

Go365 STARTER KIT





Table of contents:

Welcome to Go365 3

 What is Go365? 3

 What’s in it for you? 3

Getting started with Go365 3

 How to register 3

 For members with Humana insurance 3

 For members without Humana insurance 3

 Moving out of Blue Status 4

 Complete a section of the Health Assessment (HA) 4

 Complete a biometric screening 5

 Complete a verified workout 5

 How to connect a device 6

 How to connect to a participating fitness facility 6

Communicating with employees about Go365 7

 Email templates 7

 Flyers & motivational signage 7

Support and resources 8

 Employer resources 8

 Member resources 8

 Suggested next steps 8

 Go365 definitions 9

Welcome to Go365

This guide walks you through core elements of the Go365® program. Also included are resources and tips to help you increase employee participation and engagement in the program.

What is Go365?

Go365 is a wellness program designed to help employees kick start their health and well-being. Employees take steps to engage in and adopt healthier behaviors and move up in Status level, earning Points and rewards for their progress. A combination of behavioral economics, individualized recommended activities, and an advanced incentive program help motivate members toward positive lifestyle change.

What's in it for you?

You, as the program administrator or employer, can benefit from [increased productivity and reduced healthcare costs](#) when employees participate in Go365.¹ If you have a Humana fully insured medical plan, you can also receive healthcare premium discounts or incentive credits on your monthly premium when employees achieve Silver Status or higher. The flyers below detail the savings your business will receive according to the size of your company when you have a Humana fully insured medical plan.

- [2-99 Wellness Engagement Incentive flyer](#) and [FAQ](#)
- [100+ Wellness Premium Discount flyer](#) and [FAQ](#)

Getting STARTED

There are a few things members will need to do to get started with the Go365 program. This section outlines the registration process and moving out of Blue Status. It's important to note that members who have Humana medical insurance will register for Go365 differently than those who do not.

How to register

For members with Humana insurance

Members who have Humana medical insurance will follow the steps below. Once they create an account, they can use the same username and password on Go365.com and the Go365 App to access Go365 moving forward.

1. Visit [Humana.com/register](https://www.humana.com/register) and “Get Started.”
2. Enter member ID number (or Social Security number), date of birth and ZIP code.
3. Create a username, password and security prompt, and click “Next” to finish.

Share [this document](#) to help members get the most out of their Humana medical plan.

For members without Humana insurance

There are two ways to register for members who DO NOT have Humana medical insurance. Even if members register online, encourage them to download the App for easy access on-the-go.

Via Go365.com

1. Visit Go365.com
2. Click “Register now” from the homepage
3. Complete the registration form and select “Continue.”
4. Create a username and password and click “Submit.”

Via Go365 App

1. Download the Go365 App from the App Store or Google Play.
2. Open the App and select “Register.”
3. Follow the prompts to complete registration.



EMPLOYEE RESOURCES

Refer employees to these resources if they would like more detailed information about how to get started with Go365:

