay on track towards reaching the goal of 14 days of stress relief activities.

#### **Q: When is the last day I can enter data for this challenge?**

The challenge officially ends Month DD, YYYY. You must have a minimum of



21 days of entries on the WebMD website by no later than Month DD, YYYY, to successfully earn your reward and to have your data count.

**Q: Is this a team challenge?**

No. This is an individual challenge, so there will be no teams for this challenge. We do encourage you to involve your colleagues, though; engage in some friendly competition, or find ways to motivate one another.

**Q: Who can participate in the challenge?**

All eligible employees can participate and earn rewards and prizes. Although only eligible employees can participate, we encourage you to get friends and family involved. It's a great opportunity to work on wellness together!

**Q: How do I access the portal from my mobile device/smart phone?**

To access the challenge from your mobile device:

1. Go to [www.webmdhealth.com/EXTENSION](http://www.webmdhealth.com/EXTENSION) from your smartphone, tablet, or desktop
2. Log in using your WebMD Health Manager username and password
3. Click into the challenge from the homepage

**Q: What kinds of stress relief activities can I do?**

There are lots of ways to relieve stress; what works for you is what is important. You can try exercising, meditating, or controlled breathing. Here are some other ideas:

- Stretch to ease muscle tension
- Get outside and soak in the outdoors
- Exercise
- Take a quick walk
- Take deep breaths
- Laugh to relieve stress
- Lower stress by setting realistic goals
- Do a breathing exercise
- Close your eyes for a few minutes
- Find the sun
- Meditate
- Get a good book and read
- Listen to music
- Pet your pet

- Do yoga/yoga poses
- Keep a journal or diary
- Ask for help
- Do something you enjoy
- Give yourself a hand massage
- Rub your feet over a golf ball
- Squeeze a stress ball
- Take a few minutes to organize your personal space

**Q: What if I do not log for 21 days during the challenge?**

You will not be eligible for the **Participation Goal** reward or the **Daily Goal** reward (see below for details).

**Q: What are the rewards/prizes?**

When you complete the challenge, you will earn REWARD for:

Signing up

Achieving the **Participation Goal**: Entering a “Yes” or “No” response for 21 of the 28 days

Achieving the **Daily Goal**: Recording “Yes” to taking 5 minutes for stress relief on 14 days of the challenge \*

Posting to the message board, or sending someone a message

*To receive the **Daily Goal** reward, a participant must meet the **Participation Goal**.*

WHEN/HOW IT'S APPLIED/DISTRIBUTED

**Q: When are challenge results/winners announced?**

Results will be announced Month DD, YYYY.

**Q: If I have questions during the challenge, who do I direct them to?**

Contact Customer Service at 555-555-5555 for any questions during the challenge. COMPANY Customer service is available from 8:30 AM to 8:30 PM Eastern Standard Time, Monday-Friday.

**Q: Who do I contact if I have a medical condition that prohibits me from participating in the challenge?**

COMPANY is committed to helping you take positive steps toward wellness. If you think you might be unable to participate in this wellness challenge due to your health status, please contact Company Contact at 555-555-5555 (available from 8a.m. to 5 p.m. EST) and we will work with you (and, if you wish, your doctor) to find a wellness alternative that is right for you, with the same reward.

**Q: Who are the Human Resources Generalists in each COMPANY office?**

Each HR Business Partner is listed below. For all other questions regarding the challenge, contact customer service at 555-555-5555.

Contact ONE

Contact TWO

Contact THREE

## Water Challenge Text

### Water T&C

(Copy/paste the following Water T&C text into the TextID ITerms&Conditions text pane:)

Registration for the challenge starts *Month DD, YYYY*, and goes through *Month DD, YYYY*. The challenge starts on *Month DD, YYYY* and ends on *Month DD, YYYY*. Participants have until *Month DD, YYYY* to record all “Yes” or “No” entries. A participant must meet the minimum participation requirement of recording a “Yes” or “No” for 21 of 28 days to receive credit for recording a “Yes” for 14 of 28 days.

### Water Rules (P2003)

(Copy/paste the following Water Rules text into the TextID P2003 text pane:)

#### How it Works

Water really is amazing. The numbers speak for themselves - no sugar, no sodium, no cholesterol, and no fat. Sodas and other high-sugar processed drinks are full of calories that can lead to weight gain. Water not only keeps you hydrated, but also aids in digestion, makes you feel fuller, and flushes out toxins. It can even boost your energy levels. With water, the glass is always at least half full.

Instead of reaching for a sugar soda, diet soda, or other high calorie beverage; grab a healthier substitute. The goal of this challenge is to drink at least six glasses of water per day. A glass is measured as 8 ounces each. Track your progress with a simple Yes or No. *Water* you waiting for?!

#### Rules & Rewards

**Length:** 28 days

**What to record:** “Yes” or “No” to drinking at least 6 glasses of water

**How to win/earn:**

1. Sign up
2. Meet minimum participation by recording “Yes” or “No” for at least 21 of 28 days

3. Record “Yes” for at least 14 of 28 days
4. Post at least once to the message board

### Water Enrollment Email

#### **Subject Line:**

(Copy/paste the following subject line into the IEnrollEnrollEmailSubject text pane:)

By joining the water challenge, you’re on your way to a healthier, happier you.

#### **Body Text:**

(1-Copy the following body text; 2- click **Source** in the IEnrollEmailHtml text pane and paste the body text in; 3- then paste it into the IEnrollEmailText pane.)

Dear [Fld:FirstName],

We’re glad you signed up for the Rethink Your Drink Water Challenge! From XX/XX to XX/XX, you can earn [reward] by substituting water for other drinks.

Here’s how it works:

1. Track your water intake for 21 of 28 days
2. Drink 6 or more glasses of water for at least 14 of those days
3. Earn [reward]!

Make sure to log your progress by XX/XX to be eligible for earning rewards.

Getting in all 6 glasses is easier said than done, so throughout the challenge, we’ll provide you with tips to help you stay on track.

Log your progress at [Portal] – and learn more about how water can help you feel better.

Hydration Tip: BYOB: bring your own water bottle with you wherever you go.

### Water FAQs

(Copy/paste the following Water FAQ text into the TextID IFAQ text pane:)

#### **Q: What is the Rethink Your Drink challenge?**

This challenge is designed to help you drink at least six glasses of water each day by reducing the number of sugary beverages and choosing water. You’ll also learn about water’s many benefits, and receive tips for staying hydrated.

#### **Q: How do I participate?**

Register between Month DD, YYYY and Month DD, YYYY. The challenge begins Month DD, YYYY and ends Month DD, YYYY. We encourage you to record whether you drank at least 6 glasses of water each day, in order to stay on track towards reaching the milestone for drinking at least 6 glasses of water on 14 days of the challenge.

**Q: When is the last day I can enter data for this challenge?**

The challenge officially ends Month DD, YYYY. You must have a minimum of 21 days of entries on the WebMD website by no later than Month DD, YYYY, to successfully earn your reward and to have your data count.

**Q: Is this a team challenge?**

No. This is an individual challenge, so there will be no teams for this challenge. We do encourage you to involve your colleagues, though; engage in some friendly competition, or find ways to motivate one another

**Q: Who can participate in the challenge?**

All eligible employees can participate and earn rewards and prizes. Although only eligible employees can participate, we encourage you to get friends and family involved. It's a great opportunity to work on wellness together!

**Q: How do I access the portal from my mobile device/smart phone?**

To access the challenge from your mobile device:

1. Go to [www.webmdhealth.com/EXTENSION](http://www.webmdhealth.com/EXTENSION) from your smartphone, tablet, or desktop
2. Log in using your WebMD Health Manager username and password
3. Click into the challenge from the homepage

**Q: How do I know if I am hydrated?**

To maintain proper hydration throughout the day, the amount of liquids necessary in total is approximately 9 glasses of liquids for a female and 13 glasses of liquids for a male. You can achieve your hydration needs from a combination of various beverages (including water) and foods (that contain liquids such as fruit, vegetables, and meat). This amount can vary based on a person's size, climate, activity level, pregnancy, and other health conditions.

The focus of this challenge is to drink at least six glasses of water each day. Your water intake will count towards your overall recommended amount of daily liquids for proper overall hydration. In general, your thirst can be a guide if you are drinking enough fluids. More importantly, urine that is colorless or light yellow indicates a good state of hydration.

**Q: What if I do not log for 21 days during the challenge?**

You will not be eligible for the **Participation Goal** reward or the **Daily Goal** reward (see below for details).

**Q: What are the rewards/prizes?**

When you complete the challenge, you will earn REWARD for:

Signing up

Achieving the **Participation Goal**: Entering a “Yes” or “No” response for 21 of the 28 days

Achieving the **Daily Goal**: Recording “Yes” to drinking at least 6 glasses of water on 14 days of the challenge \*

Posting to the message board, or sending someone a message

*To receive the **Daily Goal** reward, a participant must meet the **Participation Goal**.*

WHEN/HOW IT'S APPLIED/DISTRIBUTED

**Q: When are challenge results/winners announced?**

Results will be announced Month DD, YYYY.

**Q: If I have questions during the challenge, who do I direct them to?**

Contact Customer Service at 555-555-5555 for any questions during the challenge. COMPANY Customer service is available from 8:30 AM to 8:30 PM Eastern Standard Time, Monday-Friday.

**Q: Who do I contact if I have a medical condition that prohibits me from participating in the challenge?**

COMPANY is committed to helping you take positive steps toward wellness. If you think you might be unable to participate in this wellness challenge due to your health status, please contact Company Contact at 555-555-5555 (available from 8a.m. to 5 p.m. EST) and we will work with you (and, if you wish, your doctor) to find a wellness alternative that is right for you, with the same reward.

**Q: Who are the Human Resources Generalists in each COMPANY office?**

Each HR Business Partner is listed below. For all other questions regarding the challenge, contact customer service at 555-555-5555.

Contact ONE

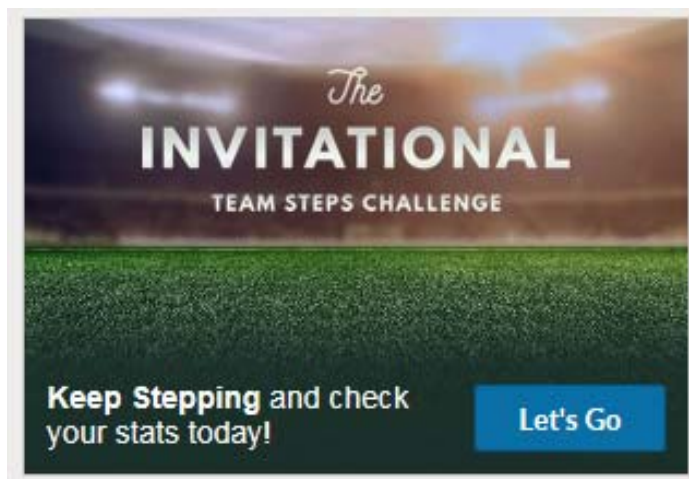
Contact TWO

Contact THREE

# Chapter 5

## The Invitational

This chapter presents the set-up process for The Invitational Team Steps Challenge, featuring small teams, weekly challenge rounds, and multiple opportunities to receive recognition or rewards.



Setup for The Invitational is streamlined with a limited number of client-configurable options:

- Admin challenge name.
- Availability date.
- Member Group selection.\*
- Email use and optional additional text. (See [“Manage Emails” on page 111.](#))
- FAQ text. (See [“Push Notifications” on page 116.](#))
- Rewardable actions selected (optional). (See [“Achievements and Rewardable Activities” on page 120.](#))

(See [“Setup Page” on page 102.](#))

\*The Eligibility Member Group tool is required to determine eligibility for The Invitational Team Steps Challenge.

Engagement is enhanced by a short challenge time frame (6 weeks total: 1 warmup week plus 5 weekly challenge rounds), small teams competing in weekly matchups, communications (email and matchup/team chat) and multiple reward and achievement options.

Promotion is facilitated with pre-designed campaign materials available in the Creative Shop on the Client Site.

Export/Import functionality allows challenge setup in one environment and easy deployment in another. See [“Export/Import an Invitational Setup”](#) on page 129.

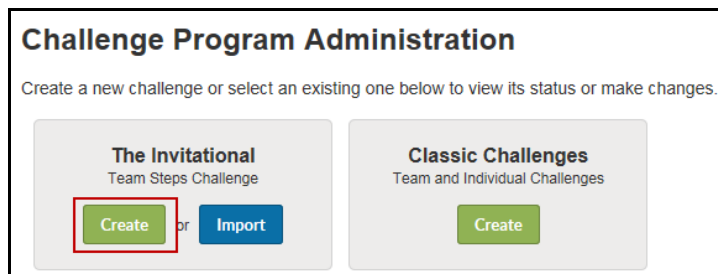
## Add The Invitational Challenge - Access the Setup Page

**Note:** The button to Create The Individual Team Steps Challenge can be configured to display if the client meets the following requirements; it requires a Jira ticket:

- Currently licenses Challenges.
- Has enabled member group eligibility.
- Is on the Platinum Plus Homepage.

Access The Invitational setup page with the following steps:

1. Log in to Site Manager.
2. Select the applicable node.
3. Select **Tools**.
4. Select **Challenges Program Administration**.
5. Click the **The Invitational - Create** button.



The Challenge Program Administration displays the **Create The Invitational Team Steps Challenge** page:



### Challenge Program Administration Cancel

#### Create The Invitational Team Steps Challenge

For help with configuring a challenge program, please contact your designated WebMD Client Program Manager.

##### Basics

**CHALLENGE NAME** The name of the Challenge cannot be altered.

**ADMINISTRATIVE NAME** What unique name should be used for this challenge for administrative purposes only?

##### Timeframe

**AVAILABILITY DATE** When can users see the challenge and start to sign up?

##### Challenge Eligibility

**CHOOSE ELIGIBLE MEMBER GROUPS** Which Member Groups are eligible to participate in The Invitational?

[Browse Groups](#)

\* Groups can be created or modified with the [Eligible Member Groups tool](#)

##### Additional Admin Notes

**ADD ADDITIONAL NOTES** Are there any additional admin notes you would like to keep for this challenge? This information will be displayed in the Customer Service Tool and can include anything that will be helpful (e.g. specific rewards info).

## The Invitational Setup

### Setup Page

Complete The Invitational setup page as follows:

#### 1. Basics Section

The screenshot shows a form titled "Basics". It contains two sections:

- CHALLENGE NAME**: The name of the Challenge cannot be altered. The input field contains "The Invitational".
- ADMINISTRATIVE NAME**: What unique name should be used for this challenge for administrative purposes only? The input field is empty.

- Challenge Name - "The Invitational" - cannot be changed, displays to participants.
- Administrative Name - enter an internal-facing name for the challenge that displays as the Challenge Name in the Site Admin list of challenge programs; 100 characters max.  
Example: 2017 Spring Invitational

Only certain punctuation is allowed: hyphen, underscore, \$, &, (),!

#### 2. Time frame

The screenshot shows a form titled "Timeframe". It contains one section:

- AVAILABILITY DATE**: When can users see the challenge and start to sign up? The input field shows a date format: / /

- Enter the date on which The Invitational will become visible to users and registration can begin. Format is mm/dd/yyyy. It must be at least one day in the future.

**Wednesday** is recommended because it lies in the middle of the week and allows participants to get into a rhythm of participating prior to the weekend.

The registration period is one week, followed by 5 weekly rounds of matched-team competition.

The Invitational allows for one additional day to enter steps to apply to the previous round. As an example, if a round runs from Wednesday - Tuesday, participants have the following Wednesday to enter steps for the previous round.

#### 3. Eligibility

**Challenge Eligibility**

**CHOOSE ELIGIBLE MEMBER GROUPS** Which Member Groups are eligible to participate in The Invitational?

[Browse Groups](#)

\* Groups can be created or modified with the [Eligible Member Groups tool](#)

Eligibility for The Invitational is based on selecting Member Groups that have been defined in the Eligibility Member Groups tool.

- To select a single Member Group, do the following:
  - Enter a letter or number in the search box to display up to 5 group names that contain the search string. Select a group from the list that displays, if appropriate.

**Challenge Eligibility**

**CHOOSE ELIGIBLE MEMBER GROUPS** Which Member Groups are eligible to participate

[Browse Groups](#)

**all**  
Group A  
Another Group  
That Group

- Click the **Add Group** button to associate the group to the current challenge.

**Challenge Eligibility**

**CHOOSE ELIGIBLE MEMBER GROUPS** Which Member Groups are eligible to participate

[Browse Groups](#)

\* Groups can be created or modified with the [Eligible Member Groups tool](#)

- The selected group displays above the group selection field.

**Challenge Eligibility**

**CHOOSE ELIGIBLE MEMBER GROUPS** Which Member Groups are eligible to participate

[Browse Groups](#)

\* Groups can be created or modified with the [Eligible Member Groups tool](#)

- To select multiple groups in one operation:
  - Click the **Browse Groups** link to view a list of existing groups.

- Select one or more groups from the list, and click **Finish**.

- The selected group(s) display above the group selection field as shown further above.

- You can remove a group selected in error by clicking the X by its name.



#### 4. Additional Admin Notes:

Enter up to 10,000 characters of additional information that will display in the Customer Service Tool. You can include any information about this Invitational challenge that would be helpful to Customer Service, such as which achievements are tied to Rewards.

No formatting is supported, other than line breaks.

- Click **Create** at the bottom of the setup page to create the new Invitational challenge.

## Program Overview

The Overview page for an Invitational challenge displays the following:

### Edit Basics

Click the **Edit** button to adjust basic features of the setup. See [page 110](#).

### Manage Emails

Click **Manage** in the Emails area to make certain customizations to challenge-generated emails or to disable them. See [page 111](#).

### Manage Rules

Click **Manage** in the Rules area to optionally enter challenge-specific FAQs. See [page 116](#).

### Timeline

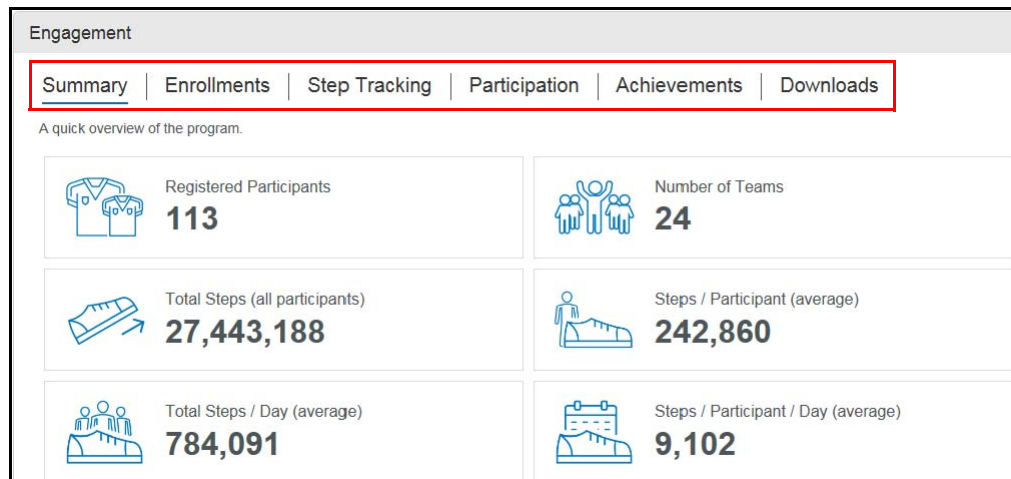
A newly created Invitational challenge displays as “Not Yet Available” in its timeline on the program overview page:

Dates for the Warmup week, 5 rounds of competition, and 2 weeks of visible Results are automatically calculated from the Availability Date entered in the challenge setup.

## Engagement

The Engagement area of the program overview page provides a Summary and detail tabbed view of current challenge engagement levels:

Summary data displays automatically. Click the additional links to view data on other specific areas of challenge engagement. See [page 107](#).



### Summary Data Explanation

The Summary tab data displays automatically in the Engagement section to provide a quick overview of the program.

#### Registered Participants:

Number of participants who are currently registered.

Does not include "ghost" team members or those who registered but withdrew during the warm-up week.

#### Number of Teams:

Number of teams in the challenge.

#### Total Steps (all participants):

Total steps currently logged in the challenge from all participants. Does not count steps logged in the warm-up week.

#### Steps / Participant (average):

Average steps per participant for the challenge to date.

Calculated as total steps currently logged in the challenge, divided by the total number of all registered participants in the challenge, including those who have not entered any steps. Does not count steps logged in the warm-up week.

- Total steps / total participants = average steps per participant.

Total Steps / Day (average):

Average number of steps per day logged in the challenge.

Calculated as total steps currently logged in the challenge, divided by the number of full days completed to date in the challenge. Does not count # of days or steps logged in the warm-up week.

- Total steps / number of full days completed = average number of steps per day.

Steps / Participant / Day (average):

Average number of steps per day for those participants who have logged any steps during the challenge.

Calculated as total number of steps, divided by # of participants with steps, divided by # of days. Does not count # of days or steps logged in the warm-up week.

**Other Engagement Links:**

Click the other links in the Engagement heading to display current detail for Enrollments, Step Tracking, Participation, Achievements, and Downloads (Team and Individual Reports in .csv format).

### Enrollments Detail

Engagement  
Summary | Enrollments | Step Tracking | Participation | Achievements

Are users enrolling in this program when you expected?

### Step Tracking Detail

Engagement  
Summary | Enrollments | Step Tracking | Participation | Achievements

How is your population tracking their steps?

### Participation Detail

Engagement  
Summary | Enrollments | Step Tracking | Participation | Achievements

What percentage of the time are users entering data in the program?

### Achievements Detail

Achievement	Round	Users
Goal Met	For 3 Days	80 users
	For 6 Days	62 users
	For 9 Days	48 users
	For 12 Days	34 users
	For 15 Days	29 users
Participation	Round 1	68 users
	Round 2	63 users
	Round 3	90 users
	Round 4	64 users
	Round 5	53 users
Win	Round 1	59 users
	Round 2	56 users
	Round 3	57 users
	Round 4	56 users
	Round 5	-
High Stepper	Round 1	12 users
	Round 2	12 users
	Round 3	12 users
	Round 4	12 users
	Round 5	-

Engagement  
Summary | Enrollments | Step Tracking | Participation | Achievements

How many achievements have participants earned?

### Downloads Detail - Team and Individual Reports

Engagement  
Summary | Enrollments | Step Tracking | Participation | Achievements | Downloads

For advanced users that are interested in doing their own analysis, we offer these downloadable reports.

**Team Report**

The team report is a **CSV file** that provides you with a list of teams participating in the challenge, the steps the team has entered for each round, and whether or not they have won each of the rounds. [Download](#)

**Individual Report**

The individual report is a **CSV file** that provides you with a list of individuals participating in the challenge, how they are tracking their steps, the steps they have entered for each round, and which achievements they have earned. [Download](#)

### Download Detail

#### Team Report

Click the **Download** button to create a Team report in .csv format.



The report includes the following fields:

<b>Challenge Level Fields</b>	Challenge Name, Challenge Admin Name, Registration Start Date, First Round Start Date, Final Round End Date, Last Visibility Date.
<b>Team Level Fields</b>	Team Name, Bot (Robot) Player Count, Round 1 Win, Round 1 Steps, Round 1 Average Steps per Participant, (repeats for Rounds 2 - 5), Cumulative Win Count, Cumulative Steps, Cumulative Average Steps per Participant.

### Individual Report

Click the **Download** button to create an Individual report in .csv format.

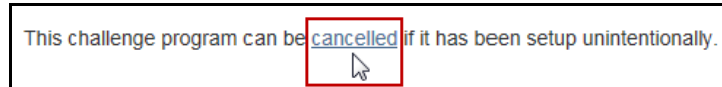
The report includes the following fields:

<b>Challenge Level Fields</b>	Challenge Name, Challenge Admin Name, Registration Start Date, First Round Start Date, Final Round End Date, Last Visibility Date.
<b>Individual Level Fields</b>	Unique ID, First Name, Last Name, Join Date, Currently Using Device, Current Device Type, Team Name, Round 1 Steps, Round 1 Average Steps per Day, (repeats for Rounds 2-5), Cumulative Steps, Cumulative Average Steps per Day, Rounds 1-5 Win Achievement, Cumulative Round Win Achievements, Rounds 1-5 Participation Achievement, Cumulative Participation Achievements, Goal Met 3, 6, 9, 12, 15 Day Achievements, Cumulative Goal Met Achievements, Rounds 1-5 High Stepper Achievements, Cumulative High Stepper Achievements.

### Cancel Challenge

You can cancel an Invitational challenge at any time from the Overview page. Be aware that a cancelled challenge cannot be exported.

- Click the **cancel** link at the very bottom of the Overview page.



- Enter the **Admin Name** of the challenge to confirm your intent to cancel that specific challenge:

**Cancel Challenge?**

Canceling the **K-Test** challenge will **permanently disable** it. Members will not be able to interact with this challenge and all links to the challenge will be removed. A record of this challenge will remain in the challenges admin.

Please type in the name of this challenge to confirm cancellation:

I understand the consequences, cancel this challenge

- Click the button labeled “I understand the consequences, cancel this challenge.”

### Edit Challenge Basics

Once the challenge has been created, you can click the **Edit** button in the Basics functional area to update certain elements of The Invitational setup:

**Basics** Edit

Available on **March 1st** for **67 eligible users** in the following groups:

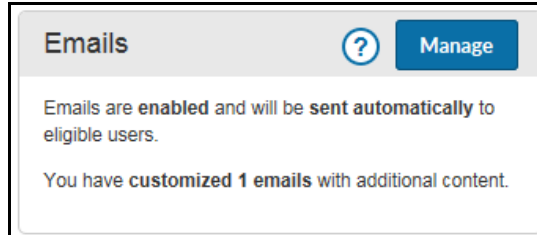
all

The Setup fields display, where you can make the following updates, depending on the challenge status:

- Administrative Name - May be updated at any time; displays only in Site Manager.
- Availability Date - May be updated before the date is reached. If changed, emails to participants are automatically changed too. For best results, the availability date should be a Wednesday.
- Eligibility Member Groups - May be updated before the challenge becomes available. Groups may be added or removed.
- Additional Admin Notes - Admin Notes may be added or updated at any time during the Challenge. The notes display in the Customer Service Tool to aid in responding to questions about the Challenge. For example, notes could specify which activities, if any, will earn rewards.
- Teams - Note that there is no admin function to set up or manage teams. The Invitational participants can create and join teams; the program itself will create additional teams as needed and combine small teams with no admin intervention needed. See [“Team Composition” on page 122](#) for details.

## Manage Emails

Once the challenge has been created, you can click the **Manage** button in the Email functional area on the program overview page to review email, make certain customizations to them or disable them entirely for the challenge:



The default emails for the challenge display in a list with a preview pane on the right.

- Coming Soon Announcement - sent 1 week before the challenge available date.
- Sign-up Announcement - sent on the challenge available date.
- Sign-up Reminder - sent 3 days after the challenge available date to those who have not registered.
- Final Sign-up Reminder - sent 7 days after the challenge available date to those who have not registered.
- Round 1 Reminder - sent first day of Round 1 week to all participants
- Round 2 Reminder - sent first day of Round 2 week to all participants
- Round 3 Reminder - sent first day of Round 3 week to all participants.
- Round 4 Reminder - sent first day of Round 4 week to all participants.
- Round 5 Reminder - sent first day of Round 5 week to all participants.
- Results Announcement - sent 1 day after Round 5 ends.

**Note:** Participants who interact with The Invitational from their mobile device will receive push notifications in addition to the challenge-generated emails. Users can turn off notifications within their phone settings. For a listing, see [page 116](#).

Select an email from the left-hand pane to view its preview in the right-hand pane.

Desktop and Mobile views are available from tabs at the top of the page.

Standard email content cannot be changed, but you can customize the subject line and add content:

- Click the pencil icon to edit the subject line.
- Click the *Add additional content* link to add a new section to the body of the email, for example to explain how participants can be rewarded for the challenge.

The screenshot displays an email management interface. On the left, under the 'Emails' tab, a list of emails is shown. The 'Coming Soon Announcement' is selected and highlighted with a red box. On the right, the 'Preview' pane shows the email content for the selected email. At the top of the preview, there are tabs for 'Desktop' and 'Mobile'. Below the tabs, the subject line 'Coming Soon: The Invitational' is displayed with an 'Edit' button. Underneath, the 'ADDITIONAL CONTENT' section shows 'You are using standard email content. Edit to add or revise content.' with another 'Edit' button. The main body of the email features a 'COMING SOON' banner with the title 'The INVITATIONAL TEAM STEPS CHALLENGE'. Below the banner, the text reads: 'Can you feel the anticipation in the air?' followed by 'The Invitational Team Steps Challenge is coming soon. Register between May 10th and May 16th.' A section titled 'THE INVITATIONAL How it works' includes an image of a laptop and a smartphone, and text explaining the challenge: 'You will be part of a five-person team that competes against a new team each week for five consecutive weeks. The team that walks the most steps each week wins! The challenge starts Wednesday, May 17th.' At the bottom, there is a blue button that says 'Download our app'.

All emails are generated by the program and sent to eligible participants on dates based on the challenge Availability Date.

You can do the following for any email that has not been sent yet:

1. Click an email listed in the left-hand pane to display its preview in the right-hand pane.

Desktop and Mobile views are available from the tab selections below the Preview header.

2. Click the **Edit button** for the subject line to edit it as needed.

This close-up shows the subject line 'Coming Soon: The Invitational' in a text input field. To the right of the input field is a blue button with the word 'Edit' and a pencil icon. A mouse cursor is pointing at the button.

Update the subject line, max limit 100 characters, and click **Save**.

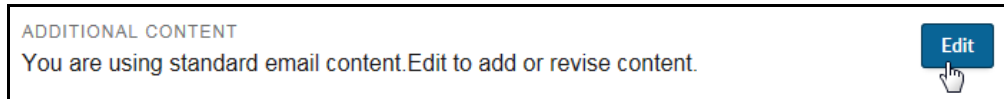


SUBJECT Modified

Get ready for The Invitational!

Cancel Reset To Default Save

- To add a new section of information to the email, click the **Edit** button for Additional Content.

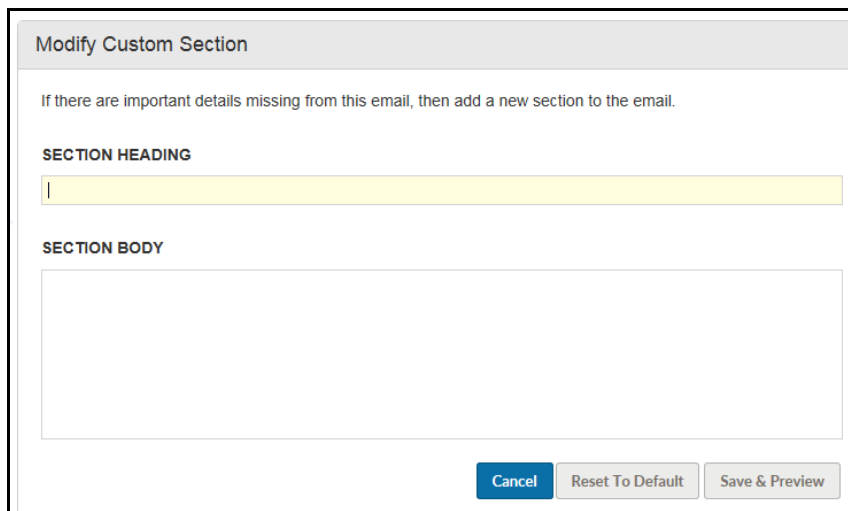


ADDITIONAL CONTENT

You are using standard email content. Edit to add or revise content.

