

# Brief Notes

NEWS FOR BROKERS & CONSULTANTS

April 30, 2018

Applies to: All Markets

## Wellness Programs Can Get a Boost from Blue365®'s Employer Solutions

Horizon Blue Cross Blue Shield of New Jersey members have free access to the industry's best health and wellness discount program through the national *Blue365* program. Blue365, sponsored by participating local Blue Companies, helps members stay healthier by connecting them to exclusive discounts on athletic apparel, wearable devices, hotel stays, LASIK eye surgery, genetic testing and much more.

Blue365 also offers solutions at the employer level. Employers can leverage the program to support an existing wellness strategy like Horizon Wellness, as well as create a customized program that takes advantage of bulk pricing available only to employers. Investing in employee wellness pays off: Medical costs decline by about \$3.27 for every dollar an employer spends on wellness programs.<sup>1</sup>

Employers can learn more about how to integrate Blue365 into their wellness program during an upcoming Blue Cross and Blue Shield Association webinar. Sessions will be held:

- Tuesday, May 15, 3 p.m. to 4 p.m., Eastern Time (ET)
- Thursday, June 28, 12 p.m. to 1 p.m., ET

Brokers and group employers are encouraged to attend. Register [here](#), where you can also choose to be entered to win a \$50 Amazon gift card.

If you have questions, please contact your Horizon BCBSNJ sales executive or account manager.

<sup>1</sup> Workplace Wellness Programs Can Generate Savings  
[healthaffairs.org/doi/abs/10.1377/hlthaff.2009.0626](http://healthaffairs.org/doi/abs/10.1377/hlthaff.2009.0626)

Blue365® is a registered trademark of the Blue Cross and Blue Shield Association.

# Feel Good, Save Money with Blue365®



**You know what it takes to keep your mind and body happy – and our Blue365 discount program can save you money.**

We know that living well goes beyond the doctor's office, so Horizon Blue Cross Blue Shield of New Jersey offers Blue365, a free discount program, to all of our members. Blue365 can help you save on products and services designed to get and keep you healthy.

Plus, Blue365 deals aren't ones you'll find just anywhere – we have exclusive discounts open only to Blue members.

## How it works

Each week, you can receive great deals and discounts from top national and local retailers on fitness gear, gym memberships, healthy eating options and more – all delivered straight to your inbox.

Some deals will give you a coupon code instantly while you're on the Blue365 website. That code can be applied to a purchase made through that retailer's website. Other deals may take you directly to the retailer's website to make a discounted purchase.

Horizon Blue Cross Blue Shield of New Jersey complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, gender, national origin, age, disability, pregnancy, gender identity, sex, sexual orientation or health status in the administration of the plan, including enrollment and benefit determinations.

**Spanish (Español):** Para ayuda en español, llame al **1-855-477-AZUL (2985)**.

**Chinese (中文):** 如需中文協助, 請致電 **1-800-355-BLUE (2583)**。

## Deal categories

- **Financial Health:** Cell phone service plans, home mortgages and pet insurance
- **Fitness:** Gym memberships, special events and apparel
- **Healthy Eating:** Weight-management programs and specialty food services
- **Lifestyle:** Hotels, retailers and travel clubs
- **Personal Care:** Products and services that can keep your body looking and feeling good
- **Wellness:** Services designed to help you live a healthier life

Ready to start saving?  
Learn more today at  
[HorizonBlue.com/blue365](https://HorizonBlue.com/blue365).

Discount availability is subject to change at any time, and certain offers may include expiration dates.

Blue365® is brought to you by the Blue Cross Blue Shield Association (BCBSA). The BCBSA is an association of independent, locally operated Blue Cross and/or Blue Shield Companies. Blue365® offers access to savings on items and services that members may purchase directly from independent vendors. Blue365® is a discount program, not a covered benefit, and the program may be terminated or changed without notice. The BCBSA may receive payments from Blue365® vendors. Neither Horizon BCBSNJ nor the BCBSA recommend, warrant or guarantee any specific Blue365® vendor or discounted item or service.

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