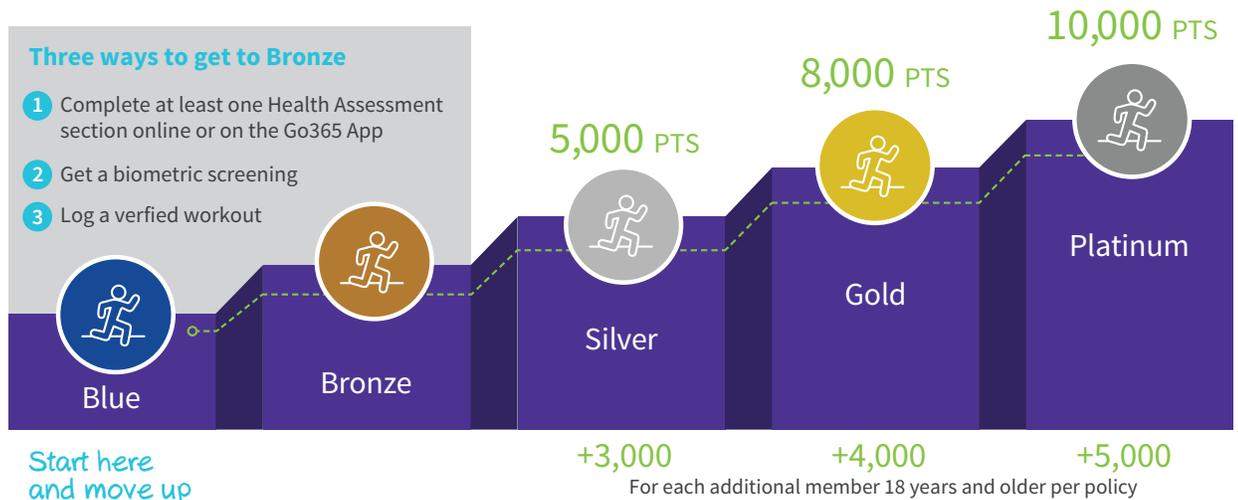
- VIDEO: [What is Go365?](#)
- VIDEO: [How to get started](#)
- VIDEO: [Know before you Go365](#) (navigating Go365.com)
- VIDEO: [Know before you Go365](#) (Spanish version)
- VIDEO: [App functionality](#)
- Download the Go365 App
 - o [iOS \(Apple\) users](#) (App Store)
 - o [Android users](#) (Google Play)
- [Registration guide](#)
- [Email templates](#) (for you to distribute)



Moving out of BLUE STATUS

As the Go365 program administrator, one of the main things you'll want to put your energy into is helping employees move up in Status levels. (See screenshot below for Status breakdown). Remember, the more employees who achieve Silver Status or above, the more rewards you reap in the form of [increased productivity and reduced healthcare costs](#) as well as premium discounts or wellness engagement incentives (if you have a Humana medical fully insured plan).

Unlock activities to earn more Points and move up to a higher Status



There are **three ways** employees can move out of Blue Status and start earning Points.*

1 Complete a section of the Health Assessment (HA)

The HA is a short survey that assesses member health and well-being in six key areas, including physical activity, nutrition, stress, and general lifestyle. After registering for Go365, members can take the HA online or through the App and earn up to 1,250 Points (500 for first time ever completing the HA, 500 for completing it in the current program year, and 250 for completing within 90 days of effective date or renewal date). To move out of Blue Status, members must complete at least one section of the HA, which takes just minutes to complete.* There are two ways to access the HA:

Via Go365.com

1. Sign into Go365.com and access the HA on your member Dashboard or through the Go365 Age tile.
2. Follow the prompts to complete the HA. Stop and save progress at any time.

Via the Go365 App

1. Sign in to the Go365 App.
2. If the HA has not been completed, it will show as an option within the App Dashboard for both Android and iOS users. Otherwise:
 - a. Android users: Tap Go365 Health Assessment from the App menu
 - b. iOS users: Tap Go365 Health Assessment in the "More" menu



EMPLOYEE RESOURCES

Refer employees to these resources if they would like more detailed information about how to take the Health Assessment:

- VIDEO: [How to take your Health Assessment](#)
- [Email templates](#) (for you to distribute)

* Adult children can only move a family out of Blue Status by completing a verified workout. Adult children are not eligible to earn Points for Health Assessment or biometric screening completion, bonus Points or in-range results.

2 Complete a biometric screening

Another way members can move out of Blue Status is by completing a biometric screening.* A biometric screening provides an individual with a snapshot of their overall health by measuring body mass index (BMI), blood glucose, total cholesterol and blood pressure. Members can earn up to 2,000 Points for completing a biometric screening with the potential to earn up to an additional 2,000 Points for measurements that are within a healthy range. Members choose to either visit one of our national network vendors or make an appointment with their Primary Care Physician (PCP). If you are interested in hosting an on-site screening event, talk to your local Humana rep to see what your options are.

