HUMANA OFFERING COMPANY STATEMENT

The services outlined in this proposal are offered by the following company, hereafter referred to as “Humana:”

- Go365® services are provided by Harris, Rothenberg International Inc. dba Humana Wellness

Please note that Go365 is not an insurance product. Humana Inc. is the ultimate parent company and not an offering company. Humana Inc. holds no insurance licenses or health plan licenses.

Humana has provided information and responses that are consistent with current internal policies and procedures; however, clients will receive the newest and most innovative solutions that Humana has to offer at the time of implementation.

Please be aware that Humana’s responses include information that we consider proprietary and confidential in nature. Humana is pleased to provide our proposal and simply asks that it be treated as confidential. This information is released on the condition that it will be used for no purpose other than to evaluate Humana as a healthcare vendor and that Humana-specific data will not be sold or released for publication. Rockford Public School District’s (District) acceptance of this information is considered an agreement to these conditions.
January 25, 2018

Inez Harris
Benefits Manager
Purchasing Department
Rockford Public School District
501 Seventh Street, 6th Floor
Rockford, Illinois 61104

Dear Ms. Harris:

We appreciate the opportunity to respond to Rockford Public School District’s (the District) request for a proposal. In this offer, we are proposing our comprehensive wellness program, Go365®, a solution that combines cutting-edge behavioral research, innovative tools and program functionality, as well as practical interventions to deliver a personalized journey toward lifelong health and well-being for each and every member.

An effective wellness program does more than offer incentives for physical activities. It takes a holistic approach, looking at all aspects of a person’s well-being to put together a strategy that fits their health, goals, and lifestyle. Our integrated wellness solution utilizes both comprehensive health assessments and biometric screenings to seamlessly gauge all aspects of a person’s health. Using specific health data, we co-create personalized plans that incorporate activities within four categories of wellness: fitness and exercise, prevention, education, and healthy living. As members become engaged, they can select rewards from a wide array of merchandise and discounts.

Thank you for taking the time to review our proposal, which is structured in accordance with the provisions of your RFP. Please do not hesitate to call me at 312-441-5068 if you have any questions or need clarification regarding any aspect of this proposal. We look forward to meeting with you to discuss how we can become a partner in achieving your wellness goals.

Sincerely,

Jennifer A. Peterson
Health Solutions Client Executive
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EXECUTIVE SUMMARY

One of the smartest steps the District can take to better serve your employees and your business is to invest in a comprehensive, effective health and wellness program. However, not all programs are equal. Some wellness programs make assumptions based on old data without adjusting to the changing health of a population. When people stop seeing positive results, their overall engagement and enthusiasm wanes, employers see diminishing returns in their bottom lines, and the same productivity and health problems often resurface.

Other programs are little more than a patchwork of disconnected vendors, more attracted to ultramodern technology than actually improving people’s health. Meanwhile, millions of Americans remain on a path to poorer health despite their best efforts, and may not even realize it. Nearly 20 percent of people with high blood pressure don’t know they are at risk1, and almost 8 million Americans are unaware that they already have diabetes.2

Effective wellness programs find ways to blend innovation with success to inform people of their current health and show them how to improve it. They understand that every person is on a different path to lifelong health, and the program must be flexible to fit each individual. They deliver the services, data, and tools to keep your population engaged year over year. This is where Go365® excels.

Humana’s Approach to Wellness

Humana Inc., headquartered in Louisville, Kentucky, is a leading health and well-being company focused on making it easier for people to achieve their best health. Our strategy integrates care delivery, personalized experiences, and clinical and consumer insights to encourage engagement, behavior change, and wellness for the millions of people we serve across the country.

Since 1961, Humana has built a strong foundation as a healthcare insurer, providing a 360-degree view of health through one of the largest, most comprehensive clinical databases. In 1991 we began acquiring assets to expand our health and well-being capabilities, investing over $1 billion in health and wellness solutions. Now over 20 years later, the product of these investments is Go365, a wellness program with a proactive approach to well-being, currently providing over 4.9 million members across America a true wellness solution.

We take a systematic approach to creating cultural transformations for clients from the top-down. Working side-by-side with the District, we’ll develop integrated, organizational health and well-being models, supported by a customized engagement strategy and proven, actionable steps through a four-pillared approach:

- Establish a baseline of health
- Promote sustainable behavior change
- Foster a culture of well-being
- Plan for the future
We kick-start the District’s employees’ awareness and engagement of Go365 with a customized marketing campaign blended with your existing communications in order to establish a singular, cohesive message. Once the program goes live, there are multiple ways for members to begin, including completing a health assessment, connecting a fitness device, logging a workout, or getting a biometric screening.

The scope of services of the Go365 program includes the following:

- **Health Assessment:** By taking a health assessment, participating members begin to build an educated path toward better health based on their results—a personalized experience that evolves with the members.

