

2023-2024 Healthy Pfizer Incentive Program



Frequently Asked Questions

The Healthy Pfizer Incentive Program is designed to help you understand and improve your personal health while earning incentives and prizes for doing it. To ensure you have the program resources to do wellness your way, we’re expanding the challenges, tools, and activities available to you.

You’ll be able to earn \$250 or \$500 payable as taxable cash starting with your first paycheck in July 2024. See the Healthy Pfizer Incentive Program brochure, and this document, to learn more.

[Click on the topics below for answers to frequently asked questions.](#)

Eligibility.....	2
New for 2023-2024.....	2
Healthy Pfizer Incentive Dollars.....	3
Health Assessment.....	5
Know Your Numbers.....	5
Virgin Pulse Points.....	8
Create an Account and Connect a Device	9
Add “Friends” and Create Personal Challenges.....	10
Additional Questions.....	11

Your Privacy Is Important

Your participation in the Healthy Pfizer Incentive Program is confidential. Your personal health information, including your preventive blood screening results and your individual Health Assessment responses are **never** shared with Pfizer.

Eligibility

1. Do I need to be enrolled in the Pfizer Medical Plan to participate in the Healthy Pfizer Incentive Program and earn incentives?

No, however, you must be eligible to participate in the U.S. Pfizer Medical Plan.

2. Are my covered family members eligible to earn Healthy Pfizer incentives?

Covered family members are not eligible for incentives. However, your spouse/domestic partner can participate in coaching and support programs by visiting landing.virginpulse.com/pfizer. They will be asked to create an account and confirm their full name, gender, email address, and date of birth (DOB).

3. If I am newly eligible, can I participate in the Healthy Pfizer Incentive Program right away?

Yes, you can participate in the Healthy Pfizer Incentive Program once you're eligible, though it may take one to two weeks after your hire or eligibility date to be able to access the Virgin Pulse website at landing.virginpulse.com/pfizer. If your eligibility date is after April 15, you will not be able to earn any Healthy Pfizer incentives until the next program year, which starts August 1.

New for 2023-2024

4. What are the key changes for 2023-2024?

- **Timeframe:** This year's program dates are August 1, 2023 through April 30, 2024.
- **Resources:** Check out the new *Media* and *More* tabs on landing.virginpulse.com/pfizer for videos and resources to help you on your healthy journey.
- **Health Assessment Location:** To complete the Health Assessment, you'll need to select *Surveys* from the *Health* tab on landing.virginpulse.com/pfizer.
- **New activities:**
 - Complete a financial wellness activity of your choice.
 - Complete a fitness coaching session with Exos Fit.

5. What's not changing?

You can still earn up to \$500 Healthy Pfizer Incentive Dollars when you complete the required and additional activities between August 1, 2023 and April 30, 2024. As before, you'll need to complete the Health Assessment and Know Your Numbers activities in order for any additional activities to apply toward your incentives. **Remember:** You can complete activities in any order, though you must complete the *required* activities for the *additional* activities to apply toward incentives.

You also have chances to earn sweepstake entries to earn prizes including gift cards to the Virgin Pulse store. Use these gift cards in the store to purchase merchandise through vendors like Amazon, Visa, and Nike.

Healthy Pfizer Incentive Dollars

6. What is the timeframe for earning Healthy Pfizer Incentive Dollars?

You can earn Healthy Pfizer Incentive Dollars when you complete certain activities **between August 1, 2023 and April 30, 2024**.

7. How much can I earn?

You can earn up to \$500, which will be paid as taxable earnings in your Pfizer pay beginning July 1, 2024.

8. How do I earn Healthy Pfizer Incentive Dollars?

There are various ways to earn incentives.

First, complete both of these required activities by April 30, 2024 to earn 250 Healthy Pfizer Incentive Dollars:

- The Health Assessment
- Know Your Numbers

If you complete both the Health Assessment and Know Your Numbers activities by **April 30, 2024**, you will earn 250 Healthy Pfizer Incentive Dollars as taxable earnings in your paycheck beginning July 1, 2024.

Then, complete enough additional activities by April 30, 2024 to earn another 250 Healthy Pfizer Incentive Dollars.

You will not earn any Healthy Pfizer Incentive Dollars if you complete these activities after April 30, 2024.

9. Where can I get a list of additional activities?

You can view all of the ways to earn Healthy Pfizer Incentive Dollars by going to landing.virginpulse.com/pfizer and selecting *Rewards* from the *Home* tab. Scroll down and, under the Virgin Pulse levels, select *Action Rewards* to view the required and additional activities to earn incentives.

