Blue365®

Foster a healthy workforce with Blue365

Encourage a healthier, more productive workforce with this free, comprehensive program that can help to combat rising medical costs and build a culture of well-being.

Introducing our health and wellness discount program

Blue365 is a free health and wellness discount program offered through Blue Cross Blue Shield (BCBS) Association that's **now available to Premera Blue Cross members**. Blue365 offers year-round discounts on gym memberships, fitness gear, hearing aids, prescription glasses, healthy eating options, and more.

Blue365 offers group plan members free access to the industry's best health and wellness discounts.

Members get:

- **Handpicked deals**: Access to recognizable premium brands.
- **Deeper discounts**: Better deals than members would find shopping on their own.
- **Exclusive offers**: Deals just for Blue365 members that can't be found elsewhere.
- **Year-round discounts**: Savings available all year with no limit on purchases.

Employers benefit from:

- **Minimal set-up**: No administration or claims-related integrations necessary for human resources teams.
- **Group discounts**: Exclusive enterprise discounts to support employee health and wellness programs.
- **Access healthy tips**: Employer insights for building a culture of wellness at work.



[1]Berry, Leonard L., et al. "What's the Hard Return on Employee Wellness Programs?" Harvard Business Review, Harvard Business Review, 1 Dec. 2010, hbr.org/2010/12/whats-the-hard-return-on-employee-wellness-programs.
[2]Rajagopalan, Rajesh, and Venkataraman Krishnan. "Wearables: Are They Fit for the Workplace?" Cognizant., Feb. 2016, news.cognizant.com/download/The+Singapore+Engineer+May+2016.pdf.

Develop a workforce that's more engaged in their health

REDUCE HEALTHCARE COSTS[1]

Investment in employee social, mental, and physical health has an estimated return of

$2.71

for every dollar spent on wellness programs.

INCREASE PRODUCTIVITY[2]

Promoting wearables in the workplace **boosts productivity** by as much as

8.5%

and **improve employee satisfaction** by

3.5%

PREMERA BLUE CROSS

Members can achieve their best health—and save money—with exclusive discounts across multiple wellness categories and purpose-driven educational content.

Help members stay healthy by connecting them to exclusive discounts:

- Gym memberships starting at $19/month with 13,000+ locations nationwide.
- Wearable devices from Fitbit, Garmin, Polar, and more.
- Healthy meal deliveries from Blue Apron, Mom's Meals, and Nutrisystem.
- LASIK eye surgery, hearing aids, and glasses.

Getting started with Blue365 is easy:

1 **Register:** Create a free account on the Blue365 website at **blue365deals.com/Premera**.
Enter your member ID number with the 3-letter prefix

2 **Browse deals:** Explore discounts on wellness products from top brands on the website.

3 **Redeem offers:** Apply the promo code or visit the partner site as directed to purchase your deal.

The collective buying power of BCBS brings you better discounts than other health savings programs, and they're from premium brands that you and your employees recognize. Learn more about the program at blue365deals.com/Premera.

If you have questions, please contact your Premera sales representative.

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