- **Biometric Screening:** Go365 members may receive a comprehensive, on-site biometric screening that provides quantifiable, verifiable results in order to objectively evaluate their state of health and help them take control of their health. Go365 members may receive a regular biometric screening through an employer-hosted on-site event, at one of our over 5,000 national retail vendors, or through a primary care physician (PCP) licensed and trained according to state laws. Our proposed biometric screening vendor, eHealthScreenings (EHS), provides the following measures:
  - Blood glucose
  - Blood pressure
  - Cholesterol: total, LDL, HDL, and triglycerides
  - Height/weight/body mass index
  - Waist circumference
  - Reflex test: HbA1c reflex (glucose values over 110), PSA (men over 40 years of age), TSH (females over 24 years of age) (venipuncture only, additional costs apply)
  - Nicotine/cotinine (venipuncture only, additional costs apply)
  - Comprehensive profile offers over 30 different tests (Ultimate panel only)

- **Health Coaching:** Our coaches provide expert guidance, support, and personal attention to help individuals make positive changes and enhance their health and well-being. We use the latest scientific behavior change principles and positive psychology to focus on true, sustainable behavior change. The program utilizes an open and fluid model where members communicate through email, online chat, and telephone as frequently as they like. On-site coaching is also available for an additional cost.

- **Go365 App:** Our free Go365 App brings together all the best parts of Go365 into one convenient application, designed to help members stay healthy wherever they go. Through the app, members are able to:
  - Complete a health assessment section in under two minutes to earn Bronze Status or higher
  - Earn Points faster for athletic events or for achieving short-term Milestones, like trying a new healthy habit or meditating using the compatible, award-winning Stop, Breathe & Think app
  - Connect preferred compatible fitness devices
  - Customize profiles with personal pictures to stay motivated
  - Go head-to-head with family and friends in Challenges
  - Connect with a health coach
  - Redeem Bucks in the Go365 Mall

- **Fitness Facility Network:** Go365 also utilizes a participating fitness facility network of over 40,000 facilities to encourage physical activity, with many facilities set up for automatic tracking of Points either via a check-in card swipe or Bluetooth-enabled Beacon technology, which allows for immediate recognition of a member when used with the Go365 App.
• **Challenges:** Our program includes engagement challenges that spark wellness beyond physical activity and encourage members to get engaged in their health in ways relevant to their health risks. Challenges are internally developed, but we also provide the opportunity for employers to administer their own group-specific challenges.

Additional features of Go365 include:

• **Go365 Kids:** This program allows child dependents under the age of 18* to earn Points for their families by working on their own health.

• **Go365 Champs:** The District’s employees can help keep the program alive among your population through our Go365 Champ program. Members selected by the District help promote Go365 at the workplace, utilizing customizable tools and online resources to communicate with other employees, and even help coordinate the District-specific wellness events.

*Adult children are not eligible to earn Points or Bucks for completion of the Go365 Health Assessment or bonuses, biometric screening completion or for having in-range results. Although they do not earn Points or Bucks, the health assessment and biometric screening are still valuable tools to help unlock additional Points-earning opportunities.

**Rewarding Members**

Go365 consistently tracks each individual’s health through their health assessment, biometric screening, and other data. We compile this information to help members set goals and take part in activities specific to their state of health in several facets of health and well-being, including prevention, healthy living, fitness, and education. Completion of goals in these categories is tracked through our actuarially weighted Points system, which allows members to earn rewards through the Go365 Mall, such as fitness gear, gift cards, movie tickets, hotel discounts, charitable donations, and much more.

**Experience Go365**

Go365 gives our members the knowledge and support they need to achieve their personal wellness goals. They can make a plan, join a community, and stay motivated using these helpful tools:

<table>
<thead>
<tr>
<th>Online</th>
<th>Use the convenient Go365 online portal to take a health assessment, set goals, track progress, and earn rewards.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile App</td>
<td>Connect anywhere to access Go365 from a smartphone using our easy-to-use app.</td>
</tr>
<tr>
<td>Support</td>
<td>Join our online, self-service forum to ask support questions, make connections with other members, and join an interest group.</td>
</tr>
<tr>
<td>Community</td>
<td>Meet other Go365 members and share stories and inspiration through the Go365 Support Community, Facebook, Twitter, YouTube, and Tumblr.</td>
</tr>
<tr>
<td>Activity Tracking</td>
<td>Track activity and earn Points through one or more Go365 compatible fitness devices such as Fitbit® pedometers, Polar® heart-rate monitors, and other apps.</td>
</tr>
<tr>
<td>Coaching</td>
<td>Find a personal health coach to get expert guidance and personal attention needed to create a plan for success in areas such as weight, tobacco, stress, and nutrition.</td>
</tr>
<tr>
<td>Education</td>
<td>Stay informed about healthy living through emails, newsletters, and online courses.</td>
</tr>
<tr>
<td>Rewards</td>
<td>Earn Points by completing healthy activities and shop the Go365 Mall for exciting rewards.</td>
</tr>
<tr>
<td>Jackpot</td>
<td>Be automatically entered into Jackpot drawings with more than 5,000 winners each month. The higher the member’s Status, the greater the prize values.</td>
</tr>
</tbody>
</table>
Proposal for:
Rockford Public Schools District No. 205

Get motivated with a step or weight-loss Challenge. Compete with other Go365 members online or on the app.

Verifiable Results and Comprehensive Reporting
When you invest in a wellness program, you should be able to trust that it’s making an impact. Go365 is the only wellness program in the market where all of the actions members complete to earn incentives are 100 percent verifiable, either by fitness device, automatic data feeds, or authorized forms. This ensures members earning rewards are actually taking steps toward healthier living.

Through our reporting package, the District receives access to current data and actionable analysis needed to track current data. You can measure your successes against your benchmarks and long-term goals, as well as hold all involved parties accountable — including us. You’ll see the impacts, understand the prevailing trends, and have the tools to maximize your employees’ involvement in the program.