Members can find a biometric screening option that works for them on Go365.com by following these steps:

1. Sign into Go365.com
2. Click “Activities”
3. Filter by “All” or “Prevention”
4. Click “View details” under “Biometric screening”
5. Schedule and/or print out the corresponding biometric screening form or voucher if required by vendor or PCP.

NOTE: If members don’t see the biometric screening activity as an option, they can click “Show more.”



EMPLOYEE RESOURCES

Refer employees to these resources if they would like more detailed information about how to get a biometric screening:

- VIDEO: [How to get a biometric screening](#)
- [Biometric screening flyer](#)
- [Email templates](#) (for you to distribute)

3 Complete a verified workout

The third way to get out of Blue Status is to log a verified workout. Members will first need to connect a compatible fitness device or auto-sync with a participating fitness facility through Go365.com to be awarded Points. The Point structure for verified workouts looks like this:

Workout Type	Point Structure
Steps	1 Point per 1,000 steps daily
Heart Rate Monitor	5 Points for every 15 minutes above 60% of maximum heart rate daily (max heart rate is determined by subtracting age from 220)
Calories	5 Points per 100 calories if burn rate exceeds 200 calories per hour per day
Participating Fitness Facility	10 Points per day

Note: First-time members are awarded 500 lifetime bonus Points when they log a verified workout for the first time. Additionally, members earn 750 Points the first time they log a verified workout each program year. Go365 looks at daily Points earned across all workout types and awards the category with the highest value for that day. Points are awarded for one workout type per 24-hour period from 12 a.m. – 11:59 p.m. Members may earn a max of 50 daily fitness Points.

* Adult children can only move a family out of Blue Status by completing a verified workout. Adult children are not eligible to earn Points for Health Assessment or biometric screening completion, bonus Points or in-range results.

How to connect a device

Via Go365.com

1. Sign in to Go365.com
2. Click “Quick Links”
3. Click “Connect and manage devices”
4. Click “Connect” under the device logo of the activity tracker and follow the prompts

Via the Go365 App

1. Sign in to the Go365 App
 - a. Android users: Tap “Menu” icon > “Account & Settings”
 - b. iOS users: Tap “More” menu icon > “Account Settings”
2. Tap “App and device connections”
3. Select activity tracker and follow prompts

How to connect to a participating fitness facility

1. Sign in to Go365.com
2. Click “Quick Links”
3. Click “Participating fitness facilities”
4. Search by ZIP code to locate facility and click “Earn Points at this facility” for instructions.

EMPLOYEE RESOURCES

Refer employees to these resources if they would like more detailed information about how to complete a verified workout:

- VIDEO: [How to choose the right fitness device for you](#)
- VIDEO: [How to log a verified workout](#)
- [Device grid](#)
- [Email templates](#) (for you to distribute)



Communicating with employees

ABOUT Go365

Members who have not moved out of Blue Status will receive email reminders from Go365 if their email is on file. Since they may not know much, if anything, about Go365, it's important to show your support of the program by sending additional communications to encourage participation. The following promotional materials can help.

Email templates

For your convenience, below are email templates, including suggested communication timelines, around popular campaign themes to get you started.

- [Go365 awareness campaign emails](#)
- [Health Assessment campaign emails](#)
- [Biometric screening campaign emails](#)
- [Verified workout campaign emails](#)

Flyers & motivational signage

- [Member Overview flyer](#)
- [Get started flyer](#)
- [Get started poster](#)
- [Go365 App flyer](#)
- [Biometric screening flyer](#)
- [Compatible device grid](#)
- Standard Points flyers:
 - o [Employee only](#)
 - o [Family](#)
- [Motivational signage](#)

Communication timelines

	When to send	Action needed
Go365 awareness campaign	Week 1 of program year	Send Go365 awareness email template 1 to employees
	Week 2 of program year	Send Go365 awareness email template 2 to employees
	Week 3 of program year	Send Go365 awareness email template 3 to employees
	Week 4 of program year	Send Go365 awareness email template 4 to employees
	Ongoing throughout entire campaign	Post Getting Started flyer and Getting Started poster in highly trafficked areas; distribute at events, meetings, etc.

