

2023 Anthem Wellness Fund Guidelines

Anthem offers Wellness Funds to help support your organization in promoting and enhancing the wellbeing of your employees. This document provides an overview of the guidelines and reimbursement process that should be followed, to help us all stay consistent and fair across all our groups and members.

- **Wellness Funds can be used for wellbeing educational campaigns and for rewards** that are often offered to encourage participation in employer sponsored wellbeing programs. Rewards are offered in the form of health and wellness prizes and gift cards.
- Wellbeing initiatives and programs for which you are seeking reimbursement, should be **offered to the entire organization**. Submissions associated with wellbeing initiatives offered to subsections of your population. (i.e. just for: HR, the wellness champions etc.) will not be considered for reimbursement.
- Wellness Funds must be used within the 12-month plan period they are being offered for.
- Wellness funds are honored through a reimbursement process. Groups purchase the wellness service(s), programs and related rewards and then submit for reimbursement.
- **Quarterly submissions are strongly encouraged, and final submissions are due no later than thirty (30) calendar days** prior to the end of the WF/plan period. Any receipts submitted late will not be considered for reimbursement. Wellness initiatives offered during the last month of your plan period, should be submitted for reimbursement in advance to meet that 30-day cutoff deadline.
- Required paperwork, as shown below, can be emailed to your Sales Account Rep and/or your wellness consultant. She/he will work with underwriting for review and processing, following which, credit will be applied to the group's next invoice.
- For support on how to strategically use your wellness funds and pre-approvals, please contact your Anthem wellness consultant and/or your Sales Account Representative.

Required Paperwork for submission:

1. **Wellness Fund Reimbursement Form** (excel)
 - The form needs to be completed, signed and submitted in excel format.
 - Each expense needs to be associated with a clearly defined Wellness Initiative.
 - Marketing flyers & communications that describe your initiatives are strongly encouraged.
2. **Invoices or receipts** for the services, programs, and rewards purchased
 - Invoices/Receipts need to be clearly assigned to a wellness initiative.
3. **Wellness Stipulation Form** that the group receives and signs upon renewal.

Pathways to Health Annual Event

Our annual wellness Pathways to Health event will be offered as always to all Large Ohio groups with 100+ employees. The event will take place in May and will be virtual.

- Groups that attend this event and one of our Wellness Matters Webinars, will be eligible to earn wellness funds that can be used upon their next renewal.
- Example: Groups with a 1/1 renewal that attend our 2023 Pathways event, can earn wellness funds effective upon their next renewal on 1/1/24. A wellness Stipulation form showing the earned amount, is provided during the group's renewal.

Examples of Wellbeing Campaigns & Initiatives

1. **Educational Presentations and Programming (Lunch & Learns or Virtual Webinars) in any of these topics:**
 - Nutrition, Physical Activity, Sleep, Weight management, Preventive care, Condition Management, Tobacco Cessation, CPR, Mental and Financial Wellbeing.
 - Virtual programs and apps are approved, as long as Anthem is not offering a similar service.
 - Marketing Materials and mailing expenses to promote these campaigns
 - Onsite Events to administer Immunizations, biometric screenings, Mammograms, other wellness
2. **Wellbeing Challenges**, like walking, weight loss, healthy eating, mental health & other challenges.
3. **Healthy Food/ healthy Snacks:** are **only** approved for onsite lunch & learns, health fairs and employer sponsored wellness events i.e. scavenger hunt, 5K walk, etc. Employee Communication showing the name of the speaker, date and the topic presented will be required for reimbursement consideration.
 - **Fresh Fruit/Vegetable Employee** distribution in a lunchroom as a stand-alone initiative to promote healthy eating instead of vending snacks. **Note:** Does not apply for other healthy packaged snacks.
4. **Water Dispensers and/or Ice Fountains.** **Note:** Disposable supplies not reimbursable.
5. **Anthem Clinical and H&W Program administrative fees** such as EAP, LiveHealth Online buy up solutions for 1,000+ groups, Reward packages, Wellbeing Coaching, Gym Reimbursement etc.. **Redeemed rewards** earned through Anthem's Engagement Packages are also reimbursable.
 - **Note:** Reimbursement will not be approved for non-Anthem programs offering similar service.

Examples of Wellness Rewards (Physical Prizes & Gift Cards):

Below are examples of reimbursable rewards. For rewards not captured below, pre-approval is encouraged.

- **Ergonomic Items:**
 - Ergonomic pillows for neck and back support, Acupressure Mat and Pillow set
 - Laptop adjusters, keyboard & mouse wrist rest support set, stand up desks (i.e., Veridesk)
- **General Wellness (Sleep, Dental, Vision, Safety) Items:**
 - Air purifier, nasal inhaler, dental hygiene, first aid kits, BP cuffs, covid supplies
- **Healthy Eating Items:**
 - Small appliances promoting healthy eating: Blenders, magic bullet, air fryer, Instant pot,
 - Water bottles, coolers, cookbooks for healthy eating
- **Mental Health:**
 - Massage sessions, stress balls, neck/shoulder massager, aromatherapy, LED mood lights
- **Physical Activity:**
 - **Athletic Apparel** (fitness clothing, shoes, gym bags, yoga apparel, etc.)
 - **Technology related:** Fitness trackers, headphones, airpods, ipads, digital scales
 - **Personal fitness equipment & gear:** Dumbbells, resistance bands, exercise balls, swim goggles, smart jump rope, mountain bikes, Peloton bikes, yoga mats & accessories
 - **Large Fitness Equipment:** Only for placement in an onsite fitness facility.
- **Gift Cards:** There is a maximum allowed amount for Gift cards used to incentivize employees' participation in company sponsored wellness programs based on the group's total wellness fund. Please contact your Sales Account Representative or your Wellness Consultant to find what that is.
 - Gift Card approvals will be limited to those purchased at health and wellness-type establishments, such as sporting goods and health food stores, massage, etc.
 - Non-H&W approved Vendors: Amazon gift cards, pharmacies, and grocery stores.