Three-Year Impact Study
Our wellness plans can help make a real difference in outcomes. After gauging the effectiveness of Go365 among our own associate population over three years, the results showed a positive correlation between engagement in our wellness program and healthcare claims costs that are lower than average, as well as increased productivity.

Why Go365?
Investing in the right health and wellness program can make all the difference. It can inform your employee population of their current state of health, identify health risks they may not be aware of, and create a personalized plan to help them get back on track. Go365 combines behavioral science and years of expertise and research into a singular, seamless wellness program that can reduce healthcare costs and generate sustainable success for the District and each of your employees.

6. All internal findings from the Go365 three-year impact study, 2015
Proposal for: Rockford Public Schools District No. 205

**QUESTIONNAIRE**

This section includes questions about your organization, customer service, technology, programs, education and promotion abilities, reporting, Health Risk Assessment “HRA”, outcomes, implementation, financials, and performance guarantees.

1. **State the type of company and the location of your home office as well as a brief history of your company including mergers and succession.**

   Humana Inc., headquartered in Louisville, Kentucky, was incorporated in 1961 and is now a leading healthcare company that offers a wide range of insurance products and health and wellness services that incorporate an integrated approach to lifelong well-being. By leveraging the strengths of our core businesses, we are able to better explore opportunities for existing and emerging adjacencies in healthcare to further enhance wellness opportunities for our members across the nation.

   Our wellness program, known as Go365, was formed in 2011 and designed to utilize behavioral economics and actuarial science to motivate individuals into developing healthier lifestyles and help employers reduce long-term healthcare costs. In 2014, the program became wholly owned by Humana Inc. In 2016 we served more than 3.7 million members nationwide who helped provide over 150 million member months of data, and we are on pace to see our membership exceed 5.5 million.

   Throughout our over 50-year journey, we have maintained our corporate principles of productivity, quality, collaboration, and most importantly, a consumer-oriented focus. Today we are a multi-dimensional health services corporation offering a wide variety of healthcare solutions that provide data-driven, personalized guidance that empowers consumers to take better care of their health and leads to lower costs. We are the nation’s premier health benefits innovator, leveraging new products, processes, and technology to help solve the fiscal crisis in American healthcare. We strive to help members toward improving their health; we lead the industry in the tough climb towards delivering well-being.

   Humana has a long-standing policy of not commenting on future merger or acquisition activities. We cannot comment on rumor, speculation, or news reports about our merger or acquisition activities. Please refer to our most recent quarterly (10-Q) and annual (10-K) financial and business reports filed with the Securities and Exchange Commission (SEC) for any pending or recently completed, publicly announced transactions. These documents can be found online at [Humana.com](http://Humana.com) under Investor Relations – SEC Filings.

2. **If you are submitting this with or as part of an alliance company or strategic partnership, what is the name of that partner? If you have partner alliances to perform duties per your programs, please list them.**

   Go365 capitalizes on partnerships with a number of strategic allies to offer a comprehensive array of components. For example, we have partnered with:
   - Walmart® for our HealthyFood program that offers members up to a 50 percent savings on select healthy foods
   - Quest Diagnostics Health and Wellness Services, eHealthScreenings (EHS), Health and Wellness Professionals, Inc. and Hooper Holmes for on-site biometric screenings
Proposal for:
Rockford Public Schools District No. 205

- Walgreens Healthcare Clinics, Quest Diagnostics® Patient Service Centers, LabCorp Patient Service Centers, Kroger Company Family of Pharmacies, and The Little Clinics® for retail biometric screenings
- An expansive national network that enables members to accrue Points by simply checking in at their local fitness facility
- Stop, Breathe & Think app for a new weekly meditation log available to Go365 members in the Go365 App where members can earn up to 10 Points weekly for meditating
- Numerous partner networks that offer the robust array of awards through the Go365 Mall

3. Please outline the service model and team members that will be working with the District. (Customer Service Team/Implementation Team/Account Management Team/Others)

Humana has more than 1,500 associates dedicated to sales and account management, and our overall philosophy with respect to account management is one of partnership. We take a team approach to supporting clients and utilize experts in multiple roles to manage our clients. Our wellness Account Management teams report to the wellness solutions channel, the sales leadership responsible for the overall administration and performance of the wellness block of business.

To manage and support the District throughout the project, we assign an Account Management team. Jennifer Peterson is assigned as your Health Solutions Client Executive (HSCE) and your main point of contact. In addition to Jennifer, a local consumer experience consultant (CEC) will oversee the enrollment, education, engagement, and activation duties, while the assigned client experience manager (CEM) serves as your single point of contact during implementation. This team provides step-by-step instructions on the best way to launch the program effectively and promote ongoing engagement for all members.

The Account Management team works with the District during implementation to identify needs and set a strategy accordingly. During these implementation planning meetings, we develop a detailed plan, including meeting frequencies, milestone timeline events, etc. The goal is to provide a completely seamless implementation and program launch. They also review reporting and benchmarking on a semi-annual or quarterly basis regarding the success of the program. Our overall philosophy with respect to account management is one of partnership.

