



Blue365 Overview

BCBS Illinois



**BlueCross
BlueShield**
Association

Blue Cross Blue Shield Association is an association of independent Blue Cross and Blue Shield companies.

WHY BCBS PLANS OFFER BLUE365?

Blue365 is designed to support the retail transformation moving beyond interactions that are claim-based and transactional through:



Focusing on Health and Wellness

Differentiate from competing deal sites by offering exclusive, deeply discounted products /services in a space where consumers trust The Blues®



Customizing National and Local Deals

Utilize consumer and competitor research to identify deals that are tailored to members based on demographics, behavior and preferences



Supporting Members on their Journey to Healthy Living

Become the reliable partner that provides the tools and empowers consumers to make healthy living easy and affordable

WHY BLUE365?



Handpicked deals from premium brands that you recognize



Better discounts than other health savings programs across nearly all categories



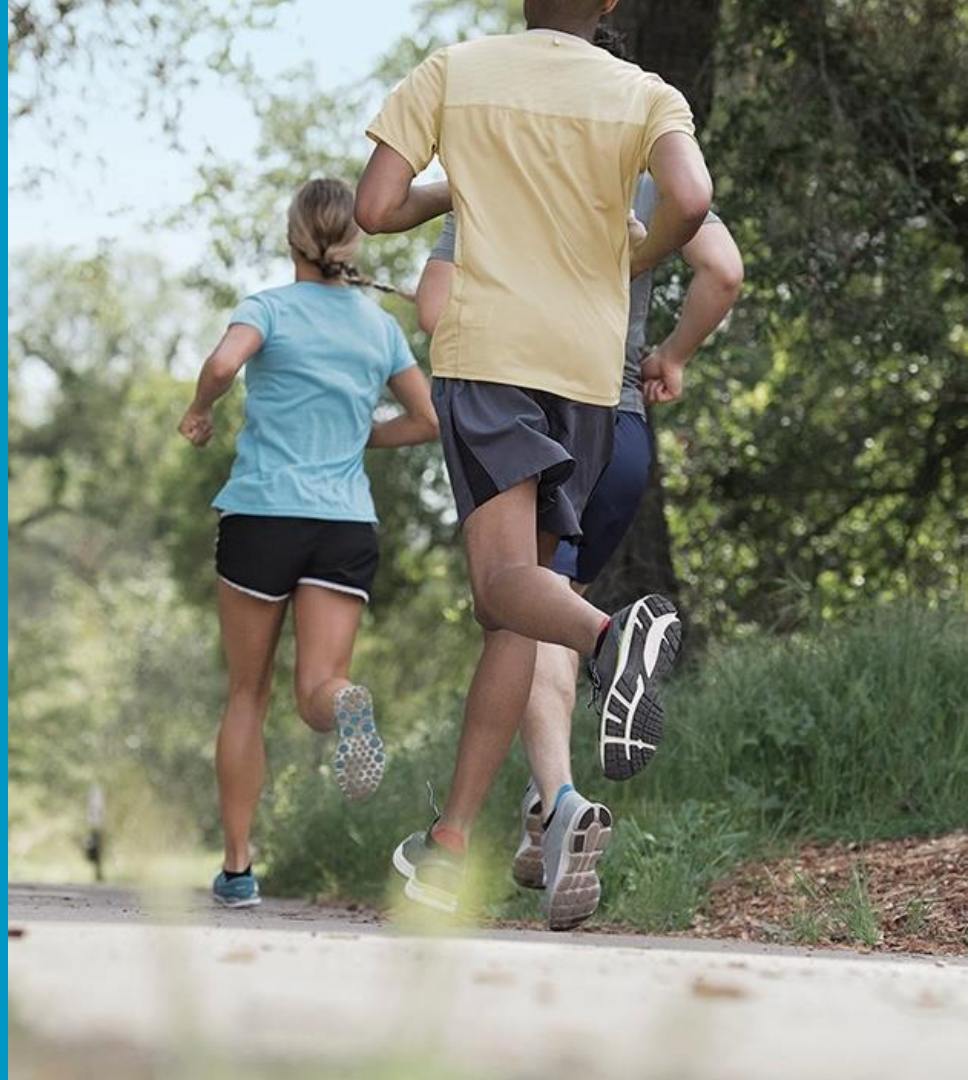
Exclusive offers only available for Blue365 members



Year-round discounts—no limited supplies, no limits on member savings



No Setup or administrative support required for HR Leaders



ACCESSING BLUE365

- 1 **Eligible members**
visit Blue365Deals.com
and click the join button
- 2 **Enter BCBS of IL
information**
and complete the
registration process
- 3 **Browse deals**
by category or keyword
- 4 **Read the redemption
instructions**
and redeem online on our
partner's site or in-person
using a printed coupon





BlueCross.
BlueShield.

