

# Foster a healthy workforce with Blue365

Encourage a healthier and more productive workforce with this free, comprehensive program that can help to combat rising medical costs and build a culture of well-being.

## Introducing our health and wellness discount program

Blue365 is a free health and wellness discount program offered through the Blue Cross and Blue Shield (BCBS) system—**now available to Premiera Blue Cross Blue Shield of Alaska members starting October 1, 2025**. Blue365 offers year-round discounts on gym memberships, fitness gear, hearing aids, prescription glasses, healthy eating options and more. The value-added program isn't included in health plan benefits or coverage and doesn't impact premium costs.

Your group plan members will have free access to the industry's best health-and-wellness discounts through Blue365. They'll get:

- **Handpicked deals:** access to recognizable premium brands
- **Better discounts:** deeper discounts than members would find shopping on their own
- **Exclusive offers:** deals only available to Blue365 members that can't be found elsewhere
- **Year-round discounts:** savings available 365 days a year, with no limit on quantities purchased

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 develop a culture of wellness at your organization



Develop a workforce that is more engaged in their health

## REDUCE HEALTHCARE COSTS<sup>1</sup>

Investment in employees social, mental, and physical health has an estimated return of

**\$2.71**

for every dollar spent on wellness programs.

## INCREASE PRODUCTIVITY<sup>2</sup>

Promoting wearables in the workplace increases productivity by as much as

**8.5%**

and increases employee satisfaction by

**3.5%**

<sup>1</sup>Berry, 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](https://hbr.org/2010/12/whats-the-hard-return-on-employee-wellness-programs).

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

**Members can achieve their best health—and save money—through access to exclusive discounts across multiple wellness categories and purpose-driven educational content.**

**Help members stay healthier by connecting them to exclusive discounts:**

- Gym memberships with access to 13,000+ locations starting at \$19/month
- Wearable devices from Fitbit, Garmin, Polar, and more
- Healthy eating 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 Premiera Blue Cross Blue Shield of Alaska ID card.
- 2 **Register:** Create a free account on the Blue365 website at [blue365deals.com](https://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](https://blue365deals.com).**

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If you have questions, please contact your Premiera sales representative.