The assigned CEM provides the District with a dedicated implementation specialist and escalation point for service-related issues. This simplifies the service experience by creating a trusted advocate to help the District by providing:
- Answers to questions about our complicated industry
- The same dedicated resource to contact every time
- Friendly and knowledgeable assistance
- A commitment to excellence in service and support
- Prompt resolution (generally within two business days)
- Thorough feedback and attention to detail
- Quicker response times (direct contact number)
- Consistent contact who knows the employer group (dedicated resource)

The CEM’s overall responsibilities include implementing new groups and renewals, and acting as the day-to-day contact for service-related issues or concerns. Other day-to-day items, such as
enrollment/eligibility submission or premium payment discussions, are handled through normal channels.

In addition to the Account Management team, the District’s own employees can be the best resource for implementing a successful wellness program through our Go365 Champ program. They are given access to in-depth information on the program, monthly webinars, our online portal of wellness resources known as the Engagement Source, and more.

Humana has 69 coaches on staff.

Humana provides the District’s employees with a fully staffed Customer Care department. In 2016, our Customer Service department had 79 employees. Our Customer Care specialists have an average of over three years of experience.

<table>
<thead>
<tr>
<th>Customer Service team</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of full-time employees</td>
<td>79 in 2016</td>
</tr>
<tr>
<td>Required Education and Experience</td>
<td>Role Essentials</td>
</tr>
<tr>
<td></td>
<td>• High School diploma</td>
</tr>
<tr>
<td></td>
<td>• Proficiency in all Microsoft Office programs, including Word and Excel</td>
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<tr>
<td></td>
<td>• Strong typing and computer skills</td>
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<tr>
<td></td>
<td>• Experience using multiple computer applications simultaneously</td>
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<td></td>
<td>• Capacity to maintain confidentiality</td>
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<tr>
<td></td>
<td>• Excellent written and verbal communication skills</td>
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<tr>
<td></td>
<td>• Availability to attend training (five weeks)</td>
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<tr>
<td>Role Desirables</td>
<td>• Associate’s or bachelor’s degree</td>
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<tr>
<td></td>
<td>• Previous inbound call center or related customer service experience</td>
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<tr>
<td></td>
<td>• Bilingual in Spanish and English</td>
</tr>
<tr>
<td>Average Number of Years of Experience</td>
<td>Three years and two months</td>
</tr>
<tr>
<td>Annual Turnover</td>
<td>The turnover of our Customer Care specialists was 23 percent in 2016. We have a very comprehensive staffing model in place, in addition to contingency planning to ensure there are no gaps in service. Note that 7 percent of the turnover was related to associates being promoted into new roles within Go365 or the Humana enterprise.</td>
</tr>
<tr>
<td>Staffing Ratio</td>
<td>This is not applicable to Humana.</td>
</tr>
<tr>
<td>Role in Program Delivery</td>
<td>These individuals respond to member inquiries related to their participation and engagement in the Go365 program.</td>
</tr>
</tbody>
</table>

4. Do you have experience providing wellness programs for municipalities or other units of government? Please describe, e.g. how many clients, years of operation, case studies, # of employees served, average ROI.

We have extensive experience providing Go365 services to many city, state, and government municipalities since 2011. Humana provides benefits administration for more than 850 commercial, public sector groups, including city governments, county governments, state governments, public school systems, universities, and other municipal groups.
In addition, assisting over 14 million members with our diverse wellness solution product portfolio, we are one of the largest and furthest-reaching well-being companies in the United States. We are a leader in innovation. We have changed the well-being industry with our goal of helping every community we serve become 20 percent healthier by 2020. Our approach to a member’s well-being is holistic and unparalleled in the industry. We continue to leverage strategic assets to offer a market-differentiated, value proposition centered on members.

By combining our assets, we created a unique offering that delivers results for employers. We are the only well-being vendor with a proven and corroborated ROI for our well-being programs. We have made major headway into reducing high-cost claims, absenteeism, and emergency room visits, and increasing productivity for our own associates and clients. We deliver results.

Humana also ranks number one as the leading national health insurance company for programs that help individuals take better control of their health. This is according to the EveryMove 100 Health Insurance Index® that evaluated more than 300 health insurance companies to find those making significant strides in engaging people to help them take better control of their health. These companies serve as partners in wellness, instead of just acting as a medical claims processor.

Case Study/ROI
Few wellness programs offer clear evidence of their long-term impact on employer objectives. Nearly half of employers are unsatisfied with the performance of their wellness program. We’ve accrued the data and analysis that shows how engagement in the program correlates with lower healthcare costs, as well as improved employee health and productivity.

The healthcare cost savings of the program is dependent upon engagement. We recently conducted a three-year study of Humana’s own employees on the Go365 program and released our findings through an impact report that showed a positive correlation between program engagement and lower average health claims costs, as well as improved productivity.

Using a sample of over 8,000 members, those engaged in Go365 over the three years, on average, had six fewer hours of unscheduled absences compared to unengaged members, who averaged 23 hours per year. In addition, engaged members’ health claims costs decreased 6 percent in Year 1 and 10 percent by Year 3. In contrast, unengaged members experienced a 17 percent increase by Year 3. Unengaged members also had 56 percent more emergency room visits and 37 percent more hospital visits over the three years.

Among all types of medical claims, the biggest difference in healthcare spending between engaged and unengaged members was seen in those with chronic health conditions. The percentage of engaged members in the low-risk range increased by 24.4 percent over the three years, compared to only 14 percent for the unengaged members. Engaged members without chronic health conditions were more likely to use healthcare for preventive care, such as routine check-ups/physicals and screenings.