Edit

The Modify Custom Section fields display.



Modify Custom Section

If there are important details missing from this email, then add a new section to the email.

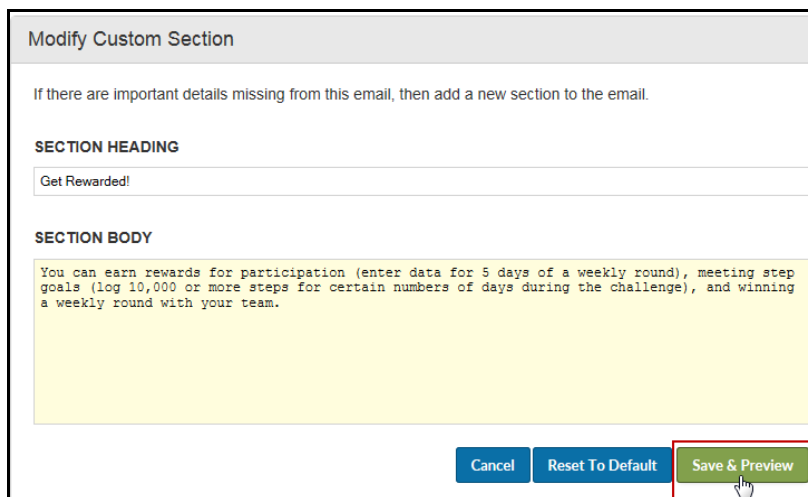
SECTION HEADING

SECTION BODY

Cancel Reset To Default Save & Preview

Enter a heading for the new section, up to 50 characters.

Enter the body of the new content section, up to 1000 characters. Graphics are not supported.



Modify Custom Section

If there are important details missing from this email, then add a new section to the email.

SECTION HEADING

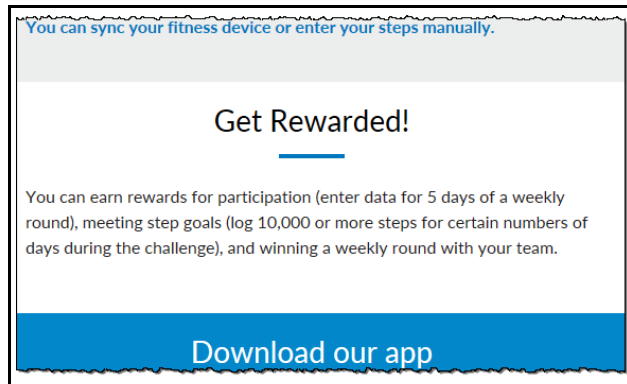
Get Rewarded!

SECTION BODY

You can earn rewards for participation (enter data for 5 days of a weekly round), meeting step goals (log 10,000 or more steps for certain numbers of days during the challenge), and winning a weekly round with your team.

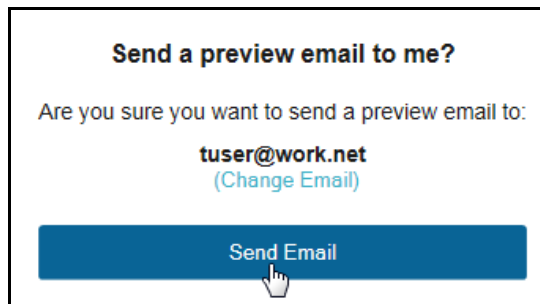
Cancel Reset To Default Save & Preview

Click **Save & Preview**.



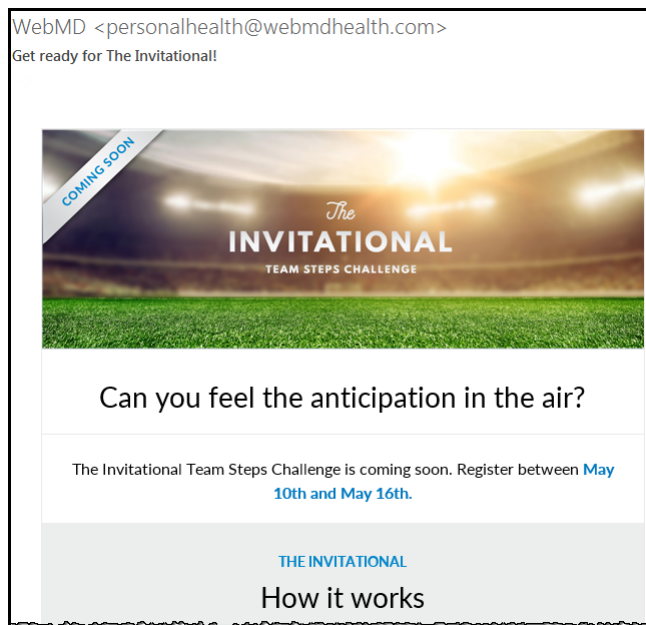
The custom section displays in preview mode; you cannot change its location within the email. The formatting of the new section automatically matches the rest of the email to preserve its continuity.

4. Click **Email To Me** to send a preview email to the test user email address.

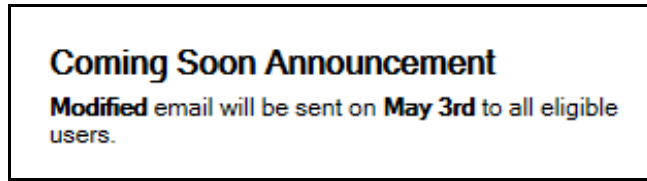


Change the email address as needed and click **Send Email**.

The email is sent to the test user address:



On the Manage Email page, modified emails show text that identifies them as non-standard:



### Disable Emails

By default, emails are automatically generated for The Invitational challenge unless you disable them before any are sent; that is, **more than a week before the challenge Availability Date**.

To disable all emails for the upcoming challenge, scroll to the very bottom of the Manage Email page and click the *disable all emails* link. The link is only available before the first email is sent; after that, emails cannot be disabled.

Emails are important for engaging users in The Invitational. If you must, you can [disable all emails](#) for this program until the first email is sent.

**Note:** Individual participants may opt out of receiving emails from The Invitational by clearing the check box for The Invitational under Settings > Messaging > Email.

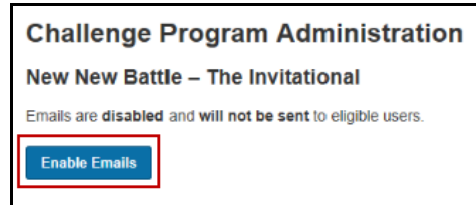
The screenshot shows the 'Settings' page with the 'Email' section selected. The 'Email' section includes a 'SAVE' button, a link to change 'Topics of Interest', and a link to change 'Health Coach' preferences. Below these are fields for 'Email Address' (with '@webmd.net' in the input) and 'Message Format' (set to 'HTML'). There are several checkboxes for email preferences: 'We may send you email...' (checked), 'WebMD Health Mail' (checked), 'Medication Reminders' (checked), 'Data Import Notification' (checked), 'Biometric Screenings' (checked), 'The Invitational' (checked and highlighted in yellow), and 'WebMD Condition Management' (checked).

### Re-enable Emails

You can re-enable emails **before the first email is sent**, if they have been disabled in error for example. To do so:

- Click the **Manage** button in the Email functional area on the program overview page.

- Then click the **Enable Emails** button to restore email functionality as well as the full email administration interface.



### Push Notifications

Two types of push notifications are generated during the challenge: Reminder/Encouragement notifications and Chat notifications.

#### Reminder/Encouragement Notifications:

A user will only receive as a maximum, one Reminder/Encouragement Push Notification per day.

The Reminder types and associated messages are:

1. Available to sign up: Join The Invitational & walk your way to weekly wins!
2. Reminder to sign up: The Invitational starts tomorrow - join now!
3. First Opponent Revealed: Check out your first matchup in The Invitational!
4. Reminder (manual entry users): The Invitational reminder: enter yesterday's steps!
5. Device Reminder: The Invitational reminder: Be sure to sync your device!
6. Encouragement (4 types):
  - Keep it up! You're halfway through this round of The Invitational
  - Only a few days to go this round of The Invitational - keep walking!
  - You're on the home stretch for this round of The Invitational - finish strong!
  - It's the last day of the round for The Invitational – make it count!
7. Final Reminder (manual entry user): Enter this round's steps so the results can be finalized!
8. Device Final Reminder: Be sure to sync your device so the results can be finalized!
9. New Round: It's time to kick start your new round in The Invitational
10. Opponent Revealed: See last round's results and your new opposing team!
11. Final Results: You did it! Celebrate your final results for The Invitational



	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Warmup	Available to sign up - Join The Invitational & walk your way to weekly wins!						Reminder to Sign up - The Invitational starts tomorrow - join now!
Round 1	First Opponent Revealed - Check out your first matchup in The Invitational!	Reminder - The Invitational reminder: enter yesterday's steps! Device Reminder - The Invitational reminder: Be sure to sync your device!	Reminder -	Reminder or Encouragement - Keep it up! You're halfway through this round of The Invitational	Reminder or Encouragement - Only a few days to go this round of The Invitational - keep walking!	Reminder or Encouragement - You're on the home stretch for this round of The Invitational - finish strong!	Reminder or Encouragement - It's the last day of the round for The Invitational - make it count!
Round 2	Final Reminder - Enter this round's steps so the results can be finalized! Device Final Reminder - Be sure to sync your device so the results can be finalized! or New Round - It's time to kick start your new round in The Invitational	Opponent Revealed - See last round's results and your new opposing team!	Reminder	Reminder or Encouragement	Reminder or Encouragement	Reminder or Encouragement	Reminder or Encouragement
Round 3	Final Reminder or New Round	Opponent Revealed	Reminder	Reminder or Encouragement	Reminder or Encouragement	Reminder or Encouragement	Reminder or Encouragement
Round 4	Final Reminder or New Round	Opponent Revealed	Reminder	Reminder or Encouragement	Reminder or Encouragement	Reminder or Encouragement	Reminder or Encouragement
Round 5	Final Reminder or New Round	Opponent Revealed	Reminder	Reminder or Encouragement	Reminder or Encouragement	Reminder or Encouragement	Reminder or Encouragement
Final	Final Reminder	Final Results - You did it! Celebrate your final results for The Invitational					

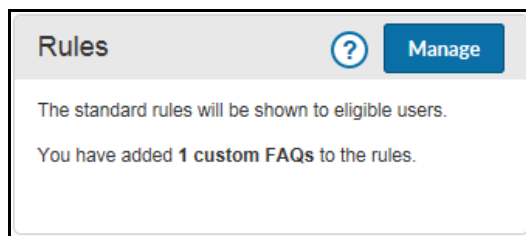
### Chat Notifications:

A separate push will occur for Chat Push Notifications. The push will be inclusive of both Team Chat and Matchup Chat. If a user has gotten a new push that they have not "looked at" (meaning gotten to a chat room) in the last 24 hours, a push notification will be generated that states "New messages are available in The Invitational."

A user does not receive a push notification for chats further in the past they have not read, just for those in the last 24 hours.

## Rules & FAQs

Click the **Manage** button in the Rules functional area on the program overview page to view the rules of the Invitational and optionally enter FAQ information:



### Rules

The rules for the challenge display in a list and contain static text that is not available for edit. The rules automatically reflect the dates that are relevant to the current Invitational challenge.

Any FAQs that have been added display in the right-hand pane with the option to add another:

**Challenge Program Administration** [Back to Program](#)

**K Test - The Invitational**

Below is a preview of what the rules section of The Invitational. In addition to the standard rules, there are **1 custom FAQs** configured. If there is information missing from the standard rules, add a new FAQ providing that information.

**Rules Preview**

*The*  
**INVITATIONAL**  
TEAM STEPS CHALLENGE

What Is The Invitational

Recording Steps

Teams and Matchups

**FAQs**

If more information is missing from the rules, add another FAQ providing that information.

**When will I see rewardable achievements trigger in my Rewards Program?**

Rewardable achievements will redeem immediately upon qualifying actions. The program does not need to close to see your rewardable activity.

[Add Another FAQ](#)

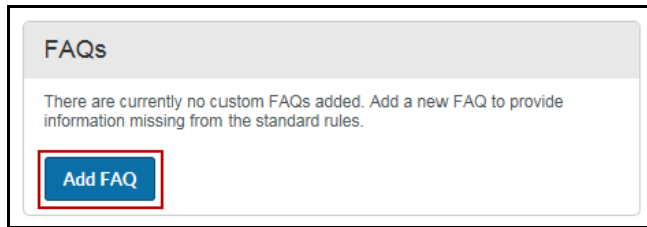
The pre-defined rules are automatically date-specific to the current challenge and include the following:

- What Is The Invitational - High-level description of the challenge with dates of registration and challenge end.
- Recording Steps - Methods of step entry, ability to change data source, integration of data, warm-up week steps, per day limit of 50,000 steps (manual or device-entered).
- Teams and Match ups - How to create, join or be auto-assigned to a team.
- Timeline - Dates of the 5 matchup rounds and what happens in each.
- Achievements - Four achievement types and their requirements; Rewards Lobby link to see if they are rewardable.
- Matchup Chat - Guidelines for chatting between matched-up teams.
- Team Chat - Guidelines for chatting with teammates.
- Using the Mobile App - How to access The Invitational.on your mobile device.

### Adding FAQs

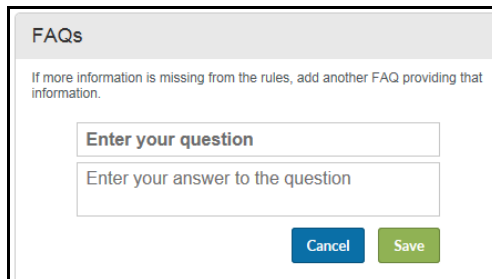
The option to Add FAQ or Add Another FAQ displays in the right-hand pane of the Rules and FAQs page.

**Note:** Default FAQ content is available that you can copy/paste into the FAQ page; see [page 124](#).

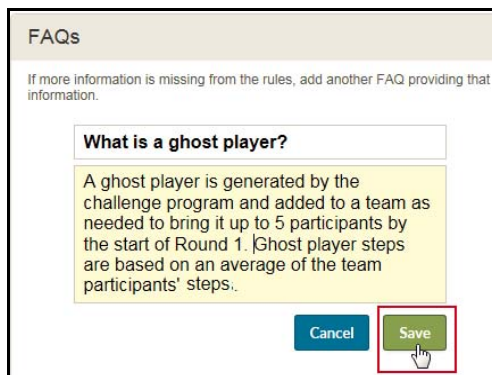


To add a FAQ, do the following:

1. Click **Add FAQ** or **Add Another FAQ**.

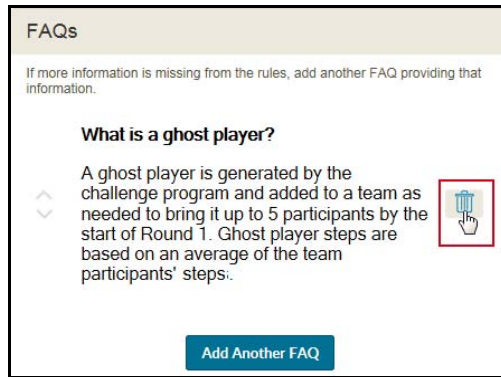
A screenshot of a web interface titled "FAQs". The main content area contains the text: "If more information is missing from the rules, add another FAQ providing that information." Below this text are two input fields. The first field is labeled "Enter your question" and the second field is labeled "Enter your answer to the question". Below the input fields are two buttons: a blue "Cancel" button and a green "Save" button.

2. Enter the FAQ Question (up to 100 characters) and the Answer (up to 1000 characters), and click **Save**. You can copy/paste default FAQ text as needed; see [page 124](#).

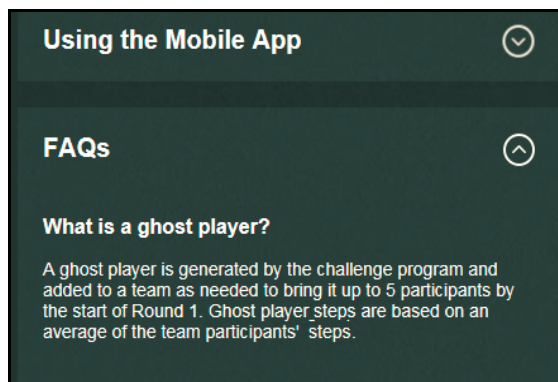
A screenshot of a web interface titled "FAQs". The main content area contains the text: "If more information is missing from the rules, add another FAQ providing that information." Below this text are two input fields. The first field contains the question: "What is a ghost player?". The second field contains the answer: "A ghost player is generated by the challenge program and added to a team as needed to bring it up to 5 participants by the start of Round 1. Ghost player steps are based on an average of the team participants' steps." Below the input fields are two buttons: a blue "Cancel" button and a green "Save" button. A red rectangular box is drawn around the "Save" button.

Be sure to check that the entire answer, up to 1000 characters, displays in the answer pane.

3. The FAQ displays in the right-hand pane; click the garbage can icon to discard it as needed.



- FAQs that have been added also display when the FAQ item is expanded at the bottom of the Rules list.

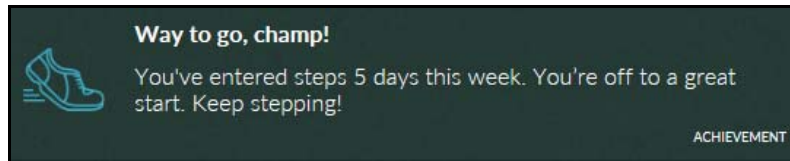


## Achievements and Rewardable Activities

Achievements for The Invitational are automatically generated by the program; no admin setup is required. When a participant does one of the following, an achievement message displays on-screen and earned achievements are listed in the challenge UI:

- Weekly Participation - enter data for 5 days of a weekly round; can be achieved for each weekly round.
- Weekly Win - help your team log more steps than the opposing team for a weekly round; can be achieved for each weekly round.
- Met Goal - Enter daily goal of 10,000 steps for 3/6/9/12/15 days over the duration of the challenge. Days do not have to be consecutive; 5 achievements possible.
- Weekly High Stepper - Enter total steps for a round that are within the top 10% of total steps for all participants for the round; can be achieved for each weekly round.

Example of an earned achievement in the participant's Challenge UI:



### Rewardable Activities

Corresponding rewardable activities can be implemented to reward for any or all of the achievements.

✔ Active	▶	<a href="#">The Invitational Met Goal for 12 Days</a>
✔ Active	▶	<a href="#">The Invitational Met Goal for 15 Days</a>
✔ Active	▶	<a href="#">The Invitational Met Goal for 3 Days</a>
✔ Active	▶	<a href="#">The Invitational Met Goal for 6 Days</a>
✔ Active	▶	<a href="#">The Invitational Met Goal for 9 Days</a>
✔ Active	▶	<a href="#">The Invitational Participation Round 1</a>
✔ Active	▶	<a href="#">The Invitational Participation Round 2</a>
✔ Active	▶	<a href="#">The Invitational Participation Round 3</a>
✔ Active	▶	<a href="#">The Invitational Participation Round 4</a>
✔ Active	▶	<a href="#">The Invitational Participation Round 5</a>
✔ Active	▶	<a href="#">The Invitational Round 1 High Stepper</a>
✔ Active	▶	<a href="#">The Invitational Round 1 Win</a>
✔ Active	▶	<a href="#">The Invitational Round 2 High Stepper</a>
✔ Active	▶	<a href="#">The Invitational Round 2 Win</a>
✔ Active	▶	<a href="#">The Invitational Round 3 High Stepper</a>
✔ Active	▶	<a href="#">The Invitational Round 3 Win</a>
✔ Active	▶	<a href="#">The Invitational Round 4 High Stepper</a>
✔ Active	▶	<a href="#">The Invitational Round 4 Win</a>
✔ Active	▶	<a href="#">The Invitational Round 5 High Stepper</a>
✔ Active	▶	<a href="#">The Invitational Round 5 Win</a>

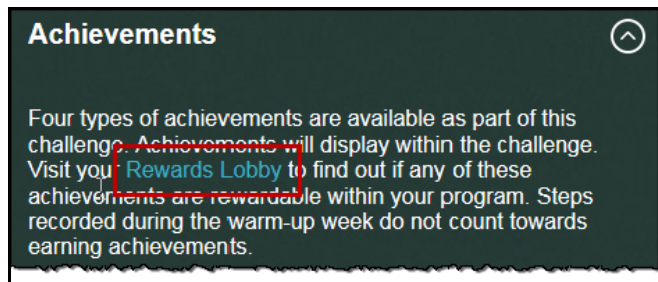
Rewardable activities for The Invitational can be activated in the Rewards tool.

When activated, the activities apply automatically to an active Invitational challenge at the same level.

Work with your Client Program Manager to enable the activities that you wish to reward:

- The Invitational Met Goal for 3, 6, 9, 12, 15 Days  
The goal is 10,000 steps.
- The Invitational Participation Round 1, 2, 3, 4, 5  
Log data for 5 of the 7 days in a round.
- The Invitational Round 1, 2, 3, 4, 5 High Stepper  
Individual's total steps for a week are in the top 10% of all participants for that week.
- The Invitational Round 1, 2, 3, 4, 5 Win  
Team wins a round, all team members earn the credit.

Rewardable activities display in the participants' Rewards Lobby; a link from the Achievements Rule is provided.



## Team Composition

Teams for The Invitational are program generated and require no admin setup.

### Team Assignment

Team size is currently set at 5 participants.

Registrants have the following team options:

- Create a team - other participants can join on a space-available basis; places cannot be saved or invitations sent.
- Join a team - if space is available on an already formed team. A participant may join any team that has space.
- Be auto-assigned to a team - an existing team if space is available, or a new program-generated team created as needed to accommodate participants who opt for auto-assignment.

Note: If not enough teams have been user-created during registration to accommodate the number of participants, the program will create new teams to fit all participants that have joined the challenge.

### Team Merging

If there are more user-created teams than can be filled by the number of registrants, the system will merge some teams to achieve 5 participants per team, as nearly as possible.

- Team members are kept together, even if merged into another team.
- Teams of at least 3 participants will keep their team identity; they will not be merged into another team.
- Teams with fewer than 3 participants can be merged into another team when necessary.

Auto-assigned users are then placed on the available teams by filling up teams with the lowest participant count first.

Any open spots remaining will be filled by ghost players. Ghost player steps for a round are calculated as the average of the team members' steps for the round.

### Team Matchup Process

A powerful engagement feature of The Invitational is the competition between teams of comparable past performance for a better user experience. Teams are matched as follows:

1. Round 1 matchups of teams are randomly assigned.
2. Round 2-5 matchups are based on each team's cumulative step count from all previous rounds in The Invitational.
3. Teams are assigned in sequential order based on cumulative step count to compete against each other in the next round.
4. A team cannot play the same team in two consecutive rounds. It can play the same team in a later round. If sequential ordering results in a rematch of two teams from the previous round, then the next best matchup occurs instead.

## Using Default FAQ Text

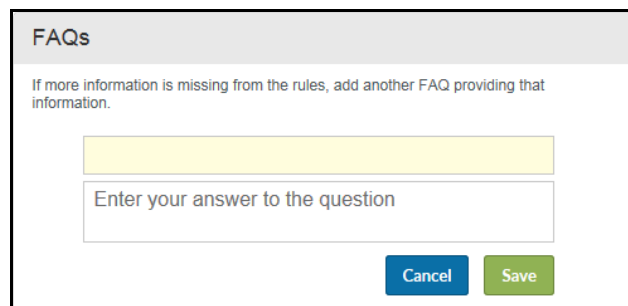
The purpose of the default FAQ text is to provide you an easy means of populating the FAQ section that displays to participants in The Invitational. You do not have to use the default text if you prefer to configure your own FAQs or you can omit them entirely.

You can copy/paste pertinent sections of this text into the FAQ fields under the Rules tab within The Invitational program setup. You may omit sections or parts of sections that do not apply; for example, omit the Rewards section if you do not enable rewardable activities for The Invitational.

Update as needed any text (displayed in blue below), to reflect the particulars of your challenge program or location.

To configure the FAQ sections using default text or your own text:

1. Navigate to the **Rules** section of The Invitational setup pages and click **Manage**.
2. Click **Add FAQ**. The fields display for entry of question and answer text.



3. Shaded field - copy/paste a default or updated question text, or enter your own question. The text will automatically render in bold once saved. Maximum character length = 100.
4. **“Enter your answer to the question”**- copy/paste the default or updated answer text, or enter your own answer. Maximum character length= 1000.
5. Click **Save**.
6. Text within the FAQ section can be altered at any point during the challenge.

### *Default FAQ Text to copy*

*Note: Be sure to **update any text in blue** to provide information specific to your Invitational challenge.*

#### **Q: What is The Invitational Team Steps Challenge?**

A: Physical fitness is important to one’s well-being. One way to improve your physical fitness is to keep active. The Invitational is a weekly team-based competition designed to help you improve your physical fitness, specifically number of steps you take on a daily basis, while having fun.

You will be part of a five-person team that competes against a new team each week for five consecutive weeks. The team with the most steps each week is the weekly winner.

#### **Q: When can I register to participate?**

A: The registration week and warm-up period is between **Month DD, YYYY** and **Month DD, YYYY**. Registration must be complete by **Month DD, YYYY**.

#### **Q: What are the dates of the weekly rounds?**

A: The challenge includes five weekly rounds which begin on **Month DD, YYYY** and end **Month DD, YYYY**.

Round 1: **Month DD – Month DD**

Round 2: **Month DD – Month DD**

Round 3: **Month DD – Month DD**

Round 4: **Month DD – Month DD**

Round 5: **Month DD – Month DD**

See Timeline Tab for more details and dates.

#### **Q: How are teams formed and assigned?**

A: Participants will have one of three ways to be a part of a team for The Invitational.



1. **Create a Team:** participants have the ability to start a team at any point during the one-week registration period. As part of the team creation process, they can select the color and mascot to represent the name and shield of their team.
2. **Join a Team:** participants have the ability to join an already formed team at any point during the one-week registration period.
3. **Automatic Team Assignment:** if a participant has not opted to create their own team or join an already formed team, at the end of the registration/warm-up week, the participant will be randomly assigned to a team of five members. Their team will be assigned a team name.

If the team a participant has created or joined is not full by the end of the registration/warm-up week, the team could be merged with another team, filled by participants that have selected auto-assignment, or filled with ghost players.

**Q. Can other participants see my results?**

A: Yes. During The Invitational experience, other people will be able to view your progress such as your number of daily steps, average number of steps overall, etc. Participants can change their user names during the registration process (e.g., Mary Jones could change her name to Super Walker).

**Q. Can I see other participants' results during the challenge?**

A: Yes. During The Invitational experience, you will be able to view other participants' progress such as their number of daily steps, average number of steps overall, etc. Participants can change their user names during the registration process (e.g., Mary Jones could change her name to Super Walker).

**Q: How are my steps entered?**

A: When registering for the challenge, you will select a fitness device OR choose to manually enter your steps. Once you have made your selection, you can change the method and/or switch your device throughout the challenge. When you change your entry method:

- If you have already entered steps for The Invitational on the day of the entry method change, then any steps already recorded as well as any other steps using your initial method will count towards that day. Your new, selected entry method will begin on the following day.
- If you have not entered any steps for The Invitational on the day of the entry method change, then your new entry method will start on the day of the change.

Your steps will be automatically uploaded or manually entered throughout each weekly round. You will have 24 hours after the end of a round to enter steps for that round. **After this time, you cannot enter or change steps data for any previous round.**

**Q: Is there a cap on the number of steps that can be recorded per day for The Invitational?**

A: The Invitational has a 50,000 steps cap per day. 50,000 steps is the equivalent to running a marathon. If you are a manual entry user and you type in a number greater than

50,000 steps, your steps count for that day will automatically adjust to 50,000. If you are a device/app user and have more than 50,000 steps captured for a day in your device/app, when your device syncs, only 50,000 steps will be included in The Invitational for that specific day.

For manual entry users, all steps data entered (with 50K cap) into The Invitational will also be reflected in your PHR or trackers. For device/app users, the actual number of steps that are captured in your device/app will be reflected in your PHR. As an example, if you have 55,000 steps in your device for a specific day, there will be 55,000 steps in your PHR/tracker, however there will only be 50,000 steps included in The Invitational.

**Q: Will the steps I enter into The Invitational also be captured within my PHR/Trackers?**

A: All steps data uploaded or entered into The Invitational will also be reflected in your PHR or trackers. No changes will be reflected in your PHR or trackers more than 24 hours after a round ends. However, steps entered directly into your PHR or trackers will not be reflected within The Invitational challenge.

**Q: What happens during the registration week?**

A: Registration will be open from [Month DD, YYYY](#) to [Month DD, YYYY](#). No registrations will be accepted after [Month DD, YYYY](#).

During registration, you join the challenge and identify your method of entering steps data; either via automatic device upload or manual entry.

Once your registration is complete, you can participate in a warm-up period or “practice round”. No steps uploaded or entered during the warm-up period count toward any of the rewards. The goal of the warm-up period is to let you practice and get comfortable with the challenge and how to follow your progress before the actual challenge begins.

**Q: Who can participate in the challenge?**

A: All eligible employees can participate and earn rewards and prizes.

**Q: What is an achievement?**

An achievement is something you accomplish during the course of the challenge.

Example achievements include:

- Participating at least five days out of a seven-day round.
- Being on a winning team for a round.
- Reaching a milestone number of steps for a certain number of days.
- Achieving “high stepper” status.

Achievements will display within The Invitational.

See the “Achievements” for additional details.

**Q: What are The Invitational rewards?**

*[Client to fill this in based on their Rewards offering for The Invitational.]*

**Q: What is Match-up Chat?**

A: The Invitational allows a participant to participate in 5 Match-up Chats that correspond to each of the 5 challenge rounds. Within each round's Match-up Chat the participant can send a message that all of their teammates and the 5 members of the opposing team can view. A participant can also view all the messages their teammates and members of the opposing team send within a round's Match-up Chat. Only those 10 individuals can send and view messages within a specific round's Match-up Chat.

Within the user experience, there will be an indicator next to the Match-up Chat tab as to how many new messages have been sent since they last accessed Match-up Chat. Additionally, if a participant has enabled the Wellness at Your Side app, they will be sent a daily push notification that new messages are available in The Invitational. A participant can turn off notifications within Settings on their mobile device or smartphone.

**Q: What is Team Chat?**

A: The Invitational allows participants to participate in an on-going Team Chat with other participants that are on their team throughout the Registration/Warm up week, the 5 Challenge Rounds, and the two weeks until the last Visibility Date. Within each round's Team Chat a participant can send a message to their own teammates. Participants can also view all the messages from their teammates in Team Chat. Only those 5 individuals can send and view messages within a Team Chat.

