



# The wellness and rewards solution that motivates action and inspires healthy changes

Based on the feedback of employers and employee members, combined with more than five years of consumer research, we're refreshing the nation's pre-eminent loyalty and wellness program.

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**Starting January 1, 2017, HumanaVitality® has a fresh name – Go365™ by Humana – and most importantly a fresh, best-in-class consumer experience that puts you and your employee members in the drivers seat.**

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## Go365 is simply rewarding.

With more ways to get started in the Go365 program, employees can choose the first step that works for them – complete a Health Assessment, log a qualifying workout, or get a biometric screening. The streamlined Points and Bucks structure makes it easier for members to earn and redeem rewards. Plus, members can earn rewards for healthy activities they may already be doing.

## Go365 is uniquely personal.

The Go365 program is personalized for each member, with customized goals and activities to help them reach their specific health goals. Everyone can engage with Go365 no matter where they are on their personal path to better health. Best of all, members can create their own journey, since there are more ways than ever to reach Bronze Status.

## Go365 is always connected.

Your employees are on the go, and the Go365 App goes along with them. By connecting to dozens of the most popular activity tracking apps, more than 70 fitness devices and over 40,000 participating fitness facilities, members can earn rewards for things they are already doing. Go365 makes it easy for members to participate when they want, where they want, and how they want.

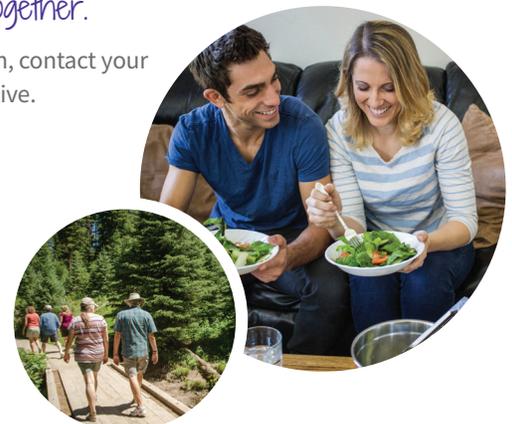
## Go365 is fun motivation.

Getting healthier can be hard. That's why Go365 is tailored to motivate all your employees, no matter their age or health. The new Points structure is designed to motivate and reward the member at any stage of activity, whether they are tracking their first steps or running a marathon. Plus, we've upped the fun factor by adding more monthly games, jackpot prizes, and surprise rewards.

Go365 keeps your company on its path to cost control and increased productivity. Our recent three-year impact study found that employee engagement is linked to higher productivity and fewer absences, fewer visits to the emergency room or hospital, and lower overall health claims costs.<sup>1</sup>

*Let's get going...together.*

For more information, contact your Humana representative.



<sup>1</sup>All internal findings from the HumanaVitality 3-year impact study, 2015.

Go365 is not an insurance product. Not available with all Humana health plans. Humana Plans are offered by Humana Medical Plan, Inc., Humana Employers Health Plan of Georgia, Inc., Humana Health Plan, Inc., Humana Health Benefit Plan of Louisiana, Inc., Humana Health Plan of Ohio, Inc., Humana Health Plans of Puerto Rico, Inc. License # 00235-0008, Humana Wisconsin Health Organization Insurance Corporation, or Humana Health Plan of Texas, Inc. - A Health Maintenance Organization, or insured by Humana Health Insurance Company of Florida, Inc., Humana Health Plan, Inc., Humana Health Benefit Plan of Louisiana, Inc., Humana Insurance Company, Humana Insurance Company of Kentucky, Emphesys Insurance Company, Humana Insurance of Puerto Rico, Inc. License # 00187-0009, or administered by Go365 or Humana Health Plan, Inc.

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For Arizona Residents: Offered by Humana Health Plan, Inc. or insured by Emphesys Insurance Company or insured or administered by Humana Insurance Company. Administered by Humana Insurance Company.

Please refer to your Benefit Plan Document (Certificate of Coverage/Insurance or Summary Plan Description) for more information on the company providing your benefits.

Our health benefit plans have limitations and exclusions and terms under which the coverage may be continued in force or discontinued. For costs and complete details of the coverage, call or write your Humana insurance agent or broker.