Blue365.

HOW BLUE365 SUPPORTS MEMBER HEALTH





WORKING OUT

From wearable devices and home gym equipment, to virtual workout classes and in-person gym access – members can find the support they need to achieve their goals.

Gym Memberships/Activities

Active&Fit
DIRECT™

RUGGED MANIAC
OBSTACLE RACE SERIES

GymNetwork 360™

INNOVA
DISC GOLF

 **Adventure Cycling Association**

Virtual Training

burnalong

LIVEKICK

fyt

FIND WHAT
Feels Good.

Wearable Devices

 **fitbit.**

GARMIN

Heart Rate
MONITORS USA

WITHINGS

the
Wearables Store

Training Equipment

echelon  **GAIAM**

InVite
FITNESS

GET **ACTV**

FI
Hyperice

 **LifeSpan**
FITNESS

Workout Apparel & Footwear

Reebok
Moosejaw

SKECHERS

Jabra GN

Cubii



EATING WELL

Blue365 offers a variety of healthy food options from Vegan, Gluten-Free, Non-GMO, and many more delivered straight to our member's door.

Members can choose from fresh food kits to prepare healthy meals, chef-prepared entrees to heat up, nutritious snacks and produce, or weight management plans.

Ready to Eat, Chef-Crafted Meals

sunbasket

EAT FIT GO
HEALTHY FOODS

Blue Apron

Healthy Snacks & Groceries

KIND

Health&Tea

creative Cajun cooking

Smoothie BOX

GTFO
it's vegan!

Weight Loss Programs

incentaHEALTH

Nutrisystem®
Prevention

InsideTracker

profile
SANFORD



HEALTHY EYES & EARS

Caring for your hearing and vision can get expensive quickly – from replacing a hearing aid, correcting vision through LASIK surgery, or buying a new pair of glasses.

Blue365 provides up to 60% off hearing aids, and exclusive discounts to help members replenish their eyewear and contacts, or ditch glasses for LASIK.

Hearing Aids



Vision & Eyewear



LASIK





CARING FOR HOME & FAMILY

Achieving your best health often extends out of your own health. Having the right gear to care for your newborn or vitamins to start every day can positively impact your health. Financial stress can also impact overall wellbeing.

Blue365 provides our members with exclusive discounts on family health, and pet health to keep everyone healthy and happy under the same roof.

Family & Home Health



SYMTEK



G E M I N I



Pet Health



Vitamins



THORNE



PERSONAL CARE

Self-care goes beyond working out or eating healthy. It's important for members to pamper themselves sometimes, and care for their mental health and personal hygiene.

Blue365 provides our members with exclusive discounts on skin care products, oral care, and mental wellbeing for a holistic approach to health.

Grooming & Skin Care

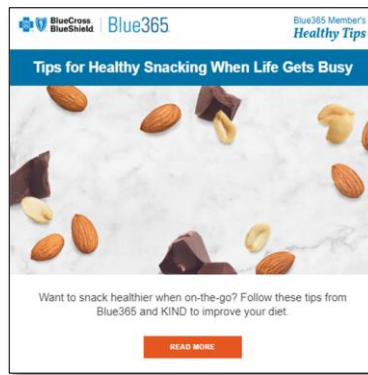
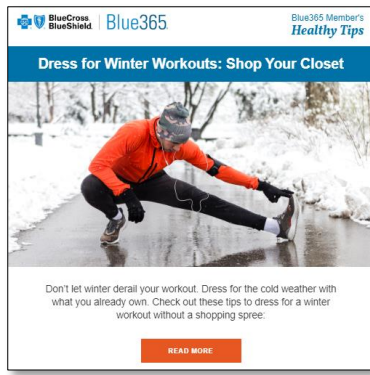


Dental



Mental Health & Other Self Care





Educational/ Wellness CONTENT

- Blue365 provides members with **unique health and education content and Podcasts** across all deal categories.
- Employers can join **value-added webinars** curated with the leading brands in health and wellness – with topics ranging from employee productivity to motivating your workforce.



INTRODUCING A NEW PODCAST

Rewriting Wellness is a podcast about the people behind the most innovative wellness companies. Their brands are big now, but their path to that success, and the passions that drove them, might surprise you. And what they've built may inspire you to pursue your own new path to wellbeing, whether it's fitness or healthy eating.

[CHECK OUT REWRITING WELLNESS](#)