Within the user experience, there will be an indicator next to the Team Chat tab as to how many new messages have been sent since a participant last accessed Team Chat. Additionally, if the participant has enabled the Wellness at Your Side app, the participant will be sent a daily push notification that new messages are available in The Invitational. A participant can turn off notifications within Settings on their mobile device or smartphone.

**Q: Will I receive Push Notifications from The Invitational?**

A: Yes, if you are using the Wellness app, you will receive push notifications throughout the challenge, helping to keep you informed and on track with your goals, progress, and chats.

You can turn off notifications within the Settings on your mobile device or smartphone.

**Q: Why are the number of steps on my own fitness device or app not the same as on The Invitational?**

A: There may be a delay between your own fitness device or app syncing with The Invitational. You do need to make sure your device is syncing with its corresponding app. It may take up to 24 hours for syncing to take place.

**Q: How do I access the portal from my mobile device or smartphone?**

A: There are two ways to access The Invitational via your mobile device:

Log into your Wellness app and click on “The Invitational” promo card (this is the recommended mobile access point).

Or

1. Go to [www.xxxxx](#) from your smartphone, tablet, or desktop.
2. Log in using your [xxxxxxx](#) username and password.
3. Click into The Invitational from the homepage.

**Q: Who should I contact if I have questions during the challenge?**

A: Contact customer service at [xxx-xxx-xxxx](#) for any questions during the challenge. Customer service is available from [x:xx](#) AM to [x:xx](#) PM [xxxx](#) Standard Time, Monday-Friday.

**Q: Who do I contact if I have a medical condition that keeps me from participating in the challenge?**

A: [\[Company/Healthplan\]](#) is committed to helping you take positive steps toward your well-being. If you think you may be unable to participate in this wellness challenge due to your health status, please contact [\[Company/Healthplan\]](#) customer service and we will work with you (and, if you wish, your doctor) to find a wellness alternative that is right for you with the same reward.

**Q: Who are the Human Resources Generalists in each office?**

A: Each Human Resources Business Partner is listed below. For all other questions regarding the challenge, contact customer service at [xxx-xxx-xxxx](#).

[\[Enter HR names if desired.\]](#)

---

## Export/Import an Invitational Setup

Export/Import functionality has been added to The Invitational challenge admin tool. Its purpose is to facilitate the deployment of a challenge set up in one environment to another environment, such as from Staging to Production.

Exporting and importing an Invitational challenge setup is a secure process that allows you to do the following between environments for the same sponsor:

- Export an Invitational challenge to another environment.
- The exported challenge cannot have been cancelled or finished.
- Import an Invitational challenge setup, including its customizations, emails and FAQs, whose available date is in the future.
- Import an updated challenge to apply its changes to an existing challenge of the same name in the target environment. The available date must be in the future.
- Import process will warn if synchronized member groups do not exist in the target environment.

### *Synchronize Member Groups*

The Eligibility Member Groups for the sponsor must be in sync between the source environment and the target environment before you export/import an Invitational challenge setup. See [“Export/Import Sequence Options” on page 133](#) for details.

Refer to the Eligibility Member Groups site manager guide for detailed member group export/import instructions.

Before you export/import an Invitational challenge setup, do the following:

1. Note the Member Groups that are used by the Invitational challenge that is to be exported/imported.
2. Perform an Export of those member groups from the source environment.
3. Perform an Import of those member groups into the target environment for the same sponsor at the same node level.

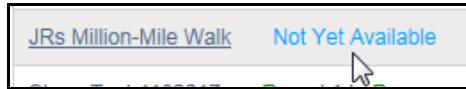
**Note:** You cannot simply set up a member group of the same name in the target environment; the internal id’s will not match the member group in the challenge setup.

### *Export an Invitational Challenge Setup*

**Note:** Be sure the member groups are in sync between the two environments before you export an Invitational challenge setup. See [“Export/Import Sequence Options” on page 133](#) for details.

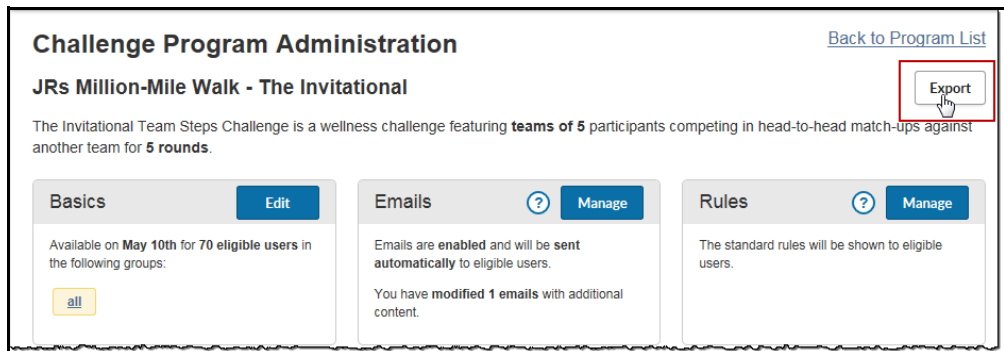
Follow these steps to export an Invitational challenge setup to be imported into another environment:

1. Select an Invitational challenge setup that has not yet reached its available date.

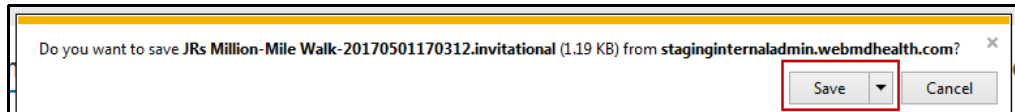


- To be imported, the exported challenge must have an available date in the future.
- You cannot export a challenge that has been cancelled or finished.

2. Select the **Export** button at the top right of the program's overview page.



3. The option to Save or Cancel the export of the challenge setup displays at the bottom of the screen:



4. Click **Save** to save a copy of the challenge setup to your Downloads folder, or select Save As to place the file in another location.

The standard file name for an exported Invitational challenge is:  
challenge admin name-yyyymmddhhmmss.invitational

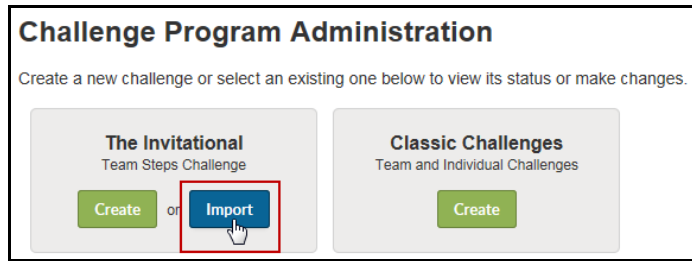
5. The file is now ready to be selected for Import.

## Import an Invitational Challenge Setup

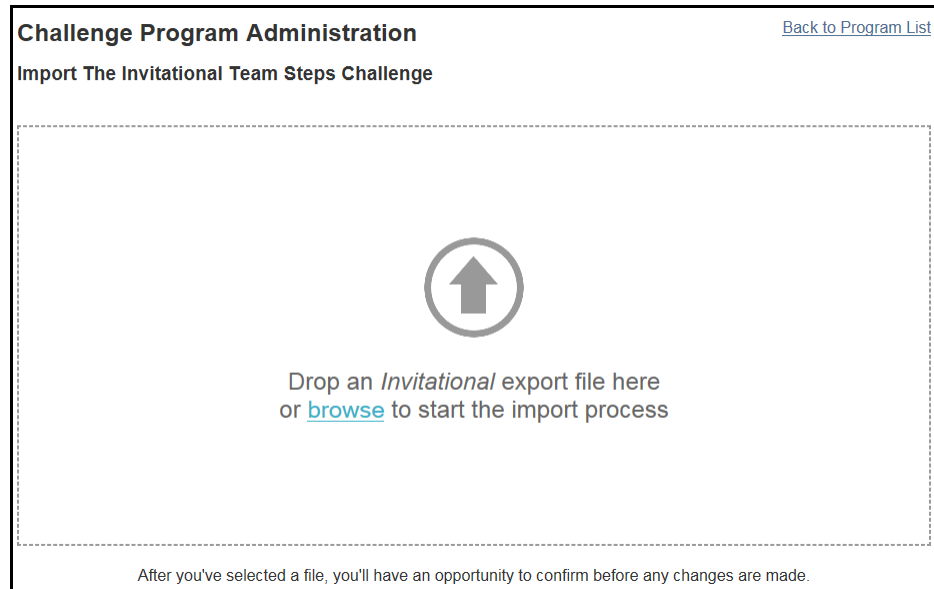
Before importing an Invitational challenge setup, be sure the member groups have been synchronized between the two environments; see [“Synchronize Member Groups” on page 129](#).

To import an exported Invitational challenge setup into a target environment for the same sponsor, such as Production, do the following:

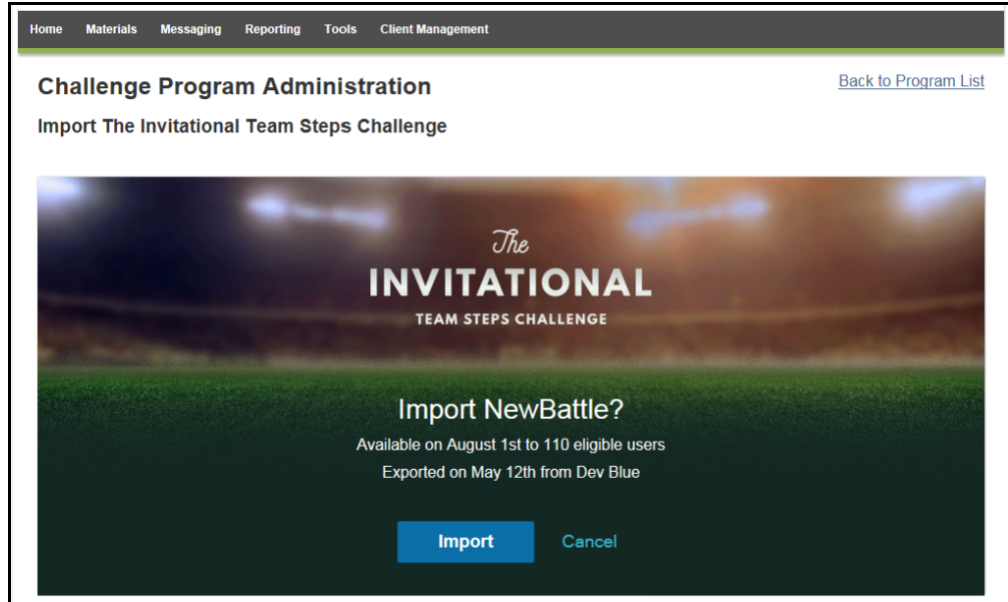
1. In the target environment and at the same sponsor node as the source environment, access the Challenges Program Administration tool.
2. Click the Invitational **Import** button on the Challenge admin page.



3. The Import page displays:

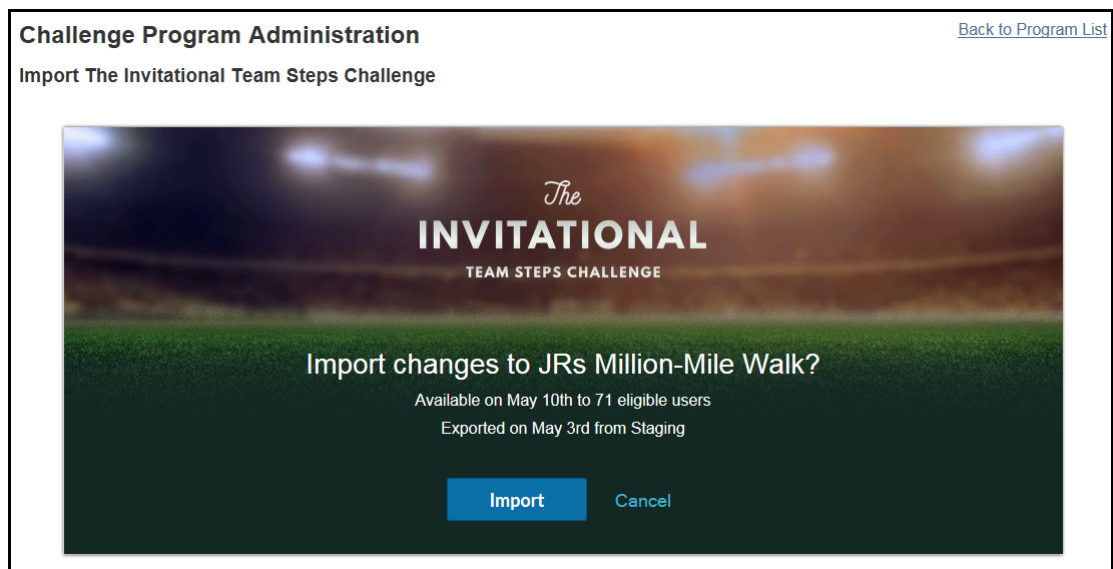


4. Select the exported Invitational challenge setup:
  - Drag and drop the exported file to the Import pane
  - Or click [browse](#) and navigate to the exported file location to select it.
5. If the import is a new setup to the target environment, it will display for verification.



### Importing a new setup.

6. If the import is a setup that already exists in the target environment, it will display for importing changes:



### Importing an updated setup.

7. Click **Import** to update the existing setup with any changes that exist in the imported file.
8. The program overview page displays where you can edit or verify any elements as needed.



The screenshot shows the 'Challenge Program Administration' page for 'JRs Million-Mile Walk - The Invitational'. At the top right is a link 'Back to Program List' and an 'Export' button. Below the title is a description: 'The Invitational Team Steps Challenge is a wellness challenge featuring teams of 5 participants competing in head-to-head match-ups against another team for 5 rounds.' There are three main sections: 'Basics' with an 'Edit' button, 'Emails' with a 'Manage' button, and 'Rules' with a 'Manage' button. The 'Basics' section states the challenge is available on May 10th for 71 eligible users and has an 'all' button. The 'Emails' section states emails are enabled and will be sent automatically, and that 1 email has been modified. The 'Rules' section states standard rules will be shown to eligible users.

### Export/Import Sequence Options

The Invitational challenge setup is in sync with the member groups associated with it on Staging at the time of its export. When the challenge is imported to its target environment (Live), it must also be in sync with the member groups that exist there by previous import. If it is not in sync, the challenge import will fail.

Any updates to the member groups in Staging that are subsequently exported and imported to Live will automatically be adopted by the challenge on Live. That is, the challenge program will automatically start using the member groups' new configuration. The member groups stay in sync.

Member groups should be created or updated on Staging and then moved to Live using the Eligibility Member Group export/import process.

But once defined, member groups will typically persist without change so it is not necessary to export/import them for each new challenge that uses them.

Sequence 1 - New member groups, new challenge - stays in sync:

- In Staging, create or update member groups; export them.
- In Live, import the exported member groups.
- In Staging, create or update the challenge setup using member groups, export it.
- In Live, import the exported challenge.

Sequence 2 - Member group updated on Staging after challenge is exported/imported to Live - stays in sync:

- Start from synched member groups and challenge on Staging and Live.
- Update member groups on Staging; export them.
- Import member groups to Live to update them.
- Challenges in Live automatically use the new member group configuration and stay in sync with the imported member groups. No need to re-import challenge setup.

Sequence 3 - Challenge exported (but not imported) before update to member group (edge case) - goes out of sync:

- Challenge is exported from Staging.
- Member groups are updated on Staging, exported and imported to Live.
- Challenge is imported to Live.
- Member group information does not match between the imported challenge and the updated member groups on Live, so the challenge import fails.
- Remedy:  
On Staging update the challenge to use the updated member groups, export the challenge.  
Import to the challenge to Live.  
Member groups should be in sync.

# Chapter 6

## Classic Challenge Rewards

Rewards provide a major incentive to participate in a challenge. You can take advantage of the built-in flexibility of the WebMD Rewards tool to offer incentives to individual winners overall or within each team, winning teams, participation, and even enrollment.

You can build a Rewards program specifically for Challenge rewardable activities, or incorporate them into your overall Rewards program, or split them between programs, as needed.

This chapter covers the following major topics:

- Recommendations for Challenge Rewards ([page 136](#))
- Setting up Wellness Challenge Rewards ([page 139](#))
- Rewardable Activities for Challenges ([page 141](#))
- Challenge-Specific Rewardable Activities ([page 140](#))

**Note:** Custom Challenges can interface with the Rewards tool only through the challenge-specific activities described on [page 46](#).

---

## Recommendations for Challenges Rewards

The design of the Rewards program for Wellness Challenges can have a significant impact on users' willingness to participate in the competitions and on their perception of their ability to succeed.

Rewardable activities for Challenges can include the top 3 teams, top 3 individuals overall, top 3 individuals per team, participation that meets a minimum requirement, enrollment through the duration of the contest, and individual participants who meet a goal score and/or average score objective. WebMD recommends that you consider the following guidelines when setting up the rewards for Challenges:

- **Individuals** - Reward the top 3 individual contributors overall and/or per team. Each place (first, second, third) can be awarded a different amount. Be aware that some individuals may receive double rewards if you reward for both overall and team top performers.
- **Individual Goals** - You can also reward participants for achieving an individual goal score and/or an average score objective.
  - The individual Goal Score acts as a cap; once reached, the participant cannot accumulate any more data in the contest. 1st-3rd contributor activities are not available to contests that define an individual Goal Score.
  - The Average Goal Objective allows you to reward individuals when they reach the specified average figure but does not act as a data cap; it is calculated at contest end and awarded accordingly. It does not prevent rewarding for 1st-3rd contributor activities (unless an individual Goal Score is also set). Note that Average Goal objectives for Step and Activity Minute/Point challenges apply only to Team Challenges, not individual challenges.
- **Teams** - Reward the members of the top 3 teams. Use company communications such as newsletters or email to congratulate team winners to provide additional recognition value.
- **Participation** - To encourage significant participation, a challenge can require a minimum number of days for which users must enter contest data, such as the number of steps walked.
- **Engagement** - Another means of encouraging engagement is to reward users for simply signing up for the entire challenge. This could be used for challenges where no minimum participation requirement is defined. Participants must still be signed up for the challenge as of its closing date when data is totaled and ranking is calculated.

### Structuring Challenge Rewards

Challenge rewards can be incorporated into an existing incentive program, and/or defined in a new incentive program just for Wellness Challenges, and/or divided between action-based and points-based programs.

### Date Co-ordination

Rewards for Challenge activities occur only when the challenge is manually closed by the administrator, usually a few days after the challenge Last Program Date. Closing the challenge discards data for those who did not meet the minimum participation requirement, if one was defined; calculates the final standings; and generates the rewards. This has the following implications for the dates of the pertinent rewards program(s):

- **The active Rewards Program End Date must fall on or after the date on which the challenge is closed.** The Challenge closing date may be a few days after the Challenge Last Program Date, so coordination between the Challenge program and the Rewards program is vital.
- The Planned Closing Date displays in the Challenge setup as a reminder, and displays as the “do this by” date on challenge-specific rewardable activities in the Rewards UI. The Challenge must still be closed manually.
- The Rewards Program Start date can fall anytime before the Challenge closing date. Rewards are based on the final calculations that are made when the contest is closed.

### Updating Rewardable Activities per Challenge

The appropriate challenge-specific rewardable activities display on each challenge as it is set up and saved. These activities apply only to the individual challenge where they are selected. Decide which activities you want to reward on for the challenge and activate them in a Rewards program for which the challenge participants are eligible, with appropriate date range and rewards defined.

Note that generic rewardable activities for Wellness Challenges that are not tied to a specific challenge do not apply to Custom or Individual challenges.

### FAQ Updates

FAQs for each challenge can be defined in Challenge-level custom text. See [“Entering Challenge-specific Custom Text” on page 145](#).

Reward FAQs do not need to include Challenge information.

## Eligibility Considerations

If Challenge eligibility and team assignment are defined in the Eligibility File or SSO parameters, be aware of the following effects on Challenge data and ultimately on Challenge rewards:

- Participants who become ineligible, for example through an error in the Eligibility file, are immediately dropped from the challenge. Their data is removed from individual and team rankings and the data entry link to the challenge no longer displays on the home page.
- When the Eligibility File is run with corrected information, those participants become eligible again and are returned to the challenge with no loss of prior data.

Manual data entry can be made for the interim days, or automatic upload from the Actiped device will include the stored days' data.

- If a participant changes teams during the course of a challenge, due to a job change for example, data already entered moves with the participant to the new team when the new team id is passed in the Eligibility File or SSO string.
- A participant whose Challenge eligibility is not in effect when the contest is closed will have no data to be counted. It is therefore important that correct eligibility files and Challenge-related data exports (BDEs) be run prior to closing the contest.
- The same considerations apply to eligibility defined by Eligibility Member Groups. Participants who drop from the Member group also drop from the Challenge eligibility. When restored to the group, they regain Challenge eligibility.

## Setting up Rewards for Wellness Challenges

This section provides a summary of how to set up rewards for Wellness Challenges in a new and/or existing Rewards program. For full details of setting up a Rewards program and configuring rewards and rewardable activities, please refer to the Rewards Guide.

1. Click the **Tools** tab in the top navigation bar.
2. Click **Rewards Program Administration** in the left navigation pane. **The Rewards Program Administration** window appears.
3. Do one of the following:
  - Select an existing program where you want to define some or all of the Challenge rewardable activities.
  - Or select **Create a New Rewards Program** to create a new points-, action-, or Compliance-type Rewards program strictly for Challenge rewards.
4. Follow the standard procedures for setting up a rewards program, as described in the Rewards Guide.
5. In a new or existing Rewards program, select **Activities**, then **Contests**.

[Rewards Home](#) | [Program Overview](#) | [Basics](#) | [Rewards](#) | [Activities](#) | [FAQs](#)

### Streak Program

You can configure activities here that users can perform within the WebMD Health Manager to earn points. Additionally, you can also configure:

- **User-Reported activities** - Allow the user to check off on the Rewards Lobby that they have completed the action.
- **External activities** - You or an authorized vendor can work with WebMD to define the activities that qualify as Imported Actions, such as completing a third-party disease management program or attending an employer-sponsored health fair.
- **Activity Groups** - A set of activities that can or should be done together. The group will be credited when the user has been credited for the individual activities that comprise the group.
- **Custom activities** for your client that **show up highlighted in the list**.

To view a specific category of Actions, you may filter by any type of activity via the Filter option.  
To review or change an Action's settings, click its link under the Name column heading.

**Adding a Custom Action?**

**Available Actions**

Filter by: Contest

6. Scroll to find the Challenge-specific rewardable activities for the appropriate challenge program; they will display with a yellow background to indicate they are custom to that challenge.

These activities are specific to a non-team, individual goal challenge.

Not configured	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - 1st Place Team</a>	Custom	
Not configured	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - 2nd Place Team</a>	Custom	
Not configured	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - 3rd Place Team</a>	Custom	
Not configured	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - Participation Requirements Met</a>	Custom	
Not configured	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - Program Sign-Up</a>	Custom	
<b>Inactive</b>	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - User Achieved Average Score Objective</a>	Custom	100
Not configured	<a href="#">Challenges - Get Your Steps (External ID: StepsJR) - User Achieved Goal Score</a>	Custom	

These activities are specific to a team-based, non-individual goal challenge:

Not configured	<a href="#">Challenges - Activity Points (External ID: test15104) - 1st Place Contributor per team</a>	Custom
Not configured	<a href="#">Challenges - Activity Points (External ID: test15104) - 1st Place Overall Contributor</a>	Custom
Not configured	<a href="#">Challenges - Activity Points (External ID: test15104) - 1st Place Team</a>	Custom
Not configured	<a href="#">Challenges - Activity Points (External ID: test15104) - 2nd Place Contributor per team</a>	Custom
Not configured	<a href="#">Challenges - Activity Points (External ID: test15104) - 2nd Place Overall Contributor</a>	Custom
Not configured	<a href="#">Challenges - Activity Points (External ID: test15104) - 2nd Place Team</a>	Custom
Not configured	<a href="#">Challenges - Activity Points (External ID: test15104) - 3rd Place Contributor per team</a>	Custom
Not configured	<a href="#">Challenges - Activity Points (External ID: test15104) - 3rd Place Overall Contributor</a>	Custom
Not configured	<a href="#">Challenges - Activity Points (External ID: test15104) - 3rd Place Team</a>	Custom
Not configured	<a href="#">Challenges - Activity Points (External ID: test15104) - Participation Requirements Met</a>	Custom
Not configured	<a href="#">Challenges - Activity Points (External ID: test15104) - Program Sign-Up</a>	Custom

Other combinations of challenge-specific activities are possible, depending on the challenge configuration.

7. Be sure that the Rewards programs with Challenge rewardable activities are active through the anticipated closing date of the challenge(s).

Continue reading below for the specific characteristics of the Challenge rewardable activities.

### Challenge-Specific Rewardable Activities

Rewardable activities specific to the challenge type and scoring method are supported in the Rewards platform for the duration of the Challenge. See the activation instructions on [page 46](#) for details.

Such activities have the advantage of applying only to the specific Challenge for which they are activated, rather than applying to all challenges that are active.

The following activities are automatically available for activation at Challenge program setup or after it is activated:

Challenge-Specific Activity	Challenge Type
1st Place Team	All if “group users by Teams” = Yes
2nd Place Team	All if “group users by Teams” = Yes
3rd Place Team	All if “group users by Teams” = Yes
1st Place Contributor (Overall or per team, if team grouping is supported)	All, except those with Individual scoring method = Goal
2nd Place Contributor (Overall or per team, if team grouping is supported)	All, except those with User Objectives = Goal Score specified
3rd Place Contributor (Overall or per team, if team grouping is supported)	All, except those with User Objectives = Goal Score specified



Challenge-Specific Activity	Challenge Type
Program Sign-Up	All
Participation Requirements Met	All
User Achieved Goal Score	Those with User Objectives = Overall Goal Score specified
User Met Daily Goal Thresholds	Those with User Objectives = Daily Goal Score specified
User Achieved Average Score Objective	Those with User Objectives = Average Score Objective specified; not available on Custom Challenges

Note that social activities are not available through the Challenge-specific rewardable activities feature.

<a href="#">Challenges - Send Individual Message</a>	0
<a href="#">Challenges - Send Team Message</a>	0

## Generic Challenge Rewardable Activities

### Activities that apply to Challenges by Type

While the generic challenge rewardable activities described below are still available, the challenge-specific activities described above (page 140) allow for more targeted crediting and should be considered the preferred solution.

The following activities apply to challenges of either Steps, Activity Minutes, or Activity Points type.

- [Challenges - Activity Minutes](#): 1st Place Contributor per Team, etc.
- [Challenges - Activity Points](#): 1st Place Contributor per Team, etc.
- [Challenges - Steps](#): 1st Place Contributor per Team, etc.

The actions are identical between the challenges.

(Social rewardable activities have been added with the March 2013 release, see [page 143](#).)

**Met Average** - This rewardable action allows you to reward participants for meeting a specific average effort over the life of the contest. Enter the average value (steps, minutes,

points) that the participant must meet at the end of the challenge in order to earn the reward. The average is calculated as total steps, etc. divided by the number of days of data recorded for the individual.

The screenshot shows a configuration form for a challenge reward. At the top, there is a table with columns: Active, Action, Show in Task List, Required to Redeem, and Points earned. Below this is the 'Recurrence logic' section, which includes a dropdown menu set to 'Once / Upon Completion'. A red box highlights the text: 'A user must have an average of [input field] to qualify for the reward.' Below this is a checkbox for 'Reward this Action during a timeframe (MM/DD/YYYY)'. The 'Display Text' section has a text area for history and action list. At the bottom are 'Cancel' and 'Save' buttons.

Other than that, challenge rewardable activities follow the same rules that govern the behavior of other rewardable activities: recurrence, automatic redemption, required to redeem, and sequence.

**Recurrence** - Because generic Challenge rewardable activities can apply to multiple challenges, be careful to not set the recurrence to once only if the rewards program will span more than one challenge of the same type (Steps, etc.). The same person may participate in back to back challenges of that type and qualify for the same rewardable activities in each.

**Auto-redemption** - Auto-redemption works best with action-based rewards; action-based Challenge rewards can occur with auto-redemption when the contest is closed. Points-based Challenge rewards can simply add to the participant's points total when the contest is closed, with or without being set for auto-redemption.

**Required** - Not recommended for Challenge rewardable actions.

**Sequencing** - Not recommended for Challenge rewardable actions.

The following table illustrates the rewardable activities for a (total) Steps-based Walking Challenge, and the actions required to qualify.

Rewardable Action	Qualifying Activity (as assessed at contest close)
Challenges - Steps: 1st Place Contributor per team	User had highest number of steps within his/her team
Challenges - Steps: 1st Place Overall Contributor	User had highest number of steps across all participants
Challenges - Steps: 1st Place Team	User is part of the team with the highest number of steps in the competition
Challenges - Steps: 2nd Place Contributor per team	User had 2nd highest total number of steps within his/her team
Challenges - Steps: 2ndPlace Overall Contributor	User had 2nd highest total number of steps across all participants

Rewardable Action	Qualifying Activity (as assessed at contest close)
Challenges - Steps: 2nd Place Team	User is part of the team with the 2nd highest total number of steps in the competition
Challenges - Steps: 3rd Place Contributor per team	User had 3rd highest total number of steps within his/her team
Challenges - Steps: 3rd Place Overall Contributor	User had 3rd highest total number of steps across all participants
Challenges - Steps: 3rd Place Team	User is part of the team with the 3rd highest total number of steps in the competition
Challenges - Steps: Met Average Applies only to Team Challenges, not individual challenges. The same holds true for Challenges: Activity Minutes or Points - Met Average.	User met the average number of steps specified on the rewardable action; calculated as user's number of steps / days of data over the life of the challenge
Challenges - Steps: Participation	User has met the required minimum days' worth of data entered. Can be used with challenges that have a required minimum participation level defined.
Challenges - Steps: Program Sign-up	User is opted-in to the challenge program when it is closed. Generally used with challenges that do not require a minimum participation level.

Note that the Participation and the Program Sign-up activities are mutually exclusive, in a sense. Closing a challenge with a Minimum Required Participation level will discard the data for all users who have not entered data for the minimum number of days, before rewards are generated. No users below the minimum participation level in that challenge could be rewarded for Program Sign-up even if they were still opted-in at the end of the contest.

### Social Rewardable Activities:

These rewardable activities are available for social interaction within a challenge. They are generic to all challenges and there are no equivalent challenge-specific activities:

- Challenges - Send Individual Message
- Challenges - Send Team Message

# Chapter 7

## Classic Challenge

### Custom Text

There are two levels of custom text that apply to Wellness Challenges: Sponsor Custom Text for the overall application, and custom text that is specific to the individual Challenge.

This chapter covers the following major topics:

- Challenge-specific custom text ([\*page 145\*](#))
- Sponsor level custom text for Wellness Challenges ([\*page 150\*](#))

## Challenge-specific Custom Text

There are several areas of custom text that apply to a specific challenge. The default text can be defined in Sponsor level custom text or left blank. Then text can be entered or the default can be edited at the individual challenge level to refer specifically to the current contest.

