Blue365

A healthy workforce is a happy workforce

Encourage self care and improve productivity with this free, comprehensive program that can help reduce your employees' total cost of care.

Introducing our health and wellness discount program

Blue 365 is a free health and wellness discount program offered through the Blue Cross and Blue Shield (BCBS) system—now available to Premera Blue Cross HMO members starting January 1, 2026. Blue 365 offers year-round discounts on gym memberships, fitness gear, hearing aids, prescription glasses, healthy eating options, and more. This program doesn't change health plan benefits access or coverage, and doesn't increase premium costs.

Your employees will have free access to the industry's best health-and-wellness discounts through Blue365. They'll get deals with all the best features:

- Personalized: Access to recognizable premium brands
- Exclusive: Superior savings just for Blue365 members
- **Unlimited:** Discounts for 365 days a year with no limits on purchase quantities

Employers will benefit from:

- Minimal set-up: No administration or claims-related integrations necessary for human resources teams
- Group discounts: Exclusive enterprise discounts to support employee health and wellness programs
- Access to healthy tips articles: Healthy tips for employers, providing actionable insights to encourage healthy habits at your organization

Help your workforce by promoting healthy habits

REDUCE HEALTHCARE COSTS¹

Investment in employees social, mental, and physical health can save you an estimated

\$2.71

for every dollar spent on wellness programs.

INCREASE PRODUCTIVITY²

Promoting wearables in the workplace increases productivity by as much as

8.5%

and increases employee satisfaction by

3.5%

al

PREMERA .

¹Berry, Leonard L., et al. "What's the Hard Return on Employee Wellness Programs?" Harvard Business Review, Harvard Business Review, 1 Dec. 2010, hbr.org/2010/12/whats-the-hard-return-on-employee-wellness-programs.

²Rajagopalan, Rajesh, and Venkataraman Krishnan. "Wearables: Are They Fit for the Workplace?" Cognizant., Feb. 2016, news.cognizant.com/download/The+Singapore+Engineer+May+2016.pdf.

Members can benefit from convenient and cost-effective health tools and educational content across many wellness categories.

Help your employees stay healthier with valuable, discounted resources:

- Gym memberships with access to 13,000+ locations starting at \$19/month
- · Wearable devices from Fitbit, Garmin, Polar, and more
- Healthy meals from Blue Apron, Mom's Meals, and Nutrisystem
- LASIK eye surgery, hearing aids, and much more

Accessing and using the Blue365 program is easy:

- 1 **Enroll:** Available to all members with a Premera Blue Cross HMO ID card.
- 2 Register: Create a free account on the Blue365 website at blue365deals.com.
- 3 **Browse deals:** Explore the discounts available on the website.
- 4 **Redeem offers:** Follow the instructions provided for each deal, which may include using a promo code or visiting a partner website.

The collective buying power of BCBS brings you better discounts than other health savings programs, and they're from premium brands that you and your employees recognize. Learn more about the program at blue365deals.com.