10. How will I receive my Healthy Pfizer Incentive Dollars?

Any Healthy Pfizer Incentive Dollars you earn are paid as cash (taxable earnings in your paycheck), beginning with your first paycheck in July 2024. The incentives you earned will be paid over the remaining pay periods in the calendar year.

You will receive \$250 (\$41.67 per month) for completing both the Health Assessment and Know Your Numbers activities. If you complete both of those, plus enough additional activities to earn a total of 500 Incentive Dollars, you will receive the maximum \$500 as cash (taxable earnings in your paycheck, \$83.34 per month). All incentive activities must be completed by April 30, 2024 for you to earn incentives.

11. If I am hired after April 30, 2024, can I still participate in the Healthy Pfizer Incentive Program?

You can still participate in the Healthy Pfizer Incentive Program and use the various tools and resources, including the coaching programs; however, you will not be able to earn Healthy Pfizer Incentive Dollars. Beginning August 1, 2024, you can earn incentives for the 2024-2025 program year.

12. Can I receive a partial payment if I complete Healthy Pfizer Incentive Program activities but don't earn enough points to reach a milestone?

No, partial incentives are not paid. You have two options for participating and earning Incentive Dollars.

Option 1: Complete the Health Assessment and Know Your Numbers activities by April 30, 2024 to earn \$250.

Option 2: Complete the Health Assessment and Know Your Numbers activities, plus enough additional Healthy Pfizer Incentive Program activities by April 30, 2024 to earn a total of \$500.

For example, by April 30, 2024, if you complete the Health Assessment and Know Your Numbers activities and only enough additional activities to earn 100 Healthy Pfizer Incentive Dollars, you will only receive \$250 in incentives for completing option 1 above by the April 30, 2024 deadline.

13. Can I complete just the additional activities by April 30, 2024 and still receive an incentive?

No, you must complete the Health Assessment and Know Your Numbers activities by the April 30, 2024 deadline to earn any Healthy Pfizer Incentive Dollars.

14. Do I have to complete the Health Assessment and Know Your Numbers activities before completing any of the additional activities?

No. However, you must complete the Health Assessment and Know Your Numbers activities **by April 30, 2024** for any additional activities to count and be shown as complete on the *Rewards* page. If you complete additional activities before completing the Health Assessment and Know Your Numbers activities, you will not receive Healthy Pfizer Incentive Dollars for these additional activities and they will not show as complete *until* you complete the Health Assessment and Know Your Numbers activities.

While the order in which you complete the activities does not matter, you must complete all activities in accordance with the terms of the program required to earn any incentive.

15. How can I confirm which incentives I have completed?

1. Log on to landing.virginpulse.com/pfizer.
2. Click *Rewards* from the *Home* tab, and scroll down; the activities you have completed will be displayed under both "Required: Health Assessment and Know Your Numbers Activities" and "Additional Rewards Available to You This Year".

Note that the 2022-2023 rewards will be shown on the Virgin Pulse site through July 31, 2023. Beginning August 1, 2023, the rewards shown will be for the 2023-2024 program year.

16. Why are many of the Healthy Pfizer incentives related to tracking steps?

Regular physical activity is an important way to manage your health, reduce your risk for certain conditions and health issues, and improve your mental and emotional health. That's why many of the incentive opportunities through Healthy Pfizer provide greater rewards for activities that get you moving.

If you're unable to participate in a step challenge due to a physical limitation, please contact Virgin Pulse to request a special accommodation. You must request an accommodation for each challenge — **before the challenge start date** — to verify that your health status has not changed. If you have a permanent condition that impacts your ability to participate, you will still need to contact Virgin Pulse before each challenge to request credit.

17. If I terminate employment from Pfizer between July 1, 2024 and December 31, 2024, do I continue receiving the Healthy Pfizer incentive credit or will I receive a lump-sum payout for any remaining pay periods?

No. Your participation in the Healthy Pfizer Incentive Program ends when your Pfizer employment ends. In general, any Healthy Pfizer incentive payments that were earned and/or being paid as of your termination date will not be payable.

Health Assessment

18. When will the Health Assessment be available?

The 2023-2024 program Health Assessment is available as of August 1, 2023.

19. Where do I go to complete the Health Assessment?

Go to landing.virginpulse.com/pfizer and select *Surveys* from the *Health* tab. You can complete this anytime beginning August 1, 2023; you do not need to complete the Know Your Numbers activity first.

20. Will my responses be shared with Pfizer?

No. Virgin Pulse, the administrator of the program, will not share individual responses with Pfizer. Any aggregate, summary information may be shared to help evaluate offerings and support colleagues.