Please refer to Attachment A for full details on the Go365 Three-year Impact Study.
We also recently conducted a three-year study on three current employer groups using Go365 on either a stand-alone basis or in combination with a Humana medical program. Please refer to Attachment B for our Outcomes Analysis Presentation; the introductory slides provide background on how Go365 has grown, while the remaining slides dive deep into a combined analysis of the three customers.

In addition, we have also measured outcomes through planned surveys and coaching studies. Our coaching program improves the health of members we serve and reduces healthcare costs. Participants are currently experiencing the following coaching outcomes:

- 56 percent of respondents completed the primary goal they set in the program
- 37 percent worked to achieve or maintain a healthy weight
  - 63 percent of overweight or obese respondents lost weight
  - 29 percent of overweight or obese respondents achieved **clinically significant weight loss** by losing 5 percent or more of their body weight
- 37 percent of respondents increased their fruit and vegetable intake
- 33 percent decreased their unhealthy high-fat food intake
- 23 percent reduced sugary foods and drinks
- 30 percent of respondents had quit tobacco use six months after enrollment

5. **How many employer groups are you currently serving in the size category of the District (2,500-4,000+ employees)?**

   We are currently serving 52 Go365 clients with 2,500 to 4,000 plus members.

**Wellness**

6. **Do you offer a Health Risk Assessment (HRA)? If Yes,**
   a. **In what format is your HRA offered?**
   b. **Can you import biometric screening data obtained?**
   c. **Will you provide an aggregate report to the District?**

Yes, Humana offers a health assessment.
   a. The Go365 Health Assessment is available online, by mobile app, and for an additional cost, it’s available in paper format.
   b. Yes, we can integrate with internal and external biometric screening vendors. When this is the case, we incorporate the results of validated biometric screenings automatically into the members’ health assessments and their profiles.
   c. Yes, Go365 reports are available through our employer portal. The activity report is an aggregate look of member participation and it is populated monthly. The engagement report shows dates of completion for subscribers and dependents for health assessments and biometric screenings, and shows member-level status. The District can choose the date range to generate the report, and the report will populate two days after Humana receives the data for the event. Additional reporting requests are at an additional cost and determined at implementation.

7. **Do you have a system for reminding participants when their yearly and age appropriate screenings are due? If yes, please outline in detail.**
Yes, when Humana medical is not included, Go365 will send out email notification for activity reminders such as what can help a member get started (this includes a verified workout, biometric screening and completion of the Health Assessment), how they can achieve higher Status levels and preparing for renewal. We also direct them to view their recommended activities page of their account so that they can see which specific screenings they may be eligible for Points, such as mammograms, Pap smears, prostate exams, flu shots and colonoscopies.

8. **Regarding Health Risk Assessments, please attach a copy of one we might utilize.**

   Please refer to Attachment C for health assessment screenshots.

9. **What are your quality assurance policies? Who in your organization is responsible for oversight of the programs? Will that person be accessible to the District?**

   Our Go365 program is accredited by the National Committee for Quality Assurance (NCQA) in Wellness and Health Promotion (WHP) by complying with their standards; Go365 performs ongoing reviews of all operational areas for key performance measures. Humana’s full-time quality assurance manager is responsible for oversight of accreditation programs.

   Although the quality assurance manager is not accessible the District, the assigned CEM is your single point of contact to help resolve any issues as needed. The primary function of a CEM is to establish a direct relationship with the District and agents to create a service differentiator unmatched in the industry. The assigned CEM is responsible for implementing new groups and renewals, and acts as the day-to-day contact for your service-related issues or concerns. The CEM is the single point of contact for all service issues, serving as the District’s dedicated implementation specialist and escalation point for service-related issues. They assist initially on day-to-day items, such as enrollment/eligibility submission or premium payment discussions, and will soft transfer to other areas as necessary.

10. **Do you have the ability to perform an audit if requested, and if so, what cost if any?**

    Yes, we provide the right to the District to conduct audits. We permit either one desk audit or one on-site claims audit during any 12-month period for no additional cost. Generally, we compile documentation for a sample of claims and allow limited system access for those claims provided. For an on-site audit, we can provide up to four associates to assist the auditors with system navigation, questions, and any other reasonable needs for a one-week period.

    A letter of authorization from a client is required by our Privacy Office in the event a third party is auditing on behalf of the employer group. We schedule such requests with available resources in mind. Accordingly, all requests for audits are scheduled by us for a negotiated date. We work with the District’s audit firm to achieve their most desired time period for conducting the audit. Schedules are arranged on a first-come basis after receipt of your intent to audit.

    The scope of the audit should be clearly defined as to the type of audit, audit objectives, time period the audit covers, and membership population covered. The scope is generally forwarded to us by the party conducting the audit. A scope letter must be provided prior to any data request being made or visits being scheduled.
In addition, to keep in compliance with the HIPAA privacy rules, we restrict access to PHI to those that need to know to perform a payment, treatment, or healthcare operation, and additionally mandate the access be the minimum amount necessary. Due to these restrictions, we will need to redact or remove PHI not involving the employer group from any audit.

**Communication**

11. **What is your overall communication strategy?**

Marketing Go365 is all about creating awareness and engagement, and ultimately, delivering the right messages to the right people. Our consumer experience consultant helps create a unique engagement and communications strategy based on the needs and demographic of the District as well as provide a variety of materials, resources, tools, and expertise to deliver a positive and effective strategy.