The areas of challenge-level custom text include:

- Sign-up page: Terms and Conditions text, description of challenge, Is Remote question and popup definition (if challenge is configured to display it)
- Data Entry page: Instruction text, device question, device popup response
- FAQ information
- Rewards information

### Entering Challenge-specific Custom Text

Custom text that is specific to an individual challenge can be entered by editing an existing active or inactive challenge. Use the following steps:

1. Access the Site Manager Challenges Program Administration tool.
2. Click the challenge name to open it for editing.

Challenge Program Name	Program ID	Program Dates	Internal Program ID
<a href="#">Move it!</a>	JRPTs	12/1/2014 - 7/31/2015	40000473

The Challenge Overview screen displays.

[Back to Program List](#)

### Challenge Program Administration

The Move it! Challenge

Challenge Overview

Users will be asked "What activities did you do today?", and they will be able to report on this daily starting 12/3/2014 and ending 6/30/2015.

This is an exercise activity program, and there are currently 12 exercise activities for users to choose from when they report data.

The Program ID for this program is JRPTs. This ID can be used when specifying program eligibility for users, and will also appear on any data exports that include information about this program.

[Edit Program](#)   
 [Edit Exercise Activities](#)   
 [Edit Program Text](#)

3. Click the **Edit Program Text** button in the Challenge Overview section. The challenge-specific custom text screen displays. Any default text from sponsor level custom text displays, and is available for editing. If no default text has been set at the sponsor level, the Text ID fields will be blank.

**Challenges Program Administration**

Use the following fields to customize the text for the current Challenge program. Each program has its own unique text.

To determine the fields you wish to customize download the PowerPoint document to help you relate the fields in the report to their corresponding fields in the application. [Text Location PowerPoint](#)

**Text ID:IPrgmDescription**

The Hit Your Stride Walking Challenge is a team-based challenge open to all employees. Register by Aug 16th. Prizes for accumulating the most total steps will be given to individuals and teams – you could also win an extra vacation day or \$200!

**Text ID:ITerms&Conditions**

Below are the competition rules and information regarding ordering a pedometer.

1. The competition will last for six (6) weeks.
2. The competition utilizes the Omron HJ-720IT pedometer. You can order one from [here](#).
3. Your cost of the pedometer is \$15 and a credit card is required. (Corp is paying the remaining \$15+ difference in the full price of the pedometer)

4. Edit or enter text to customize it to the unique needs of the current challenge. See [“Challenge-level Custom Text Fields”](#) below for more details.
5. Click **Save** to save your entries and return to the challenge setup screen.
6. Click **Save** on the contest setup screen. The challenge-specific custom text that you enter displays during the visible date range of the challenge.

### Challenge-level Custom Text Fields

Custom text can be defined for the following areas of a specific challenge. Any default text that has been defined for these fields at the sponsor level will default to the challenge level, but can be edited for the specific challenge. Challenge-level text takes precedence over default sponsor-level text.

#### Challenge-level custom text fields:

Text ID	Default Text	Location
IPrgmDescription	Program description	Sign-up page
ITerms&Conditions	Terms & Conditions details; if defined, enables the Accept Terms & Conditions option on the Registration page	Lobby Page, More tab
IDevicePrompt	Not used	Not Used

PDevicePopup	Not used	Not Used
IMeasurement Description	Not used	Not Used
P2003	Enter a description of the rewards for the challenge; defining this field also enables a Rewards link to the description	Lobby Page, More tab
IEnrollEnrollEmailSubject	Enter subject line of team invitation email	Auto Enrollment Email
IEnrollEmail-Html	Enter challenge-specific text of enrollment invitation for email in HTML format	Auto Enrollment Email
IEnrollEmail-Text	Enter challenge-specific text of enrollment invitation for email in Text format	Auto Enrollment Email
ITopWebletTitle	Enter the title of the weblet that displays in the right pane of the Lobby page	Lobby Page
ITopWeblet	Enter weblet text to display in the right pane of the Challenge Lobby Page	Lobby Page
IFAQ	Enter challenge-specific FAQ questions and answers	Lobby Page, More tab
IScore	Enter the units description of the score: Steps, Minutes, Points, etc. Your entry will display beside the total figure and in the average calculation. (The IScore value is used as the <%ScoreUnit%> variable in sponsor-level custom text for all challenges.)	Leaderboard

### Challenge-Level Text examples:

#### Sign-up Page

IPrgmDescription

Defined  
ITerms&Conditions  
text causes the "agree  
to terms & conditions"  
option to display

**The Challenge Starts Here**

Jan 1, 2010 — Jul 22, 2014

Walkalot is a team-based walking challenge that is open to all employees.

Choose Your Display Name

Firefly

I agree to the [terms and conditions](#) for this challenge

**Settings Page:**

**Challenge Settings**

Your Display Name:

Your Team:  
 Apex

[Update your messaging settings](#)

**Terms and Conditions**

Here are the terms and conditions of this challenge: You must enter or upload data for at least 30 days to qualify as having participated, and have your data count.

**Rewards Information**

You can earn rewards for participation and for achieving the top 3 average minutes individually or as a team member.

**Frequently Asked Questions**

Q. Do activities all count the same?  
 A. Yes, the minutes you spend on one activity count the same as the same number of minutes spent on another activity.

These headings and text display if defined in custom text. If no custom text is entered, the topic does not display. If ITerms & Conditions is not defined, no option to accept Terms and Conditions displays to the user on the sign-up page.

**Lobby Page example**

Challenge specific custom text can populate the right pane on the Lobby page.

**New Activity Minutes**

TUE WED THU FRI SAT SUN TODAY

**What activities did you do today?**

Walking Running House Work Bicycling Swimming  
 Weight Lifting Yoga Elliptical Yard Work More Activities

**190**  
 Total Minutes

2 Days Recorded  
 28 Days Until You Meet the Minimum

**Using a device?**  
 Don't miss a step and save yourself some data entry by registering your device.

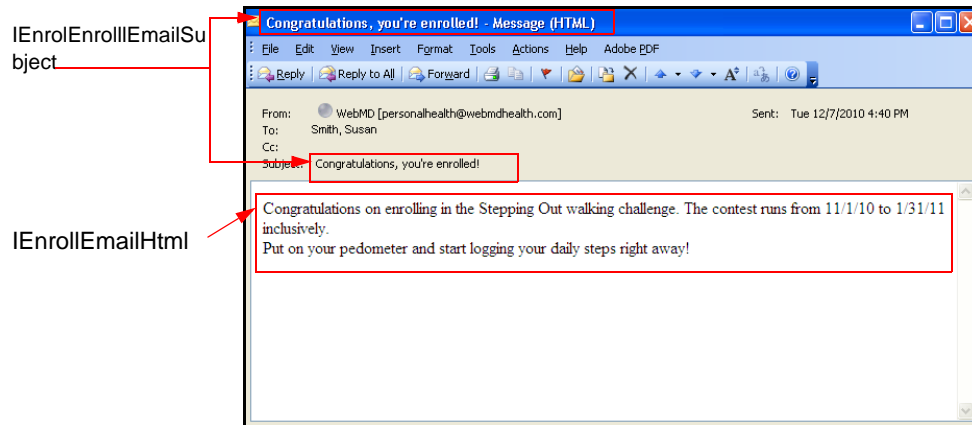
**Take your challenge with you**  
 Update your progress and keep tabs on the competition no matter where you are by logging in on your mobile device!

**Every Minute Counts!**  
 Get active and make your minutes count. Try to enter data for every day of the challenge.



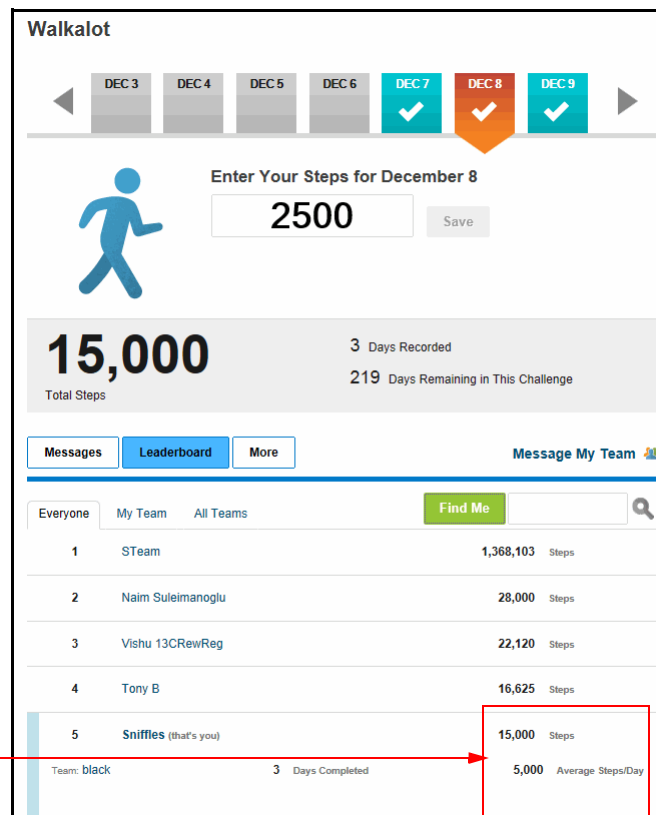
### Enrollment Email example

Challenge-specific custom text allows you to replace the default Subject and Text of the email that is sent automatically to participants upon successfully enrolling in the challenge.



### Leaderboard I score example

Iscore identifies the units of the total score; when expanded it is used in the description of the average calculation



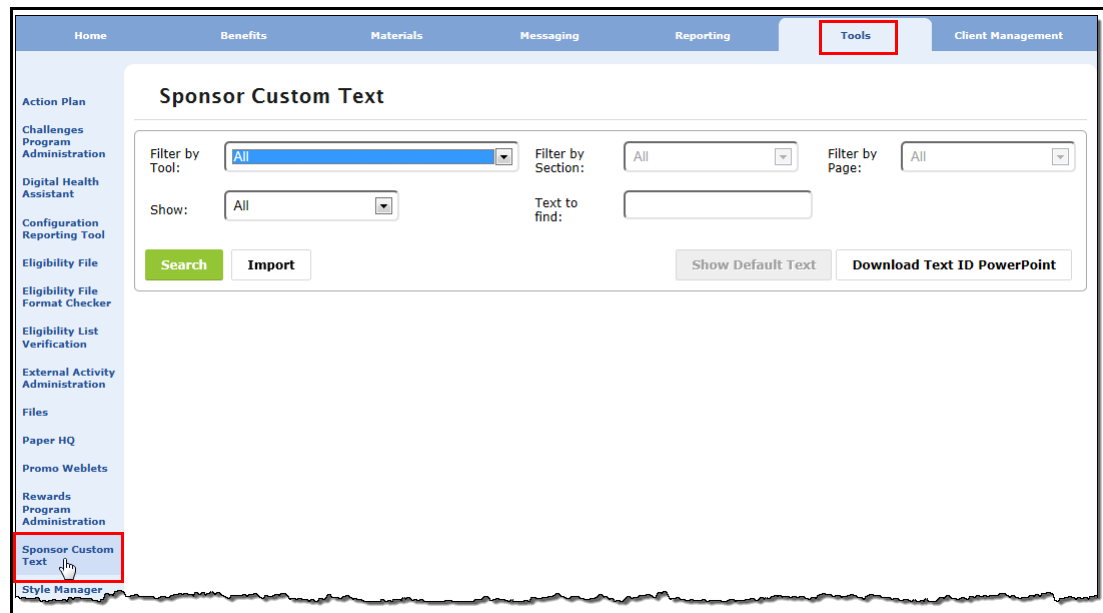
## Sponsor Custom Text for Wellness Challenges

Sponsor-level custom text allows you to control the text that displays in the Wellness Challenge application for all challenges. It follows the same rules as other sponsor-level custom text, as documented in the Custom Text Guide. This section gives a brief overview of how to access the sponsor-level custom text and what is available to customize for Wellness Challenges.

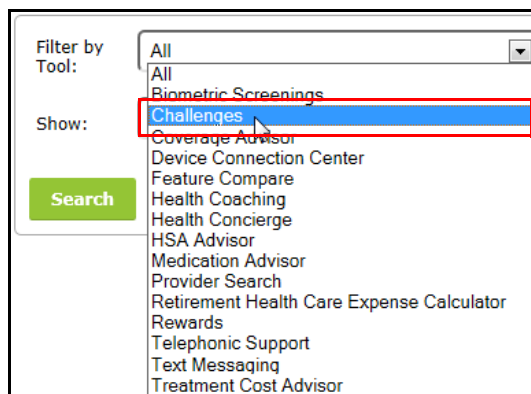
### Accessing Sponsor Custom Text

Follow these steps to access the Sponsor Custom Text tool in Site Manager.

1. Click the **Tools** tab in the top navigation bar.
2. Click **Sponsor Custom Text** in the left navigation pane. The Sponsor Custom Text screen displays.



3. Select **Challenges** from the Filter by Tool drop-down list.



4. Select **All** sections, or one of the specific sections within Wellness Challenges, and click **Search**:

The screenshot shows the 'Sponsor Custom Text' interface. It includes a 'Filter by Tool' dropdown set to 'Challenges', a 'Show:' dropdown set to 'All', and a 'Filter by Section:' dropdown menu that is open, listing various sections. A red box highlights the 'Search' button and the 'Filter by Section:' dropdown menu. Other elements include an 'Import' button, a 'Text to find:' input field, a 'Filter by Page:' dropdown set to 'All', and a 'Download Text ID PowerPoint' button.

5. Edit custom text as needed, for display in the overall Wellness Challenge application. Use the standard message entry formats such as html code for bold, bullets, etc., as described in the Custom Text Guide. For details of the custom text fields, see [“Sponsor Custom Text Fields”](#) below.
6. Click **Submit** to record your entries.

### Sponsor Custom Text Fields

The following custom text areas are available to edit within the Wellness Challenge application. If you make no entry, the default text applies.

The fields are grouped by Section:

- Sign-up ([page 152](#))
- Program Selection ([page 153](#))
- View Results ([page 154](#))
- Your Activities ([page 155](#))
- Invite Members ([page 156](#))
- Challenges Lobby ([page 157](#))
- Challenge Settings ([page 163](#))
- FAQs ([page 164](#))
- Rewards Information ([page 164](#))
- Invite Teammates ([page 165](#))

### Sign-up section custom text fields:

Text ID	Default Text	Location
IPrgmDescription	N/A at sponsor level; only defined at the specific challenge level	Sign-up page
ITerms&Conditions	N/A at sponsor level; only defined at the specific challenge level	More Tab
IEnrollEmailSubject	N/A at sponsor level; only defined at the specific challenge level	Enrollment Email subject line
IEnrollEmailHtml	N/A at sponsor level; only defined at the specific challenge level	Enrollment Email text (html)
IEnrollEmailText	N/A at sponsor level; only defined at the specific challenge level	Enrollment Email text (plain text)
L2203	Challenge Settings	Settings page on More tab
L2206	Your Display Name:	"
L2215	Terms and Conditions	"

### Settings Page on More tab:

The screenshot shows the 'Challenge Settings' page. Red arrows point from text IDs to specific elements:

- L2203** points to the 'Challenge Settings' header.
- L2206** points to the 'Your Display Name:' label above the text input field containing 'Sniffles'.
- L2215** points to the 'Terms and Conditions' header.

Other visible elements include a 'Save' button, 'Your Team: Apex', a link to 'Update your messaging settings', an 'Opt out of the challenge program' button, and a 'Rewards Information' section.

**Program Selection section custom text fields**

Text ID	Default Text	Location
L2103	The Challenge Starts Here	Sign-up Page

**Sign-up Page example:**

L2103



**The Challenge Starts Here**

Jan 1, 2010 — Jul 22, 2014

Walkalot is a team-based walking challenge that is open to all employees.

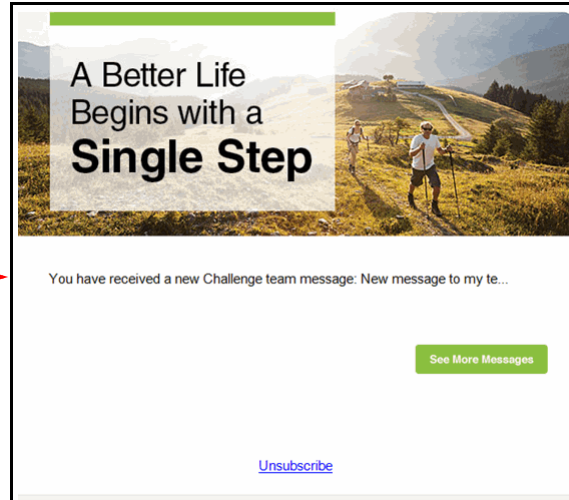
Choose Your Display Name

I agree to the [terms and conditions](#) for this challenge

Sign Up

## View Results section custom text fields:

Text ID	Default Text	Location
ITopWeblet	Blank; define default here for all challenges; also can be customized at the individual Challenge level	Lobby page, right pane
INotifyIndSubject	<%SenderDisplayName%>, from the Challenge, has sent you a message!	Individual email subject line
INotifyInd-EmailHTML	Text: You have received this new Challenge message: <message abbreviation> HTML: <%Contests:Email:EmailHeader%>   You have received this new Challenge message: <%MessageAbbreviation%>   <%Contests:Email:EmailButton%> <center><%EmailUnsubscribeFooterHTML%></center> <%Contests:Email:EmailFooter%>	Individual email message link & image
INotifyEmailMessageText	Challenge Message Received: <%MessageAbbreviation%> [DirectedLogin:713]	Individual email text
INotifyTeam-EmailHTML	Text: You have received a new Challenge team message: <message abbreviation> HTML: <%Contests:Email:EmailHeader%>   You have received a new Challenge team message: <%MessageAbbreviation%>   go to securityhealth.org <center><%EmailUnsubscribeFooterHTML%></center><Contests:Email:EmailFooter%>	Team email message link & image
INotifyTeam-EmailText	Challenge team message received <message abbreviation> [DirectedLogin:713]	Team email text
INotifyTeamSubject	A new challenge message has been sent to your team.	Team email subject line

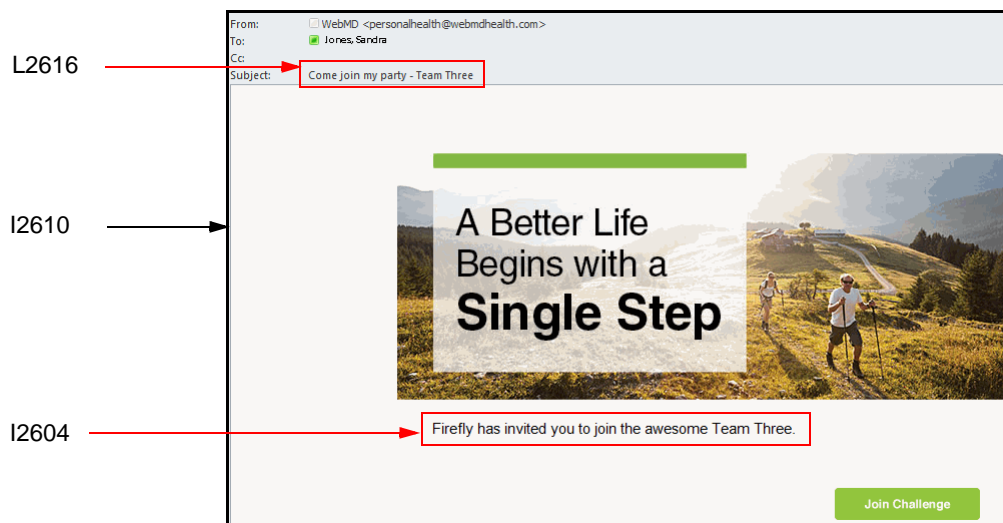
**Challenge Team Email Message Notification example:**INotifyTeamEmail  
HTML**Your Activities section custom text fields:**

Text ID	Default Text	Location
I3104	Total daily activity minutes must be less than or equal to 1440	Data Entry page
I3107	Please enter the number of minutes	“
I3110	Activity points are calculated only for moderate intensity and high intensity exercises.	“
I3113	You have <%Days Needing Qualification%> days of unqualified data.	“
I3116	Challenge starts in <%Days UntilStart%> days	“
I3119	Challenge completed on <%ContestCompleteDate%>.	“
I3122	<%CurrentDay%> days into challenge.	“
I3125	<%DaysLeft%> days left.	“
I3128	Your best day was <%BestDate%> with <%BestDateValue%> <%ScoreUnit%>.	“
I3131	Your last updated <%LastDayUploaded%>.	“
L3104	Duration	“
L3107	Activity	“
L3110	Points	“
L3113	mins	“

### Invite Members section custom text fields

Text ID	Default Text	Location
I2601	Number of remaining spots on the team:	These custom text fields display for contests that allow user-created teams.
I2602	Please enter a valid email address.  	"
I2604	<%TeamCreator%> has invited you to join team <%TeamName%>.	"
I2610	<%Contests:Email:EmailHeader%>< img src="[ImagePath]/challenge_header.jpg" width="612" height="299" />   < %InviteBody%>    < %Contests:Email:EmailButton%>    < %Contests:Email:EmailFooter%>	" (email invitation, html version)
L2604	Email:	"
L2613	Subject:	"
L2616	Come join my team &ndash; <%TeamName%>	"
L2619	Message:	"
L2622	Send	

### Email Invitation example:



Sample email invitation (html version) to join a challenge team



**Challenges Lobby section custom text fields:**

Fields apply to the new Challenge lobby.

Text ID	Default Text	Location
I3201	Email Notifications	User Settings > Social tab > displays Challenge email settings page
I3202	Select how often you would like to receive email notifications about social messages you receive during the challenge.	“
I3203	Just the 1st one every day	“
I3204	Every Message	
I3205	Never	“
I3206	Email Delivery Frequency:	“
I3207	Email Address:	“
I3258	Copy/paste this URL in your browser to unsubscribe: https://www.webmdhealth.com/Contests/AccountOptions/ChallengeUnsubscribe.aspx<%MemberQueryString%>	“
I3259	<a href="https://www.webmdhealth.com/Contests/AccountOptions/ChallengesUnsubscribe.aspx<%MemberQueryString%>"> Unsubscribe </a>	“
I3208	Save	“
I3209	Settings saved successfully	“
I3211	Special characters have been removed. Please review and send again.	
I3212	Show <%NewMessageCount%> new <%Messages%>	
I3252	Message My Team	link
I3256	New Message To <%TeamName%>	
I3257	Update your messaging settings	
I3213	Messages	Lobby - Messages tab
I3214	We're sorry this message has offended you. Please press "OK" to remove it and report the message to Human Resources. Note: reporting to HR is not system-generated; to be done at the user's discretion	Lobby - Messages tab

I3215	Type message to send	“
I3216	Your message has been sent	“
I3217	This message has been removed	“
I3218	An error occurred while trying to remove the message. Technical support has been notified.	“
I3219	Send Message	“
I3220	Show Older Messages	“
I3221	Cancel	
I3222	More	
I3223	Ranks	
I3224	Messages	
I3225	Steps	
I3253	<%DaysOrDay%> Until You Meet the Minimum	
I3254	This Challenge is Ranked by Total <%ScoreUnit%>	Leaderboard
I3255	This Challenge is Ranked by Average <%ScoreUnit%>	“
I3261	Members	“
I3262	Find Me	“
I3226	Days Completed	
I3227	<%ScoreUnit%>	“
I3228	Everyone [tab]	Leaderboard tab
I3229	My Team	Leaderboard tab
I3230	All Teams	Leaderboard tab
I3232	<%ScoreUnit%>	
I3234	<%ScoreUnit%>/Person	
I3235	Person Name	
I3236	Team:	
I3237	Average <%ScoreUnit%>/Day	
I3238	Rank	
I3239	Leaderboard	
I3241	Enter Your Steps for <%Date%>	

I3243	<%ScoreUnit%> recorded before the challenge start date don't count towards your overall score	
I3246	<%DaysOrDay%> Since the Challenge Has Ended	
I3248	<%DaysOrDay%> until the challenge starts!	
I3249	<%DaysOrDay%> Recorded	
I3250	<%DaysRemainingCount%> Days Remaining in This Challenge	
I3256	0000	steps input placeholder
I3257	Go Forward Days	
I3258	Go Backward Days	
I3271	Update your progress and keep tabs on the competition no matter where you are by logging in on your mobile device!	Challenges ad; displays on desktop lobby if enabled
I3262	Save	Save New Activity
I3264	More Activities	Lobby
I3265	Cancel	
I3272	Your display name must be 25 characters or less and contain only letters, numbers, and spaces	
I3273	Your Place:	
I3274	Select a new team	
I3275	Your team has insufficient members.	
I3276	Your display name is invalid and was not updated.	
I3277	Your display name was updated.	
I3278	Invitation sent successfully	
I3279	Please enter appropriate message body text.	
I3280	Invite	
I3281	Recruit some more team members. Send an invitation via email to other people to join your team.	Invitation weblet, Lobby page, right pane, self-created team challenge
I3282	Syncing...	
I3283	This is worth	
I3284	I took <%StepsCount%> <%ScoreUnit%> <%OnDay%>	

I3285	Create team name	
I3286	Sync	
I3287	Try again. Sorry, our system timed out while you were deciding. Give it another shot.	
I3288	Team Names	
I3289	Join	
I3290	<b>Day <%CurrentDay%> of <%TotalDays%>.</b> You did <b><%LastUploadValue%></b> <%MeasurementUnit%> <b><%LastDayUploaded%></b>.</b>	
I3291	on your team	
I3292	<strong>Ready for a little extra competition in your life?</strong> Sign up now to break free from an exercise rut or indulge your competitive streak. Unless you feel like going undercover, choose a display name that people will recognize so they can join your team and follow your progress.	Sign up page of challenge that allows self-created teams
I3293	Challenge	
I3294	Sign Up	
I3295	The bad news: Not enough people joined your previous team. The good news: Choose a new one from the teams below, and you'll be set!	
I3296	No data imported from your device <%OnDay%>	
I3297	Choose a Team	
I3298	Saving...	
I3299	Remove	
I3300	Go	
I3302	Manage	
I3303	You need a new team	
I3304	Register	
I3305	Additional Steps	
I3306	Imported	
I3307	for	
I3308	worth	
I3309	Last Updated:	
I3310	No new information received from device	

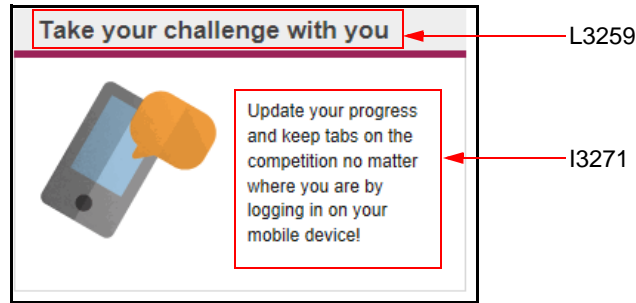
I3311	nothing updated yet	
I3312	Don't miss a step and save yourself some data entry by registering your device.	
I3313	Using a device?	
I3314	Total <%ScoreUnit%>	
I3315	This program is closed and you cannot add new activities to it at this time	
I3316	All right, some bad news. the team you chose doesn't have the minimum number of people needed for a team. To make matters worse, it looks like all the other teams are full. Please contact your program administrator to get this resolved.	
I3317	What other activities did you do <%OnDayName%>?	
I3318	get started	
I3319	Pick a username	
I3320	What activities did you do <%OnDayName%>?	
I3321	Start New Team	
I3322	You're now registered in the <%ProgramName%> Challenge! on the <%TeamName%> team	
I3323	A healthier version of you is just a few weeks away. Take the <%ProgramName%> Challenge!	
I3324	There have been no activities recorded on this day	
L3259	Take your challenge with you	Mobile ad title
L3268	Minutes	
L3269	Hours	

### Challenge Signup widget example



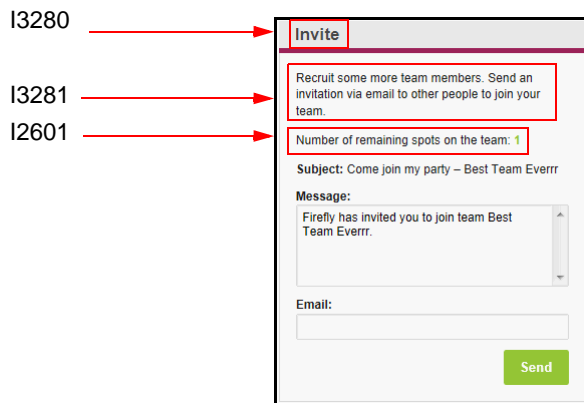
I3323 - Displays on the home page to eligible participants, one for each available challenge

**Mobile Ad example:**



Mobile 'ad' displays (if enabled) in the right-hand pane of the desktop Lobby page, to encourage use of mobile devices with challenges.

**Invite weblet example:**



Invitation "weblet" displays in the right-hand pane of the Lobby page for challenges that allow self-created teams.

### Challenge Settings section custom text fields:

Text ID	Default Text	Location
IEmailUpdated	Your <%713@@1%> Email Address has been updated.	Subject line of confirmation email
IEmailChange (Contents)	<%Contests:Email:EmailHeader%> <p>Dear [Fld:FirstName]:</p> <p>Your email address for notifications pertaining to <%713@@1%> has been successfully changed from [Fld:OldEmailAddress] to [Fld:NewEmailAddress].</p> <p>[Fld:Signature]</p> <%Contests:Email:EmailFooter%>	Email address change message body
IEmailSalutation	Your Partner in Health,	Closing line of email notification
I2012	(begins <%StartDate%>)	Challenge weblet on Home Page
I2015	- Closed	"
I2024	of	"
I2048	Day: <strong><%CurrentDay%> / <%TotalDays%></strong>	"
I2069	All right, some bad news. The team you chose doesn't have the minimum number of people needed for a team. To make matters worse, it looks like all the other teams are full. Please contact your program administrator to get this resolved.	"
LEmailSender	WebMD <personal health@webmdhealth.com>	Sender of Challenge messaging emails
L2015	Retrieving Data...	
L2018	Data Imported Successfully.	
L2021	No new data was found to import into your account at this time.	
L2024	An error occurred when retrieving your data. Technical Support has been automatically notified. Please try again later.	

