



# 2024–2025 Healthy Pfizer Incentive Program

## Frequently Asked Questions

The Healthy Pfizer Incentive Program powered by Personify Health (formerly Virgin Pulse) is designed to help you understand and improve your physical, emotional, financial, and social wellbeing while earning Personify Health Points and earning entries to win prizes.

Refer to the Healthy Pfizer Incentive Program materials as well as these Frequently Asked Questions to learn more.

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

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**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 Pfizer's medical plan to participate in the Healthy Pfizer Incentive Program?

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

### 2. Are my covered family members eligible for Healthy Pfizer?

Covered family members are not eligible to win prizes. However, your spouse/domestic partner can use the resources available through Personify Health to help maintain or improve their health. They can also participate in challenges through the website. To get started, have them visit [landing.personifyhealth.com/pfizer](https://landing.personifyhealth.com/pfizer) and register as a spouse/domestic partner. 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 register for the Personify Health website at [landing.personifyhealth.com/pfizer](https://landing.personifyhealth.com/pfizer).

## The 2024-2025 Healthy Pfizer Incentive Program

### 4. How will the 2024-2025 program work?

This year's program runs from August 1, 2024 through July 31, 2025.

- **Five random prize drawings:** You'll have five opportunities to win prizes, such as an Amazon, Nike, or Visa gift card, for completing wellbeing activities. (See question 6 "[How do I earn entries to win prizes?](#)")
- **Grand Prize sweepstakes:** If you reach level 4 or higher on Personify Health (See "[Personify Health Points](#)"), you'll be entered for an opportunity to win one of the three \$1,500 Grand Prizes. (See question 18 "[How do I become eligible for the Grand Prize sweepstakes?](#)")
- **No required activities:** The Health Assessment and Know Your Numbers (preventive blood work) activities are no longer required, but they help you assess any health risks or areas that need improvement. Complete both and you'll be eligible for one of the five random prize drawings, too! (See question 6 "[How do I earn entries to win prizes?](#)")
- **New way to earn Personify Health Points:** While there are many ways to earn Personify Health Points, this year, you can also earn points for watching videos through the Personify Health Media tab. Visit [Personify Health](#) > Select *Media* tab.

## 5. Will I still receive my incentives from the 2023-2024 program year?

**For U.S. based colleagues:** If you earned a Healthy Pfizer Incentive for the 2023-2024 program year, that credit will continue to be reflected in your pay through December 31, 2024, based on the terms of that program year.

**For Puerto Rico based colleagues:** If you earned a Healthy Pfizer Incentive for the 2023-2024 program year, you can still use any remaining Healthy Pfizer Incentive Dollars to purchase prizes through the Personify Health store, based on the terms of that program year.

## Five Random Prize Drawing Sweepstakes

### 6. How do I earn entries to win prizes?

From August 1, 2024 through July 31, 2025, there will be five random prize drawings. If you complete certain wellbeing activities, you will be entered for an opportunity to win a \$200 gift card to spend with the Personify Health partner of your choice (e.g., Amazon, Nike, Visa).

<b>Prize Drawings 1-3 (150 prizes in total):</b>  <b>Complete the fall, winter, and/or spring Personify Health Step Challenge</b>	<ul style="list-style-type: none"> <li>Register for a Company-sponsored step challenge and complete an average of 7,000 steps per day for three weeks.</li> <li>Winners will be announced after each challenge ends (i.e., fall, winter, and spring).</li> <li>Watch for more information and registration links in the fall, winter, and spring from Personify Health and in <i>PX News</i>.</li> </ul>
<b>Prize Drawing 4 (50 prizes):</b>  <b>Complete <u>both</u> the Health Assessment and Know Your Numbers activities by the deadline</b>	<ul style="list-style-type: none"> <li>Complete the Health Assessment (<a href="https://landing.personifyhealth.com/pfizer">landing.personifyhealth.com/pfizer</a> ► <i>Health</i> tab ► <i>Select Surveys</i>), and</li> <li>Complete Know Your Numbers (preventive blood work) to learn more about your current health status (<a href="https://landing.personifyhealth.com/pfizer">landing.personifyhealth.com/pfizer</a> ► <i>Programs</i> tab ► <i>Select Complete the Know Your Numbers Activity</i>).</li> <li><b>For U.S. based colleagues</b>, you have until July 31, 2025 to complete both the Know Your Numbers activity and the Health Assessment.</li> <li><b>For Puerto Rico based colleagues</b>, you have until June 30, 2025 to complete the Know Your Numbers activity and until July 31, 2025 to complete the Health Assessment.</li> </ul>
<b>Prize Drawing 5 (50 prizes):</b>  <b>Complete any Personify Health level (1 through 4) by July 31, 2025</b>	<ul style="list-style-type: none"> <li>The more wellbeing activities you complete through Personify Health, such as step challenges, tracking healthy habits, completing Journeys, and tracking activity such as steps, workouts, or active minutes, the more Personify Health Points you earn and move through the Personify Health levels.</li> <li>If you reach level 1 or higher (i.e., you earn at least 2,000 Personify Health Points) by the end of the program year, you'll be entered into a sweepstakes for an opportunity to win one of 50 \$200 gift cards to spend with the Personify Health partner of your choice (e.g., Amazon, Nike, Visa).</li> <li>Depending on the level you're at by July 31, 2025, you'll earn more entries to increase your chances to win a prize for this drawing.</li> </ul>

