

# HELP YOUR EMPLOYEES LIVE HEALTHIER

LIVE HEALTHIER



Go365.com





## Motivate your employees. Stimulate your business.

Your employees' health and happiness is critical to the success of your business. And with Go365®, you have the power to inspire them to live healthier lives while boosting your bottom line.

Go365 is one of the most effective wellness programs because members can tailor it to fit their lifestyle and health status, identify risk factors, set goals, track their progress and even get rewarded for making healthy choices.

When you encourage your employees to make positive changes for their health, you're making positive changes for your business—a healthier, more productive workforce, lower healthcare costs and fewer sick days. When your employees feel their best, they perform their best.







## Here's how it works for your employees



### Unlock activities

Go365 is all about the individual. Members receive personalized activities to help them reach their health goals, no matter where they are on the journey to better health. As members complete activities, they accumulate Points and move up the Status spectrum—Blue, Bronze, Silver, Gold and Platinum. Members begin to unlock activities and earn Points for higher Status when they've completed one of the following activities:

- A section of the Health Assessment\*
- A biometric screening\*
- A verified workout



### Stay inspired

Getting healthier can be hard. Go365 makes it easier by connecting members to all the tools and resources needed to get there, including the Go365 Mobile App and an exclusive member support community. Tracking activity is a breeze with Go365's network of 75+ compatible apps and fitness devices, 40,000+ participating fitness facilities and 5,000+ biometric screening providers. Members can simply connect or use approved forms to earn Points for healthy activities.



### Earn rewards

Making healthier choices is a lot more fun with Go365. The more members move up in Status, the more Bucks earned and the more members can spend on great items in the Go365 Mall. Plus, Bonus Bucks, surprise rewards and monthly Jackpot drawings make getting healthy more fun!

\*Adult children can only move a family out of Blue Status by completing a verified workout.



# Here's how it works for you

Wellness programs are proven to help employees live healthier, in turn helping your bottom line. But don't take our word for it. Read about the members who already use Go365, and how it has affected them.

Humana released our Go365 Three-year Impact Study of more than **8,000 Humana employees**. The comprehensive study found improved health, as shown through lower healthcare costs and fewer unscheduled absences among associates who actively participated in the Go365 program.

## Five key findings emerged from the longitudinal study

1. Engaged members' health claims costs were **6 percent** lower in Year 1, and continued to decline relative to those of unengaged members; by Year 3, their costs were lower by **10.1 percent**. The largest impact on healthcare costs was on members with lifestyle-related chronic conditions such as high blood pressure and diabetes.
2. The percentage of engaged members in the low-risk range for developing lifestyle-related chronic conditions increased by **24.4 percent over** the three years, compared to only **14 percent** for the unengaged members.
3. There was **26 percent less** absenteeism among engaged members compared with unengaged members.
4. Unengaged members had **56 percent more** emergency room visits and **37 percent more** hospital visits than engaged members.
5. Engaged members without chronic health conditions were more likely to use healthcare for preventive care, such as routine check-ups/physicals and screenings.

## We stand by our results

Based on the strength of our experience and data, you can count on Go365 to make a difference in the health and well-being of your employees.

Results are not a guarantee of future results for Go365.





# And you can stand by your results, too

You can access your employee data on multiple metrics through standard Go365 reports.

## Member Activity Report

See aggregate data on your employees' lifestyle-related health risks, as well as how engaged they are using the Member Activity Report. This report, updated monthly but accessible daily, gives insight into your employee population's activity levels in the following four categories: Status, biometric screening, Points and Go365 Age.

## Member Engagement Report

Confirm when employees have completed their Health Assessment and biometric screening in addition to their current Status level in Go365 through the Member Engagement Report. Updated and accessible on a daily basis, you can use this member engagement data to set employee health plan contributions or evaluate individual engagement in general. Upon an opt-in basis, outcome-based reporting is also available through the Member Engagement Report.\*

\*Outcome-based reporting is applicable to Go365 stand-alone and medical ASO buy-up clients only who offer additional incentives to their employees. Not available for fully insured medical groups. Outcome-based reporting provides measurable data based on metabolic risk factors and tobacco use and can support efforts in structuring employee incentives that may improve employee risk factors and lead to reduced healthcare and productivity costs.

