

GET FIT. GET REWARDED.

Fitness discounts



Encouraging physical fitness pays for you and your employees.

Nearly one-half of adults in the U.S. do not engage in regular aerobic physical activity.¹ When it comes to increasing physical activity, every incentive helps. Offering fitness discounts at convenient fitness centers is an easy way to help employees build physical activity into their lives, with the goal of reducing your health care costs.

IT'S AS EASY AS 1, 2, 3

Signing up for the program is just as simple for participants.

- 1 Participants register with a participating fitness center, and sign up for fitness discounts through the Blue Cross web address listed on back of their member ID card
- 2 The fitness center tracks and reports monthly utilization
- 3 Participants who exercise at least 8 days per month will receive up to a \$20 credit* on their monthly fitness center membership dues

Up to two qualifying adult (18 years or older) Blue Cross and Blue Shield of Minnesota members per household are eligible for the program.

LARGEST NETWORK PROVIDES GREATER OPTIONS

Blue Cross offers the largest fitness center network for participants to choose from. With so many choices, members are guaranteed convenient access to participating fitness centers, which is shown to help increase utilization. To find a club, members can log in to the Blue Cross web address listed on their member ID card, and search by ZIP code.

- More than 1,000 fitness centers in Minnesota and 9,000 clubs nationwide
- Most Minnesota members live within two miles of a participating fitness center³

Call your Blue Cross account manager for more details.



Eligible Blue Cross members have this icon displayed on their member ID card

Fitness Discounts is included in fully insured groups and is available as a buy-up for self-insured groups.

* The amount of credit is not to exceed total monthly membership dues. Credit may result in tax consequences.

¹ Early release of selected estimates based on data from the 2014 National Health Interview Survey. Centers for Disease Control and Prevention, 2016. <http://www.cdc.gov/nchs/fastats/exercise.htm>