

TRUE NORTH



BASS PRO SHOPS WELLBEING

WHAT IS TRUE NORTH?

The Bass Pro Shops Wellbeing Program, in partnership with Anthem is offering a health and wellbeing rewards program called TRUE NORTH. The goal of this program is to help Outfitters and their family members find fun and effective ways to positively impact their overall wellbeing. All Outfitters who participate in this program will be eligible to win gift cards and prizes. Outfitters on the Bass Pro Shops medical benefits plan will have increased opportunities to win prizes based on how they use their medical benefits to help them meet their wellbeing goals.

HOW DO I GET REGISTERED FOR TRUE NORTH?

Registering for the TRUE NORTH rewards program is easy and available to all outfitters. You can register online at anthem.com or on the Sydney mobile app.

STEP 1: DOWNLOAD THE SYDNEY APP



When you download the Sydney mobile app or register online at anthem.com, you automatically become part of the TRUE NORTH Rewards program.

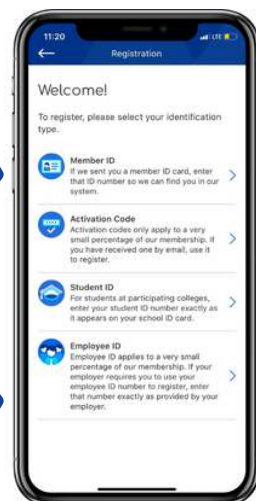
STEP 2: GET REGISTERED



If you are an Outfitter or a dependent of an Outfitter with Anthem insurance coverage, you will select **Member ID** to register.



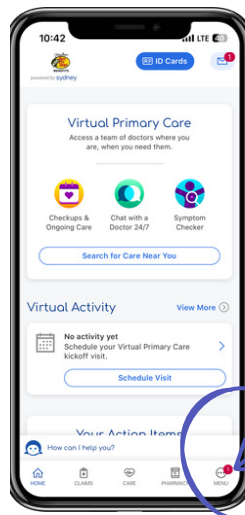
If you are an Outfitter without Anthem insurance coverage, choose **Employee ID** to begin your registration process.



STEP 3: TAKE YOUR HEALTH ASSESSMENT

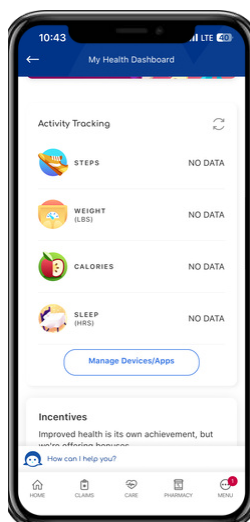
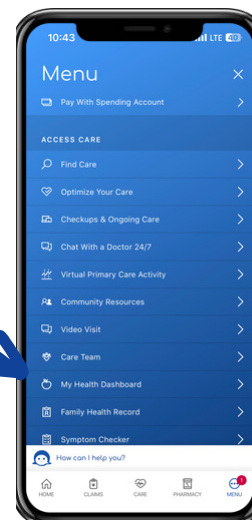
The health assessment is the "trail head" of the TRUE NORTH program and required to start earning points. The health assessment can be taken online at anthem.com or via the app.

Follow the instructions below to locate find your Health Dashboard, locate your rewards and start your health assessment.



Select "**MENU**" at the bottom of your screen.

Scroll down and select "**My Health Dashboard**" from the menu options.

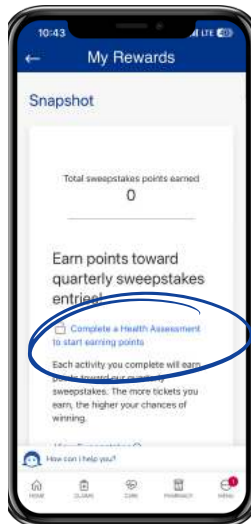
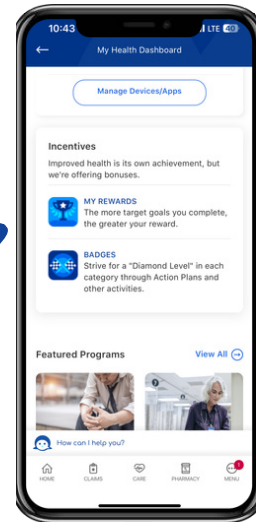


This is the **My Health Dashboard** home screen. From here, you can manage and connect wearable devices and apps that you already use to track your sleep, nutrition, weight and steps.

Scroll down in your Health Dashboard and you will find the Incentives section.

Select **"My Rewards"**.

My Rewards is where you will be able to find your points earnings and incentives through the TRUE NORTH rewards program.



Here you will find your TRUE NORTH rewards points earned. These will update after each points earning activity is complete. Some activities might take 48 hours to update in the system.

The health assessment is the "trail head" of the TRUE NORTH program and required to start earning points.

Click here to take your Health Assessment.

When you are ready, please allow for about 10 - 15 minutes to take your Health Assessment. You can get started by clicking **Start your Assessment**.

The assessment is the starting point for earning rewards with the TRUE NORTH rewards program. This information will provide you with a total health picture for you - and is for your eyes only! You can't set goals without a starting point.