Regulations on incentives have caused employers to pay close attention to guidelines around providing equitable options for outcome-based and other incentives and taking a more holistic approach to wellness program design. Employers should be familiar with these regulations and thoroughly review their unique health plans and wellness programs with appropriate legal counsel: Health Insurance Portability and Accountability Act (HIPAA) of 1996; Genetic Information Nondiscrimination Act (GINA) of 2008; Employee Retirement Income Security Act (ERISA) of 1974; Affordable Care Act (ACA), final regulations released in June 2013; Americans with Disabilities Act (ADA) of 1990. Further information about these statutes can be found on the U.S. Department of Labor and U.S. Equal Employment Opportunity Commission websites.







## Start seeing rewards today

Your employees want to live healthier, eat right and look and feel their best—for themselves, their families and for the rewards.

### Cash in Bucks

Members can spend Bucks on things they really want, like Amazon gift cards, fitness devices, audio equipment, Go365-branded merchandise, movie tickets and more in the Go365 Mall. To accommodate members who are interested in “instant gratification,” Bucks are available to be spent immediately. Bucks can also be carried over from year to year to satisfy members who like to save up for higher-end items.

### Go365 Jackpot, surprise rewards and grand prize contests

Members may win random prizes in monthly jackpot drawings based on Status, or they could win surprise rewards for simply engaging in the program. Every member also gets the chance to enter to win grand prize contests held throughout the year. Past prizes have included a stay at a Biggest Loser Resort for writing an inspirational essay, a package including one of every Apple® product and even a Macy’s makeover.

### Earn Bonus Bucks

Bonus Bucks are awarded upon achieving higher Status; members receive double Bonus Bucks for achieving Silver Status in their first year or when achieving prior year Status. The end result—ongoing rewards for healthy activities and achieving goals continue to reinforce positive behaviors and become powerful motivators to drive long-term behavioral change.

### Exclusive discounts

All eligible Go365 members can access member-exclusive discounts in the Go365 Mall. They will find discounted race entry fees through popular race series such as the Rock ‘n’ Roll Marathon Series® and savings on Fit Radio member-ships, fitness equipment and more.





# Maximize rewards

Maximize results with these critical engagement tools you'll have available on day one of Go365.

## Go365 Engagement Source

Go365 provides you access to the Go365 Engagement Source, an employer-specific website with additional resources to supplement your groups' engagement strategy and initiatives. This includes access to our Challenges and Employer-sponsored Events platforms where you can boost participation in at-work, wellness-related activities that resonate with your organizational goals while rewarding members through Go365. Other resources on the website include strategic tools, employer tool kits, promotional materials, webinars and more.

## Go365 Champs program

Go365 Champs\* are company employees who volunteer, or are selected by you, the employer, to promote Go365 and inspire co-workers to participate. The only criteria is that Champs need to be working toward a healthy lifestyle and want to share their mission and their successes with co-workers. Champs receive additional education and training to help promote Go365 at your organization and are eligible to access the Go365 Engagement Source website to support your group's engagement efforts too.

You have the power to stimulate your business, energize your employees, lower healthcare costs, increase productivity and offer rewards unlike any other. With Go365, you're not only rewarded with happier, healthier employees, but with a healthier business as well.

Call your licensed agent for more information about Go365.

\*Information communicated and views expressed by a Go365 Champ do not necessarily represent the views of Humana Inc., or their subsidiaries or affiliates ("Humana"). Champs are selected solely by their respective employers; they are representatives of their employers. A Go365 Champ is not an agent, affiliate, employee, contractor or otherwise a representative of Humana. Accordingly, a Go365 Champ does not perform work on behalf of Humana, and Humana does not compensate a Go365 Champ. Success stories or motivational advice shared by a Go365 Champ only serve to encourage and motivate other employees to use and participate in Go365.



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Please refer to your Benefit Plan Document (Certificate of Coverage/Insurance or Summary Plan Description) for more information on the company providing your benefits.

Our health benefit plans have limitations and exclusions and terms under which the coverage may be continued in force or discontinued. For costs and complete details of the coverage, call or write your Humana insurance agent or broker.

