



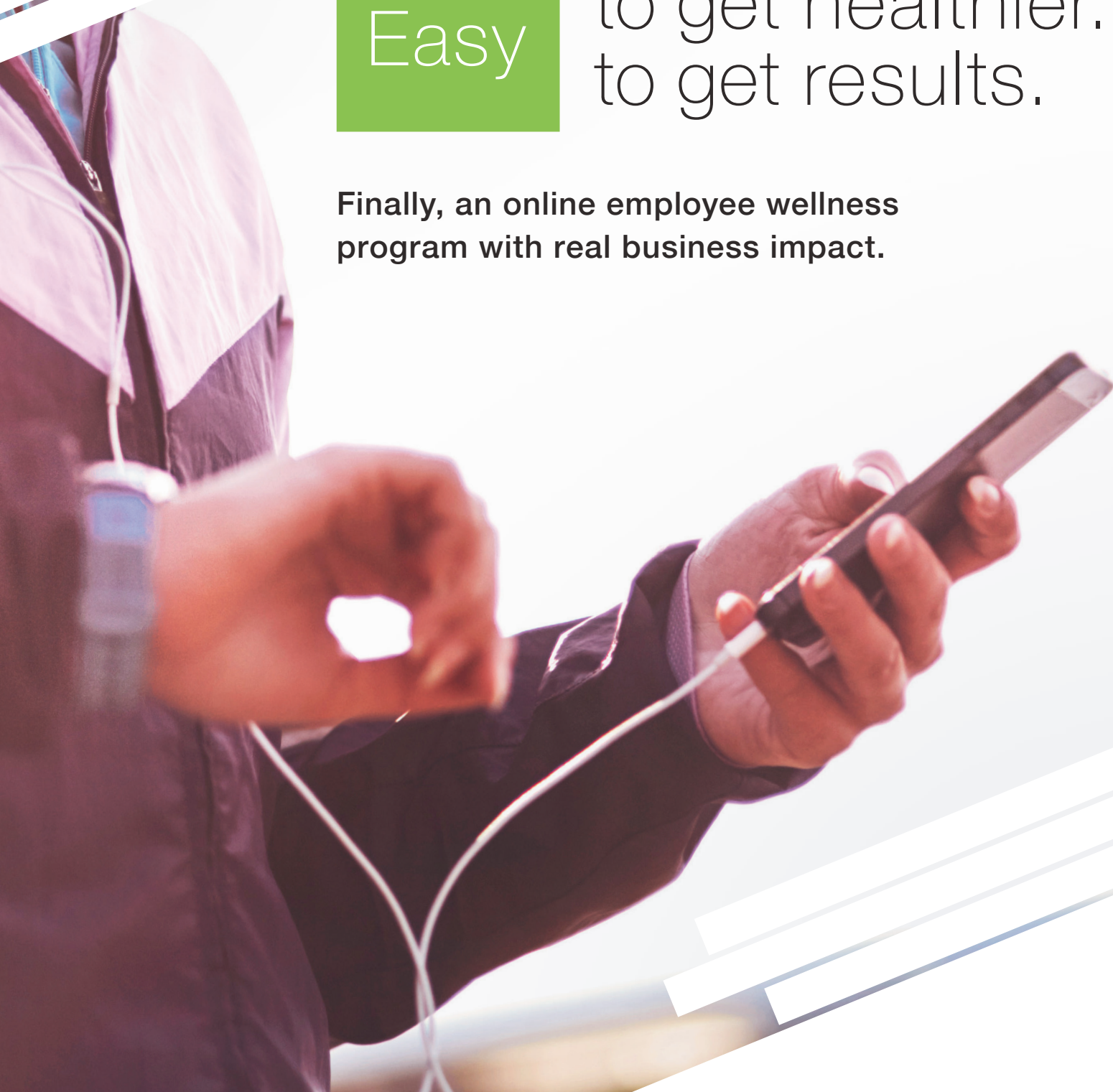
MASSACHUSETTS


ahealthyme®  
REWARDS 

Easy

to get healthier.  
to get results.

Finally, an online employee wellness  
program with real business impact.



A close-up, slightly blurred photograph of a person's hands tying a dark blue athletic shoe. The person is wearing a blue t-shirt. The background is out of focus, showing other people's legs and feet, suggesting a group activity or a race. The lighting is bright and natural, possibly outdoors.

# A smart new way to invest in your employees' health.

## **Introducing ahealthyme® Rewards.**

Blue Cross Blue Shield of Massachusetts is partnering with Virgin Pulse®, an independent company, to bring you **ahealthyme Rewards**. With this inspiring new program, everyone wins. Your company has a simple, effective way to promote employee well-being, drive productivity, and boost job satisfaction. Your employees have a fun, easy way to team up and earn up to \$400 in rewards annually for hitting their personal wellness goals.



# Connect your business to real results.

With **ahealthyme**® Rewards, now you can guide the health of your workforce in a more positive, productive direction. The program motivates your employees to take little steps every day that can enhance their well-being, and may reduce their chance of calling in sick. It's an effective way to address the challenge of absenteeism, which can have a considerable impact on your bottom line and can cost employers an average of \$1,685<sup>1</sup> per employee every year.

**In a recent survey, participants who engaged with the platform reported impressive results:**



reported reduction  
in sick days<sup>2</sup>



reported increase  
in productivity<sup>3</sup>



reported an  
improvement in culture<sup>4</sup>

## Advantages for your company:

- You can empower employees to take charge of their health and well-being
- We'll provide you with marketing communications to help you promote the program quickly and easily
- Turnkey solution with less work for you
- Effective engagement reporting

## Advantages for your employees:

- A Max Buzz™ activity tracker is included in the program and connects every step to rewards points
- The chance to earn up to \$400 in rewards annually
- Personalized guidance on how to set and reach health goals
- Fun, motivating virtual challenges that build camaraderie

**See how employee wellness adds up.**

**Contact your Account Executive to learn how our new program drives results.**



MASSACHUSETTS

ahealthyme®  
REWARDS 

## A healthy choice for your employees —and your bottom line.\*

Contact your Account Executive to learn more.



Powered by Virgin Pulse, a best-in-class health engagement platform.

\*Program is available to Blue Cross Blue Shield of Massachusetts subscribers only.

1. U. S. Chamber of Commerce, "Winning with Wellness," 2016.

2, 3, 4. Virgin Pulse Member Survey, May 2016.

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