**7. How do I register for the three seasonal Company-sponsored step challenges?**

You must register and record your steps to participate in the seasonal Company-sponsored step challenges. Watch for more information and registration links in the fall, winter, and spring from Personify Health and in *PX News*.

**8. When will the winners of the three seasonal step challenge prize drawings be announced?**

The prize drawings for the three Company-sponsored step challenges will occur after each challenge ends. Winners will be announced seasonally.

**9. When will the winners of the Health Assessment and Know Your Numbers prize drawing be announced?**

Winners will be announced after July 31, 2025.

**10. When will the winners of the Personify Health levels prize drawing be announced?**

Winners will be announced after July 31, 2025.

**11. How are winners selected?**

Winners will be selected by Personify Health on a random basis from U.S. and Puerto Rico colleagues eligible for each prize drawing.

**12. How will I be notified if I win a prize?**

Personify Health will notify all winners via email. Please look out for their email with details and instructions on how to claim your prize. Note: You must be actively employed by Pfizer to be selected as a winner. **Note:** Under IRS rules, prizes are taxable. Additional details will be shared if you are selected as a winner.

**13. Are the Health Assessment and Know Your Numbers activities still required to earn entries for prizes?**

The Health Assessment and Know Your Numbers activities are not required for the 2024-2025 program year. However, they are still important because these activities help you not only assess any health risks or areas that need improvement but track any changes from year to year. Additionally, if you complete both these activities by the deadline, you'll be entered for an opportunity to win one of 50 \$200 gift cards to spend with the Personify Health partner of your choice (e.g., Amazon, Nike, Visa).

**For U.S. based colleagues**, you have until July 31, 2025 to complete both the Know Your Numbers activity and the Health Assessment.

**For Puerto Rico based colleagues**, you have until June 30, 2025 to complete the Know Your Numbers activity and until July 31, 2025 to complete the Health Assessment.

#### 14. How can I confirm which activities I have completed?

Log on to [landing.personifyhealth.com/pfizer](https://landing.personifyhealth.com/pfizer). Click *Rewards* from the *Home* tab, and scroll down to confirm the status of the applicable activity. All activities you have completed will show under the progress column. Please note, some activities are available to complete daily, monthly, or per program year. The 2023-2024 rewards will be shown on the Personify Health site through July 31, 2024. Beginning August 1, 2024, the rewards shown will be for the 2024-2025 program year.

#### 15. Why are many of the Healthy Pfizer activities 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 prize entry opportunities through Healthy Pfizer provide greater rewards for activities that get you moving. Pfizer provides an accommodation if you are unable to track your steps for the purposes of step challenges.

#### 16. What if I have a health condition and am unable to track my steps?

If you're unable to participate in a step challenge due to a physical limitation, please contact Personify Health 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 Personify Health before each challenge to request credit.

#### 17. If I terminate employment from Pfizer before a prize drawing that I am eligible for, can I still win?

No. Your participation in the Healthy Pfizer Incentive Program ends when your Pfizer employment ends.

## Grand Prize Sweepstakes

#### 18. How do I become eligible for the Grand Prize sweepstakes?

If you reach level 4 or higher (i.e., you earn at least 30,000 Personify Health Points), you will be eligible for a chance to win one of **three \$1,500 gift Grand Prizes**.

#### 19. What will I win if I'm chosen as a Grand Prize winner?

If you win, you will receive a \$1,500 gift card from the Personify Health store. Use this gift card in the store to purchase merchandise through vendors like Amazon, Visa, and Nike. **Note:** Under IRS rules, gift cards are taxable.

#### 20. How will Grand Prize winners be chosen?

Winners will be selected by Personify Health on a random basis from U.S. and Puerto Rico colleagues eligible for each prize drawing. (See question 18 "[How do I become eligible for the Grand Prize sweepstakes?](#)" for more details.)

#### 21. When will Grand Prize winners be announced?

Winners will be announced after July 31, 2025.