We leverage all types of communication platforms and tools the District can integrate into your current communications in order to create personalized messaging, including:

- Welcome letter sent via email to members and adult dependents (sent via mail if no email address is on file)
- Digital Welcome Guide, describes how to engage with Go365
- An email encouraging members to get a biometric screening upon completing their health assessment
- An email congratulating members on achieving new Status levels
- An email/mail program that encourages members who have not yet taken their health assessment to take it (sent at 40, 70, and/or 90 days post-enrollment)
- An in-app push notification reminding members to submit proof for completing a Milestone
- Integration of screening results into Go365’s online health assessment and member health profile
- Telephone opportunities through an intercept model when members call into the Customer Care centers, such as notifying members of participation opportunities when they call to request additional ID cards

Members receive tailored email messages, secure messages, automated messages, in-app push notifications and direct mailings based on their specific health profile to remind members of specific goals and activities they should be undertaking along the way. In addition, we also utilize the growing social media market to help drive member engagement, broaden user connections, and strengthen our support network. This includes enabling member connections and encouraging the promotion of each individual’s goals and activities online. Members have access to our Go365 Support Community, an online forum available for our members to connect with one another, share tips, learn about the program and sign in to ask support questions or access wellness content. Members can also find us on the following social media outlets: Facebook, Twitter, YouTube, and Tumblr.

We also enable the District’s wellness program managers, Human Resources representatives, and elected Go365 Champs with real-time access to the Go365 Engagement Source, an online repository of wellness information, engagement tactics, and tools built to help you develop and execute an effective strategy to create and sustain engagement in the program over time. All pieces developed for external use go through a rigorous quality control review, including branding, legal, and privacy review.
Experience Go365

Go365 gives our members the knowledge and support they need to achieve their personal wellness goals. They can make a plan, join a community, and stay motivated using these helpful tools:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online</strong></td>
<td>Use the convenient Go365 online portal to take a health assessment, set goals, track progress, and earn rewards.</td>
</tr>
<tr>
<td><strong>Mobile App</strong></td>
<td>Access Go365 from a smartphone using our easy-to-use Go365 App and connect anywhere.</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td>Join our online, self-service forum to ask support questions, make connections with other members, and join an interest group.</td>
</tr>
<tr>
<td><strong>Community</strong></td>
<td>Connect with Go365 members and share stories and inspiration through Go365 Support Community, Facebook, Twitter, YouTube, and Tumblr.</td>
</tr>
<tr>
<td><strong>Activity Tracking</strong></td>
<td>Track activity and earn Points when one or more Go365 compatible fitness devices are used such as Fitbit® pedometers, Polar® heart-rate monitors, and other activity tracking apps.</td>
</tr>
<tr>
<td><strong>Coaching</strong></td>
<td>Find a personal health coach to get expert guidance and personal attention needed to create a plan for success in areas such as weight, tobacco, stress, and nutrition.</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>Stay informed about healthy living through emails, newsletters, and online courses.</td>
</tr>
<tr>
<td><strong>Rewards</strong></td>
<td>Earn Points by completing healthy activities and shop the Go365 Mall for exciting rewards.</td>
</tr>
<tr>
<td><strong>Jackpot</strong></td>
<td>Members are automatically entered into the drawing with more than 5,000 winners each month. The higher their Status, the greater the prize values.</td>
</tr>
<tr>
<td><strong>Challenges</strong></td>
<td>Get motivated with a step or weight-loss challenge. Compete with other Go365 members online or on the App.</td>
</tr>
</tbody>
</table>

12. Please describe how you will assist the District in communicating the Wellness Program to its employees.

We provide the District with a full-service, ongoing communication campaign as it is vitally important to have continual points of contact throughout the duration of our program.

Our direct-to-member communications are categorized in the following three ways:

1. **Standard member touch points**
   a. A cadence of automated trigger communications is deployed based on where a member is in their Go365 experience. These include email and/or mailed letters if no email address is on file. All of our member communications include a dashboard that displays the member’s Status, Points, and Bucks; these vary based on the type of communication. Our standard member touch points include:
      • Health assessment reminder: Sent at 40 and 70 days post-effective date if the Go365 Health Assessment has not been completed
      • Schedule a biometric screening: Sent upon Go365 Health Assessment completion
      • Congratulations: New Status reached
      • Redeem Bucks: Sent approximately 30 days before program renewal
      • Go365 Jackpot winner notification: Sent if member’s name is drawn as a winner
• Pre-renewal: sent 45 to 50 days prior to program renewal advising members of what’s to come in the next year and what they can still do this program year
• Welcome to a new program year: sent to renewing members three days post-effective day reminding members how to make the most of their Go365 experience
  b. Additional touch points are developed to address engagement opportunities, such as setting and achieving goals and specific points-earning opportunities
  c. A monthly member e-newsletter is sent with program information, inspiration, and useful health and wellness content, including recipes

2. Test-and-learn participation and engagement campaigns
  b. We leverage consumer analytics, predictive modeling, and segmentation to target specific members with meaningful content that drives a response. This is typically a smaller subset of the member population.
  c. We execute several test-and-learn campaigns throughout the year that help us understand the type of messages and mail packages our members respond to, ultimately leading to higher participation and engagement in the program. We use these lessons to help drive future engagement strategies.

3. Ad hoc campaigns
   These are individual campaigns typically used to communicate program enhancements or updates to all impacted members. This is primarily an email-based communication.