	When to send	Action needed
Health Assessment (HA) campaign	Week 5 of program year	Send HA campaign email 1 to employees
	Week 7 of program year	Send HA campaign email 2 to employees
	Ongoing throughout entire campaign	Post Getting Started flyer and Getting Started poster in highly trafficked areas; distribute at events, meetings, etc.

	When to send	Action needed
Biometric screening campaign	Week 8 of program year	Send biometric screening campaign email template 1 to employees
	Week 10 of program year	Send biometric screening campaign email template 2 to employees
	Ongoing throughout entire campaign	Post Biometric Screening flyer in highly trafficked areas; distribute at events, meetings, etc.; present biometric screening instructions to employees

	When to send	Action needed
Verified workouts campaign	Week 11 of program year	Send verified workout email template 1 to employees
	Week 12 of program year	Send verified workout email template 2 to employees
	Week 13 of program year	Send verified workout email template 3 to employees
	Ongoing throughout entire campaign	Distribute compatible device grid at events, meetings, etc.; set up areas where employees can connect with experts on how to set up their devices

Support and **RESOURCES**

To ensure you and your employees have everything you need to get started in Go365, below are some helpful resources and contact information:

Employer Resources



Go365 FAQs

[Download the FAQs](#)



Go365 Engagement Source:

This self-service website is for wellness program managers and Human Resources representatives. Get started by taking the Healthy Company Questionnaire (HCQ) from the homepage, which helps you identify areas to focus on to improve the state of health at your organization. From there, use the resources and tools on Engagement Source to plan, promote and implement wellness initiatives. As a registered user of the website, you also get exclusive access to set up Employer-sponsored Events and Challenges, attend our monthly webinars, and more! [Register here.](#)



Employer Portal:

To access, sign in to Humana.com using your employer credentials. Once logged in to the portal, you can download our standard reports that track participation, engagement and aggregate data on your employees. These reports are critical to helping you evaluate results.

Member Resources



Member checklist

to get started.
[Download the checklist.](#)



Go365 Community:

Members can visit our [Go365 Community](#) to ask questions or browse answers to common questions that others have asked about all things Go365. Full functionality of this platform is available when members sign in with their Go365 username and password.



Social Media sites:

If members post questions about Go365 via one of our social channels, our social media experts will help them get the answers they need. Our social media sites include: [Facebook](#), [Twitter](#), [YouTube](#), and [Tumblr](#).



Customer Service:

Members can connect with our dedicated Customer Service team by asking questions through the [Go365 Community](#), using the Secure Chat feature on [Go365.com](#), or calling the number on the back of their Member ID card.

Suggested next steps

1. Register for the [Go365 Engagement Source](#)
2. Take the Healthy Company Questionnaire (located on the homepage of Go365 Engagement Source)
3. Sign up for employer webinars and encourage members to visit the Go365 Community to view the [member webinar schedule](#).

Go365

DEFINITIONS

Below is a list of Go365 terms that you and your employees will become familiar with throughout the program year.

Activities: These are things members do every day to be their healthiest and are standard to all Go365 members. Examples include getting a flu shot, participating in a sports league, getting an eye exam or taking a daily health quiz.

Biometric Screening: A biometric screening consists of four key measurements: blood glucose, total cholesterol, blood pressure and body mass index (BMI). Upon completion, members receive Points and a snapshot of their health. Completing a biometric screening is one of the three ways members can move out of Blue Status and redeem Bucks in the Go365 Mall. The other two activities include completing a section of the Health Assessment or logging a verified workout.*

Bucks: Each Point earned converts into a Buck for spending in the Go365 Mall. Members also earn Bonus Bucks for reaching Silver Status and above. Each adult member can earn a maximum of 30,000 Bucks per program year. Bucks are immediately available to be spent by the primary Go365 member after the completion of eligible activities. Unspent Bucks carry over from program year to program year. Bucks expire on the last day of the third program year following the program year in which they were earned.

