

ENGAGEMENT PACKAGES REWARD HEALTHY BEHAVIOR

GET STRONG

Encourage preventive care for better health

Help your employees make progress on their health goals with our Get Strong engagement package. The key offering is our dynamic Well-being Coach program for employees who need that additional support. The Get Strong engagement package also includes employee rewards for important preventive care support and healthy activities.

Includes

Well-being Coach

Well-being Coach Digital¹ is a personalized health coaching app that combines predictive analytics and proven behavioral health techniques to help employees improve their well-being. Through interacting with members, it learns about members' habits and lifestyles, and provides highly-customized advice to help members make small changes to help them meet their health and wellness goals. Members can get support to maintain a healthy weight or quit tobacco. They can also receive additional help on well-being topics like nutrition, activity, mindfulness and sleep.

Well-being Coach Telephonic gives members access to certified health coaches by phone or chat using anthem.com or the Sydney Health app. It can help members make positive changes and reach health goals that have been difficult to reach on their own. It is especially valuable for those at risk for higher costs and complicated conditions related to smoking and obesity.

These two approaches work well together. The app uses artificial intelligence (AI). When members choose to interact with it, the app's AI capabilities are able to spot if they may be at risk for certain conditions or health events. The digital coaching app will then offer to transfer the member to a live coach.

**HELP EMPLOYEES STAY HEALTHY FOR THE LONG TERM
WITH OUR GET STRONG ENGAGEMENT PACKAGE.**

Employee rewards - up to \$200

By taking steps toward better health, your employees can **earn up to \$200**. It's simple for them to follow their progress and receive their rewards at anthem.com or the Sydney Health app.²

Flu shot and wellness visit - up to \$50

Employees earn **\$50** total for a claims-based annual preventive wellness exam and flu shot.³

Healthy activities - up to \$150

Employees can use the Sydney Health app to track healthy activities and earn points that convert to dollars. Points can be tracked on the app or our website.

They can earn up to **\$150** a year:

- 100 points = **\$50**
- Payouts are triggered at 100, 200 and 300 points

COMPANIES WITH HIGHER LEVELS OF WELL-BEING ACHIEVE BETTER BUSINESS OUTCOMES:

2X more highly engaged employees

22% higher revenue per employee

70% fewer highly stressed employees

\$1,000 lower annual health care costs per employee

6.2 fewer days missed per year to unexpected illness or presenteeism⁴

We are committed to helping you keep your employees in good health.

Available for businesses with 51 or more subscribers. Product availability may vary. Contact your Anthem representative for more information.

1 Well-being Coach Digital is powered by the Lark platform and accessible to the member via Sydney Health.

2 Anthem Health Rewards eligibility applies to only employees and their spouse/domestic partner. Member must be active on the plan and activity must take place during the plan effective year.

3 Members can participate by completing an annual wellness exam and obtaining a flu shot during the employer group's plan year. Once we receive an Anthem claim for both an annual wellness examination and a claim for an annual flu shot, members are eligible for the reward.

4 Sources: 2017/2018 Willis Towers Watson Global Benefit Attitudes Survey, U.S.; 2015/2016 Willis Towers Watson Global Staying at Work Survey, U.S.

The amount of rewards loaded to the Health Rewards card may be considered income to the employee and/or their spouse/domestic partner and subject to state and federal taxes in the tax year it is paid. The employee and/or their spouse/domestic partner should consult a tax expert with any questions regarding their tax obligations.

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