13. How do you address communication and language barriers?

Humana serves members in over 121 languages (including American Sign Language). Given the diversity of languages, we utilize an outside vendor (Voiance) to provide over-the-phone (OPI) or video interpretation in over 200 languages (200 OPI and 24 video). Internally, Spanish is our threshold language based on the members (current and future) we serve and therefore handled internally with bilingual staff, as well as use of Voiance as a secondary (backup) for Spanish interpretation. Language and alternative format communication is a critical element within our strategy to ensure members (current and future) receive “equality of opportunity for meaningful access to healthcare services and activities.” This includes, but is not limited to, oral interpretation and alternative formats (i.e., written translations, accessible PDFs, audio files, and Braille).

Also, the online Go365 Health Assessment is available in both English and Spanish.

14. Please provide the mediums used to disseminate information, such as website, direct mail, telephone, etc.

Members are introduced to Go365 through a mailed welcome kit educating them on how to use the program. Communications continue based on the member’s engagement and unique risk profile, sending personalized newsletters and email messages, secure messages, automated messages, in-app push notifications and direct mailings to remind them of specific goals and activities they should be undertaking as part of their personalized experience. Throughout, we target personalized communications for both actively engaged members and those that fail to complete the health assessment within a given time period.
We also utilize social media with our exclusive Go365 Support Community, as well as channels such as Facebook, Twitter, YouTube, and Tumblr, to help drive member engagement outside of more formal means and reach members where they are. For example, members can log onto the Go365 Support Community to connect with other members, share tips, learn about the program and sign in to ask support questions or access wellness content to maximize their membership.

Lastly, we empower employers to have a say in how they promote Go365. We provide the District with access to the Go365 Engagement Source, our online repository of wellness information, engagement tactics, and tools created to help develop and execute an effective strategy for increasing participation and engagement over time. Go365 Champs who have volunteered to take an active part in engaging people in the program and setting up wellness events have access to this information as well. Go365 Champs also take part in training above and beyond our general member education, including monthly calls to discuss current and future activities, data, goals, and more. Usually the calls are client-specific, but occasionally Go365 Champs from several clients connect to collaborate for educational sessions or simply to share ideas.

15. Do you have a toll free number for customer use?

Yes, Humana’s toll-free number is included in member materials provided to employers.

16. Do you have a website? Is it interactive for employees’ use and do you build websites for employer groups? Do you have a mobile app?

Yes, Go365 is an integrated, comprehensive, online wellness and rewards program. Members can tailor the program to their lifestyle, identify risk factors, set personalized goals, track their progress, and earn real rewards. We do this through the creation of an integrated, digital ecosystem that allows for individual pathways to become a direct channel for this type of framework.

Through our interactive online portal and the Go365 App, we give members the tools and support they need to get a fully detailed understanding of their well-being and inform them of the ways they can improve their total health.

Each member’s personalized online dashboard can be found at Go365.com, and serves as a member’s complete interface with the program. The program provides a number of tools and resources to assist members with the following:

- Signing up for activities
- Viewing their Go365 Age, Points, Bucks, and Status
- Earning Points for their child dependents through our embedded Go365 Kids program
- Utilizing healthy living articles, daily wellness tips, or take one of our health calculators
- Enrolling and engaging in our health coaching program
- Signing up for the HealthyFood program
- Getting help with certain health conditions
- Redeeming Bucks in the Go365 Mall

For easier access to the program, we took the best parts of Go365 and put them into our free App where members can:
Proposal for:
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- View their Go365 Age, Points, Bucks, and Status
- Engage in challenges
- Set App-specific activities
- Connect over 75 compatible fitness devices
- Click to connect to health coaching
- Redeem Bucks in the Go365 Mall

We offer the district the opportunity to cobrand the Go365 experience as well as display custom messages for your population through a unique employer tile. Should these options be of desire we will work with you to set them up during implementation.

17. **Please describe how your company coordinates communication among health plan vendors.** Detail any specific alliances, contacts, ownership relationships or strategic partnerships with

- PBM
- Networks
- Utilization Management
- Third Party Administrator
- EAP

Go365’s core program is focused on health and wellness, and is therefore equipped to integrate with the medical carrier of the District’s choice. We work with a number of vendor organizations to receive the necessary member information through data feeds. Depending on the scope of integration with outside vendors, some additional fees may apply. Program administration is entirely managed by Humana, using service-oriented architecture (SOA) technologies. The client experience manager coordinates all plan features with any external vendors responsible for delivering services to the District and your associates.

We also welcome the opportunity to share what our totally integrated medical management approach looks like and how we could be the District’s one-stop shop if chosen to provide medical benefits as well as wellness programming.

Finally, we offer a comprehensive approach to wellbeing by offering both the incentives platform, Go365, and EAP. By offering both solutions through Humana, you open the opportunity for a more seamless integration of wellbeing for your members. Our EAP and Go365 teams are familiar with and use each of the programs so they can intelligently speak to our members about the solutions they have no matter how they are coming into our data sphere. Should the District be interested in looking at our EAP program, we would be happy to discuss this option in more detail.