Know Your Numbers

21. How do I complete Know Your Numbers?

You must provide validated preventive blood work results through one of the methods described in the chart on the next page. Validated preventive blood work means that your results are verified — either through a physician or a lab. The results include your total cholesterol, HDL cholesterol, LDL cholesterol, triglycerides, and fasting glucose. There are optional tests you can get to track your health year over year, including blood pressure, body mass index (BMI), and/or waist circumference.

Where	Details	Website	Reporting for Incentive
Onsite Screenings	These take place at certain Pfizer locations through November 14, 2023.	Find out if an event will be held at your location by visiting landing.virginpulse.com/pfizer > <i>Programs</i> tab > <i>Onsite Screening Events Scheduled</i> .	Your test results are automatically submitted for you.
LabCorp Facilities Using a Pfizer LabCorp Voucher	The Pfizer-issued LabCorp voucher is required; you will need to download it from the Virgin Pulse website.	Get a LabCorp voucher at landing.virginpulse.com/pfizer > <i>Programs</i> tab > <i>Complete the Know Your Numbers Activity</i> > <i>Start Now</i> > <i>LabCorp voucher</i> .	Your test results are automatically submitted for you. Note: If you go to LabCorp or any other lab facility without using the Pfizer voucher, you must use a Self-Submission Form (see below).
Personal Physician Using the Self-Submission Form (Use this method if you already had blood work done, including at a Pfizer Onsite Wellness Clinic on or after May 1, 2023.)	To ensure results are received in time, schedule your appointment at least three weeks before the deadline of April 30, 2024. Take a copy of the Self-Submission Form with you.	Get a Self-Submission Form at landing.virginpulse.com/pfizer > <i>Programs</i> tab > <i>Complete the Know Your Numbers Activity</i> > <i>Start Now</i> > <i>Self-Submission Form</i> .	You are responsible for submitting the completed form and blood test results by April 30, 2024; late submissions will not be accepted for any reason.

Where	Details	Website	Reporting for Incentive
At Home by February 29, 2024 (State law prohibits at-home testing if you live in New York.)	Watch this video to learn about doing your own blood draw at home. Note: Your completed test kit must be returned within 24 hours of your blood draw. Collect your blood sample by March 15, 2024.	Request a kit by February 29, 2024 at landing.virginpulse.com/pfizer > <i>Programs</i> tab > <i>Complete the Know Your Numbers Activity</i> > <i>Start Now</i> > <i>Home Test Kit</i> .	Your test results are automatically submitted for you.

Confirm Your Know Your Numbers Submission!

However you complete the Know Your Numbers (KYN) activity, **you are responsible for ensuring your results are received and accepted by the April 30, 2024 deadline.**

You should receive an email confirmation from Vitalogy, our biometrics partner within 10 to 14 days of your submission — whether automatically submitted for you or self-submitted. You can contact Vitalogy at support@vitalogyinc.com if you have any questions.

When your KYN submission is received, Vitalogy notifies Virgin Pulse that you've completed this activity. If you do not see the activity shown as completed at landing.virginpulse.com/pfizer > *Home* tab > *Select Rewards* (Required Activities/Know Your Numbers), contact Virgin Pulse by phone at **1-888-437-3493** (option 1 for Rewards, Incentive Activities, or Technical Questions) or by email (pfizersupport@virginpulse.com) as soon as possible but no later than April 30, 2024. Representatives are available Monday through Friday from 8 a.m. to 9 p.m., ET.

22. Do I have to complete Know Your Numbers first?

Completing this activity first helps to ensure you won't miss the deadline for submitting your preventive blood work — Know Your Numbers and the Health Assessment are both required activities in order to receive any incentives. If, by April 30, 2024, you attend an onsite Pfizer Screening (if available), visit LabCorp using the Pfizer LabCorp voucher, or use the at-home test kit option, your results are automatically submitted for you. **Otherwise, it is your responsibility to submit your results using the required form by the program deadline. Late submissions will not be accepted for any reason.**

23. How can I learn more about the at-home test kit option for completing Know Your Numbers?

View this [video](#) to learn more about the at-home testing option and how to complete it. You may request a kit as late as February 29, 2024, and you must collect and submit your blood sample by March 15, 2024.

24. How will I know if my biometric test results for the Know Your Numbers activity are received by the deadline?

You will receive an email from Virgin Pulse notifying you that your Know Your Numbers test results have been uploaded to the Virgin Pulse website. You can also confirm the status online by going to landing.virginpulse.com/pfizer, selecting *Rewards* from the *Home* tab, then scrolling down to review the status of the Required Activities. Under the option to Complete the Know Your Numbers activity, you will see a green check mark once this activity is complete.