Challenges: Members can compete against other Go365 members in competitions such as a step challenge. They can create their own through the Go365 App and invite friends and coworkers or they can join a sponsored Challenge that Go365 administers or your organization creates through the Go365 Engagement Source.

Detailed Health Report: Members receive a health report explaining their results in comparison to healthy ranges in various health categories. The report helps members see the steps they need to take to improve their health and well-being by recommending actions to minimize or eliminate health risks, as well as motivate positive lifestyle changes.

Employer-sponsored Events²: Members can earn Points and Bucks for events that your organization offers when they are administered through the Go365 Engagement Source.

Go365 Age: Members receive their Go365 Age when they complete all six sections of the Health Assessment. The Go365 Age tells if a member's body is living younger or older than his or her actual age. It is an easy-to-understand indicator of a member's overall health, focuses on the impact of a member's unhealthy choices, and moves members from "health aware" to "health engaged."

Go365 App: The best of Go365 is available in one free mobile app where members can find ways to keep themselves on track to better health and well-being while on-the-go. The App is available for download in the App Store and Google Play.

Go365 Champs: Go365 Champs are recruited and trained by your organization to serve as advocates for the program and to help lead employer-sponsored activities and events. Having dedicated Champs can help lead to increased engagement with Go365, which translates into [lower healthcare costs for your organization](#).¹

Go365 Health Assessment (HA): This brief health survey can be completed in short, two-minute sections on Go365.com or through the App. Completing a section of the HA is one of three ways members can move out of Blue Status and redeem Bucks in the Go365 Mall. The other two activities include completing a biometric screening or a verified workout.*

Go365 Jackpot: Each Go365 member 18 years and over is automatically entered into a monthly drawing to win great prizes through the Go365 Jackpot. Winners' prizes are determined by their Reward Status (the best of a member's current or prior year Status) at the time of the drawing. The higher the Status, the greater the prize values!

Go365 Kids³: Children under the age of 18 can contribute to their family's overall well-being and Points total through our Go365 Kids program. This program provides fun and easy ways to help children remain healthy and active.

* Adult children can only move a family out of Blue Status by completing a verified workout. Adult children are not eligible to earn Points for Health Assessment or biometric screening completion, bonus Points or in-range results.

Go365 Mall: Primary Go365 members spend Bucks in the Go365 Mall, where there is a wide selection of rewards, from movie tickets and fitness devices to charity donations and more. Any adult member can also shop with cash within the Mall to take advantage of the program's negotiated discounts.

Go365 Statement: Members find a breakdown of the activities they've completed and the Points and/or Bucks they have earned on their Go365 Statement.

HealthyFood⁴: The HealthyFood program encourages healthier eating by offering eligible Go365 members a 5% savings on Great For You™ healthier food purchases at Walmart® with a potential to earn up to 50% savings when they play the Pick 6 game online or in the App.

Points: Members earn Points for completing eligible health activities. Points track a member's progress and move them along the Status spectrum. They also convert into Bucks, which can be redeemed for rewards in the Go365 Mall. Go365 Kids³ has a 1,000 Point maximum per each child dependent. There is no maximum Points limit for adult members. Members carry over 10 percent of their Points upon their program year renewal.

Recommended Activities: Go365 develops a personalized experience for each member through recommended activities based on the HA and other health profile information. Recommended activities are actuarially weighted according to the member based on what will have the biggest impact on his or her specific health.

Status: Accumulated Points in the program year defines a member's Status: Blue, Bronze, Silver, Gold, and Platinum. Members begin at Blue, and once they complete at least one section of the HA, get a biometric screening or log a verified workout, they move to Bronze, unlocking more Points opportunities and the capability to spend Bucks in the Go365 Mall.* Higher Status not only results in more Bucks for rewards, but frequently correlates to an overall reduction in healthcare costs.¹

Surprise Rewards: Members can win surprise rewards for engaging in the program, like shopping in the Go365 Mall or submitting an eligible activity for Points.

