

# Engagement Package 200

Give your employees extra support to reach their personal health goals

*For employers with 51+ subscribers*

We understand that every employee has their own approach to achieving their wellness goals. Engagement Package 200 rewards employees up to \$200 in retailer gift cards when they take part in a wide variety of condition management, preventive care, and wellness activities that offer them options to meet those goals.

Employees can follow their progress and rewards earned through [anthem.com/ca](http://anthem.com/ca) or the **Sydney<sup>SM</sup> Health** app.<sup>1</sup> Sydney Health serves as our fully integrated digital platform to help foster the most personalized, optimal experience possible.

Your employees can earn a maximum of \$200 by participating in or completing certain activities, such as:

| Activity Type                      | Activity                                      | Tracking            | Amount |
|------------------------------------|---|---------------------|--------|
| <p><b>Preventive care</b></p>      | Annual eye exam                               | Claims <sup>1</sup> | \$25   |
|                                    | Annual adult wellness exam or well woman exam | Claims <sup>1</sup> | \$25   |
|                                    | Cholesterol test                              | Claims <sup>1</sup> | \$20   |
|                                    | Colorectal cancer screening                   | Claims <sup>1</sup> | \$25   |
|                                    | Flu shot                                      | Claims <sup>1</sup> | \$20   |
|                                    | Mammogram                                     | Claims <sup>1</sup> | \$25   |
| <p><b>Condition management</b></p> | ConditionCare                                 | Completion          | \$50   |
|                                    | Building Healthy Families                     | Completion          | \$40   |
|                                    | Well-being Coach Telephonic – Tobacco         | Completion          | \$25   |
|                                    | Well-being Coach Telephonic – Weight          | Completion          | \$25   |
| <p><b>Wellness</b></p>             | Having action plans                           | Tracked             | \$25   |
|                                    | Syncing devices                               | Tracked             | \$5    |
|                                    | Taking the Health Assessment                  | Tracked             | \$20   |
|                                    | Logging in to our website or app              | Tracked             | \$5    |
|                                    | Tracking steps                                | Tracked             | \$60   |
|                                    | Updating contact information                  | Tracked             | \$10   |
|                                    | Using Well-being Coach Digital                | Tracked             | \$20   |

## Employees with incentives are:<sup>2</sup>



**3.8x**

more likely to get their annual wellness exam and flu shot



**1.4x**

more likely to take part in condition management programs



Rewards can be applied toward an electronic gift card from popular retailers, such as Mastercard®, Amazon, Bed Bath & Beyond®, Gap Options (all brands), Apple Store, Target, The Home Depot, and TJ Maxx®. The minimum gift card amount is set by each individual retailer. Any rewards earned must be redeemed before the end of the current plan year. Once the plan year ends, any unused rewards are forfeited, and reward balances will reset to \$0 at the beginning of the new plan year.

**Well-being Coach** connects employees to live certified health coaches by phone or through one-on-one text coaching on the Sydney Health app.<sup>3</sup> It can help employees make positive changes and reach health goals, like managing stress, sleeping better, quitting tobacco, and maintaining a healthy weight, that have been difficult to achieve on their own. The program is especially valuable for those at risk for more serious and costly health conditions related to smoking and obesity.

**We are committed to reimagining what's possible for every moment of your employees' health. With the Engagement Package 200, they can receive the support and guidance they need every step of the way.**

**To learn more, contact your Sales account representative.**

<sup>1</sup> Rewards eligibility only applies to employees and their spouse/domestic partner. Members must be active on the plan and the activity must take place during the plan effective year.

<sup>2</sup> Anthem internal study on the value of incentives, comparing employees with and without them, 2020.

<sup>3</sup> Well-being Coach is powered by the Lark platform and accessible to the member via Sydney Health.

Product availability may vary. The reward amount redeemed by the employee may be considered income to the employee and/or their spouse/domestic partner and subject to state and federal taxes in the tax year it is paid. The employee and/or their spouse/domestic partner should consult a tax expert with any questions regarding their tax obligations. Sydney Health is offered through an arrangement with Carelon Digital Platforms, a separate company offering mobile application services on behalf of your health plan. ©2020-2022

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