SHARECARE EXTRACTS

The Sharecare platform is used in our communities for:

- Live, Longer Better Rewards Program
- RealAge Test
- Challenges

Each community will have access to the Sharecare platform extracts. What does this mean?

- An 'extract' is a term that Sharecare uses for an excel file the includes data from the Sharecare platform database
- The extracts you have access to detail the activity of users who engage within your community portal
- Today, the extracts are <u>only</u> inclusive of the Sharecare platform data
- Extracts are available only to colleagues with a '@sharecare.com' email address due to confidentiality and Sharecare security protocols
- **These extracts may not be shared with external parties or organizations***

WHY USE THE SHARECARE EXTRACTS?

Use of Sharecare Extracts is **optional**. All data needed to track progress toward Certification Requirements and toward each registered organization's 25% engagement goal will be provided to communities by the Central Team.

However, the more detailed information provided via Sharecare Extracts may be valuable for assessing campaign success, informing your community's strategy, or fine-tuning your engagement approach.

- Sharecare platform activity which qualifies toward your Certification goal for individual engagement will automatically be logged in the Blue Zones Project Holistic Database (currently under development) and included in your community's overall engagement numbers reported to you each month by the Central Team (along with a list of all individuals engaged to date.)
- For teams who would like to use the information to inform digital engagement strategies, the more granular Sharecare Extracts provide an additional level of detail.

ACCESSING YOUR EXTRACTS

Where to Access

Access is available via an internal Sharecare folder (called FRAFS). You will need to log onto the VPN/Global Protect or VMware to get to the folder and files. Access is not automatically supplied but must be requested.

For PC Users: Once on VPN, go to **File Explore** and **copy and paste your community's folder name into the 'bar'** shown here:
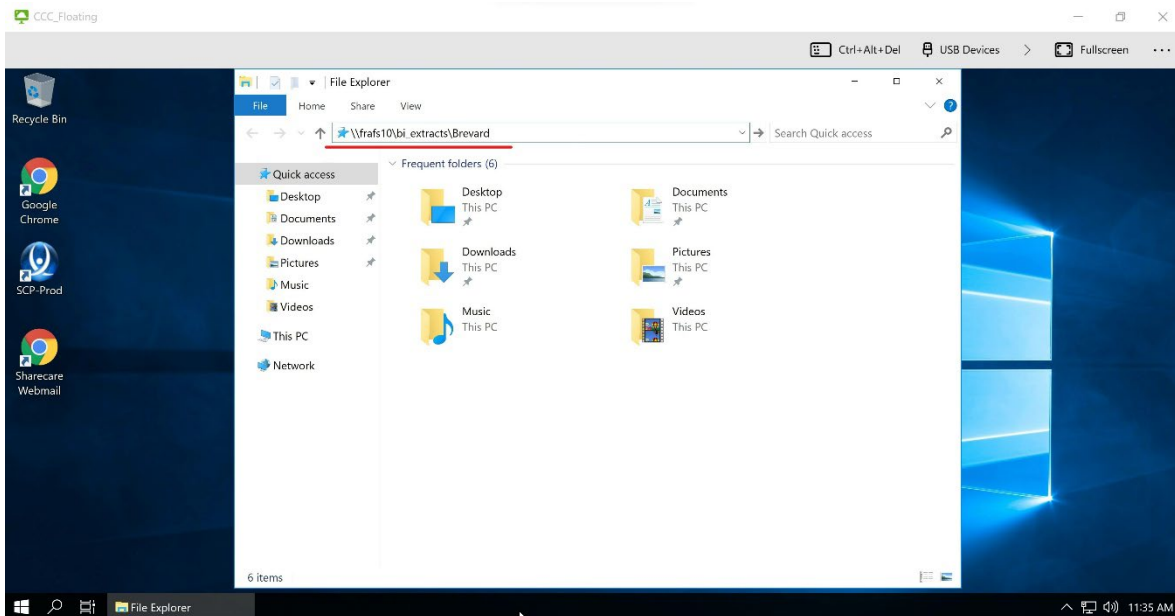
For MAC Users: Once logged in, go to **Finder** and **copy and paste your community's folder name into the 'bar'**

If you are a SC employee, the VPN icon is probably in your system tray. It looks like a little gray cloud; Click the cloud, then click Connect. After being connected, you should see the FRAFS folder in your File Explorer

Your Community's Folder: You will only be able to access <u>your</u> community's folder for the files.

