Blue Cross Blue Shield Association is an Association of independent Blue Cross and Blue Shield companies.

Enhance Your Employee Perks with Blue365®
REduce Healthcare Costs
There is an estimated return of $2.71 for every dollar spent on wellness programs.

Increase Employee Productivity
Promoting wearables in the workplace increases productivity by as much as 8.5% and increases employee satisfaction by 3.5%.
- Cognizant, 2016

Build a Culture of Health & Wellness
70% of employees say that wellness programs have a positive influence on work culture.
- Workforce Management Magazine, 2013

The Case for Workplace Wellness
What is Blue365?

The leading health and wellness discount program offering your employees significant savings on gym memberships, wearables, weight loss programs, hearing aids and more, and helping your organization build an engaged culture of health.

As a BCBS customer, your organization and employees have access to this program and its benefits at no additional cost.
Why Blue365?

- **Handpicked deals** from premium brands that you recognize
- **Better discounts** than other health savings programs across nearly all categories
- **Exclusive offers** only available to Blue365 members
- **Year-round discounts**—no limited supplies, no limits on employee savings
- **No setup** or administrative support required
- **Enterprise discounts** to support employee health and wellness programs
Best-in-industry Discounts From Top Brands Across:

- **FITNESS**
- **PERSONAL CARE**
- **HEALTHY EATING**
- **WELLNESS**
- **LIFESTYLE**
- **FINANCIAL HEALTH**
By the Numbers

1M+ active Blue365 members

45 partnerships with select national brands

150K deals redeemed in 2016

$56M in member savings in 2016
How Blue365 Works for Your Employees

1. Visit Blue365deals.com to browse and search for health and wellness deals

2. Register for Blue365 with their BCBS member ID card

3. Click the “Redeem Now” link on a deal page to redeem the offer

4. Receive one weekly email on the latest offers
Employee Gym Memberships

Blue365’s Fitness Your Way offer from Tivity Health is our most popular deal, offering an affordable way for your employees to work out and stay fit.

- Access to over 10,000 fitness locations
- Visit any participating location—anytime, anywhere—as often as you’d like
- Only $25 per month* through Blue365

*Monthly fee will increase to $29/month on January 2018
Blue365 for Your Organization

Two easy and affordable ways to support employee health and wellness programs

Bulk Discounts

• Up to 40% off bulk orders (50 order minimum) of top wearables brands including Fitbit, Polar, and Garmin
• Discounts exclusive to HR administrators and benefits coordinators

Wellness Vouchers

• Subsidize the cost of wellness products for your employees with wellness vouchers
• Also a great solution for any type of rewards and incentives program
Getting Started with Blue365

1. **Share this registration** link with your employees and remind them to have their BCBS member ID handy:

   www.blue365deals.com/user/register

2. **Visit our Employer Solutions page** to purchase bulk wearables, wellness vouchers and more

   www.blue365deals.com/employer-solutions
We are committed to your employees’ physical, emotional and financial health by providing them with easy and affordable resources to inspire healthy living.

Questions?
How to Redeem the Fitness Your Way Offer
Visit Blue365Deals.com and search for “Tivity”, click on the offer and then click “Redeem Now”
Login or register for Blue365 and agree to the Terms and Conditions to follow link to Tivity’s homepage

- If you are registering, enter your name and email address and select a password. When you are asked for your ID card prefix, please remove your member ID card from your purse or wallet and enter the first three letters or numerals.
Click on “Enroll Now” on Tivity’s page and provide contact information and credit card for payment to complete the enrollment process.