25. If I had preventive blood work earlier in the year, do I need to get my blood drawn again?

If you had preventive blood work performed **on or after May 1, 2023**, you can use those results and do not need to get another one. Follow the process to submit your results using the Self-Submission Form. Be sure to follow the instructions on the form. It is your responsibility to submit these results by the program deadline. Late submissions will not be accepted.

Virgin Pulse Points

26. How do Virgin Pulse Points work?

Do healthy things, win points, and earn sweepstakes entries to win rewards!

When you complete certain Virgin Pulse activities, you earn Virgin Pulse Points, and as you accumulate points, you earn sweepstakes entries for chances to win prizes. For example, connect to a physical activity tracker and you will receive 10 points for each 1,000 steps you take. You can also earn points by responding to daily cards about your health and participating in online healthy habit challenges. The points you earn will accumulate and move you up through the program levels. The more you levels you complete, the more sweepstakes entries you will accumulate as you reach a new level. Sweepstakes winners will be selected at the end of the program year, and announced in the fall of 2024.

For more details, go to landing.virginpulse.com/pfizer and select *Rewards* from the *Home* tab, then scroll down, under the Virgin Pulse levels select *Level Rewards* to see all the ways you can earn Virgin Pulse Points.

27. What types of prizes do winners receive for earning Virgin Pulse Points?

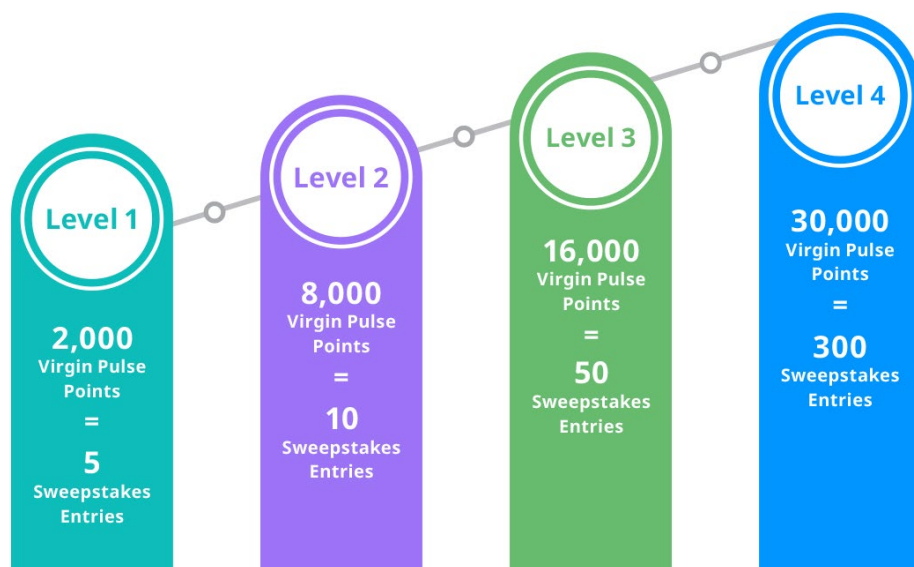
You can win gift cards to the Virgin Pulse store. Use these gift cards in the store to purchase merchandise through vendors like Amazon, Visa, or Nike. **Note:** Under IRS rules, gift cards are taxable.

28. What is the timeframe for earning Virgin Pulse Points?

You can earn Virgin Pulse Points when you complete certain Virgin Pulse activities **between August 1, 2023 and July 31, 2024**. **Note:** This is different from the deadline for earning Incentive Dollars — that deadline is April 30, 2024 and the activities for earning Virgin Pulse Points are also different from those you complete to earn Healthy Pfizer Incentive Dollars.

29. How do sweepstakes entries work?

You earn sweepstakes entries based on the level you complete by July 31, 2024, as shown in the graphic below.



30. Can I also earn Incentive Dollars as I earn Virgin Pulse Points?

No. You will only earn sweepstakes entries.

Create an Account and Connect a Device

31. How do I create my account as a new user?

To create an account as a new user, go to landing.virginpulse.com/pfizer and select *Register as a Colleague* and be guided through the enrollment process.

32. Which app should I download to access Virgin Pulse?

To access Virgin Pulse via the mobile app, search “Virgin Pulse” in the iOS or Android app store. For detailed instructions, see the Healthy Pfizer Incentive Program brochure.

33. How do I connect a device to get the most out of Virgin Pulse?

If you need help connecting a device, downloading the Virgin Pulse app to your personal device or syncing your workouts/activity including through Peloton to the Virgin Pulse app, see the Healthy Pfizer Incentive Program brochure. Or call Virgin Pulse at **1-888-437-3493** and press 1 for rewards, incentive activities, or technical questions. Representatives are available Monday through Friday from 8 a.m. to 9 p.m., ET.