PC Folders

PC Folders

\\frafs10\bi_extracts\Bakersfield
\\frafs10\bi_extracts\GrandForks
\\frafs10\bi_extracts\Hawaii
\\frafs10\bi_extracts\LakeCounty
\\frafs10\bi_extracts\MendocincoCounty
\\frafs10\bi_extracts\MontereyCounty
\\frafs10\bi_extracts\SouthwestFlorida
\\frafs10\bi_extracts\TuolumneCounty
\\frafs10\bi_extracts\UpperNapaValley
\\frafs10\bi_extracts\WallaWallaValley
\\frafs10\bi_extracts\YubaSutter

MAC Folders

/frafs10/bi_extracts/Bakersfield
/frafs10/bi_extracts/GrandForks
/frafs10/bi_extracts/Hawaii
/frafs10/bi_extracts/LakeCounty
/frafs10/bi_extracts/MendocinoCounty
/frafs10/bi_extracts/MontereyCounty
/frafs10/bi_extracts/SouthwestFlorida
/frafs10/bi_extracts/TuolumneCounty
/frafs10/bi_extracts/UpperNapaValley
/frafs10/bi_extracts/WallaWallaValley
/frafs10/bi_extracts/YubaSutter

Who has Access:

All Engagement Leads, Organization Leads and Event Specialists should have access. You can check your community list here. If you are not on the list and should be, please follow the How to Get Access procedures noted below.

https://sharecare-my.sharepoint.com/:x:/p/lynda_calhoun/EZSs5nLYMDxDueOQo9SALDgBcH82sN151wc_o5mCpc1s0A?e=ObkKfA

How to Get Access--> Service Desk Ticket Request

For any new or additional colleagues that you would like to have access to, we ask that the employee submit a Service Desk ticket.

- Step 1: Create a ticket through the Sharecare Service Desk at https://servicedesk.sharecare.com *Please note that your manager will have to approve your access.*

- Step 2: Include the following in your ticket:
  - Title: FRARS Access – [your name | your community]
  - Summary: I would like access to the folder location on FRARS. Please assign me to read (and download) access for: [insert your FRAFS FOLDER example: \\frafs10\bi_extracts\Hawaii]
  - This ticket is requested to grant access to myself to pull information surrounding the BZP Community Portal extracts for my community. This information is used for community reporting purposes.
  - *Please include Lynda Calhoun lynda.calhoun@sharecare.com in the CC List (type in the "Select a User to Add" search box below to select). This way she can help with any questions or concerns about the ticket.*
- Step 3: Set your priority to normal and Submit ticket!

WHAT EXTRACTS EXIST

The following Sharecare Extracts have been set up for our system.

Extracts	What does this include?	Delivery	Data
RealAge Test Completion Extract: *COMMUNITY_REALAGE_COMPLETIONS_yyyymmdd*	Includes individuals who completed the RealAge Test during the report timeframe Individuals will appear on this list as many times as they complete the RAT during that week	**WEEKLY** Delivers on Tuesday afternoons Includes past week Mon - Sun	• email = Email address • completion_timestamp = Date & time of RAT completion • CustomerId = Community Portal • custom_bzpworksite = Selected Organization on the platform drop-down list • first_name = First Name • last_name = Last Name • postal_code = Zip Code
Opt-Ins Extract: *COMMUNITY_OPTIN_yyyymmdd*	Includes individuals who opted-in or opted-out at registration during the report timeframe ==*PLEASE NOTE THAT THESE CAN'T BE USED AT THIS TIME*==	**WEEKLY** Delivers on Tuesday afternoons Includes past week Mon - Sun	• email = Email address • registration_timestamp = Date & time of Portal registration • registration_email = Email address • CustomerId = Community Portal • custom_bzpworksite = Selected Organization on the platform drop-down list • first_name = First Name • last_name = Last Name • postal_code = Zip Code • optin_status = T (True, opted-in), F (False, not opted-in) • last_updated_date = Last date the profile updated
Registrations Extract: *COMMUNITY_REGISTRATIONS_yyyymmdd*	Includes individuals who have registered during the report timeframe	**MONTHLY** Delivers on the 3rd of the following month Includes past month's data	• email = Email address • registration_timestamp = Date & time of Portal registration • CustomerId = Community Portal • custom_bzpworksite = Selected Organization on the platform drop-down list • first_name = First Name