**FAQs custom text fields:**

<b>Text ID</b>	<b>Default Text</b>	<b>Location</b>
L2701	Frequently Asked Questions	FAQ title, Lobby page, More tab

**Rewards Information custom text fields:**

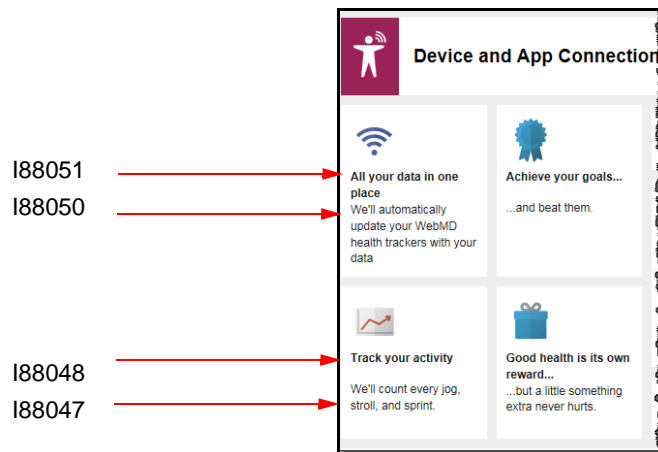
<b>Text ID</b>	<b>Default Text</b>	<b>Location</b>
L2801	Rewards Information	Rewards title, Lobby page, More tab



### Invite Teammates section custom text fields:

Text ID	Default Text	Location
I88047	We'll count every jog, stroll, and sprint.	
I88048	Track your activity	
I88049	See Your Activity Data	
I88050	We'll automatically update your WebMD health trackers with your data	
I88051	All your data in one place	"
I88052	Good news: Using your activity device means that your data is part of the WebMD Health Record! Need help? Visit your WebMD Connection center.	"
I88053	<p>We noticed that you haven't used your activity device in a week or so. Maybe you lost it, maybe you're on vacation, or maybe it needs a new battery. But if you've hit a slump, today is a great day to reconnect with your device.</p> <p>Your friends at WebMD Health Services</p>	"
I88054	We noticed that you haven't used your activity device in a week or so. Maybe you lost it, maybe you're on vacation, or maybe it needs a new battery. But if you've hit a slump, today is a great day to reconnect with your device. Your friends at WebMD Health Services	
I88055	Need help? Log in to your WebMD WebMD Connection Center. If you've lost your device, you can disconnect it from your account.	"
I8271	Next	

These fields apply to mobile device notifications and most of them may also display on the Device and App Connection Center.



## Custom Text Reporting

Sponsor-level custom text is included on the Sponsor Custom Text Configuration Report, available from the Site Manager Tools tab.

The details of the report are included in the Custom Text Configuration Report Guide.

Briefly, to generate the report and view the Challenges custom text, do the following:

1. Access Site Manager and select the Tools tab.
2. Select **Configuration Reports** from the left navigation tool bar.
3. Select the appropriate sponsor and the Sponsor Custom Text Configuration report.
4. Click **Generate Report**.
5. Select the **Contests Custom Text** tab to view the current custom text entries.

# Chapter 8

## Classic Challenge Messaging

Communication is key to promoting a challenge to your employees and to sustaining their interest over the course of the competition. You are further encouraged to promote challenges with your own display of team standings, for example, and to celebrate the winners and their performance data in your company newsletter.

In addition, the WebMD Email Messaging system can deliver targeted messages to your population based on their Challenge tool usage, and you can send additional contest-targeted emails. That is the subject matter of this chapter.

This chapter covers the following major topics:

- Email Messages for Challenges ([page 169](#))
- Merge Fields for Challenges ([page 169](#))
- Email Targets for Contest Tool Usage ([page 171](#))

## Communications Campaign Messages

WebMD provides a communications campaign to all clients who purchase Challenges. The campaign is aimed to accomplish the following:

- Drive engagement by creating awareness during the challenge date range
- Utilize multiple communication channels, including emails, on-site posters or flyers
- Provide sequenced delivery and motivating images
- Inspire action and playful competition
- Celebrate accomplishments and healthy behavior change

WebMD provides the following collateral for both the Hit Your Stride and the Ready! Set! Move! challenges:

- **Email** - a series of 5 emails promoting registration, nurture, and completion:

Registration (2):

Registration open

Registration closing soon

Motivation (2):

Challenge is live + motivation

Activity update reminder + steps to earn reward (recurring)

Completion (1):

Congratulations for finishing

- **Banner Ad or Weblet** - Depending on home page version, client can opt for a banner ad to use on the internal site, a home page weblet, or a login weblet
- **Flyer** - Standard-sized (8.5"x11") with image and content  
**OR**  
**Poster** - Standard-sized (11"x17") with image and content

## Email Messages

WebMD has developed two versions of email messages for both the Hit Your Stride and the Ready! Set! Move! challenges. Both versions include the same copy, but clients have two distinct designs from which to choose. A WebMD Engagement Strategist will provide you with an HTML file for each message listed below, in the design you choose.

Email messages include:

- Registration (2):  
Registration open  
Registration closing soon
- Motivation (2):  
Challenge is live + motivation  
Activity update reminder + steps to earn reward (recurring)
- Completion (1):  
Congratulations for finishing



WebMD can also develop an unbranded, text-based auto-responder confirmation for participants to receive immediately after registering in the challenge, which can be configured directly from the Challenge tool. (See the IEnroll fields on the “Sign-up section custom text fields:” on page 152)

## Merge Fields

The following merge fields have been developed for use with the Challenge email messages. They can also be used in site-defined email messages targeted to Challenge-related population segments:

- Team name = “YourTeamName”
- Team ranking = “YourTeamRank”
- Individual rank within team = “YourIndividualTeamRank”
- Individual rank across contest = “YourIndividualRank”

The syntax of the challenge-related merge fields is somewhat different from that of the other messaging merge fields, in that the Contest Program ID needs to be passed as a parameter in the merge field.

For example, the Contest Program ID of a challenge is “Stride”:

Program ID is defined during challenge setup in Site Manager. It must be included as a parameter in any challenge merge field used in Challenge email messages.

**Challenge Overview**

**CHALLENGE NAME:** What would you like to name your challenge?

**Note**  
 This will appear as the "HitYourStride Challenge" on the site

**PROGRAM ID:** What unique identifier should we use for this challenge program?

**VISIBILITY START DATE:** When can users see the challenge and start to sign up?

**CHALLENGE START DATE:** When does the challenge start? *(The date on which the user's data counts toward their challenge score)*

**ENROLLMENT END DATE:** Do users need to sign up before a specific date?  
 Yes  No

Merge fields that reference this challenge must be configured as follows:

- Team Name: [App:Contests:YourTeamName:ContestProgramID=Stride]
- Team Rank: [App:Contests:YourTeamRank:ContestProgramID=Stride]
- Individual Rank within team:  
[App:Contests:YourIndividualTeamRank:ContestProgramID=Stride]
- Individual Rank across contest:  
[App:Contests:YourIndividualRank:ContestProgramID=Stride]

Standard merge fields and challenge merge fields can be used in the same message. For example:

Dear [Fld:FirstName],

Congratulations on participating on the [App:Contests:YourTeamName:ContestProgramID=Stride] team in the Hit Your Stride challenge. Currently, you rank [App:Contests:YourIndividualTeamRank:ContestProgramID=Stride] within your team and [App:Contests:YourIndividualRank:ContestProgramID=Stride] overall.

Keep up the good work!

## Email Targets for Contest Tool Usage

To send site-authored emails targeted to a Wellness Challenge audience, do the following.

1. In Site Manager, select **Messaging > Email Registered Users** and click **Send a Message**.
2. Follow the standard steps to select the message type and compose its content. You can include the Challenge merge fields listed on [page 169](#) as needed. Refer to the Messaging Guide for details.
3. At the Target step, click **Tool Usage** and select **Challenges**.

4. The **Challenges** option under Targeting by Tool Usage opens the following dialog box where you can target users based on their usage of a Wellness Challenge program.

5. Select the Challenge-related targeting option that you want for the current message:
  - Eligible for a challenge
  - Opted-in to a challenge

- Days since last participation
  - Teams
  - Have met participation requirement
  - Have met minimum number of team members
  - Have not met minimum number of team members
6. Complete the selected targeting option as described below.
  7. Complete the email message with the Scheduling and Review sections, as described in the Messaging Guide.

### Target by Eligible Status

If you select **Eligible for a challenge** as the message target, a dialog box displays for selection of all or a specific challenge.

The screenshot shows the 'New Message' dialog box with the 'Target' step selected. The title is 'Target - Tool Usage'. Below the title, it says 'Target this message to all users in the following challenge:' followed by a dropdown menu currently set to 'All challenges'. At the bottom, there are 'Back' and 'Next' buttons.

1. Select all challenges or a specific challenge and click **Next**.

The screenshot shows the 'New Message' dialog box with the 'Target - Recipients' step selected. It prompts the user to 'pick from the following choices: Demographics | Tool Usage | Interests | Other'. Below this, it says 'If this is the only target you want to add at this time, click the 'Next' button to continue.' A section titled 'TARGET RANGE' contains a dropdown menu with the selected option 'eligible for Another Program (TestContestsEF) (delete)'. At the bottom, there are 'Back', 'Save as draft', and 'Next' buttons.

The Target Range for the message is populated by the “eligible for challenge(s)” option that you selected.

2. Use the drop-down field to do the following:
  - Leave blank to direct the message to users who **are eligible** for the specified challenge(s).



- Select **Not** to direct the message to users who **are not eligible** for the specified challenge(s).

## Target by Opted In Status

If you select **Opted-in to a challenge** as the message target, a dialog box displays for selection of all or a specific challenge.

The screenshot shows the 'New Message' dialog box with the 'Target' step selected. The 'Target - Tool Usage' section is active, showing the instruction 'Target this message to all users in the following challenge:' followed by a dropdown menu currently set to 'All challenges'. There are 'Back' and 'Next' buttons at the bottom.

1. Select all challenges or a specific challenge and click **Next**.

The screenshot shows the 'New Message' dialog box with the 'Target - Recipients' step selected. It provides instructions on how to set up a target and lists options: 'Demographics', 'Tool Usage', 'Interests', and 'Other'. Below this, a 'TARGET RANGE' section is highlighted with a red box, showing a dropdown menu with the selected option 'opted-in for New York (TestContestsEF) (delete)'. There are 'Back', 'Save as draft', and 'Next' buttons at the bottom.

The Target Range for the message is populated by the “opted-in to challenge(s)” option that you selected.

2. Use the drop-down field to do the following:
  - Leave blank to direct the message to users who have **opted in** to the selected challenge(s).
  - Select **Not** to direct the message to users who have **not opted in** to the selected challenge(s).



A Challenge must be enabled (that is, within its Visible Date range) in order for it to show up as a messaging target. Make sure that the specific name of your challenge is showing up in the drop-down list of challenges, as pictured below.

This also applies to sending a congratulatory message after a challenge is over; the challenge must still be enabled in order to target all opted-in participants.

A challenge must be within its Visible Date range in order to display as a target option.

The screenshot shows the 'Edit Message' interface with the 'Target' tab selected. Under 'Target - Tool Usage', there is a text prompt: 'Target this message to all users in the following challenge:'. A dropdown menu is open, displaying three options: 'All challenges', 'All challenges', and 'Ready Set Move'. A red circle highlights the dropdown menu, and a red arrow points from the text on the left to the dropdown.

## Target by Days since Last Participation

If you select **Days since last participation** as the message target, a dialog box displays for entry of the number of days.

The screenshot shows the 'New Message' interface with the 'Target' tab selected. Under 'Target - Tool Usage', there is a text prompt: 'Participated in the past X Days, please enter the number of days'. Below the prompt is a text input field.

1. Enter the number of days and click **Next**.

The screenshot shows the 'New Message' interface with the 'Target' tab selected. Under 'Target - Recipients', there is a text prompt: 'To set up a target for the message, pick from the following choices:'. Below the prompt are links for 'Demographics', 'Tool Usage', 'Interests', and 'Other'. A text prompt follows: 'If this is the only target you want to add at this time, click the 'Next' button to continue.'. A red box highlights the 'TARGET RANGE' section, which contains a dropdown menu set to 'not' and the text 'participated in the past 10 days for a challenge (delete)'. Below the 'TARGET RANGE' section are buttons for 'Back', 'Save as draft', and 'Next'.

The Target Range for the message is populated by the “participated in the past ## days” option that you selected.

2. Use the drop-down field to do the following:
  - Leave blank to direct the message to users in the challenge(s) who have **participated** in the past ## days.
  - Select **Not** to direct the message to users in the challenge(s) who have **not participated** in the past ## days.



WebMD recommends setting this message to be delivered to people who have not participated in the last 6 days, and sending this email each week during the duration of the challenge.

**Note:** On the Schedule tab in the Messaging tool, there is an option to exclude users who have received messages in the in the past X number of days. By default, it is set to “10” to exclude people who have received messages within the last 10 days. You must set this option to 0 in order to include all those who qualify for the weekly message under this targeting scenario.

Set the number of days filter to 0 in order to target inactive participants on a weekly basis.

**Edit Message** How To | Close

Audience | Compose | Target | **Schedule** | Review

**Schedule - Details**

Date to send message: May 2, 2013

Select the time frame you would like this message to be sent within: (Messages are sent Monday - Friday (excluding holidays). If a message is scheduled for a weekend day, it will go out on the next business day.)

Between 6:00 A.M. and 5:00 P.M. PST

Between 5:00 P.M. and 6:00 A.M. PST

Filter users who have received this message type within how many days? (To refrain from oversending messages to users, WebMD recommends filtering out users who have received this message type within the past 10 days. If necessary, you may change the number of days below.)

Frequency:

Send on date listed only

Send when criteria is met

Send weekly

Send monthly

Send yearly

## Target by Team

If you select **Team** as the message target, a dialog box displays for selection of a specific team and challenge.

**New Message** How To | Close

Audience | Compose | **Target** | Schedule | Review

**Target - Tool Usage**

Target this message to all users in the following challenge and team:

1. Select the team and challenge and click **Next**.

New Message How To | Close

[Audience](#) | [Compose](#) | [Target](#) | [Schedule](#) | [Review](#)

**Target - Recipients**

To set up a target for the message, pick from the following choices:

[Demographics](#) | [Tool Usage](#) | [Interests](#) | [Other](#)

If this is the only target you want to add at this time, click the 'Next' button to continue.

**TARGET RANGE**

The Target Range for the message is populated by the “challenge and team” option that you selected.

2. Use the drop-down field to do the following:
  - Leave blank to direct the message to users who are **members** of the specified team/challenge.
  - Select **Not** to direct the message to users who are **not members** of the specified team/challenge.

### Target by Participation Requirement Status

If you select **Have met participation requirement** as the message target, a dialog box displays for selection of all or a specific challenge.

New Message How To | Close

[Audience](#) | [Compose](#) | [Target](#) | [Schedule](#) | [Review](#)

**Target - Tool Usage**

Target this message to all users in the following challenge:

1. Select the challenge(s) and click **Next**.

New Message How To | Close

[Audience](#) | [Compose](#) | [Target](#) | [Schedule](#) | [Review](#)

**Target - Recipients**

To set up a target for the message, pick from the following choices:

[Demographics](#) | [Tool Usage](#) | [Interests](#) | [Other](#)

If this is the only target you want to add at this time, click the 'Next' button to continue.

**TARGET RANGE**

The Target Range for the message is populated by the “met participation requirement” option that you selected.

2. Use the drop-down field to do the following:
  - Leave blank to direct the message to users in the challenge(s) who have **met** the participation requirement
  - Select **Not** to direct the message to users in the challenge(s) who have **not met** the participation requirement.

### Target by Have met minimum number of team members

If you select **Have met minimum number of team members** as the message target, a dialog box displays for selection of all or a specific challenge.



**Important Note:** If you wish to direct the message to participants whose teams **have not met** the minimum team member requirement, you must select the targeting option described in the next section on [page 178](#): “Have not met minimum number of team members”.

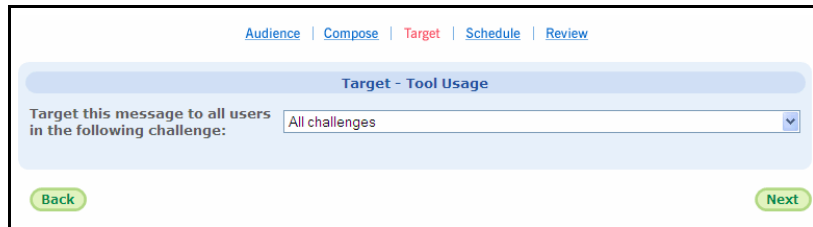
1. Select the challenge(s) and click **Next**.

The Target Range for the message is populated by the “met team member requirement” option that you selected.

2. **Do Not make a selection in** the drop-down field. Leave it blank to direct the message to those participants whose teams **have met** the minimum team member requirement. (Selecting Not in the drop-down field directs the message to all users, whether enrolled in a challenge or not.)

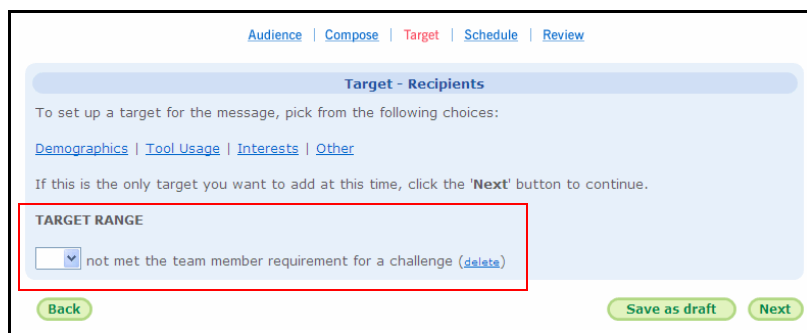
## Target by Have not met minimum number of team members

If you select **Have not met minimum number of team members** as the message target, a dialog box displays for selection of all or a specific challenge.



The screenshot shows a dialog box titled "Target - Tool Usage". At the top, there are navigation links: "Audience", "Compose", "Target", "Schedule", and "Review". Below the title, there is a text input field with the placeholder "All challenges" and a dropdown arrow. The text above the field reads "Target this message to all users in the following challenge:". At the bottom of the dialog, there are two green buttons: "Back" on the left and "Next" on the right.

1. Select the challenge(s) and click **Next**.



The screenshot shows a dialog box titled "Target - Recipients". At the top, there are navigation links: "Audience", "Compose", "Target", "Schedule", and "Review". Below the title, there is a text input field with the placeholder "All challenges" and a dropdown arrow. The text above the field reads "Target this message to all users in the following challenge:". At the bottom of the dialog, there are two green buttons: "Back" on the left and "Next" on the right.

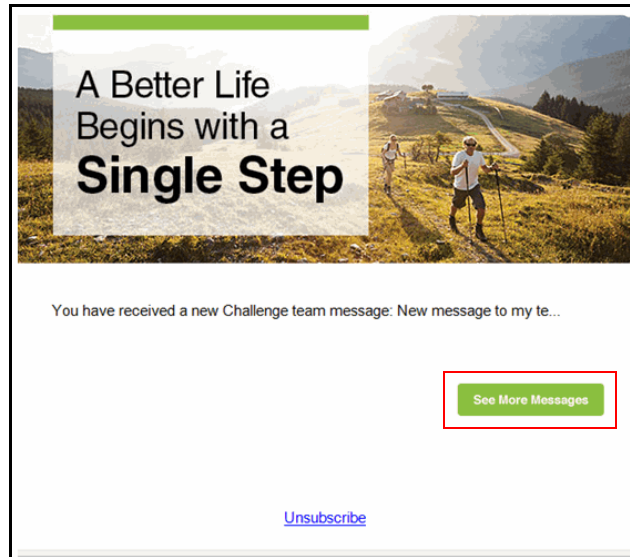
The Target Range for the message is populated by the "not met the team member requirement" option that you selected.

2. **Do Not make a selection in** the drop-down field. Leave it blank to direct the message to those participants whose teams **have not met** the minimum team member requirement.

## Challenge-generated Messages

The Wellness Challenge system generates email messages to notify participants of certain events:

- invitation to join a team
- notice of receipt of individual or team message



Participant clicks link to see the message in the Challenge application.

These messages are not defined in the Messaging system, but their text can be configured in Site Manager using the Sponsor Text Tool. See [page 154](#).

# Chapter 9

## Classic Challenge User Interface

Wellness Challenges are designed to engage the user immediately from the Home Page. Challenge eligibility and sign-up are easily visible and accessible through Action Plan Items and prominent Challenge weblet(s). After user sign-up, the Action Plan continues to remind participants to enter their data. A weblet for each challenge in which the user participates links to its own Lobby page where the user can enter data, view standings, and send team or individual messages.

Challenges are also available on mobile devices.

This chapter covers the following major topics:

- Wellness Challenge User Flow ([page 181](#))
- Invitation to a Challenge ([page 182](#))
- Team Opt-in, self-created/selectable teams ([page 183](#))
- Select a Team ([page 184](#))
- Start a New Team ([page 186](#))
- Team Opt-in, assigned teams ([page 187](#))
- Individual Challenge Opt-in ([page 189](#))
- Challenge Lobby Page ([page 193](#))
- Data Entry ([page 197](#))
- Challenge Leaderboard Page ([page 221](#))
- Changing Settings ([page 224](#))
- When a Challenge Closes ([page 227](#))
- Frequently Asked Questions ([page 230](#))



---

## Wellness Challenge User Flow

The user experience of a Wellness Challenge starts on the Home Page, with no loss of context. Once eligibility has been established via an eligibility file, SSO, or other means, the standard high level flow, including templated messages if implemented, is as follows:

- Notification of challenge eligibility displays in the Action Plan and the challenge-specific weblet on the home page, as of the contest's visible start date; a templated email message can alert users to their challenge eligibility status. Users can start opting in right away.
- Users opt in to the challenge from the home page, enter their display names, agree to the contest rules, and create or select a team if the challenge is so configured. A templated email message can congratulate them.
- Enrollment continues up to and including the Enrollment End Date, if one is defined.
- As of the contest's start date, users can enter data manually from a link on the home page or by automatic update from a fitness device or app integrated through the Device Connection Center.
- Users can see their individual standing on the home page and can click a link to access detailed leaderboard and ranking information on the contest Lobby page. Templated email messages can periodically inform them of current team rankings.
- Participants can send messages to their team or other participants from the contest Lobby page for purposes of motivation and friendly competition.
- If a minimum participation level has been defined, the participant's status (minimum met, or number of days needed) displays by expanding the user on the leaderboard. Templated email messages can periodically alert those who have not met the minimum requirement, or not entered any data for a specified number of days.
- At contest end, a few days are available for users to complete their data entry before the contest is closed by the administrator, at which point final rankings are calculated and rewards are generated. Templated email messages can be sent at contest end to announce the challenge results.
- Users can view the final rankings for the contest through its last visible date. Users who have not met the minimum participation requirement will display a "0" ranking.

## Invitation to a Challenge

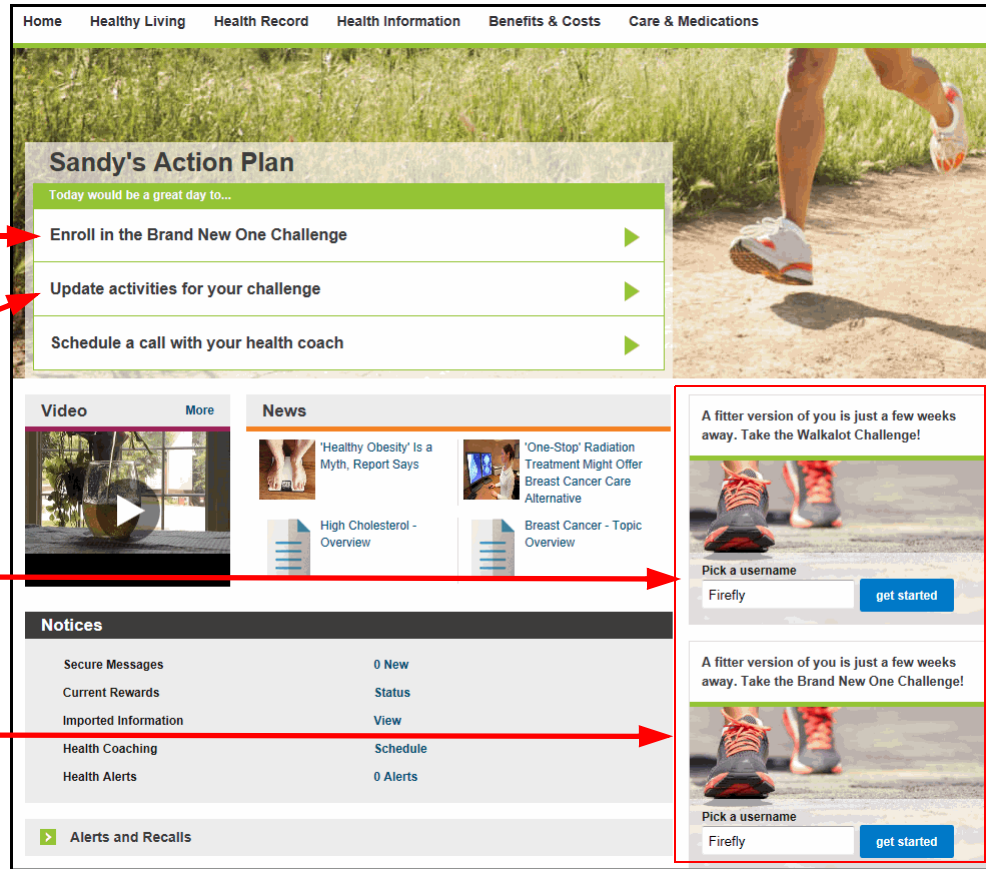
A notification of Challenge eligibility displays to eligible users in the Action Plan and Challenge weblet(s) on the Home Page. This occurs at the Visible Start Date of an active challenge

### Platinum Home Page

An Action Plan item encourages the eligible user to enroll in an available challenge

An Action Plan item reminds users to update activities or steps for the challenge they are currently enrolled in

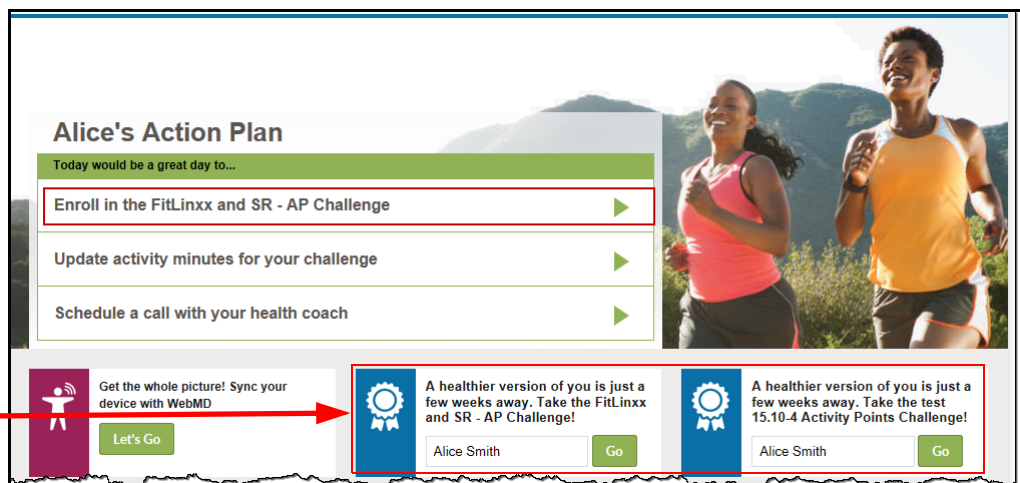
A weblet displays for each challenge the user is currently eligible for



The Platinum Plus home page displays the challenge links to eligible users in a different configuration:

### Platinum Plus Home Page

A widget displays for each challenge the user is currently eligible for



The Action Plan automatically promotes challenge sign-up if the user is currently eligible for any challenge. Weblets also display on the home page for each challenge for which the user is eligible.

## Opting In to a Challenge

1. First click the Challenge enroll link in the Action Plan  or the Challenge Weblet



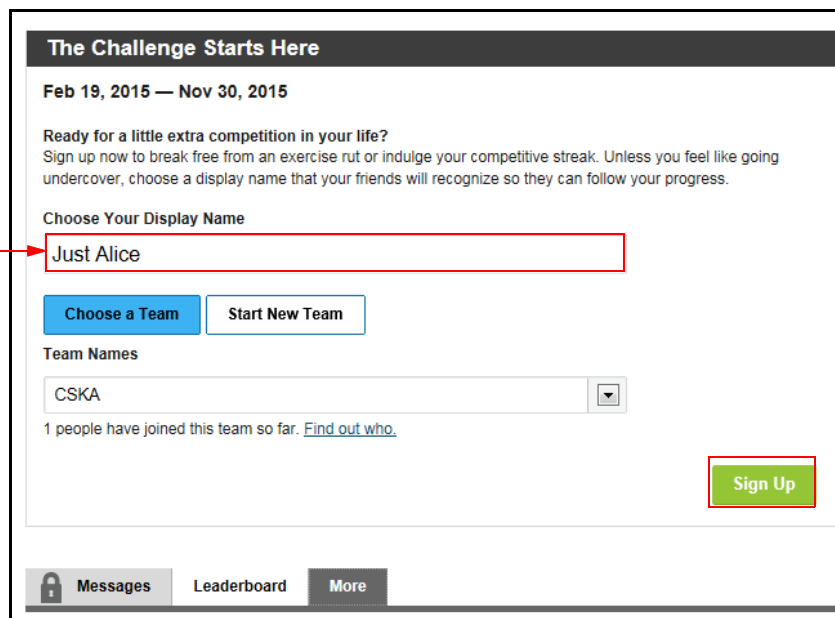
The user opt-in experience will differ depending upon the configuration of the challenge:

- If the Challenge allows user-created teams and/or selectable teams, continue reading below.
- If the Challenge assigns teams via eligibility or random assignment, with no user choice, see [page 187](#).
- If the Challenge is individual-based (no teams), see [page 189](#).

### User Created / Selectable Team Opt-in

1. Click either the Action Plan “Enroll” item or the “Go” link in the challenge weblet to display the Sign Up window for that challenge. (You may join multiple challenges, if available.)

Your display name can be personal or fictitious, if you want to be identified or anonymous to other participants



2. Enter **Your Display Name** - enter your contest name that will display to all users participating in the same challenge. (Filters are in place to block inappropriate screen

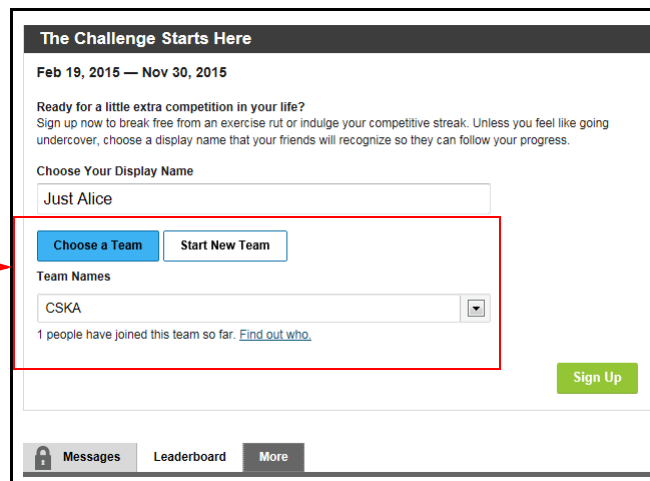
names.) If you join multiple overlapping challenges, you must use the same display name for each one.

3. Choose an existing team or start your own (see below).
4. Read the **Terms and Conditions** of the challenge; if defined, it displays under the "More" tab at the bottom of the sign-up area. It can contain specific information on dates, devices, minimum participation requirements, if any, and other important parameters pertaining to the current challenge.
5. Click the **I agree to the terms and conditions** check box (if displayed) and click **Sign Up** to opt in to the challenge.

### Join an Existing Team

When opting in to a challenge that allows self-created or user-selected teams, you have the options of selecting an existing team to join (continue reading below), or creating your own team (turn to [page 186](#)).

