

专业 让生活更简单



# 健行天下 健康促进计划 2016

平安健康险健行天下Lite版服务手册



中国平安 PINGAN

保险 · 银行 · 投资

## 健康开启美好生活。

健行天下帮助您在改善健康的同时赢得奖励。

完成的健康任务越多，赚取的健康金币越多，兑换的奖品也越多。

# 轻松赚取金币、兑换丰厚奖品

1

每日赚取健康  
金币

完成健康任务



完成额外奖励任务



2

兑换健康金币  
获取奖励

代金券及实物奖品



获得抽奖券  
有机会赢取大奖



3

与朋友分享成  
功的喜悦

“我已升级到金牌，  
获得了200金币的升  
级奖励！”



# 如何赚取第一枚金币，如何兑换第一份奖品

## ● 扫描二维码



## ● 关注平安健康生活

- 一账通帐户登陆，新用户请注册一账通，所需信息如下：
  - ✓ 证件号码
  - ✓ 会员号或保单号 (可以在您的保险卡上找到)
  - ✓ 手机号

## 登陆即获得第一枚金币



## 浏览健行天下任务



## 发现你的健康年龄



## 赚取更多金币



## 用金币兑换奖品或完成更多任务赚取金币



# 健行天下适合所有人

张先生，  
26岁，会计，  
热爱跑步、徒步

100

## 第一日

张先生通过健行天下微信号进行注册，获知了自己的健康年龄、营养及压力状况。

奖励

100

完成所有铜牌任务，升级为银牌！

在整个过程中，  
张先生可以兑换金币获得奖品\*



1 张  
格瓦拉电影票

## 第二日

张先生浏览了健康相关文章，完成了健康打卡，将健康小贴士分享至朋友圈，上传自己一个月前的体检报告。  
绑定Lovefit应用程序，开启锻炼追踪。

135

## 接下来数周

他继续对锻炼进行追踪，在朋友圈与好友分享成功的喜悦。

320

完成所有银牌任务，升级为金牌！

奖励

200



1 张价值50元的  
GAP代金券

王女士，  
22岁，市场营销助理。  
不喜运动，但喜欢在朋友圈分享。

## 第一日

登录系统，获知健康年龄、营养及压力状况。

100

完成所有铜牌任务，  
升级为银牌！

奖励

100

## 第二日

她每日登录，浏览健康相关文章，完成健康打卡，将健康小贴士分享至朋友圈。

80

她用4枚金币参加大抽奖活动，  
赢取了一款Apple Watch\*\*



亚马逊  
amazon.cn

2 张价值50元的  
亚马逊代金券

在整个过程中，  
李女士可以兑换金币获得奖品。

\*不同的健行天下计划兑换奖品所需的金币数量不同。

\*\*每次抽奖，奖品会有所不同。

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 **英文服务**  
400 8833 663（转2）

 [health.pingan.com](http://health.pingan.com)



Expertise makes life simple



## Rewarding you for being healthy

A guide to Ping An Health Vitality Lite 2016



中国平安 PINGAN

保險 · 銀行 · 投資



**When you feel healthy, life is good.**

Vitality motivates you to improve your health by giving you Vitality Coins when you complete healthy activities.

The more you do, the more Vitality Coins you'll earn  
and the more rewards you can enjoy.

# It's easy to earn coins and enjoy great rewards

1

Earn Vitality Coins every day

Complete healthy activities



Complete bonus activities



2

Exchange Vitality Coins for rewards

Vouchers and other gifts



A ticket in the Grand Reward Draw



3

Share your success with your friends

"I've levelled up to Gold and earned 200 bonus Vitality coins!"



# How to earn your first coins and enjoy your first reward

● Scan the QR Code

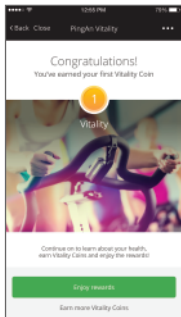


● Follow Ping An Healthy Living

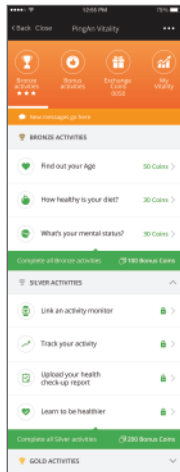
● Log in with TOA. If you don't have TOA, please register with the information below:

- ✓ ID number
- ✓ Member number/ sub-policy number (can be found on your PAH direct billing card)
- ✓ Mobile number

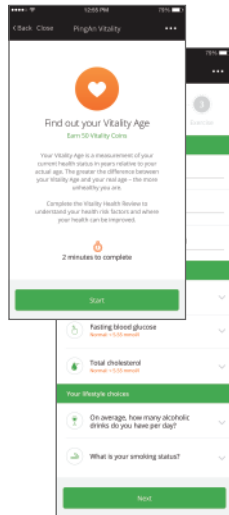
Log in and receive your first coin



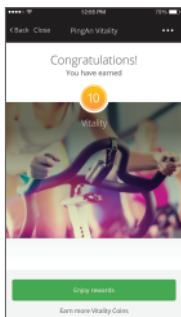
View the Vitality activities



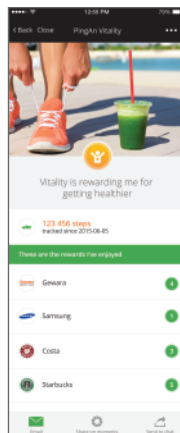
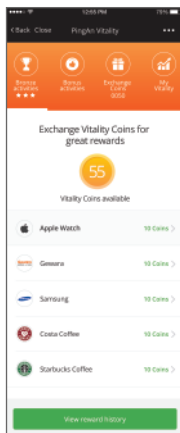
Find out your Vitality Age



Earn Vitality coins



Exchange your Vitality coins for a reward or complete more activities to earn more Vitality coins



## With Vitality there's something for everyone

John is a 26 year old accountant who enjoys running and hiking.

100

### Day one

John registers on Vitality WeChat, finds out his Vitality Age, and learns about his nutrition and stress levels.

Bonus

100

Completes all Bronze activities and levels up to Silver!

Along the way John exchanges his coins and enjoys rewards\*



1 movie tickets



1 RMB 50  
Gap Vouchers

### Day two

John reads health articles, shares a health tip and healthy motivation to WeChat moments, uploads his health check-up report from one month earlier\*  
Links the Lovefit app and starts to track his physical activity.

135

### The following weeks

He continues to track his activity and share his success with his friends on WeChat.

320

He reaches his step goal to complete all Silver activities and levels up to Gold.

Bonus  
200

Mary is a 22 year old marketing assistant. She does not exercise often, but enjoys sharing with her friends on WeChat.

### Day one

Logs in and finds out her Vitality Age, and learns more about her nutrition and stress levels.

100

Completes all Bronze activities and levels up to Silver!

Bonus  
100

### Day two onwards

She logs in every day, reads health articles and shares a health tip and healthy motivation to her WeChat moments.

80

She also exchanges 4 coins for a ticket in the Grand Reward Draw and wins an Apple watch.\*\*



2 RMB 50  
Amazon voucher

Along the way Mary exchanges her coins and enjoys rewards

\*The number of coins required to get a reward will differ based on your Vitality product.

\*\*Rewards will vary per reward draw.

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