|			
			• last_name = Last Name • postal_code = Zip Code
Timeline Cards / Messaging Interactions Extract: *COMMUNITY_MESSAGING_yyyymmdd* 	Includes individuals who have interacted with timeline cards during the report timeframe This information includes both Sharecare and BZP timeline cards What is a timeline card? A timeline card is Sharecare terminology that is seen on the 'home' page of the platform. They include various pieces of content that are 'cards' in the platform.	**MONTHLY** Delivers on the 3rd of the following month Includes past month's data	• member_id = Email address • message_type is timeline_card • message_category = Image, Announcement, Video, Article, Template Content, Slideshow • name = dependent upon the content set up and whether it is named • event_type = What occurred • event_timestamp = Date & time when action happened • CustomerId = Community Portal • custom_bzpworksite = Selected Organization on the platform drop-down list • first_name = First Name • last_name = Last Name • postal_code = Zip Code
Engagement Metrics Extracts: *COMMUNITYNAME_INCENTIVE_HISTORY_Monthly_Events_yyyymmdd* *COMMUNITYNAME_INCENTIVE_HISTORY_Monthly_BZP_VIDEOS_yyyymmdd*	Includes individuals who have interacted with platform engagement activities These activities are tracked and managed through the Live Longer, Better Rewards program The Monthly Events file is inclusive of all the tracked activities for the past month Individuals will be listed for every activity they've completed. And can be listed more than once if they watch or engage in activities more than once The BZP Videos is your BZP Story metric. Today, they	**MONTHLY** Delivers on the 5th of the following month Includes past month's data	• member_id = Email address • CustomerId = Community Portal • custom_bzpworksite = Selected Organization on the platform drop-down list • first_name = First Name • last_name = Last Name • postal_code = Zip Code • program_name = Blue Zones Project: Live Longer, Better Rewards Program • member_program_id = the member identifier for the program • event_description = the activity (list below) • transaction_type = event • transaction_timestamp = date of the completion of the activity • activity_timestamp = blank

			Events (all 6 activities must be completed to count): • Blue Zones Story (Video) • Original Blue Zones Exploration: Loma Linda, California • Original Blue Zones Exploration: Nicoya, Costa Rica • Original Blue Zones Exploration: Sardinia, Italy • Original Blue Zones Exploration: Okinawa, Japan • Original Blue Zones Exploration: Ikaria, Greece
	must complete the full grouping of activities (6 items). Each item is listed individually in the extract		
Engagement Metrics YTD Extracts: *COMMUNITYNAME_INCENTIVE_HISTORY_Yearly_BZP_VIDEOS_yyyymmdd* *COMMUNITYNAME_INCENTIVE_HISTORY_Yearly_Events_yyyymmdd*	Includes individuals who have interacted with platform engagement activities These events are tracked and managed through the Live Longer, Better Rewards program The Yearly Events file is inclusive of all tracked activities from Jan 1 up to the past month's data Individuals will be listed for every activity they've completed. And can be listed more than once if they watch or engage in activities more than once The BZP Videos is your BZP Story metric. Today, they must complete the full grouping of activities (6 items). Each item is listed individually in the extract	**MONTHLY** Delivers on the 5th of the following month Includes data for the year, through the past month	• member_id = Email address • CustomerId = Community Portal • custom_bzpworksite = Selected Organization on the platform drop-down list • first_name = First Name • last_name = Last Name • postal_code = Zip Code • program_name = Blue Zones Project: Live Longer, Better Rewards Program • member_program_id = the member identifier for the program • event_description = the activity (list below) • transaction_type = event • transaction_timestamp = date of the completion of the activity • activity_timestamp = blank Events will vary based on the quarter. All activities listed count towards an engagement metric
Challenge Participation Extract:	Includes individuals who have joined a BZP challenge during the timeframe	**MONTHLY** Delivers on the 9th of each month (due to grace	• member_id = Email address • challenge_name = Name of the Challenge (e.g., Eat

| COMMUNITYNAME_CHALLENGE_MONTHLYPARTICIPANT_STATUS_yyyymmdd | Includes individual activity for anyone who has joined an active challenge available in that month. | period of completion) | Wisely: Plant Slant Challenge)
• challenge_id = ID assigned to platform
• member_join_timestamp = Date & time they joined the Challenge
• goal_complete = this information will remain blank
• goal_complete_timestamp = indicator that the individual met the challenge goal and includes the date & time
• total_score = dependent upon what the challenge is (days, steps, etc.). A total of what was achieved
• other_achievement_score = not in use but if we have more than 1 type of achievement (e.g., total steps and number of days to meet daily steps)
• Rank = rank relative to the # of participants
• rank_timestamp = the date the rank was applied
• challenge_start_timestamp = challenge start date & time
• challenge_end_timestamp = challenge end date & time
• CustomerId = Community Portal
• custom_bzpworksite = Selected Organization on the platform drop-down list
• first_name = First Name
• last_name = Last Name
• postal_code = Zip Code |
| **Rewards (sweepstakes) Extracts:**

COMMUNITYNAME_INCENTIVE_HISTORY_Earned_CommActivity_yyyymmdd | Includes individuals who have met sweepstakes requirements (e.g., completed the Quarterly activities and an Event during this timeframe) | **QUARTERLY** Delivers on the 10th of each quarter (due to grace period of completion)
-April 10 | • email = Email address
• first_name = First Name
• last_name = Last Name
• Zip Code = Zip Code
• event_description = |

