



# Well360 Lifestyle



## Encourage healthy habits. Improve preventive health. Empower change.

### Make Employee Health One of Your Core Principles.

Well360 Lifestyle is a unique wellness coaching solution that helps to engage your employees to adopt or maintain daily habits for good health and prevent illness. Our telephonic team and digital wellness coaches conduct regular outreach that focuses on proper nutrition, weight management, fitness, stress reduction, better sleep, tobacco cessation, and other lifestyle improvements. In addition to support and motivation from a team of health professionals, your employees get digital resources from a leading wellness mobile app — which can maximize their engagement. Sharecare — an innovative health and well-being mobile app — serves as the digital companion to our Well360 programs.



Identify members at varying levels of health risk and help to connect them with the right care interventions



Biometric tracking of stress levels, sleep patterns, physical activity, body mass index, and other leading health indicators



A robust wellness model focused on workforce preventive health



Strategies for maintaining and improving health and lowering risks



Engagement that addresses each employee's key health risks (stress, diet, exercise, etc.)



Personalized messaging to motivate and engage employees



[HIGHMARKBLUESHIELD.COM](https://www.highmarkblueshield.com)

### You get:

- ✓ A robust wellness model focused on workforce preventive health
- ✓ Wellness coaches who engage employees to lead healthy lifestyles
- ✓ Digital solutions to help members participate in meaningful activity and sustained engagement
- ✓ Engagement that addresses each employee's key health risks (stress, diet, exercise, etc.)
- ✓ Advanced analytics offering insights into workforce health

### Your employees get:

- ✓ Engagement from our telephonic and digital health coaches
- ✓ An array of personalized engagement options (app, text, online, telephone)
- ✓ Personalized wellness coaching based on individual lifestyle risks
- ✓ Active engagement in Diabetes Prevention and Smoking Cessation programs
- ✓ Motivation and engagement through Sharecare Rewards
- ✓ Sharecare RealAge Test and ongoing health tracking

Contact your account representative today to learn more about adding Well360 Lifestyle to your health management strategy.

Highmark Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association.

Sharecare is a registered trademark of Sharecare, Inc., an independent and separate company that provides a consumer care engagement platform for Highmark members. Sharecare is solely responsible for its programs and services, which are not a substitute for professional medical advice, diagnosis or treatment. Sharecare does not endorse any specific product service or treatment. Health care plans and the benefits thereunder are subject to the terms of the applicable benefit agreement.

**Real Proof. Real Value.**