



January 12, 2010

Dear Member:

The Commonwealth of Virginia is excited to **extend** the **COVA Connect Rewards Program**, including chances for you to win fabulous prizes while improving or maintaining your health! Beginning November 2, 2009 and now **extended until February 28, 2010**, all employees and retirees enrolled in COVA Connect are eligible to participate in a program to help create a healthier you.

To participate in the rewards program, you must complete a Personal Health Profile (PHP) to receive one chance to win. If you engage in three sessions with a Health Coach, you will receive an *additional* chance to win. **By participating early you will increase your chances of winning—you may win only one prize per drawing, but you will remain eligible to win future drawings.**

Personal Health Profile (PHP)

The PHP is a series of questions about your health and lifestyle that will help COVA Connect develop a wellness program specifically tailored to your needs or keep you on the right track if you are already in good health. The PHP will require specific biometric information such as blood pressure and cholesterol. You can get this information from your doctor or by attending a health screening provided through CommonHealth.

Upon completing the PHP you will receive a customized Personal Health Report with helpful tips for improving or maintaining your health. You will also receive a similar report to give to your physician to keep in your health records. The information in the PHP is completely confidential and only a few pre-determined Optima Health employees have access to this information. Your employer or previous employer does not have the opportunity to view the data.

Remember: By completing the PHP you will receive one chance to win prizes at up to three different participation levels.

Coaching Program

Engaging with a Health Coach is simple. COVA Connect offers access to Health Coaches who work with members to provide the tools and encouragement needed to reach your health goals or tips to keep you on the right track. For example, your Health Coach can design a customized exercise and meal plan just for you. You must complete three specific sessions to receive your second chance in the rewards program: 1) introduction session where kickoff session will be scheduled at a convenient time for you, 2) kickoff session, and 3) general session. If you want to continue working with your Health Coach after these three sessions, you have the option to use up to 52 coaching sessions over the next year—that's one per week! For this rewards program, we only request that you engage in the Coaching Program three times to receive a second chance to win prizes—your participation is completely voluntary.

Remember: By completing three sessions with the Coaching Program you will receive a second chance to win prizes in up to three different participation levels.

The Prizes and Participation Levels

Employees and retirees enrolled in COVA Connect can win fabulous prizes by participating. Here's how it works:

- When **30% of those eligible** complete the Personal Health Profile, we will draw **three** names and award prizes valued at **\$1,000 each**.
- When **50% of those eligible** complete the Personal Health Profile, we will draw **four** names and award prizes valued at **\$3,000 each**.
- When **80% of those eligible** complete the Personal Health Profile, we will draw **five** names and award prizes valued at **\$5,000 each**.

We hope you are excited about the chance to win great prizes while improving or maintaining your health. A flyer outlining the rewards program and the official rules are attached. Dependents, including spouses, are not eligible for COVA Connect Rewards, only you as a Commonwealth of Virginia employee or retiree.

You can access information about the program and a complete list of prizes on the COVA Connect Web site at www.optimahealth.com/COVA. Members who do not have access to the Internet may contact Member Services at (757) 687-6350 or 1-866-846-COVA for a printed version of the PHP. Please allow an additional two weeks for processing the PHP before you are officially entered in the rewards program.

As a member of COVA Connect, it pays to be healthy!