

Go365 STARTER KIT



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.

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:

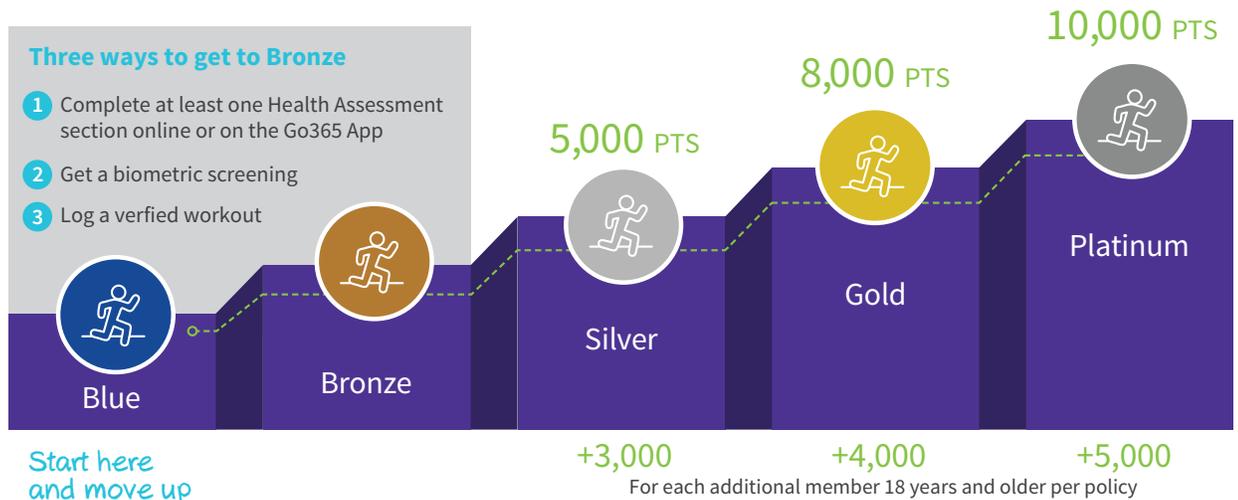
- VIDEO: [What is Go365?](#)
- VIDEO: [How to get started](#)
- VIDEO: [Know before you Go365](#) (navigating Go365.com)
- VIDEO: [Know before you Go365](#) (Spanish version)
- VIDEO: [App functionality](#)
- Download the Go365 App
 - o [iOS \(Apple\) users](#) (App Store)
 - o [Android users](#) (Google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

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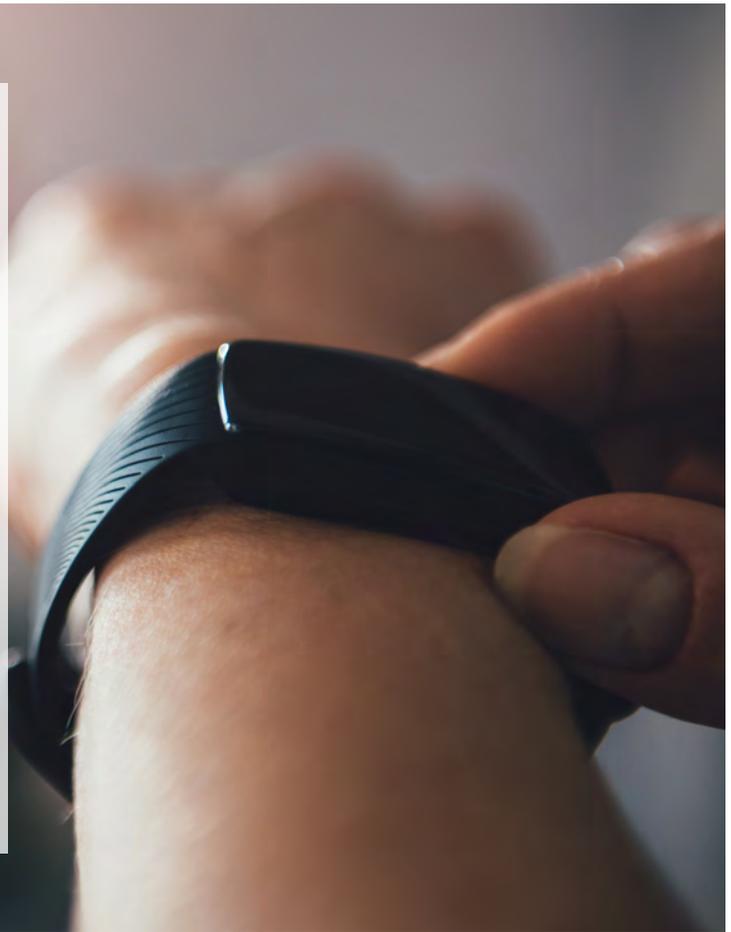
How to connect a device

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)