Add "Friends" and Create Personal Challenges

34. How do I connect with Pfizer colleagues?

Using the social features offered by Virgin Pulse is a great way to interact with your colleagues and motivate each other. You can add other colleagues from Pfizer to be "Friends" on the Virgin Pulse website. When you add friends, they will receive a notification on their Virgin Pulse website and can accept your request.

To add friends, follow these steps:

1. Log into your account on the Virgin Pulse member website.
2. Select *Friends* under the *Social* tab.
3. Under the *Friends* tab, you can view "Friend Requests" and "Suggested Friends".
 - If the person has sent you a friend request and you have not yet responded, there will be a checkmark icon and an "X" icon next to their name. You can accept or deny their friend request in this view. Once you accept a person's request, their name will appear on your *Leaderboard* tab. You'll be able to view their profile and invite them to personal challenges.
 - Your "Suggested Friends" will display other Virgin Pulse members you are not friends with yet who have the highest number of mutual friends with you. To add a friend, click the "+" icon next to their name.
4. To search for friends by name, click the *Add Friends* button on the top right and then type their name in the "Search by Name" field. Start typing in a person's first or last name (at least three characters in order for search to begin working). Your search results will begin to populate as you type.
 - To add a friend from your search, click the "+" icon to the right of their name. If you're already friends with a person in your search results, it will display a green checkmark icon next to their name.
 - If you have already sent them a friend request, it will display "Requested".

35. How many Pfizer colleagues can I add as friends?

There is no limit to the number of Pfizer colleagues you can have as friends on the Virgin Pulse website.

36. How can I set up personal challenges and how many people can participate?

Colleagues can set up personal step or healthy habit challenges within Virgin Pulse and invite up to 250 friends (internal colleagues only) to participate.

To set up a personal step or healthy habit challenge, go to landing.virginpulse.com/pfizer and select *Challenges* under the *Social* tab. On the Challenge Dashboard, click the *Create Challenge* button. The Create a Challenge pop-up will appear. Select one of the challenge options and follow the prompts to create your step or healthy habit challenge.

37. A few important things to know about creating a personal challenge:

- **Challenge Start/End Times:** All challenges start at 12 a.m. and end at 11:59 p.m. per your time zone. All members will have an equal amount of time to participate.
- **Recording Your Steps:** Once the challenge ends, you will have 24 hours to upload your steps, if applicable, to have them included in the scoring. If you use multiple devices to track your steps, the steps from the device with the highest number of steps will count towards the challenge.
- **Member Access:** All members in the challenge will have access to view all step totals for the challenge.

38. Can I set up my own Company-wide Global Challenge?

No, not at this time. However, you may be able to set up a team or division challenge that allows U.S. colleagues to participate. These challenges will require approval from Virgin Pulse and People Experience.

39. What are other ways to engage with other Pfizer colleagues on Virgin Pulse?

You can challenge colleagues to a Healthy Habits Challenge or Step Challenge. You also have access to Shoutouts — a peer recognition tool that highlights and celebrates the accomplishments of colleagues in a public forum where others can see, like, and comment. You may also use the Groups tool to engage with like-minded colleagues on a particular topic (i.e., podcast exchange, gardening tips, etc.).

40. Who sees my steps in the system?

Your friends can see your seven-day step count within the Friends Leaderboard. Friends can also see your individual step count during step challenges. Friends can also see your Virgin Pulse profile, which includes your photo (optional), name, title, department, location, your “About Me” section, friends, and connected devices and apps.

41. Can I message people in the system?

Virgin Pulse does not have chat capability. However, we encourage you to use the chat feature during challenges as well as the Groups function.

Additional Questions

42. What if I have a question not covered here?

Call Virgin Pulse at **1-888-437-3493** and press 1 for rewards, incentive activities, or technical questions. Representatives are available Monday through Friday from 8 a.m. to 9 p.m., ET. You can also email pfizersupport@virginpulse.com or chat with a representative directly within your Virgin Pulse account.

This document highlights key features of certain Pfizer benefits for eligible Pfizer U.S. colleagues not represented by a collective bargaining agreement. Benefits provided to active union-represented colleagues are subject to the terms of their collective bargaining agreements.

This document does not contain complete descriptions of the Healthy Pfizer Incentive Program. The information in this document is applicable to eligible colleagues only. For more information, please contact the Pfizer Colleague Service Center at **1-866-476-8723** or refer to the Pfizer Medical Plan Summary Plan Description, which is available on netbenefits.com.