The option to Choose a Team is selected by default



The screenshot shows a challenge sign-up page titled "The Challenge Starts Here" with dates "Feb 19, 2015 — Nov 30, 2015". It includes a "Choose Your Display Name" field with "Just Alice" entered. Below this are two buttons: "Choose a Team" (highlighted in blue) and "Start New Team". A "Team Names" dropdown menu is set to "CSKA". A "Sign Up" button is at the bottom right. A red box highlights the "Choose a Team" button and the "Team Names" dropdown. A red arrow points from the text "The option to Choose a Team is selected by default" to the "Choose a Team" button.

- To Choose an existing team, click the drop down arrow and select a team from the list.

Click the drop down arrow to display teams that are available to join.

- Select a team; a link allows you to see who is already on it.

Click the link to display the Leaderboard with the challenge names of the current team members

- Click the “[Find out who](#)” link to display the Leaderboard at the bottom of the sign-up window.

Display names of participants who have already joined the selected team; you can click another team to see its current member list

Rank	Team Name	Hours Of Sleep	Hours Of Sleep/Person
1	ZZZZZZs	25.5	25
2	CSKA	8	8

Members	
1	bb demo
	8 Hours Of Sleep

- Scroll up and click **Sign Up** to join the selected team. You are taken to the challenge data entry screen; confirmation of your team enrollment displays at the top of the page.

## Start New Team

To create your own team, do the following:

- Click the **Start New Team** button.

Team names are automatically filtered for appropriate wording, but not checked for duplicate names

- Enter a Team Name and click **Sign Up**. The team name must be 3 to 50 characters in length and must start with a letter or a number.

You are taken to the challenge data entry screen; confirmation of your team enrollment displays at the top of the page.

A confirmation banner displays your team name

The Invite weblet in the right-hand pane (pictured below) allows you to send invitations to join your team.

**Invite**

Recruit some more team members. Send an invitation via email to other people to join your team.

**Subject:** Come join my team - ZZZZZZs

**Message:**  
Jonesy has invited you to join team ZZZZZZs.

**Email:**

**Send**

Edit the message as you wish

Enter the email address and click **Send**

- Edit the message as needed and enter an email address.
- Click **Send**. A confirmation displays “Invitation sent successfully” at the bottom of the weblet

An example invitation email is shown below.

**From:** WebMD <personalhealth@webmdhealth.com>  
**To:** Alice Smith  
**Cc:**  
**Subject:** Come join my team - ZZZZZZs

WebMD | health services

Challenges

A Better Life Begins with a **Single Step**

Jonesy has invited you to join team ZZZZZZs.

**Join Challenge**

Invitations are generated by WebMD, not your personal mailbox

Invitees can click the button to log in, join the challenge, and choose your team as long as spots are available and the Enrollment End Date is either current or future

## Assigned Team Opt-in

The sign-up flow is as follows for a challenge that assigns participants to pre-defined teams as they enroll:

1. Click either the Action Plan “Enroll” item or the “Go” link in the challenge weblet on the home page to display the Sign Up window for that challenge. (You may join multiple challenges, if available.)

Your display name can be personal or fictitious, if you want to be identified or anonymous to other participants

Users must agree to defined terms & conditions before joining.

If defined, terms and Conditions display under the "More" tab

### The Challenge Starts Here

**Jan 1, 2010 — Jul 22, 2014**

**Ready for a little extra competition in your life?**  
Sign up now to break free from an exercise rut or indulge your competitive streak. Unless you feel like going undercover, choose a display name that people will recognize so they can join your team and follow your progress.

Choose Your Display Name

I agree to the [terms and conditions](#) for this challenge Sign Up

Messages
Leaderboard
More

---

#### Terms and Conditions

Here are the terms and conditions for this contest: No Cheating!

2. Enter the following information.

- **Your Display Name** - enter your contest name that will display to all users participating in the same challenge. (Filters are in place to block inappropriate screen names.) If you join multiple overlapping challenges, you must use the same display name for each one.

3. Read the **Terms and Conditions** of the challenge, displayed (if defined) under the More tab at the bottom of the sign-up window. It contains specific information on dates, minimum participation requirements, if any, and other important parameters pertaining to the current challenge.

4. Click the **I agree to the terms and conditions** check box (if displayed) to opt in to the challenge.

5. Click **Sign Up**.

A confirmation banner with your assigned team name displays at the top of the Challenge data entry page.



Team Assignment displays but cannot be changed

Your display name and team also display under the More tab

### Individual-based Challenge Opt-in

1. Click either the Action Plan icon or the “Go” link in the challenge weblet to display the Sign Up window for that challenge. (You may join multiple challenges, if available.)

2. The Sign-Up screen displays:

**The Challenge Starts Here**

**Mar 15, 2015 — Jun 15, 2015**

**Ready for a little extra competition in your life?**  
Sign up now to break free from an exercise rut or indulge your competitive streak. Unless you feel like going undercover, choose a display name that your friends will recognize so they can follow your progress.

**Choose Your Display Name**

I agree to the [terms and conditions](#) for this challenge

**Sign Up**

**Messages** **Leaderboard** **More**

This is ITerms&Conditions text.

Your display name can be personal or fictitious, if you want to be identified or anonymous to other participants

Agree to challenge Terms & Conditions if the check box displays; if defined, they display under the More tab.

3. Enter **Your Display Name** - enter your contest name that will display to all users participating in the same challenge. (Filters are in place to block inappropriate screen names.) If you join multiple overlapping challenges, you must use the same display name for each one. Your display name cannot duplicate another display name within the same challenge.
4. Select the check box to agree to the terms and conditions of the challenge, if it displays. The full Terms & Conditions text appears further below under the More tab.
5. Click **Sign Up**; the challenge lobby page displays with a banner that confirms your registration in the challenge.

Banner at top of lobby page confirms your registration in the individual-based challenge.

You're now registered in the Swim Around the Clock Challenge!

### Swim Around the Clock

Your Goal: 720 minutes

SUN MON TUE WED TODAY

How many minutes did you swim today?

**0/720** Total Minutes

0 Days Recorded  
89 Days Remaining in This Challenge

Messages | Leaderboard | More

#### Challenge Settings

Your Display Name:

[Update your messaging settings](#)

6. From here you can make initial data entries, check the Messages tab for inbound messages, or check the Leaderboard for all participants' standings and to send messages to other participants.

## Challenge Display on Home Page

After you opt in, your participation in the challenge is strongly promoted on the home page.

- The Action Plan displays a reminder and clickable icon to update your data.
- Weblets for each opted-in challenge provide your standing and a data entry link.

The screenshot displays the 'Alice's Action Plan' section. It includes a list of actions: 'Enroll in the FitLinxx and SR - AP Challenge', 'Update activity minutes for your challenge' (highlighted with a red box), and 'Schedule a call with your health coach'. Below this are three challenge-related weblets: 'Get the whole picture! Sync your device with WebMD', 'A healthier version of you is just a few weeks away. Take the FitLinxx and SR - AP Challenge!', and 'A healthier version of you is just a few weeks away. Take the test 15.10.4 Activity Points Challenge!'. At the bottom, there are three more weblets: 'individual Challenge' showing '4<sup>th</sup> place', '16.03 self reported steps Challenge' showing '3<sup>rd</sup> place on Team test', and 'Get Rewarded' with the text 'Start earning now by completing healthy activities.'.

Action Plan item reminds you to enter data for your opted-in challenge

Your ranking within your team (for team challenges) displays in real-time

Your overall ranking (for individual challenges) displays in real-time

- Click anywhere in the weblet to move to the Challenge lobby page where you can update data, send messages, or check the full leaderboard.

## Challenge Lobby Page

The Challenge Lobby Page displays upon access from your Home Page.

### Team-based Challenge Lobby

The screenshot shows the 'Self-Created' challenge lobby interface. At the top, a calendar bar indicates progress for the week, with 'SUN', 'TUE', 'WED', and 'THU' marked as completed. Below this is a 'Data Entry Area' with a 'Enter Your Steps for today' field containing '6300' and a 'Save' button. A large 'Total Steps' counter shows '196,622'. To the right, a box displays '32 Days Recorded' and '22 Days Remaining in This Challenge'. Below the counter are three tabs: 'Messages' (selected), 'Leaderboard', and 'More'. A 'Message My Team' button is also present. The main content area shows a list of team messages, including 'Firefly has joined your team' and 'STeam Welcome !!'. Annotations with red arrows point to the 'Data Entry Area', the 'Messages' tab, and the '32 Days Recorded' / '22 Days Remaining' box. A separate callout box on the right explains that days entered and days remaining are displayed, and days to meet minimum requirements are shown if configured.

**Data Entry Area**

**3 tabs for messages, standings, and settings**

**Message tab displays first by default**

**Take your challenge with you**  
Update your progress and keep tabs on the competition no matter where you are by logging in on your mobile device!

**Days entered and days remaining display; days to meet minimum requirement display if so configured.**

## Custom Challenge Lobby

Challenge goal displays if set (can apply to either team or individual challenge)

Messages received from other participants display here

The screenshot shows the 'Swim Around the Clock' challenge lobby. At the top, the title 'Swim Around the Clock' is displayed. Below it, a grey bar shows 'Your Goal: 720 minutes'. A calendar navigation bar shows days from WED to TODAY, with WED and THU marked with checkmarks. Below the calendar, a form asks 'How many minutes did you swim today?' with a text input field and a 'Save' button. A progress bar shows '175/720' with 'Total Minutes' below it. To the right, it says '4 Days Recorded' and '84 Days Remaining in This Challenge'. At the bottom, there are three tabs: 'Messages', 'Leaderboard', and 'More'. The 'Messages' tab is active, showing two messages from 'Robin Hood' with timestamps of '20 minutes ago'.

The Lobby Page for both team-based and Custom individual challenges is organized into the following areas:

- **Data Entry** - the area at the top of the lobby page is where you can enter, edit, or view your step, activity, or custom counting data  
See [Entering Data on page 197](#).
- **Messages** tab is where you can view, delete, or reply to team or individual messages.  
See messages UI sequence starting on [page 216](#).
- **Leaderboard** tab displays team and participant standings; individual-based challenges display the overall standings of all participants. Send new messages to teams or individuals from the Leaderboard tab.  
See ["Challenge Leaderboard" on page 221](#).
- **More** tab displays the Challenge Settings page where participants can opt out, set message frequency, and view FAQs; see [page 224](#).

### New Individual Challenge Lobbies

The new individual challenges (May 2016) feature an updated lobby page with interactive elements:

The Nutrition Challenge lobby is designed for numeric data entry.

The screenshot shows the Nutrition Challenge lobby interface. At the top right, it says "POWERED BY WebMD health services". Below this is a video player showing five apples (two green, one red, two green). A red arrow points from the text "Interactive video responds to data entry" to the video player.

Below the video is a navigation bar with days of the week: THU, FRI, SAT, SUN, MON, TUE, and TODAY (highlighted in red). A red arrow points from the text "Useful tips" to this navigation bar.

The main data entry area asks "How many fruits and vegetables did you eat today?" with a numeric input field containing "00" and a "Save" button. A red arrow points from the text "Data entry and progress to goals" to this input field.

Below the input field, a progress bar shows "5 Total Servings" and "1 Day Recorded" with "20 Days Until You Meet the Minimum".

To the right of the main area is a box titled "How much is a serving?" with a list of items:
 

- 2 cups of raw leafy vegetables
- 1 medium fruit (about the size of a baseball)
- 1 cup of chopped, cooked or canned vegetables or fruit
- 1 cup of vegetable or fruit juice, or
- 1/2 cup of dried fruit

Below this is a content area titled "Eating done right" with text about the benefits of fruits and vegetables. A red arrow points from the text "Content area displays a series of engaging articles with the Read More button and refresh content link" to this content area. Below the text is a "Fruit in a Healthy Diet" article with a "Read More" button and a "refresh content" link.

At the bottom, there is a navigation bar with tabs: Messages, Leaderboard, Rules & Rewards, and FAQ. A red arrow points from the text "4 tabs to view messages, check other scores & send messages, read challenge info and view FAQs" to this navigation bar.

At the very bottom right, there is a gear icon and a link that says "Opt out of the challenge program".

The Sleep, Stress and Water Challenge lobbies are designed for Yes/No data entry:

The screenshot shows a wellness challenge lobby for 'Stressless' powered by WebMD health services. The interface includes a video header, a progress bar with a goal of 14 Yes entries, a daily activity question 'Did you do a 5 minute relaxation activity today?' with 'Yes' and 'No' buttons, a list of stress relief activities, an article titled 'Take charge of your stress', and a navigation bar with tabs for Messages, Leaderboard, Rules & Rewards, and FAQ. Annotations on the left side point to various features: 'Interactive video responds to data entry' points to the video; 'Useful tips' points to the stress relief activities list; 'Data entry and progress to goals' points to the daily activity question and progress bar; 'Content area displays a series of engaging articles with the Read More button and refresh content link' points to the article; and '4 tabs to view messages, check other scores & send messages, read challenge info and view FAQs' points to the navigation bar.

POWERED BY **WebMD** health services

Interactive video responds to data entry

Stressless

Your Goal: 14 Yes entries

THU FRI SAT SUN MON TUE TODAY

Did you do a 5 minute relaxation activity today?

Yes No

1 / 14  
Total Yes Entries

1 Day Recorded  
20 Days Until You Meet the Minimum

What are some stress relief activities?

- Stretch to ease muscle tension
- Get outside and soak in the outdoors
- Exercise or take a quick walk
- Take deep breaths
- Meditate/close your eyes for a few minutes
- Listen to music

Take charge of your stress

Stress can have surprising effects on overall health, from the way we think and feel to the way we eat and behave. There are lots of ways stress can affect you, but you can have a major effect on your stress, too. Taking as little as 5 minutes for yourself to unwind each day can make a difference. There are lots of ways to relieve stress—what works for you is what's important. Try stretching, meditating, or doing something you enjoy.

Start small by doing at least one 5 minute stress relief activity a day. Are you up for the challenge?

Stress Management

Read More refresh content

Messages Leaderboard Rules & Rewards FAQ

4 tabs to view messages, check other scores & send messages, read challenge info and view FAQs

Opt out of the challenge program





## Entering Data

Challenges can be configured to allow self-reported data for steps, activity minutes, activity points, or custom counting items.

If configured to allow imported data, Challenges can be updated with data from devices and apps that are integrated through the Device Connection and App Center.

Self-reported data is entered through the Challenge Data Entry page described below in the Manual Entry sections.

The Challenge Data Entry area on the challenge lobby page displays with any of the following actions:

- Click the triangle link  in the Action Plan item data entry reminder.
- Click the Go link in the opted-in Challenge weblet on the Platinum Home Page. 
- Click the Challenge Name link in the opted-in Challenge weblet on the Platinum Plus Home Page.



The auto-upload data process is described on [page 208](#).

### Manual Entry - Steps

If your site's walking challenge is configured for manual data entry, users will enter daily pedometer totals as follows:

1. Access the data entry area from the home page by clicking the link in the challenge weblet or the triangle link in the Action Plan reminder item.

The step data entry fields display at the top of the Challenge Lobby page, as shown below:

Today's flag is highlighted by default

Click a prior day to highlight it for data entry

Enter steps for the highlighted day

- Enter the total number of steps from the pedometer for the highlighted day:
  - Days with no data entered display a gray flag with no check mark.
  - Click the appropriate day as needed to select its flag. (To enter data prior to the displayed week, use the forward/back arrows as described in the next step further below.)
  - Enter total steps for the selected day in the entry box and click **Save**. The Total Steps figure updates in real-time and the day's flag fills with color and a check mark.
  - Future dates are not available for entry.
  - Contest data must fall within the range of the contest First and Last Program Dates in order to be counted for the challenge. You can enter your data either manually or by device download at any time before the challenge is closed.
- Use the forward/back arrows to navigate to prior dates for data entry and back again:

Click arrow to scroll back 7 days

Click arrow to scroll forward 7 days

Note that prior days display their calendar date rather than the day of the week.

### Editing Steps

If you need to add to or subtract from previously entered steps, do the following:

1. Click the appropriate day's flag; the previously entered steps display.
2. Enter the correct number of total steps for the day. (You can adjust specific digits of the day's steps or replace the entire day's count with the correct total.)
3. Click **Save**. The Total Steps figure will adjust accordingly.

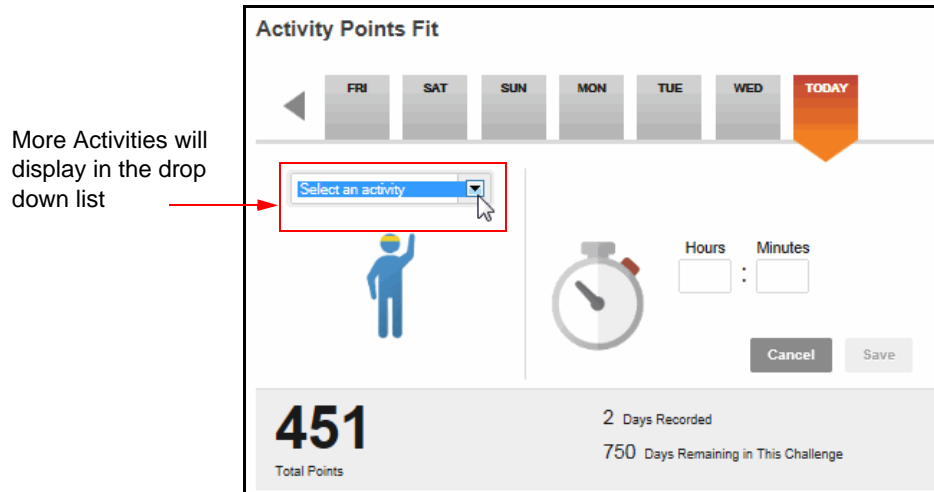
### Manual Entry - Activity Points

If your site's Activity Point challenge is configured for manual data entry, users will enter daily activity data as follows:

1. Access the data entry area from the home page by clicking the link in the challenge weblet or the triangle link in the Action Plan reminder item.
2. Click the day for which you want to enter activity points. "Today" is highlighted by default. Use the back arrow to access prior dates for data entry as needed.

The screenshot shows the 'Activity Points Fit' interface. At the top, there is a navigation bar with days of the week: FRI, SAT, SUN, MON, TUE, WED, and TODAY (highlighted with an orange arrow). Below this is a section titled 'What activities did you do today?' with a grid of activity icons: Walking, Running, House Work, Bicycling, Swimming, Weight Lifting, Yoga, Elliptical, Yard Work, and More Activities (highlighted with a red box). At the bottom, it displays '451 Total Points', '2 Days Recorded', and '750 Days Remaining in This Challenge'.

3. Select an activity from the icons that display or click **More Activities** to display other options.



4. Click the drop down and select a different activity. You can also enter the initial letter of an activity in the drop-down field to select it. For example, enter "j" to select Jogged.

Note that activities have different default point values, depending on their intensity. Intensity is based on the MET (Metabolic Equivalent) score of each activity. The algorithm assigns points as follows:

- 2.5 points/minute for intense activities (jogging, swimming)
- 1 point/minute for moderate activities (hiking, housework)
- 0 points for light activities (yoga, walking)



The point value for the selected activity displays below the icon.

The activities for a challenge may be defined with different point values at the administrative level; in that case, the customized point values will display.

5. Enter the length of the activity in minutes or hours and minutes.

**Activity Points Fit**

FRI SAT SUN MON TUE WED **TODAY**

Jogged

How long did you jog?

Hours : Minutes

: 30

Cancel Save

This is worth 2.5x Points

- Click **Save**. Your recorded activity displays above the main activity icons for the highlighted day, as shown below. Total points recalculate to include the newly recorded activity.

Recorded activity displays. You can record multiple activities for the same day.

**Activity Points Fit**

FRI SAT SUN MON TUE WED **TODAY**

Today I ...

Jogged for 30 minutes, worth 75 Points

What other activities did you do today?

Walking Running House Work Bicycling Swimming

Weight Lifting Yoga Elliptical Yard Work More Activities

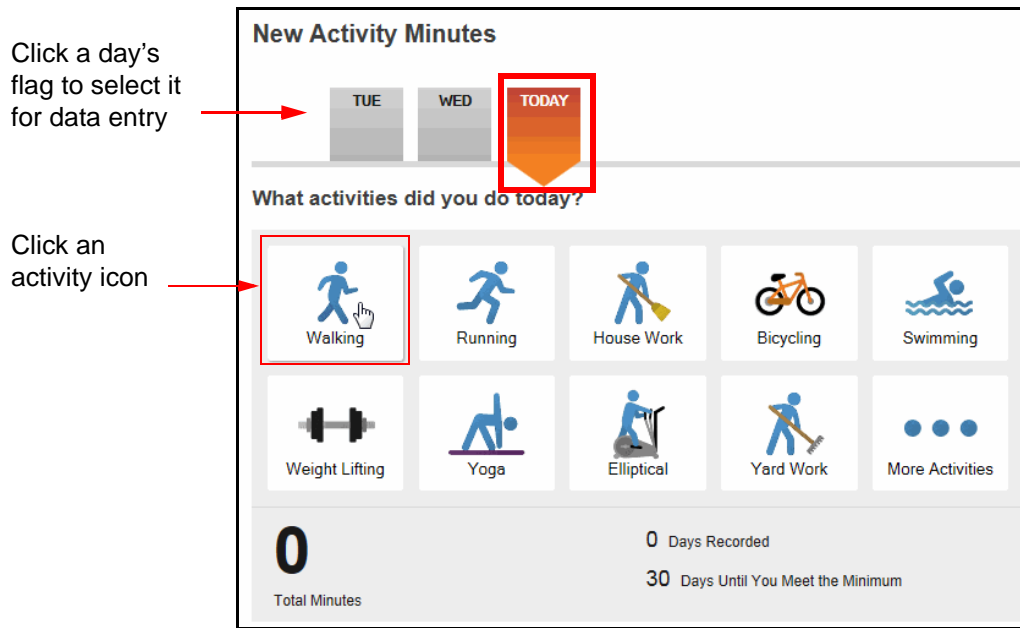
**526**  
Total Points

3 Days Recorded  
750 Days Remaining in This Challenge

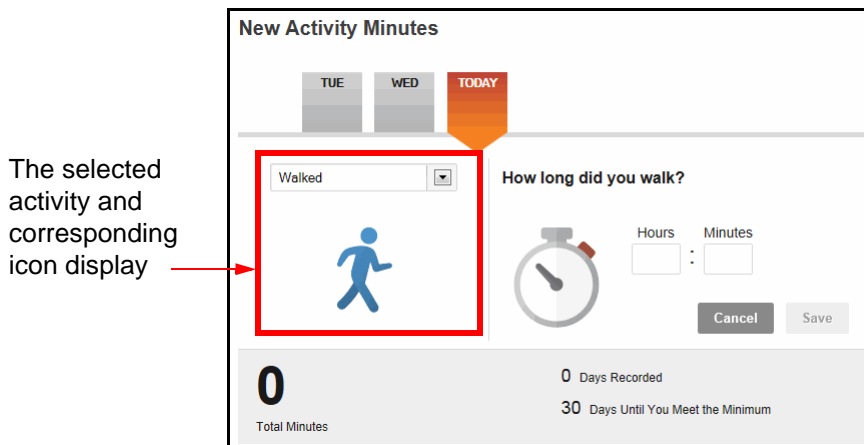
## Manual Entry - Activity Minutes

If your site's Activity Minute challenge is configured for manual data entry, users will enter daily activity data as follows:

- Access the data entry area from the home page by clicking the **Go** link in the challenge weblet or the triangle link in the Action Plan reminder item.
- Click to select the day for which you want to enter activity minutes.



3. With the appropriate day selected, click an activity icon. The data entry window opens:



4. Enter the number of minutes you performed the activity. If you enter hour/min. figures, they will be converted to total minutes in the score.

TUE WED TODAY

Walked

How long did you walk?

Hours: 1 Minutes: 15

Cancel Save

5. Click **Save**.

New Activity Minutes

TUE WED TODAY ✓

Today I ...

Walked for 75 minutes

What other activities did you do today?

Walking Running House Work Bicycling Swimming

Weight Lifting Yoga Elliptical Yard Work More Activities

Don't forget to check in with [My Health Assistant](#)

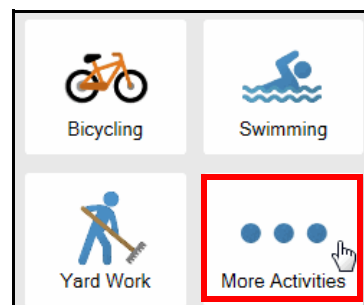
75 Total Minutes

1 Day Recorded  
29 Days Until You Meet the Minimum

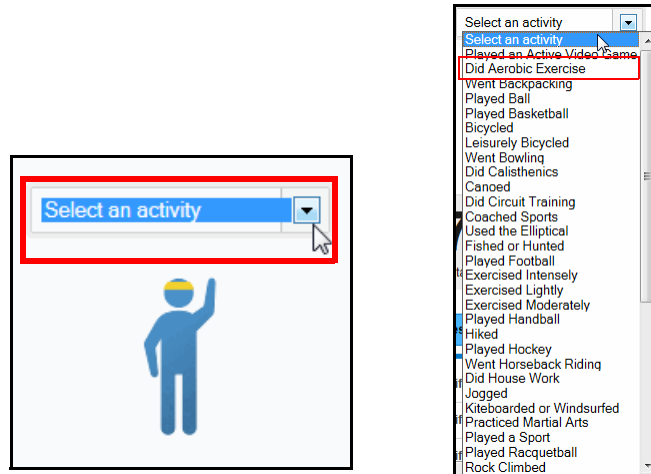
Total minutes display for your score, whether you entered minutes or hours/minutes

The minutes display in the Total Minutes score and the day is added to the Day Recorded tally. Note that a check mark displays on the icon of the recorded activity for the selected day.

6. To enter data for an activity that is not pictured, click **More Activities**.

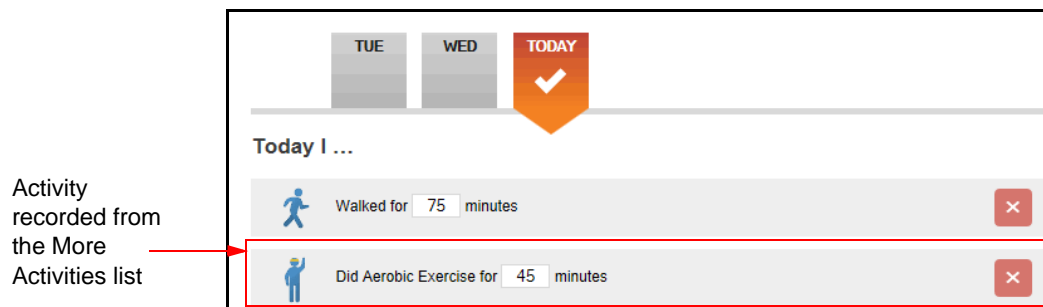


The data entry window displays a drop-down list:

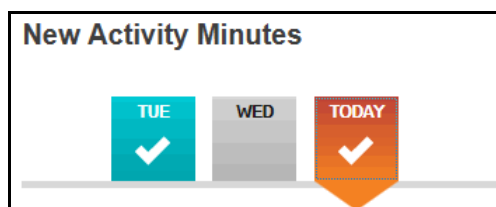


The challenge may be configured for one or more specific activities rather than the entire list of system-recognized activities. If so, the activity list will display only those that have been selected for the challenge.

7. Select an activity from the drop-down list, enter minutes, and click **Save**.



8. When data has been recorded for a day, a check mark displays on the day's flag. This makes it easy to tell the days where you have entered data or not.



### *Editing Activities on the Lobby Page*

To view/edit/delete activities that you have entered, click the appropriate day. The activities you have recorded for the selected day display:



**New Activity Minutes**

TUE WED **THU** TODAY

On Thursday I ...

Walked for 75 minutes

Did Aerobic Exercise for 55 minutes

You can do the following:

- Adjust the number of minutes for a recorded activity and click **Save**.

**New Activity Minutes**


TUE WED **THU** TODAY

On Thursday I ...

Walked for 75 minutes

Did Aerobic Exercise for 65 minutes

Save

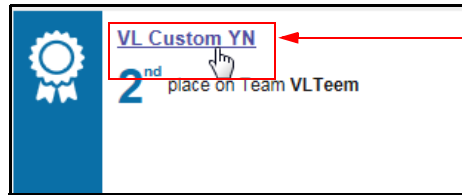
- Delete an activity for the selected day by clicking the "X" . **Caution** - there is no confirmation option.

Note: For a Step or Activity challenge (not a custom challenge), you can also edit challenge step and activity data from the Step and Exercise Trackers and the Test section of your Health Record. See ["View Data in Health Record Tests" on page 209](#) and ["Viewing Data in the Trackers" on page 212](#).

## Manual Entry - Yes/No

If your site's Custom challenge is configured for Yes/No scoring, users will enter daily data as follows:

1. Access the data entry area from the home page by clicking the link in the challenge weblet or the triangle link in the Action Plan reminder item.



Click the weblet link to access the challenge for data entry

The goal and data entry fields display at the top of the Challenge Lobby page, as shown below:

The Challenge goal displays above the data entry calendar

Today's flag is highlighted by default

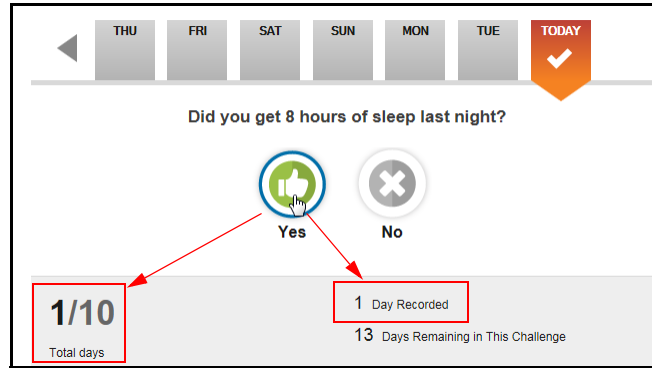
Click a prior day to highlight it for data entry

Click **Yes** or **No** for the highlighted day

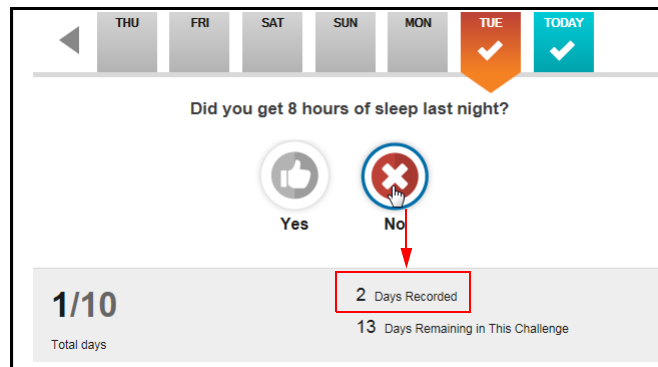
## 2. Enter the Yes/No data for the highlighted day:

- Days with no data entered display a gray flag with no check mark.
- Click the appropriate day as needed to select its flag. (To enter data prior to the displayed week, use the forward/back arrows as described in the next step further below.)
- Click the Yes or No button for the selected day.

- A **Yes** entry increases the Total Days count toward the goal and also increases the Days Recorded count for participation purposes.

