

# WELLBEING FOR ALL, ALL IN ONE PLACE

Putting the power of better health in your employees' hands  
with **ThriveWell**<sup>SM</sup>





# When employees are engaged in their health, everybody benefits

Every business wants to help their employees live their best. At Excellus BlueCross BlueShield, we're providing the tools and resources to help make it easier. ThriveWell is now another tool we're supplying members with to help them engage in healthier choices and get rewarded for it!

**It's a powerful approach to ensuring a healthier, happier workforce – and a healthier bottom line for your business. And when you can do that, everybody benefits.**



# Introducing ThriveWell, powered by Virgin Pulse

ThriveWell is a digital home base dedicated to engaging teams in health and wellbeing.

Our partnership with Virgin Pulse will give employees the tools to make small, everyday changes to their wellbeing that are focused on the area they want to improve the most. They'll build healthy habits, have fun with friends, and experience the lifelong rewards of better health and wellbeing.

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## Within ThriveWell, employees will have the ability to:



Connect a fitness tracker so they can log activity and watch for small improvements over time.



Set their interests by choosing to work on areas that matter the most to them, like eating habits, sleep, physical activity, relationships, or finances.



See a clear picture of their health with a certified Health Risk Assessment (Health Check).



Add friends and family, connecting with up to 10 others to help encourage and motivate one another.



Rally coworkers for the latest company step challenge! Or gather a small group of coworkers or friends, and challenge one another to start a new healthy habit.



Use the digital coaching tool to make simple changes to their health, one small step at a time.

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**ThriveWell will be available to employees through the Virgin Pulse mobile app and web browser.**

\* Embedded for all Small Group plans.

Virgin Pulse is a separate company and offers a digital wellbeing service on behalf of Excellus BlueCross BlueShield, a nonprofit independent licensee of the Blue Cross Blue Shield Association.



# Healthy employees help drive business forward

Our comprehensive reward program is designed to provide employees with helpful incentives for getting and staying healthy.

ThriveWell Rewards	
Features	
Annual Rewards	\$400
Health Risk Assessment (Health Check)	✓
Health Risk Assessment (Health Check) Reward	\$25
Journeys® Digital Coaching	✓
Daily Cards	✓
Healthy Habits	✓
Challenges	✓
Fitness & Sleep Tracking	✓
Media Library	✓



Annual rewards are embedded for all Small Group plans. The total reflects the amount that can be earned for subscriber and spouse or domestic partner contract.



# How rewards are earned

Rewards are a combination of a points and levels game structure with the addition of specific action rewards. The action reward can be earned by completing the Health Risk Assessment (Health Check). This setup allows employees to focus on a few specific actions to earn a reward and will also give them a game experience of working through levels.

Employees will start by registering and setting up their online account for points.

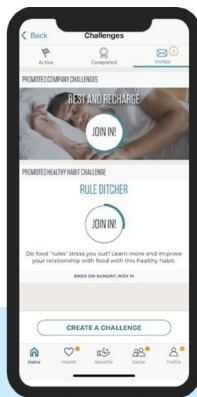
As they complete healthy activities such as step tracking, Journeys, and Daily Cards, they'll move through levels and continue earning points. When they reach milestone levels, they'll unlock Pulse Cash rewards that they can redeem for gift cards and merchandise.





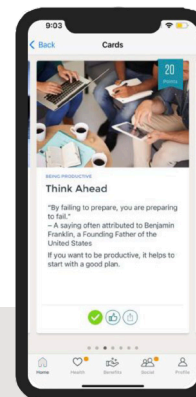
# Committed to supporting your employees' mental and emotional health

With ThriveWell, your employees will have the resources, content and tools that support their unique needs around anxiety, depression and stress reduction.



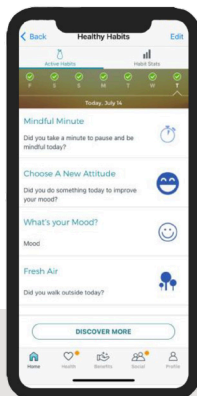
## Daily Tips & Healthy Habits

Supports successful behavioral health changes and resilience by prompting members to make small but daily changes in their lifestyle.



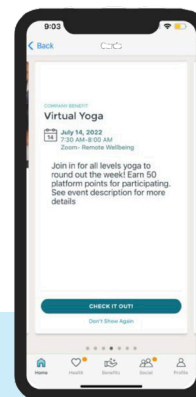
## Digital Coaching Journeys

Each Journey breaks a key behavior or a larger goal into smaller achievable steps, helping people improve their health literacy and form new habits as they go.



## Personal Spotlight Challenges

Peer to peer challenges to drive improved habits across all aspects of wellbeing. Supportive group competition that goes beyond activity-based challenges focusing on mental wellbeing. Includes enhanced participant onboarding, rich educational content to improve health literacy, and immediate access to resources.



## Media Library

A new and immersive experience building on our purpose-driven content. No matter where members are in their journey, this is a one-stop destination to help excite and engage them to reach their health & wellbeing goals. Mental wellbeing topics like mindful eating, nighttime anxiety, and more are covered.



# Improvement of wellbeing by the numbers

Explore what other teams have achieved\* using ThriveWell – then see what it can do for yours.



of members reported decreased stress levels, critical for mental health



of high-risk hypertensive members reduced blood pressure

78%

of member respondents have developed more positive daily habits

90%

of members are more effective in their role at work



18%

reduction in absenteeism

68%

of members improved clinical health metrics across BMI, blood sugar levels, and blood pressure



\$1,029

per member average claims cost reduction



\* 2018-2023 data provided by Virgin Pulse



# Help employees take control of their health and wellbeing

To learn more about how ThriveWell can support a more complete approach to wellbeing for all your employees, talk to your broker or Excellus BCBS account manager today.

