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

HIGHER WELL-BEING AMONG EMPLOYEES ACCELERATES EMPLOYEE ENGAGEMENT


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

ACTIPED 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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