COMMUNITYNAME_INCENTIVE_HISTORY_Power9Activities_yyyymmdd	An individual must be in both files to be in the drawing for the Quarterly Sweepstakes (matched by email address)	-July 10 -October 10 -January 10	o The Quarterly Group Completed (e.g., Eat Wisely) o Blue Zones Project Community Activities

What it will look like on FRAFS

Please note the files are added each week or month in the root folder. Please sort by 'Date modified' to get to the most recent files as you need them. Or sort by name to locate a particular extract.
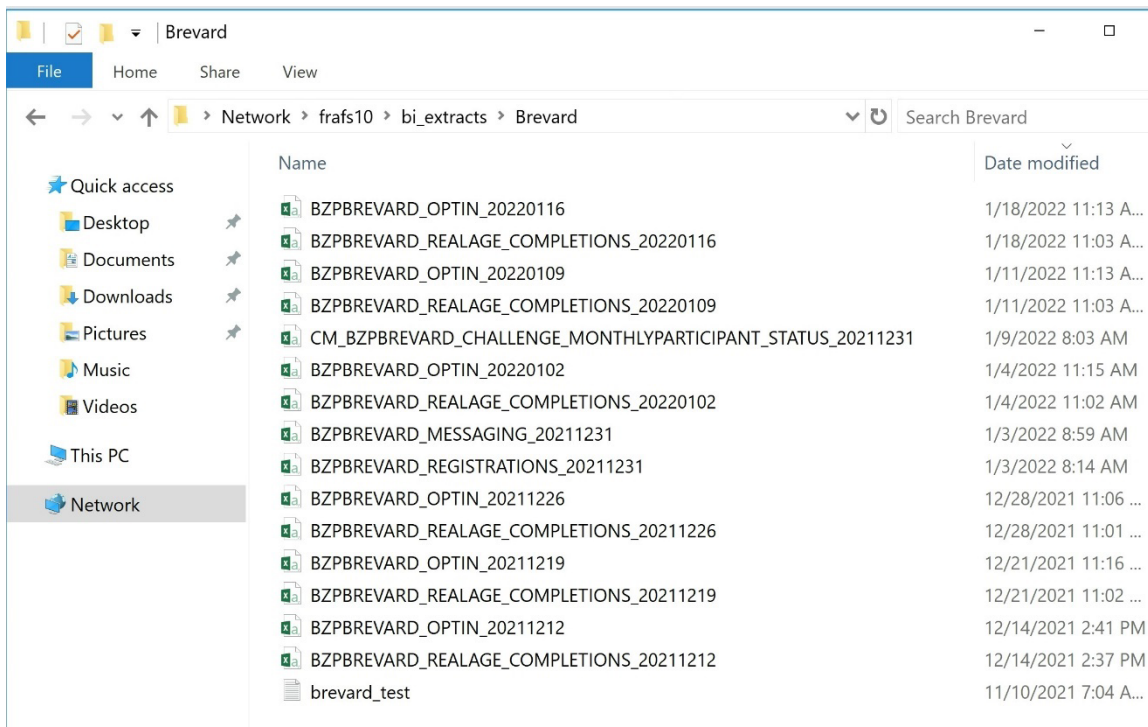
DATA SHARING POLICIES

Sharecare Data Sharing

The Sharecare data policy has a few added layers to ensure we are secure in our data handling. At this time, the data provided to you in the Sharecare extracts may be used as follows.

Please note that every employee is responsible for compliance and use of the data per the Sharecare training.

Approved Use of Extract Data

- Internal metrics; reporting and analysis
- Aggregate results-sharing for organizations (total numbers)
- *Sharing individual data from the platform with a Certified Worksite and/or Sponsor (as they have a Data Sharing Agreement in place)
  - This data must be shared in a secure manner! Thus, we can use the Best Practice Center to share with a Sponsor or Certified Worksite. *To proceed with this, please contact Lynda Calhoun for folder and user set up.*

Prohibited Use of Extract Data

- Sharing individual data from the platform with any organization (except as noted above for Certified Worksites and/or Sponsors)
- Communicating via email or SMS with individuals that simply registered or completed the RAT
- Sweepstakes Rewarding: please note that sweepstakes winners are provided to you following the random drawing of winners. You should not be selecting or qualifying winners for your community.

Extract Data Policy revisions under discussion are as follows:

- Opt-ins or process for communicating with registrants via the platform.
  - This unfortunately is not as simple as taking the Opt-In list and using it. Because the opt-in language on the registration is specific to Sharecare, it legally creates some issues. Thus, the legal team has been reviewing options with us.
  - Unfortunately, we have not been able to secure changing the language of this opt-in.
- Organization data sharing of all participants
  - We are working with legal on a Data Sharing Agreement