



WALKING AND WELLNESS WORKS

KERA SMITH | JUNE 17, 2014



BlueCross BlueShield of Tennessee, Inc.

Headquartered in Chattanooga; offices in Memphis, Nashville, Knoxville, Jackson and Johnson City

5,500 employees

More than 14,000 group customers

Nearly 1.3 million commercial members

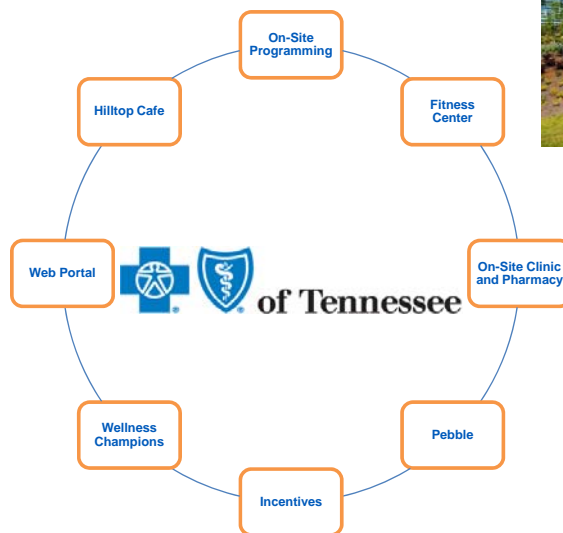
More than half a million government members

AWARD WINNING WELLNESS PROGRAM

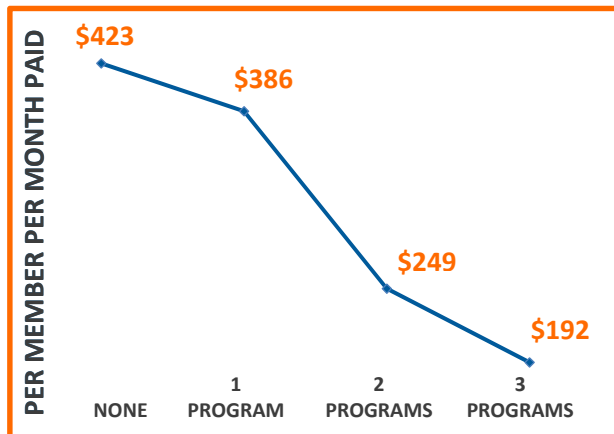
Recognition and Awards

- Honorable Mention from C. Everett KOOP Health Project (2012)
- Fit-Friendly Recognition
- Worksite Innovation Award for *Genesis* Program
- Shining Star Award
- CEO Cancer Gold Standard Award (2013)

CULTURE OF HEALTH



WELLNESS WORKS AT BCBST



IN 2012, EMPLOYEES WHO WERE MORE ENGAGED **COST LESS** TO INSURE.

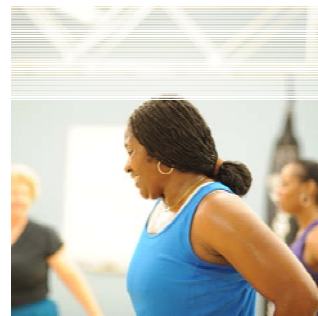
HIGHER WELL-BEING AMONG EMPLOYEES

ACCELERATES EMPLOYEE ENGAGEMENT

Gallup, State of the Global Workplace, 2013

2014: INCENTIVE PROGRAM

EMPLOYEES CAN EARN WELLNESS DOLLARS THROUGH PARTICIPATION AND HEALTHY BIOMETRICS.



89% EMPLOYEE PARTICIPATION IN 1st Qtr 2014

A BRIEF HISTORY

GOAL TO CHANGE BEHAVIOR

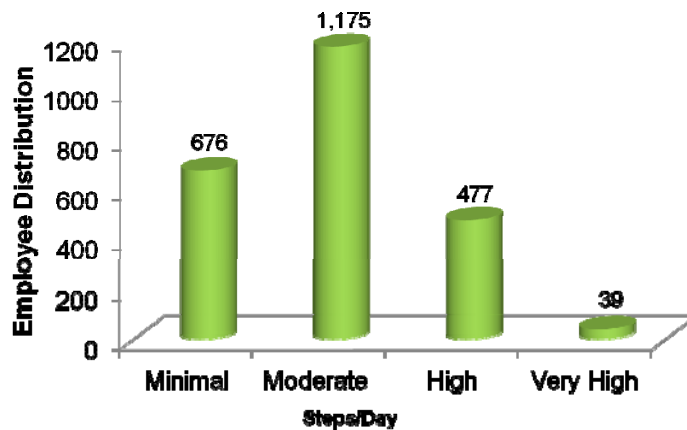
TIE TO INCENTIVE

FLEXIBLE SYSTEM FOR
EVERYONE

- 2011: ActiPed Program launch
- 2012: 2nd Generation: ActiPed +
- 2014: 3rd Generation: Pebble



ACTIPEP PARTICIPATION (2,874 USERS)



**51% ARE
MODERATE
WALKERS
(5,000-10,000
STEPS/DAY)**

INTRODUCING PEBBLE

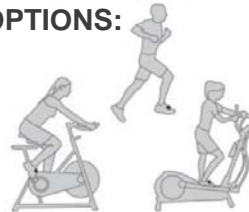
BUILDING ON THE SUCCESSFUL ACTIPED PROGRAM

- 3,142 EMPLOYEES CURRENTLY ENGAGED
- 1.4 BILLION STEPS TRACKED THIS YEAR

NEW WEAR POSITION OPTIONS:



NEW ACTIVITY OPTIONS:



NEW USER INTERFACE:



OUR EXPERIENCE

SUCCESS

- Commitment to Wellness Programs and Healthy Lifestyle
- Incentive Integration
- Walking Challenges

WHAT WE LEARNED

- Support: Customer Service
- Education: Comfortable and Familiar
- Administration: Distribution, Returns, Inventory

QUESTIONS?

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