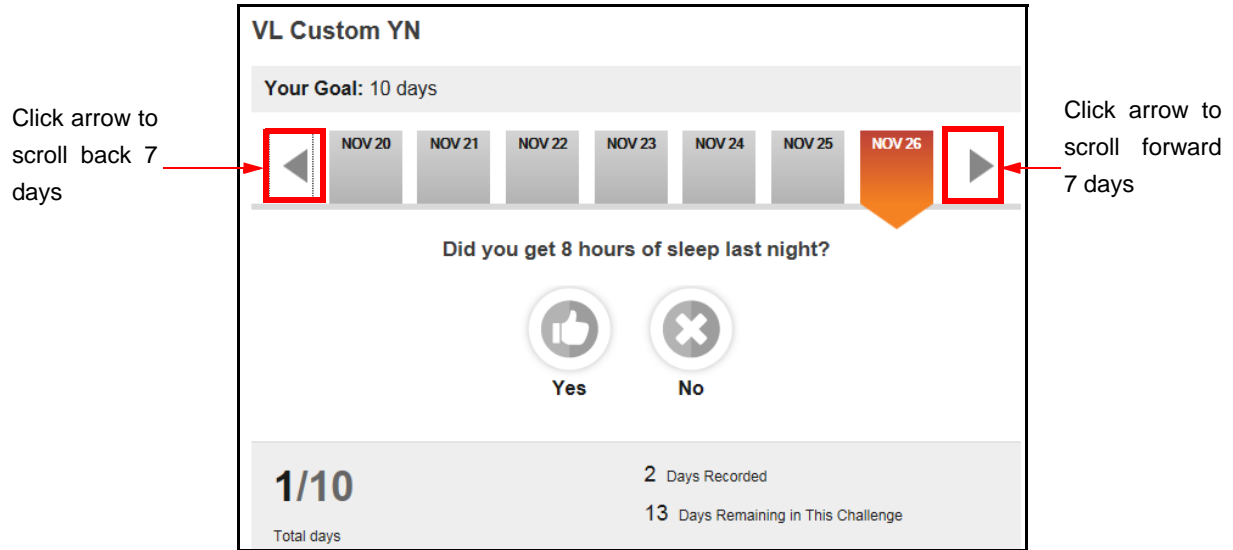


- A **No** entry does not increase the Total Days count toward the goal but it does increase the Days Recorded count for participation purposes.



- The Total Days and Days Recorded figures update in real-time and the day's flag fills with color and a check mark.
- Future dates are not available for entry.
- Contest data must fall within the range of the contest First and Last Program Dates in order to be counted for the challenge. You can enter your data at any time before the challenge is closed.

3. Use the forward/back arrows to navigate to prior dates for data entry and back again:



Note that prior days display their calendar date rather than the day of the week.

### Editing Yes/No entries

If you need to change a previously recorded Yes or No entry, do the following:

1. Click the appropriate day's flag; the previously selected Yes/No button displays.
2. Click the appropriate Yes/No button to change your entry.
3. The Total Days and Days Recorded figures will adjust accordingly.

### Viewing Data

Data displays in the Challenge itself, and in the user's Health Record under Tests and Tracker (Steps and Activity challenge data).

Data entered in custom challenges does not interface with the participant's PHR or Trackers.

### View Data on the Challenge Lobby page

The lobby page displays up to 7 days at a time across the top. To view previously entered data, do the following:

1. Display the desired date range by clicking the forward or back arrows.
2. Click the check marked days to view the activities or steps that were recorded for that day.

## View Data in Health Record Tests

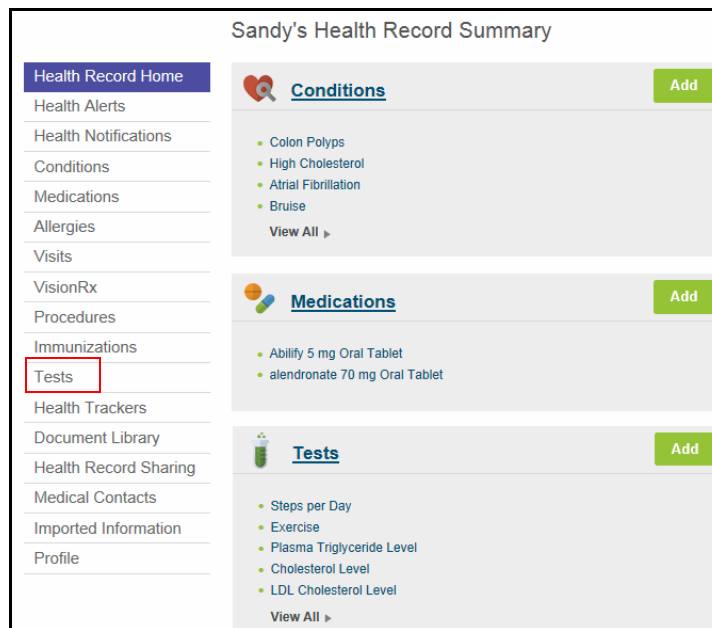
Manually-entered Steps and Activity challenge data displays in the user's Health Record within the Tests category.

Note that this feature allows you to view your challenge data even after the Challenge has closed, in both the Health Record Tests and the Trackers (see page 214).

### Manually Entered Data:

To view manually entered Steps and Activity challenge data in the Health Record, do the following:

1. Select **Health Record** in the Home Page toolbar, then **Health Record** in the drop-down menu.
2. Select **Tests** under Health Record Details.



3. Open the Exercise or Steps Tests depending on the type of data that was entered: Activity data (Exercise minutes) or Walking data (Steps).

### View Steps in Tests:

1. Click **Steps per Day** under Tests in your Personal Health Record. The most recently entered steps data displays.

**Tests** Add Test

Steps per Day 12/13/2013

Date of Service: 12/13/2013 **Learn More**

Value: 7000 Articles related to Steps per Day

Normal Range:

Provider or Facility:

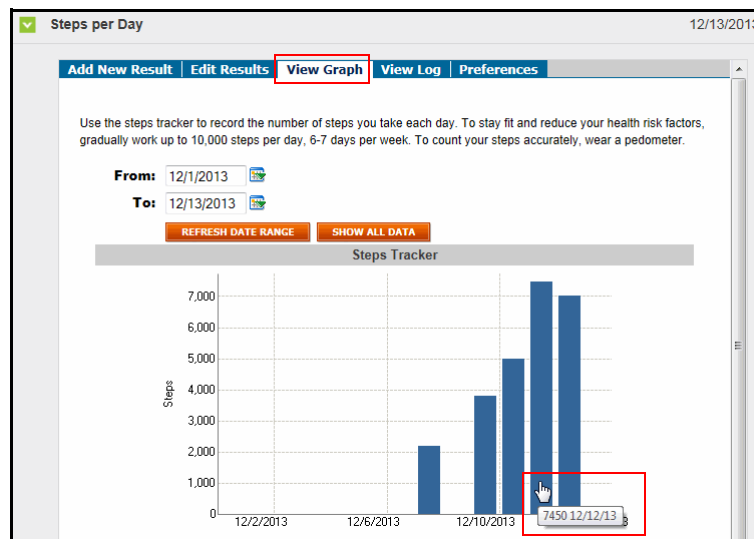
Information Source: User Entered

Notes:

Hide this item when printing or sharing? No [read more](#)

Edit
Delete
View Graph

2. Click **Edit** to adjust the step data. This updates the Challenge data for the same date.
3. Click **View Graph** to display a bar graph for the time period you indicate. You can hover over a bar to display the date and data count.



### View Activities Data in Tests:

1. Click **Exercise** under Tests in your Personal Health Record. The most recently entered activities data (minutes) displays.

**Tests** Add Test

Steps per Day 12/13/2013

Exercise 12/12/2013

Date of Service: 12/12/2013

Value: 30

Normal Range:

Provider or Facility:

Information Source: User Entered

Notes:

Hide this item when printing or sharing? No [read more](#)

Edit
Delete
View Graph

- Click **Edit** to adjust the activity minutes for the day.

**Tests** Add Test

Exercise 12/5/2014

Edit Results

Use the exercise tracker to chart your exercise minutes. Aim for at least 30 minutes of moderate to intense exercise, 5-7 times a week. This will give you the best results in maintaining a healthy weight and reducing your health risk factors. Use the list below to add your exercises. If you can't find your specific exercise in the list, select 'General Exercise'

Select item to edit:

12/5/2014 12:00 AM

Friday | December 5, 2014

Time	Duration	Activity
	<input type="text"/> mins	<input type="text"/> <small>Enter activity, then select from dropdown</small>
12:00 AM	60 mins	Yoga Data Source: Health Record
12:00 AM	15 mins	Weight Lifting Data Source: Health Record

Done View Graph

There may be multiple activities for the same date. You can add, edit a specific activity, or delete an activity from this page.

You can adjust the minutes for a specific activity; the challenge will use the data to recalculate the score for which it is configured (minutes or points).

- Enter the desired activity minutes for the activity in question and click **Save**.

Select item to edit:

12/5/2014 12:00 AM

Friday | December 5, 2014

Time	Duration	Activity
12:00 AM	75 mins	Yoga

Enter activity, then select from dropdown

Add

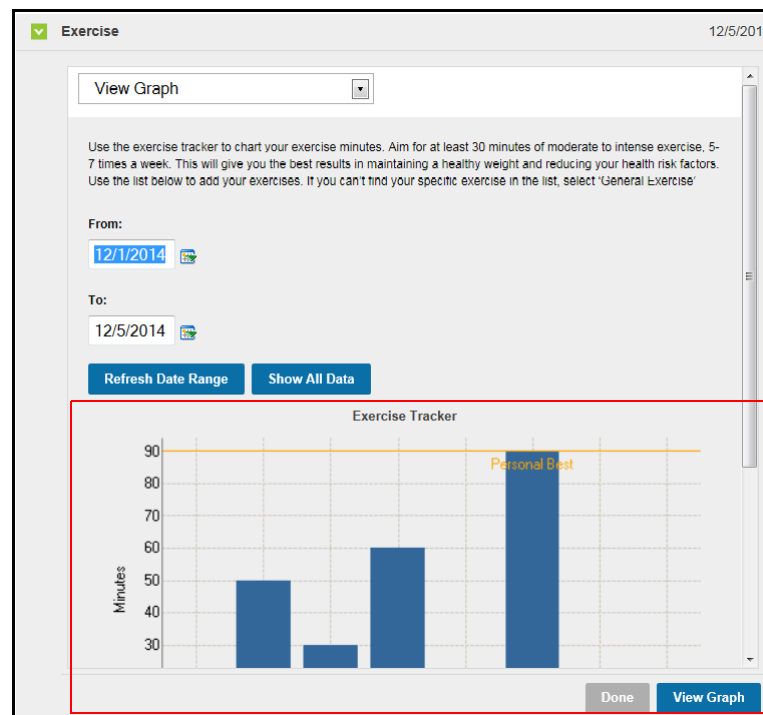
Cancel Save

Data Source: Health Record

Change the minutes for an exercise entry and click Save

The updated minutes (and recalculated points if applicable) display in the Challenge.

4. Click **View Graph** to display your exercise minutes in a bar graph for the time period you indicate.



5. Click **Done** to close the graph.

### Viewing Data in the Trackers

Step and Activity data display in their related Trackers where you can edit them as needed and update the Challenge data.

1. Access **Trackers** from **Home Page > Health Record > Health Trackers**.



**Sally's Health Record Summary** Download My Data Print Add

Use Health Trackers to chart your health measurements over time

**Most active Health Trackers**

Exercise Mammogram Steps

**Start tracking**

Blood Pressure	Body Fat	Breast Self-exam
Calories Burned	Cholesterol	Colorectal Screen
Diet	Eye Exam	Fasting Blood Sugar
Foot Exam	Forced Expiratory Volume	Height
Hemoglobin A1c	High Blood Sugar	Hours of Sleep/Day
Low Blood Sugar	Medication	Mood
Non-Fasting Blood Sugar	Pain	Pap Smear
Peak Expiratory Flow	Rescue Inhaler Use	Resting Heart Rate

2. Click the **Exercise** tracker to view or edit Activity data.

- The **View Graph** page displays by default; select a date.



- Click the data bar you want to edit; the edit/add/delete page displays where you can make updates to your manually entered data as needed. A date picker allows you to access data from or for other dates.

Time	Duration	Activity
12:00 AM	45 mins	Walking Data Source: Health Record

3. Use the same procedure to enter or edit Steps data in the Steps tracker.

### Viewing Data in the Trackers - Imported Data

For Step and Activity challenges (non-custom), both manually-entered and imported data display in the related Trackers. Note that this feature allows you to view your challenge data even after the Challenge has closed, in both the Trackers and the Health Record Tests (see [page 209](#)).

- Exercise Tracker - minutes
- Steps Tracker - step data

Edits are allowed only to manually entered data.

Edits to imported data are allowed only to identify the activity, if necessary.

- The Edit button is disabled if the system assigned an activity to the uploaded entry.
- The Edit button is enabled if the system was unable to specifically identify the activity.

## Messages Tab

The Messages tab displays by default when you access the Challenge Lobby page from the Home Page.

### Team-based Challenge example:

The screenshot shows a challenge lobby for a 'Self-Created' challenge. At the top, there is a progress bar for the week of the 23rd, with days SAT, SUN, MON, TUE, WED, THU, and TODAY. The 'TODAY' tab is highlighted in orange and has a checkmark. Below the progress bar is a 'Data Entry Area' with a blue person icon, the text 'Enter Your Steps for today', a text input field containing '6300', and a 'Save' button. Below this is a summary box showing '196,622 Total Steps', '32 Days Recorded', and '22 Days Remaining in This Challenge'. To the right of the summary box is a 'Take your challenge with you' section with a smartphone icon and text: 'Update your progress and keep tabs on the competition no matter where you are by logging in on your mobile device!'. Below the summary box are three tabs: 'Messages' (highlighted with a red box), 'Leaderboard', and 'More'. To the right of these tabs is a 'Message My Team' button with a speech bubble icon. Below the tabs is a list of messages. The first three are 'Firefly has joined your team' with timestamps '23 hours ago', '2 days ago', and '4 weeks ago'. The next two are 'STeam Welcome !!' with timestamps '4 months ago'. The following three are 'amcoprtst01 has joined your team' with timestamps '4 months ago', '5 months ago', and '6 months ago'. The next is 'djangoo has joined your team' with a timestamp of '7 months ago'. The next two are 'Gwabba asdf!!!!!!111!!1' and 'Speedy Sure, I'll meet you at the East entrance at 5:00; we can head to Forest Park!' with timestamps '8 months ago' and '10 months ago' respectively. Annotations on the left side of the screenshot include: 'Data Entry Area' pointing to the step input field; 'Messages tab displays first by default' pointing to the 'Messages' tab; 'Quick option to send a message to all your team members' pointing to the 'Message My Team' button; and 'Up to 20 messages display before page break' pointing to the bottom of the message list.

Data Entry Area

Messages tab displays first by default

Quick option to send a message to all your team members

Up to 20 messages display before page break

Take your challenge with you

Update your progress and keep tabs on the competition no matter where you are by logging in on your mobile device!

Days entered and days remaining display; days to meet minimum requirement display if so configured.

**Individual-based Challenge example:**

**Swim Around the Clock**

Your Goal: 720 minutes

TUE ✓ WED ✓ THU ✓ FRI SAT SUN TODAY

How many minutes did you swim today?

Save

**65/720** 3 Days Recorded  
Total Minutes 85 Days Remaining in This Challenge

Messages | Leaderboard | More

frist name has joined your team	3 days ago
Robin Hood has joined your team	4 days ago
Jonesy has joined your team	5 days ago

Messages tab displays messages from individual participants in the challenge.

You can send a message from the Leaderboard tab. (see [page 223](#))

**Challenge Messaging Sequence:**

Individual-based challenges follow the same messaging sequence as team-based challenges, with the omission of any team message options.

- Messages Tab - view, delete, or reply to messages received
- Leaderboard Tab - send new messages

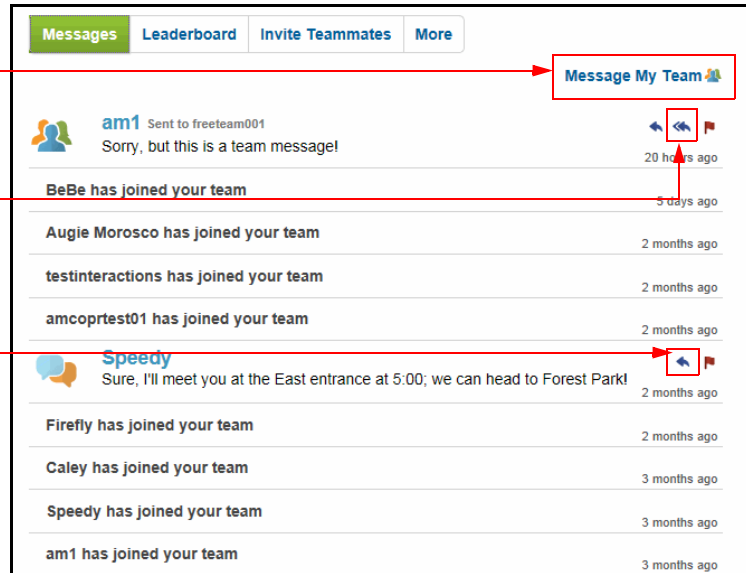
**Send a Message**

The Messages tab displays messages you have received as well as notification of individuals who have joined your team or the individual challenge.

Send a message to your team.

Send a reply to an individual's team.

Send a reply to an individual (team or individual challenges)



### Messages Tab:

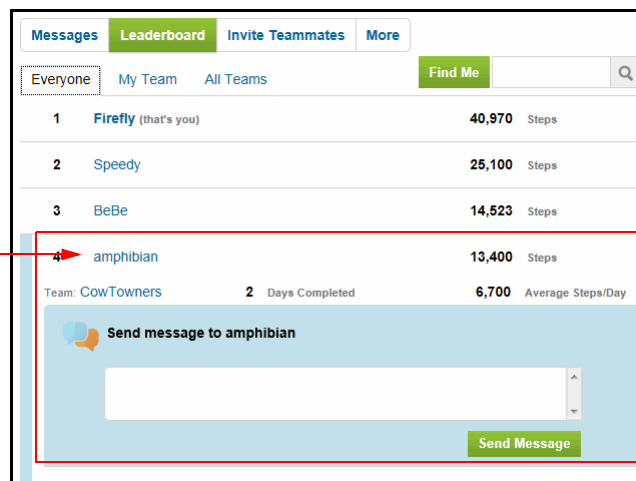
From the Messages tab you can perform the following message-related actions:

- Send a message to your entire team from the Message My Team link
- Send a reply to an individual (single arrow icon) or to their team (double arrow icon)
- Delete an objectionable message (red flag icon)

### Leaderboard Tab:

From any of the 3 secondary tabs on the Leaderboard tab you can send a message to any team or individual by clicking the team name or the individual's name:

Sending a message to an individual



To send a message to a Challenge participant or team, do the following:

- Click the Challenge Leaderboard tab
- Locate the team or participant you want to send a message to
- Click the team or participant name to open the Send Message option
- Compose the message and click Send Message

Sending a message to a team

You can even select an individual from the team listing to send an individual message

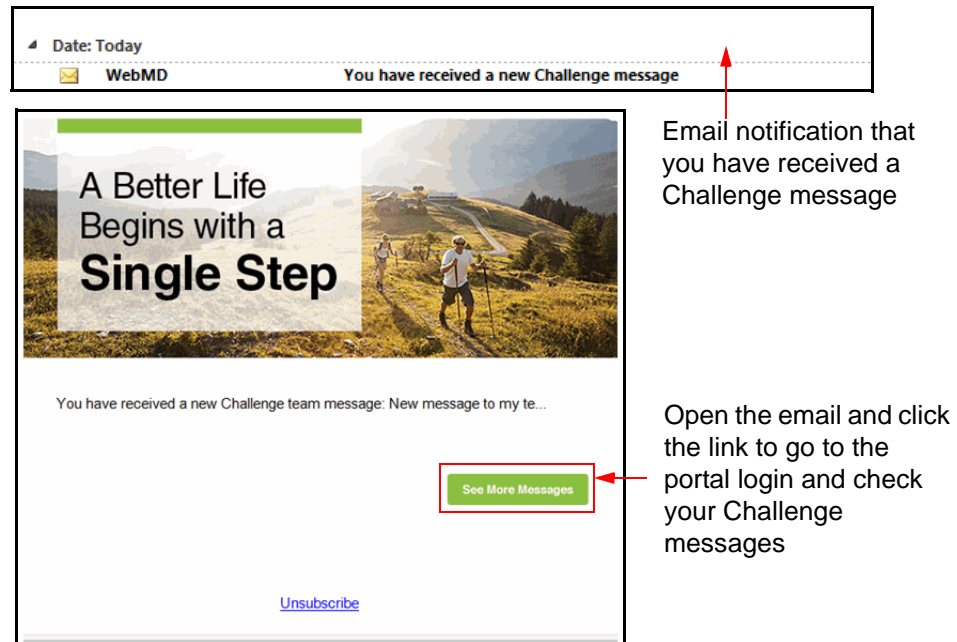
The screenshot displays the 'Leaderboard' tab of a wellness challenge. At the top, there are navigation buttons for 'Messages', 'Leaderboard', 'Invite Teammates', and 'More'. Below these are filters for 'Everyone', 'My Team', and 'All Teams'. The main content area shows 'Your team is freeteam001' and a ranking table. A red box highlights the 'freeteam001' team entry, which includes a 'Send message to freeteam001' button and a text input field. Below the team entry is a 'Members' list with five participants and their step counts.

This Challenge is Ranked by Total Steps		
	<b>freeteam001</b>	<b>80,608</b> Steps <b>8,060</b> Steps/Person

Members		
1	<b>Firefly</b> (that's you)	<b>40,970</b> Steps
2	<b>Speedy</b>	<b>25,100</b> Steps
3	<b>BeBe</b>	<b>14,523</b> Steps
4	<b>testinteractions</b>	<b>10</b> Steps
5	<b>amcoprtest01</b>	<b>5</b> Steps

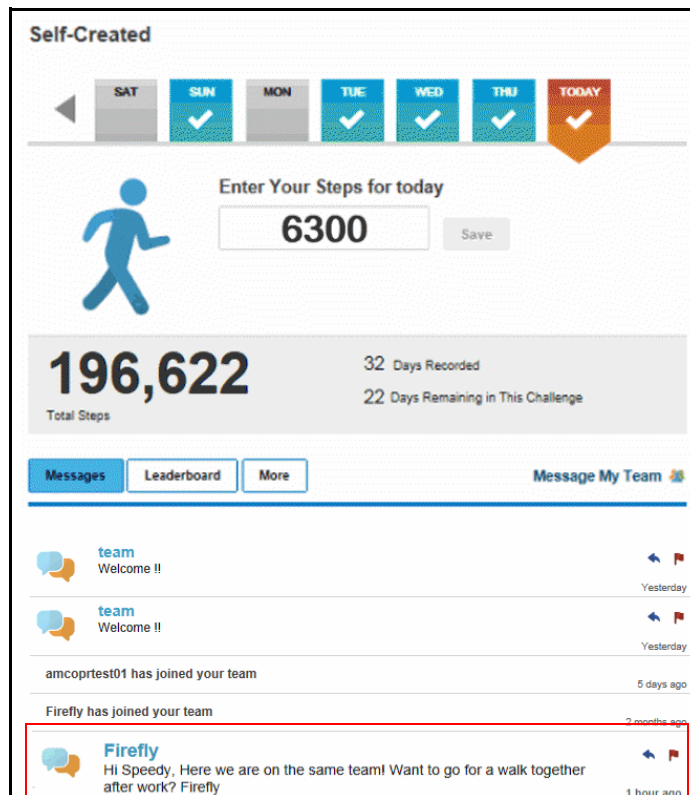
## Get Notification of a Message



If you have opted to receive email notification when a Challenge message arrives, the following happens:

- Email subject line displays in your Inbox; for example, "You have received a new Challenge Message," shown above.
- Open the email to view the Challenge Notification, consisting of an abbreviated message and a link, shown above
- Click the link to access the Challenge login page, where you can go to the Challenge lobby to view the full message
- You can also click the **Unsubscribe** link that takes you to the Settings page for Social messages where you can select to Never receive Challenge emails. See [page 225](#).

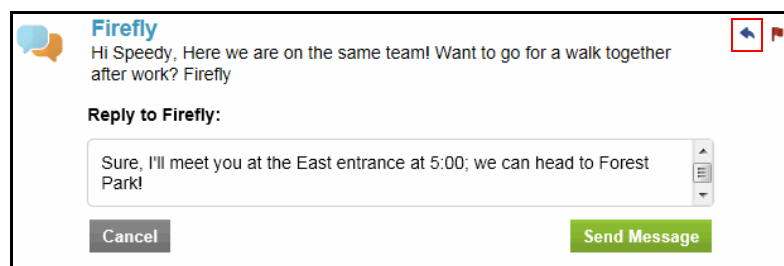
## Receive a Message



The Message tab on the Challenge lobby page displays the message you have received.

- Click the red flag to delete an objectionable message; it is deleted globally

## Reply to a Message



To reply to the message you received:

- Click the single arrow to reply to the individual who sent the message
- If you received a team message, you have the option to click the double arrow to reply to the entire team
- Compose your reply and click **Send Message**



## Challenge Leaderboard

### Team-based Challenge Leaderboard

The Leaderboard tab is where you can view current individual and team standings, and send messages to teams or individuals. Sub-tabs display team results (All Teams), your standing within your team (Your Team), and your standing within the overall challenge (Everyone).

Message My Team link

Click any team name to display its team member names, 10 per page, with an option to send a message to the entire team.

**Self-Created**

SAT SUN MON TUE WED THU TODAY

Enter Your Steps for today

6300 Save

**196,622** Total Steps

32 Days Recorded  
22 Days Remaining in This Challenge

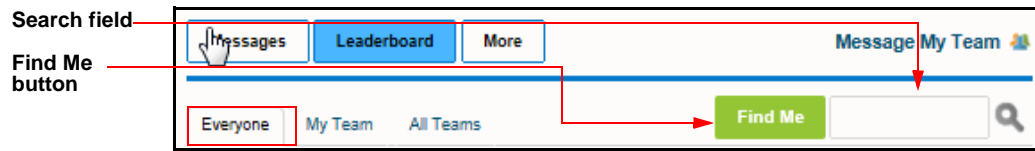
Messages Leaderboard More Message My Team

	Everyone	My Team	All Teams	Find Me	
1		STeam			1,368,103 steps
2		Firefly (that's you)			196,622 steps
3		Tony B			12,000 steps
4		M15			11,500 steps
5		Aeneas			11,111 steps
6		Olivia004 edit 2			456 steps
7		amcoprtst01			79 steps
8		Test			0 steps

- The Message My Team link that lets you quickly send a message to all your team mates from all 3 tabs; see example on [page 216](#).
- Everyone tab - Displays everyone in the challenge, ranked according to the challenge parameters

A **Find Me** button lets you locate your record quickly

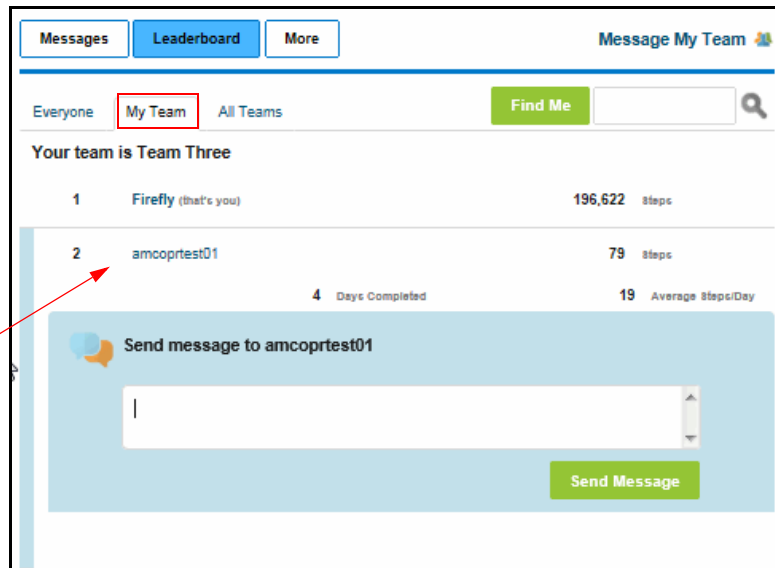
A **Search** field lets you search for other participants by their challenge alias



- My Team tab - Displays members of your own team in ranked listing

Members of your team display in ranked order.

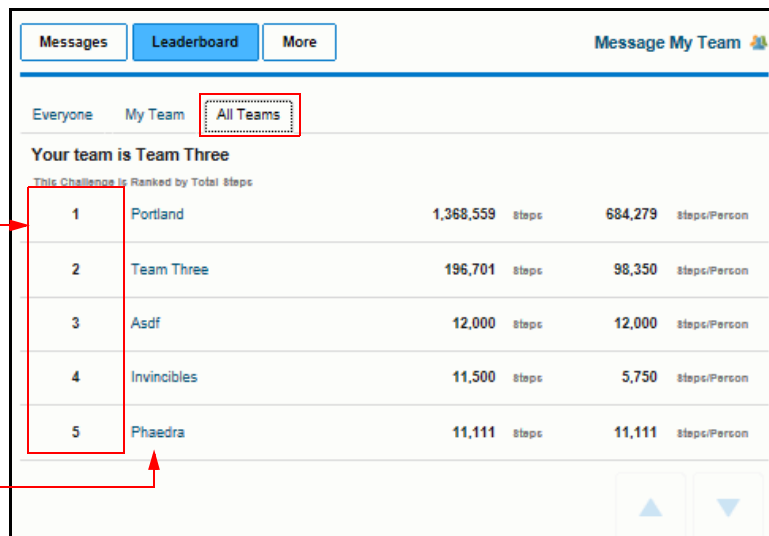
You can click a member name to open up a message window to send a Challenge message.



- All teams tab - Displays a listing of all teams in the challenge, ranked by overall standings

Teams display in ranked order on the Leaderboard All Teams tab.

You can click a team name to display its members (10/page), with an option to send a message to the entire team



## Individual-based Challenge Leaderboard

The Leaderboard tab in an individual-based challenge is where you can view current standings for all participants, and send messages to individuals. There is one sub-tab: the Everyone tab.

All participants in the challenge display in ranked order on the Leaderboard.