Verified Workout: Completing a verified workout is one of three ways members can move out of Blue Status and redeem Bucks in the Go365 Mall. The other two activities include completing a section of the HA or getting a biometric screening.* Members get rewarded for one workout type and device per day based upon which produces the highest Points total each day (up to a daily maximum of 50 Points). The first time members log a verified workout in their lifetime, they receive 500 Points. If it's their first verified workout of the program year, they will receive 750 Points. In addition, members receive a weekly bonus of 50 Points if the sum of daily Points is greater than 50, or 100 Points if the sum of daily Points is greater than 100 (Sunday through Saturday).

References

- 1 Go365 Three-year Impact Study 2015
- 2 Adult members can earn up to 700 Points per program year, and child dependents can earn up to 200 Points per program year for Employer-sponsored Events (ESE). Members earn one Buck for each Point they earn through an ESE, subject to the ESE category limit and annual Bucks limit (30,000 Bucks limit per adult member and 1,000 Bucks limit per child dependent, per program year). If you are an ASO or Go365 Standalone employer group, you also have the option to create a Bucks-only event and decide whether the event should accrue toward the annual Go365 Bucks limit or not.*
- 3 The Go365 Kids program is not available to all Go365 members and is only available with certain plans or products offered by Humana. Check with your Humana Representative if you are uncertain about your group's eligibility.
- 4 Go365 members must have Bronze Status or higher and must be 18 years of age or older to be eligible to participate in HealthyFood. The HealthyFood program is not available to all Go365 members and is only available with certain plans or

products offered by Humana. Check with your Humana Representative if you are uncertain about your group's eligibility. For a listing of all qualifying Great For You healthier food items, visit the HealthyFood page on Go365.com, check Walmart.com, or send a secure message through Secure Chat. HealthyFood is only available at Walmart Neighborhood Markets and Walmart retail stores. Sam's Club stores and Walmart.com are excluded from HealthyFood. Standard program savings on Great For You healthier foods is 5%. Any increase in savings is variable and based on an eligible member playing the HealthyFood Pick 6 game. For complete Pick 6 game details, see Frequently Asked Questions online or on the Go365 App. Achieve Bronze Status within 90 days of your Go365 program start or renewal date to remain eligible for program savings. Contact your HR Department, or refer to your Plan Summary or Explanation of Benefits to determine program start date. If your savings appear inaccurate, send a secure message through Secure Chat.

* Adult children can only move a family out of Blue Status by completing a verified workout. Adult children are not eligible to earn Points for Health Assessment or biometric screening completion, bonus Points or in-range results.

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If you need help filing a grievance, call 1-866-454-5383 or if you use a **TTY**, call **711**.

You can also file a civil rights complaint with the **U.S. Department of Health and Human Services**, Office for Civil Rights electronically through the Office for Civil Rights Complaint Portal, available at <https://ocrportal.hhs.gov/ocr/portal/lobby.jsf>, or by mail or phone at **U.S. Department of Health and Human Services**, 200 Independence Avenue, SW, Room 509F, HHH Building, Washington, D.C. 20201, **1-800-368-1019**, **800-537-7697 (TDD)**.

Complaint forms are available at <http://www.hhs.gov/ocr/office/file/index.html>

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توجه: اگر به زبان فارسی گفتگو می کنید، تسهیلات زبانی بصورت رایگان برای شما فراهم می باشد. با 1-866-454-5383 (**TTY: 711**) تماس بگیرید.

Díí baa akó nínízin: Díí saad bee vánífti'qo Diné Bizaad, saad bee áká'ánída'áwo'déé', t'áá jiik'eh, éí ná hólq, kojí' hódílnih 1-866-454-5383 (**TTY: 711**)....

ملحوظة: إذا كنت تتحدث اذكر اللغة، فإن خدمات المساعدة اللغوية تتوافر لك بالمجان. اتصل برقم 1-866-454-5383 (رقم هاتف الصم والبكم: 711).



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