**22. Is the Grand Prize opportunity in addition to the other five opportunities to win?**

Yes, the Grand Prize opportunity is ANOTHER opportunity to win. (See question 6 “[How do I earn entries to win prizes?](#)”)

## Health Assessment & Know Your Numbers

**23. Where do I go to complete the Health Assessment?**

Go to [landing.personifyhealth.com/pfizer](https://landing.personifyhealth.com/pfizer) and select *Surveys* from the *Health* tab. You can complete this anytime beginning August 1, 2024; you do not need to complete the Know Your Numbers activity first.

**24. Will my responses be shared with Pfizer?**

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

**25. Where can I find information about completing the Know Your Numbers activity?**

**For U.S. based colleagues:** Refer to page 4 in the 2024-2025 Healthy Pfizer Incentive Program Brochure for information on completing the Know Your Numbers activity.

**For Puerto Rico based colleagues:** Refer to page 5 in the 2024-2025 Healthy Pfizer Incentive Program Brochure for information on completing the Know Your Numbers activity.

**26. How can I learn more about the at-home test kit (only available to U.S. based colleagues who do not reside in NY) 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 May 31, 2025, and you must collect and submit your blood sample by June 15, 2025.

**27. 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 Personify Health notifying you that your Know Your Numbers test results have been uploaded to the Personify Health website. You can also confirm the status online by going to [landing.personifyhealth.com/pfizer](https://landing.personifyhealth.com/pfizer), selecting *Rewards* from the *Home* tab, then scrolling down to review the status of the activity. Under the option to Complete the Know Your Numbers activity, you will see a green check mark once this activity is complete.

**28. 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, 2024**, 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 deadline. Late submissions will not be accepted.

## Personify Health Points

### 29. How do Personify Health Points work?

Do healthy things to earn Personify Health Points and sweepstakes entries to win prizes!

When you complete certain Personify Health activities, you earn Personify Health Points, and as you accumulate points or move through the Personify Health levels, you earn sweepstakes entries for opportunities to win prizes.

For more details, go to [landing.personifyhealth.com/pfizer](https://landing.personifyhealth.com/pfizer) and select *Rewards* from the *Home* tab, then scroll down to *Level Rewards* to see all the ways you can earn Personify Health Points.

### 30. What is the timeframe for earning Personify Health Points?

You can earn Personify Health Points when you complete certain Personify Health activities **between August 1, 2024 and July 31, 2025**.

### 31. How do sweepstakes entries work as you move through the Personify Health levels?

You earn sweepstakes entries based on the level you complete by July 31, 2025, as shown in the graphic below.



## Create an Account and Connect a Device

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

To create an account as a new user, go to [landing.personifyhealth.com/pfizer](https://landing.personifyhealth.com/pfizer) and select *Register as a Colleague* and be guided through the enrollment process.

### 33. Which app should I download to access Personify Health?

To access Personify Health via the mobile app, search "Personify Health" in the iOS or Android app store. For detailed instructions, refer to the Healthy Pfizer Incentive Program Brochure.

### 34. How do I connect a device to get the most out of Personify Health?

If you need help connecting a device, downloading the Personify Health app to your personal device or syncing your workouts/activity including through Peloton to the Personify Health app, refer to the Healthy Pfizer Incentive Program Brochure. Or, you can call Personify Health at **1-888-437-3493** (option 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

### 35. How do I connect with Pfizer colleagues?

Using the social features offered by Personify Health is a great way to interact with your Pfizer colleagues in U.S. and Puerto Rico and motivate each other. You can add other colleagues from Pfizer (so long as they are in the U.S. or Puerto Rico) to be “Friends” on the Personify Health platform. When you add friends, they will receive a notification on their Personify Health platform and can accept your request.

To add friends, follow these steps:

1. Log into your account on the Personify Health member website or app.
2. Select *Friends* under the *Social* tab and chose *Add Friends*.
3. You can choose to add friends by searching their name, choosing from Suggested Friends, or looking under My Department or My Office.
  - 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 Personify Health 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”.
  - If they are already a friend, it will display a checkmark.

### 36. How many Pfizer colleagues can I add as friends?

There is no limit to the number of eligible Pfizer colleagues you can have as friends on the Personify Health platform.



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

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

To set up a personal step or healthy habit challenge, go to [landing.personifyhealth.com/pfizer](https://landing.personifyhealth.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.

### 38. 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.

### 39. 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 Personify Health and People Experience.

### 40. What are other ways to engage with other Pfizer colleagues on Personify Health?

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.).

### 41. 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 Personify Health profile, which includes your photo (optional), name, title, department, location, your “About Me” section, friends, and connected devices and apps.

### 42. Can I message people in the system?

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

## Additional Questions

### 43. What if I have a question not covered here?

Call Personify Health at **1-888-437-3493** (option 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@personifyhealth.com](mailto:pfizersupport@personifyhealth.com) to chat with a representative directly within your Personify Health account.

This document highlights key features of certain Pfizer benefits for eligible Pfizer U.S. and Puerto Rico 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](https://netbenefits.com).