Everyone tab - Displays everyone in the challenge, ranked according to the challenge parameters

A **Find Me** button lets you locate your record quickly

A **Search** field lets you search for other participants by their challenge alias

You can click another participant's name to display data detail and a new message pane:

You can click a participant's name to display its data detail, with an option to send a message

## More Tab - Challenge Settings

**Data Entry area**

**Challenge Settings area**

**T&C, Reward, and FAQ information displays if defined in custom text**

The More tab provides a variety of options:

- Update your display name  
See [“Display Name and Team” on page 225](#)
- Update your messaging settings - to define how and where you receive notification of challenge messages  
See [“Message Notification Settings” on page 225](#)
- Opt out of the challenge  
See [“Opting Out of a Challenge” on page 225](#)
- Terms and Conditions display if text has been defined
- Rewards Information displays if text has been defined

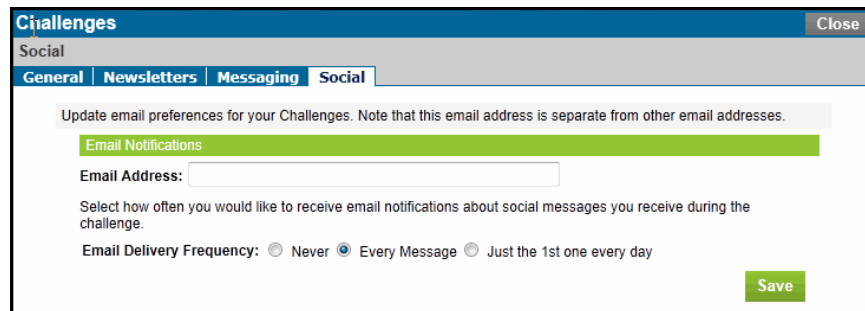
- FAQs display if FAQ text has been defined

### Display Name and Team

You can make the following updates:

- **Your Display Name** - updates are allowed to your display name during the course of a challenge, with no impact on your data.
- **Changing Teams** - applies only to challenges that allow user-created and/or selectable teams. Changing teams is allowed from the Program Start Date through the End Date, or up to and including the Enrollment End Date if one is defined on the challenge. To change teams, you must opt out of the challenge and opt back in, selecting a different team that has an available spot. Your data will follow you to the new team. If you opt out after the Enrollment End Date, you will not be able to opt back in to the challenge.

### Message Notification Settings



The screenshot shows a web interface for 'Challenges' with a 'Social' sub-tab. The 'Social' sub-tab is active, and the 'Email Notifications' section is highlighted. The section contains the following text: 'Update email preferences for your Challenges. Note that this email address is separate from other email addresses.' Below this is a text input field for 'Email Address:'. Underneath is a label 'Select how often you would like to receive email notifications about social messages you receive during the challenge.' followed by three radio button options: 'Never', 'Every Message' (which is selected), and 'Just the 1st one every day'. A green 'Save' button is located at the bottom right of the form.

To receive email notification of Challenge messages sent to you from other participants, do the following:

- Click the “Update your messaging settings” link on the Challenge Settings page
- Enter your email address
- Select the notification frequency: Never, Every Message (default), Just the 1st one every day

### Opting Out of a Challenge

To opt out a challenge, do the following:

1. On the More tab of the Challenge Lobby page, click the button labeled **Opt out of the challenge program**.

**Challenge Settings**

Your Display Name:

Your Team:  
 Acme

[Update your messaging settings](#)

2. A confirmation message displays; click **OK** to remove yourself from the challenge.
3. The challenge lobby page closes and the opted-out challenge displays as newly available on your home page (assuming it is still accepting enrollments).

A fitter version of you is just a few weeks away. Take the New Activity Minutes Challenge!

Pick a username

### Opting Back in to a Challenge

As long as you are still eligible for a contest and the challenge has not gone past its Enrollment End Date, you can rejoin it with no loss of previously entered data. In a challenge with maximum team size limits, your choice of teams will be limited to those with available spots. In a challenge with random team assignment, you may be assigned to a different team.

1. From the Home Page, click the **Get Started** button in the Challenge weblet. The Sign Up page displays your previously selected Display Name. You can enter a different name, if desired.

**The Challenge Starts Here**

Dec 10, 2013 — Jun 30, 2014

This is a team-based activity minute challenge that rewards for average minutes of activity.

Choose Your Display Name

I agree to the [terms and conditions](#) for this challenge

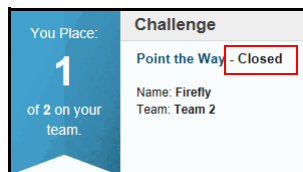
You can update your Display Name when you rejoin a challenge

2. Click the check box to accept the Terms and Conditions, then click the **Sign Up** button.
3. If the challenge allows user-created teams and/or selectable teams, select an available team as described in [“User Created / Selectable Team Opt-in” on page 183](#). If the challenge teams are randomly assigned, you may be on a different team but your data will follow you.

## When a Challenge Closes

When a challenge reaches its Program End date, the following sequence of events occurs:

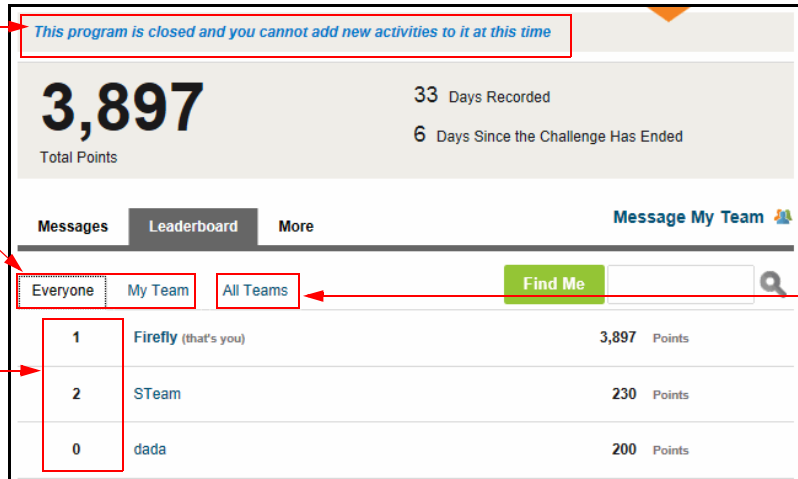
1. There will be a window of a few days after the Program End Date during which you can complete your data entries, especially for the very last day or two of the contest date range.  
You can enter data for Challenge-related activity that occurred only between the Program Begin and End dates.
2. The Challenge administrator will have communicated the final closing date for the challenge. Once the challenge is closed, no more data can be entered. Final rankings are calculated and rewards are generated by the system when the challenge is closed by the administrator.
3. The challenge displays its closed status on the Home Page:



4. Click the challenge weblet and view your final overall ranking on the Leaderboard tab.
5. If the challenge was configured with a minimum participation requirement, each participant will be identified as having met or not having met the requirement.
  - Participants who met the requirement display “Met Minimum” when expanded on the leaderboard, and the number of their overall ranking.
  - Participants who did not meet the minimum requirement are identified as such when expanded on the leaderboard; they receive a “0” ranking and their data is not included in the final rankings.

No data can be entered after the challenge is closed.

Individual rankings display on the Leaderboard tab for Everyone or for My Team. A zero ranking indicates a user who did not complete the minimum participation requirement.

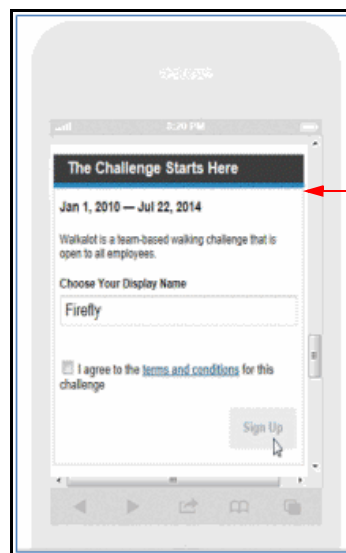


Select the All Teams tab to see how the teams ranked against one another.

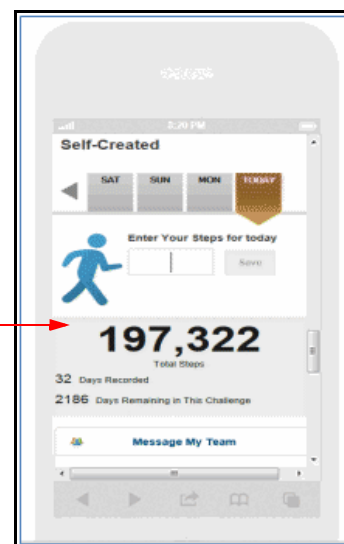
### Mobile Screens

The new UI includes web-enabled screens that provide Challenge access on Mobile devices.

Mobile screens include the Challenge portal functionality for the following:

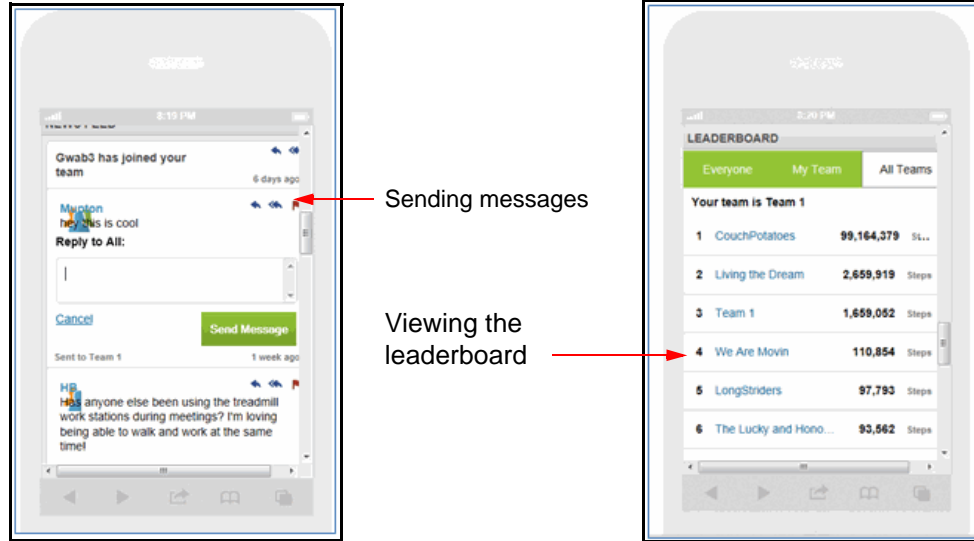


Registering for a challenge



Entering steps or activities





## Frequently Asked Questions

The following questions may arise relative to Challenge programs. Note that auto-uploaded data applies only to legacy Challenge implementations (pre-2013C).

**Q:** Why can't I pick the team I'm on?

**A:** Team membership depends on the configuration of the challenge at your site. A challenge can be set up to assign team membership based on eligibility or through a random generator. With either of these configurations, there is no option to choose your team. Or a challenge can be configured to allow user-created teams and/or selectable teams.

**Q:** When is my team and personal ranking updated?

**A:** Rankings are updated in real time, as data is entered by participants or uploaded automatically. Self-entered data updates the rankings immediately. The automatic upload feature passes data from the Actiped device to FitLinxx as it is available, then WebMD pulls the data into the Challenge once a day, at night. Users can select the Pull Data from Device option to update their totals with any accumulated data in advance of the daily automatic update. The system recalculates standings as new data is received.

**Q:** How can I see the data that has already been entered or uploaded?

**A:** Click the days that display check marks in the Challenge data entry area, indicating that data has been entered. Or go to your Personal Health Record and view Trackers or Tests for Steps and Exercise.

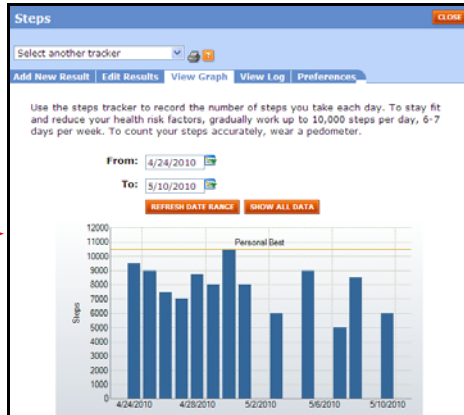
- Activity Minutes - Activity data entered for the user in Exercise Activity challenges also displays in the Exercise Tracker.

For each activity recorded, both points and minutes data is displayed in the Exercise Tracker



- Steps - Steps entered in a Steps walking challenge also display in the Step Tracker.

Steps Tracker



**Q:** Can I edit my data after it has been entered or uploaded?

**A:** That depends on the source of the data.

- Self-entered - self-entered data can always be edited by one of the following
  - edit the data for the target date from the data entry area of the challenge
  - edit the data from PHR Tests (Steps or Exercise)
  - edit the data from Health Trackers (Steps or Exercise)
- Imported data from integrated device or app - cannot be edited except in the following case:

An Exercise Activity challenge that uses imported data allows edits of that data only in order to specify the type of activity that the program could not identify, for purposes of calculating the appropriate points.

**Q:** My Challenge data has disappeared! What happened?

**A:** In a challenge where eligibility determines the participants, the display of data depends upon the current status of your eligibility for the challenge. If there has been an error in an Eligibility File, making you temporarily ineligible, your data will not display. When a correct Eligibility File is received, all your data will re-display intact.

**Q:** I have just changed job assignments in my company and have been assigned to a different team for the challenge. Will I lose the data I entered previously?

**A:** No, your data moves with you to your new team.

**Q:** When are rewards for teams and individuals made?

**A:** The Challenge administrator will close the contest a few days after the Last Program Date, to allow participants a window of time in which to make their final data entries. When the challenge is closed, all the data is totalled and ranked, and rewards are generated.

# Appendix A

## Challenge Reporting

A Challenge Results reporting function at the team or individual participant level is available in Site Manager under the Reporting tab.

Challenge Results reporting allows you to capture real-time information for rankings and data totals/averages at the team or individual level, for a specific challenge or all programs.

The reports include the same fields as the Core Team and Individual results BDEs. They can be saved in Excel format to provide an easy way to track or access historical data, independently of any BDEs.

This chapter covers the following major topics:

- Create a Challenge Report ([page 234](#))
- Team Results Report ([page 234](#))
- Individual Results Report ([page 236](#))

## Create a Challenge Report

The Challenge reporting tool is located under the Reporting tab in Site Manager.

1. From Site Manager, select **Reporting > Challenge Results**.

The Challenge Results reporting screen displays:



2. Select a specific challenge from the drop-down list or check All Programs.
  - The drop-down list of challenge programs includes only active challenges.
  - The All Programs option includes active, inactive, and closed challenge programs that have team/member information.
3. Click one of the following:
  - **Download Team Results** to return team-level data for the selected challenge or for all challenges (including inactive and closed)
  - **Download Individual Results** to return participant-level data for the selected challenge or for all challenges (including inactive and closed)
4. Select to **Open** or **Save** the report in Excel. Processing the report may take a few minutes depending on how much information was requested.

### Team Results Report

When you select **Download Team Results**, the resulting report includes team-level data for the specified active challenge or for all challenges (including inactive/closed programs).

The fields included in the team-level Challenge Results report are same fields that comprise the Core Team results BDE.

### Specific Challenge

The report of team results for a specific Challenge program has the following format:

ContestResults[3].csv										
	A	B	C	D	E	F	G	H	I	J
1	ChallengeExid	ChallengeName	Active	TeamEXID	TeamName	DataPoints	Measurement	Score	TeamRank	TeamMembers
2	HYS1	Hit Your Stride	1	Team1	Air Walker	183	973657.5	458.7377	1	40
3	HYS1	Hit Your Stride	1	Team2	Cloud Wal	10	5316	3.507197	5	4
4	HYS1	Hit Your Stride	1	Team3	Mileage Pl	13	38384	17.24902	3	3
5	HYS1	Hit Your Stride	1	Team4	O'Hare Wa	8	16212	10.10705	4	3
6	HYS1	Hit Your Stride	1	Team10	Team 10	3	1182	0.559659	6	6
7	HYS1	Hit Your Stride	1	Team5	Team 5	0	0	0	7	1
8	HYS1	Hit Your Stride	1	Team6	Team 6	138	413.8499	413.8499	2	34
9	HYS1	Hit Your Stride	1	Team7	Team 7	0	0	0	7	3
10	HYS1	Hit Your Stride	1	Team8	Team 8	0	0	0	7	3

The report includes the following team-level data:

Field	Definition
Challenge Exid	Internal ID of the challenge, defined in Challenge Administration setup
Challenge Name	External name of the challenge; displays in the UI
Active	0 = not active, 1 = active
Team EXID	Internal ID of the team, defined in Challenge Administration setup
Team Name	External name of the team; displays in the UI
Data Points	Number of data pieces uploaded by team members: one Data Point/day for Steps, possible multiple Data Points/day for Activity Minutes or Points
Measurement	Current team total of the value that is measured by the contest: Steps, Activity Points or Minutes
Score	Current team total of the value by which team ranking is calculated: steps, points, or minutes
Team Rank	Current numeric ranking of the team within the challenge; ties may result in the same ranking number
Team Members	Number of members on the team

Data is drawn from the current Challenge programs for real-time accuracy.

Note that team averages are not included in the Results report or in the BDE, but can be calculated from the data that is reported.

### All Programs

A Team Results report for All Programs has the same format as the specific challenge report, but lists all challenge programs consecutively and alphabetically by Challenge Exid.

A	B	C	D	E	F	G	H	I	J
ChallengeExid	ChallengeName	Active	TeamEXID	TeamName	DataPoints	Measurement	Score	TeamRank	TeamMembers
1	1Team	1Team	0	5d1ef76f-8e1Team	4	17.30823864	5.313807	2	3
2	1Team	1Team	0	2Team	2Team	2	2222.527462	1.453295	3
3	1Team	1Team	0	1Team	dsadsadsad	7	12877	6.097064	1
4	Beta	Beta	0	Team1	Team 1	10	138172	17.56913	2
5	Beta	Beta	0	Team4	Team 4	0	0	999999	0
6	Beta	Beta	0	Team6	Team 6	36	3399257	1450.327	1
7	Beta	Beta	0	Team7	Team 7	0	0	999999	0
8	Beta	Beta	0	Team8	Team 8	0	0	999999	0
9	Beta	Beta	0	Team9	Team 9	3	15027	6.26125	3
10	BobbyPS	BobbyPS	0	Team1	Team 1	6	13741	6.506155	3
11	BobbyPS	BobbyPS	0	Team3	Team 3	4	16132	12.22121	2
12	BobbyPS	BobbyPS	0	Team4	Team 4	0	0	0	4
13	BobbyPS	BobbyPS	0	Team6	Team 6	78	397.3868371	397.3868	1
14	BobbySR	BobbySR	0	Team1	Team 1	13	18122	8.580492	2
15	BobbySR	BobbySR	0	Team2	Team 2	1	3100	2.054924	5
16	BobbySR	BobbySR	0	Team3	Team 3	7	19200	14.54545	1
17	BobbySR	BobbySR	0	Team4	Team 4	11	23570	4.049754	4
18	BobbySR	BobbySR	0	Team6	Team 6	7	12877	6.097064	3
19	fire	Firefeet	0	c7764b94-Blazers	Blazers	8	28028	13.27063	1
20	fire	Firefeet	0	fire_FireFly	FireFly	2	3346	1.58428	2
21	FNSRAP	Fitlinxx No SR - AP	1	Team10	Team 10	1	7	7	1
22	FNSRDis	Fitlinxx No SR - Dist	1	Ariz	Arizona	3300	72.72632576	72.72633	10
23	FNSRDis	Fitlinxx No SR - Dist	1	ASU	Arizona Stat	3300	69.54166667	69.54167	13
24	FNSRDis	Fitlinxx No SR - Dist	1	Cal	Cal Berkeley	3300	76.14204545	76.14205	8
25	FNSRDis	Fitlinxx No SR - Dist	1	Col	Colorado	3300	93.30445076	93.30445	2
26	FNSRDis	Fitlinxx No SR - Dist	1	Ore	Oregon	3300	85.1733	85.1733	4
27	FNSRDis	Fitlinxx No SR - Dist	1	OSU	Oregon State	3300	75.44	75.44	3

### Individual Results Report

When you select **Download Individual Results**, the resulting report includes individual-level data for the specified active challenge or for All Programs (including inactive/closed contests).

The fields included in the individual-level Challenge Results report are same fields that comprise the Core Individual results BDE, with the addition of each person's unique ID (validation data or login ID if SSO).

### Specific Challenge

A report of individual results for a specific Challenge program includes data on individuals from all teams associated with the challenge. The report has the following format, shown in two screen samples due to the number of columns:

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
LoginName	Validation	FirstName	MiddleName	LastName	Gender	DOB	Address	Address2	City	State	ZipCode	Country	PhoneNum	EmailAddr	EnrolledPl
1	rmdennis	rd		dennis		2/8/19/1976					97221	US		rmdennis@webmd.net	
2	frindly2010062234	Jake		Hall		2/7/20/1979					97209	US		jhall@webmd.net	
3	frindly2010062238	Jake		Hall		2/7/20/1979					97209	US		jhall@webmd.net	
4	briantestacme	briantestacme		briantestac		1/1/1/1990					97007	US		bcrawford@webmd.net	
5	adam001	Adam		One		2/12/1/1970					97214	US		me@here.com	
6	astewart	Adam		Stewart		2/12/1/1970					97214	US		me@here.com	
7	bjohnson	Brian		Johnson		2/1/5/1971					97214	US		me@here.com	
8	cdouglas	Christy		Douglas		1/12/5/1972					97214	US		me@here.com	
9	dmiller	David		Miller		2/3/4/1973					97214	US		me@here.com	
10	gfisher	Greg		Fisher		2/2/2/1972					97214	US		me@here.com	
11	hwilliams	Heather		Williams		1/2/3/1973					97214	US		me@here.com	
12	jtucker	Jason		Tucker		2/#####					97214	US		me@here.com	
13	lnelson	Larry		Nelson		2/#####					97214	US		me@here.com	
14	bobbyps11	bobby		ps11		2/1/1/1970					97123	US		test@webmd.net	
15	bobbysr1	bobby		sr11		1/1/1/1970					97123	US		test@webmd.net	
16	bobbyps99	Bobby		PS99		2/1/1/1970					97123	US		test@webmd.net	
17	corptestbbb	corptest		bbb		2/1/1/1970					97123	US		test@webmd.net	
18	corptestb	corptest		b		2/1/1/1970					97123	US		test@webmd.net	
19	20100601j1	aa		bb		2/6/10/1976					97123	US		20100601j1@webmd.net	
20	khemenway	Kris		Hemenway		2/9/29/1986					97124	US		khemenway@webmd.net	
21	bphone	Banana		Phone		2/12/1/1970					97214	US		me@here.com	
22	aphone	Apple		Phone		2/12/1/1971					97214	US		me@here.com	
23	bobbytest3	bobby		test3		2/1/1/1970					97123	US		test@webmd.net	
24	dbtester	Jack		Ass		2/5/5/1975					97210	US		bla@blah.net	
25	bobbytest5	bobby		test		1/1/1/1970					97123	US		test@webmd.net	
26	robocop	robo		cop		2/1/1/1970					97123	US	OR	test@test.net	

- Columns A-P of the individual-level Challenge results



	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE
	ChallengeExid	ChallengeName	Active	TeamEXID	TeamName	DataPoints	Measurement	MiscData	Score	TeamRank	IndividualTeamRank	OverallIndividualRank	MetMinimum	EnrollDate	IsRemote
1	HYS1	Hit Your Stride	1	Team7	Team 7	0	0	1	0	7	1	28	0	#####	0
2	HYS1	Hit Your Stride	1	Team10	Team 10	0	0	2.5	0	6	2	28	0	#####	0
3	HYS1	Hit Your Stride	1	Team10	Team 10	0	0	2.5	0	6	2	28	0	#####	0
4	HYS1	Hit Your Stride	1	Team1	Air Walkers	0	0	2.2	0	1	12	28	0	#####	0
5	HYS1	Hit Your Stride	1	Team1	Air Walkers	0	0	2.5	0	1	12	28	0	#####	0
6	HYS1	Hit Your Stride	1	Team1	Air Walkers	31	126619	2.3	55.156	1	3	5	1	#####	0
7	HYS1	Hit Your Stride	1	Team2	Cloud Walkers	0	0	2.5	0	5	3	28	0	#####	0
8	HYS1	Hit Your Stride	1	Team3	Mileage Plus	0	0	2.25	0	3	3	28	0	#####	0
9	HYS1	Hit Your Stride	1	Team4	OHare Walkers	2	64	1.2	0.014545	4	2	27	0	#####	0
10	HYS1	Hit Your Stride	1	Team3	Mileage Plus	6	22100	2.5	10.46402	3	1	7	1	#####	0
11	HYS1	Hit Your Stride	1	Team4	OHare Walkers	6	16148	3.3	10.0925	4	1	8	1	#####	0
12	HYS1	Hit Your Stride	1	Team2	Cloud Walkers	7	5228	3.5	3.46553	5	1	20	1	#####	0
13	HYS1	Hit Your Stride	1	Team4	OHare Walkers	0	0	3.99	0	4	3	28	0	#####	0
14	HYS1	Hit Your Stride	1	Team1	Air Walkers	15	20468	2.5	9.691288	1	8	13	1	#####	0
15	HYS1	Hit Your Stride	1	Team1	Air Walkers	0	0	1	0	1	12	28	0	#####	0
16	HYS1	Hit Your Stride	1	Team1	Air Walkers	9	13.72679924	1	13.7268	1	4	6	1	#####	0
17	HYS1	Hit Your Stride	1	Team1	Air Walkers	0	0	1	0	1	12	28	0	#####	0
18	HYS1	Hit Your Stride	1	Team1	Air Walkers	0	0	1	0	1	12	28	0	#####	0
19	HYS1	Hit Your Stride	1	Team7	Team 7	0	0	3.3	0	7	1	28	0	#####	0
20	HYS1	Hit Your Stride	1	Team7	Team 7	0	0	3	0	7	1	28	0	#####	0
21	HYS1	Hit Your Stride	1	Team1	Air Walkers	0	0	3.5	0	1	12	28	0	#####	0
22	HYS1	Hit Your Stride	1	Team2	Cloud Walkers	3	88	2.5	0.041667	5	2	26	0	#####	0
23	HYS1	Hit Your Stride	1	Team1	Air Walkers	0	0	2.5	0	1	12	28	0	#####	0
24	HYS1	Hit Your Stride	1	Team6	Team 6	0	0	2.5	0	2	10	28	0	#####	0
25	HYS1	Hit Your Stride	1	Team1	Air Walkers	0	0	2.2	0	1	12	28	0	#####	0
26	HYS1	Hit Your Stride	1	Team1	Air Walkers	40	412324	2.5	195.2292	1	1	1	1	#####	0
27	HYS1	Hit Your Stride	1	Team1	Air Walkers										

- Columns Q-AE for the individual-level Challenge results

The report includes the following individual-level data:

Field	Definition
Login Name	Login name of the individual
Validation Data	The unique ID (Employee ID, SSN, etc.) that the client passes to WebMD in the eligibility file.
First, Middle, Last Name	First, middle, and last names of the individual
Gender	1 = Female, 2 = Male
DOB	Date of Birth of the individual
Address, Address 2	Street-level or PO Box address of the individual
City, State, Zip, Country	City - Country address of the individual
Phone Number	Phone number of the individual
Email address	Email address of the individual
Enrolled Plan	Benefits plan in which the individual is enrolled, if available
Challenge Exid	Internal ID of the challenge, defined in Challenge Administration setup
Challenge Name	External name of the challenge; displays in the UI
Active	0 = not active, 1 = active; status of the challenge
Team EXID	Internal ID of the team, defined in Challenge Administration setup
Team Name	External name of the team; displays in the UI
Data Points	Number of days of data uploaded by the individual.
Measurement	Current individual total of the value that is measured by the contest: Steps, Activity Points or Minutes
Misc Data	Any additional data needed for calculating individual results

Field	Definition
Score	Current individual total of the value by which individual ranking is calculated: steps, points, or minutes
Team Rank	Numeric ranking of the team within the challenge; ties may result in the same ranking number
Individual Team Rank	Individual's rank within the team
Overall Individual Rank	Individual's rank among all the participants in the challenge
Met Minimum	0 = No, 1 = Yes; individual has not/has met the minimum participation level (# of days of data) specified on the challenge; results will not count if the minimum is not met
Enroll Date	Date the user enrolled in the contest program
Is Remote	0 = No, not a remote employee; 1 = Yes, employee is remote; used for device fulfillment

Data is drawn from current Challenge programs for real-time accuracy.

### All Programs

An Individual Results report for All Programs has the same format as the specific challenge report, but lists all individuals in all Challenges (including inactive and closed programs), grouped and ordered by program.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
1	LogInName	ValidationData	FirstName	MiddleName	LastName	Gender	DOB	Address	Address2	City	State	ZipCode	Country	PhoneN	EmailAddress	EnrolledPlan	ChallengeEsid	ChallengeName	Active
2	bobbjps393		Bobby		PS93	2	1/1/1970					97123	US		test@webmd.net		ITeam	ITeam	0
3	astewart		Adam		Stewart	2	12/1/1970					97214	US		me@here.com		Beta	Beta	0
4	hwiliams		Heather		Williams	1	2/3/1973					97214	US		me@here.com		Beta	Beta	0
5	20100601jt		aa		bb	2	6/10/1976					97123	US		20100601jt@webmd.com		Beta	Beta	0
6	kgould		Kagla		Gould	1	4/28/1988					97123	US		kgould@webmd.net		Beta	Beta	0
7	samoontest		Sam		Yao	2	1/1/1970					97210	US		djao@webmd.net		Beta	Beta	0
8	jerard_corptest1		Julien		Erard	2	1/1/1950					97440	US		jerard@webmd.com		Beta	Beta	0
9	ac_contest		Alisa		Testuser	1	12/16/1977					97203	US		alysac@wellmed.com		Beta	Beta	0
10	subu_contests		subu		oontests	2	1/1/1970					98784	US		stiger@webmd.net		Beta	Beta	0
11	conteststests		Seth		Dryden	2	1/1/1980					97219	US		sdryden@webmd.com		Beta	Beta	0
12	challengesbetatester01		challenges		betatester	2	12/25/1970					97210	US		t@loom		Beta	Beta	0
13	khemenwaj		Kris		Hemenwaj	2	9/29/1986					97124	US		khemenwaj@webmd.net		Beta	Beta	0
14	megawalker1		Mega		walker1	1	5/25/1985					97123	US		test@test.com		Beta	Beta	0
15	megawalker2		Mega		walker1	1	5/25/1985					97123	US		test@test.com		Beta	Beta	0
16	megawalker3		Mega		walker3	1	5/25/1985					97123	US		test@test.com		Beta	Beta	0
17	megawalker4		Mega		walker	1	5/25/1985					97123	US		test@test.com		Beta	Beta	0
18	megawalker5		Mega		walker5	1	5/25/1985					97123	US		test@test.com		Beta	Beta	0
19	megawalker6		Mega		walker6	1	5/25/1985					97123	US		test@test.com		Beta	Beta	0
20	megawalker7		Mega		walker7	1	5/25/1985					97123	US		test@test.com		Beta	Beta	0
21	megawalker8		Mega		walker8	1	5/25/1985					97123	US		test@test.com		Beta	Beta	0
22	megawalker9		Mega		walker	1	5/25/1985					97123	US		test@test.com		Beta	Beta	0
23	rdennis		rd		dennis	2	8/19/1976					97221	US		rdennis@webmd.net		HYS1	Hir Your Stride	0
24	frindjt2010062234		Jake		Hall	2	7/20/1979					97209	US		jhall@webmd.net		HYS1	Hir Your Stride	0
25	frindjt2010062238		Jake		Hall	2	7/20/1979					97209	US		jhall@webmd.net		HYS1	Hir Your Stride	0

- Individual Results report for All Programs