18. **Please provide information on your HRA tracking, sample newsletters, and other health promotion and education.**

Members can take our online Go365 Health Assessment at [Go365.com](http://Go365.com) where members can complete it in less than 15 minutes, or they can complete it at their own pace in two-minute sections through our free Go365 App. The assessment gathers essential information about the health and lifestyle factors measured within our program:

- Medical history
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- Weight, blood pressure, and other personal measurements
- Tobacco and alcohol use
- Eating habits
- Fitness and exercise
- Lifestyle habits
- Mental well-being

Members receive their results through real-time feedback in the form of a personalized health report, presenting immediate identification of risks and a personalized goal plan. Through this, we provide relevant recommendations on steps for the member to take that lead to healthier living. These steps, along with all of the other goals and activities a member undertakes throughout the course of the program, are compiled into each individual’s personalized experience.

Completion of these activities and goals aggregate into Points that are dynamically and actuarially adjusted to each individual, allowing us to create the engagement needed to motivate each member individually. Points are tracked seamlessly through automatic data feeds and authorized forms, and they convert into Bucks, which can be redeemed for rewards in the Go365 Mall.

The Go365 Health Assessment results also provide the member with their Go365 Age, which is a weighted analysis of their current state of health, revealing whether a member’s body is living older or younger than their actual age. After completing the health assessment, members also can schedule a biometric screening for measurements of specific health factors. It provides an assessment of an individual’s health and offers valuable insight into health risks. We then incorporate those validated screening results into the individual’s overall health assessment.

The health assessment also fully integrates with our health coaching and other medical management services. This integration automatically connects members with our certified health coaching service and other health management programs when eligible. We welcome the opportunity to share what our connected medical management approach offers and how we could be the District’s all-in-one solution, if chosen to provide medical benefits in addition to our wellness program.

**Newsletters**
A monthly member e-newsletter is sent with program information, inspiration, and useful health and wellness content, including recipes.

The program also provides additional resources and opportunities to earn Points by engaging in a series of other health education activities. Members may utilize a variety of educational tools, such as health calculators, to earn Points. Educational tools range in topics and include: nutrition, getting active, stress management, managing alcohol consumption, tobacco cessation, pregnancy, preventing heart attacks, and child nutrition. Members can also earn Points for CPR and first aid certification.

19. Can you provide educational materials, seminars such as lunch and learns, health risk assessments, and team building wellness initiatives like weight loss coordination, smoking cessation and other wellness initiatives? Please give details of all programs offered.
Yes, we can provide educational materials, seminars, team-building initiatives, lunch and learns, as well as an array of wellness initiatives:

**Tobacco Cessation Health Coaching Program**

Humana’s health coaches understand the difficulties associated with becoming tobacco free. Our coaches take the time to learn about members and create a safe environment to discuss elements of quitting. In order to be successful, coaches assist members in exploring their motivations for quitting and identifying a quit date. From there, coaches educate members about the physical, behavioral, and emotional elements of giving up tobacco. Coaches and members work collaboratively to create an individualized plan that outlines strategies when faced with tobacco withdrawal, cravings, and triggers. Online resources are provided, as well as optional support via nicotine replacement therapy through employers and/or health professionals when applicable.

Members have unlimited access to health coaches by telephone from 8 a.m. to 8 p.m., Eastern time, Monday through Friday. To accommodate members with differing schedules, coaching times are scheduled by individual coaches.

Humana’s health coaches know that support is a key factor when quitting tobacco. Not only are coaches available to assist members, but coaches also help members identify family and friends they can depend on to help support their cessation plan. Through guidance and support, Humana’s health coaches assisted 30.9 percent of members enrolled in health coaching to give up tobacco after six months of enrollment (2016 six-month outcomes study).

**HealthyFood Program**

In October 2012, we launched the HealthyFood program, the first program of its kind. This program is an innovative way to encourage healthier eating by offering eligible Go365 members savings** on Great For You™ healthier food purchases at Walmart®.

In 2016 we added an additional gamification component to allow members to save up to 50 percent savings on their healthier food purchases each month when they play Pick 6. Pick 6 is a simple game that members can access via the Go365 App or online member portal. To play, members tap six out of 12 squares to reveal the contents. The more healthy icons they turn over, such as apples, the greater their savings.

To sign up, eligible Go365 members sign in to Go365.com or the Go365 App, achieve Bronze Status or higher, and request their HealthyFood Shopping Card. After confirming their mailing address, accepting the terms and conditions, and activating the HealthyFood Shopping Card—delivered within seven to 10 business days—the member becomes eligible to start saving on select healthy food purchases, including fresh fruits, vegetables, and low-fat dairy. For a full catalog of Great For You healthier foods, sign into Go365.com and search the Walmart Great For You catalog.

When members purchase the approved healthy foods and check out at Walmart, the cashier only has to scan their HealthyFood Shopping Card to initiate the savings. All Great For You healthier foods qualify for the savings, which is applied immediately. The savings earned from the purchase show up on the HealthyFood savings statement, located on Go365.com.
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*Go365 members must have Bronze Status or higher and must be 18 years of age or older to be eligible to participate in the HealthyFood program. The HealthyFood program is not available to all Go365 members and is only available with certain plans or products offered by Humana.

The HealthyFood program is only available at Walmart Neighborhood Markets and Walmart retail stores. Sam’s Club stores are excluded from the HealthyFood program.

**Go365 Kids Program**
We also offer our Go365 Kids program, automatically embedded into every policy. Through it, children under the age of 18 can contribute to their family’s overall well-being in fun and easy ways that help children remain healthy and active, including taking a child health assessment, participating in team sports, getting their dental and vision exams, as well as preventive screening and immunizations. For activities, such as team sports, getting their dental and vision exams, and even preventive screenings and immunizations, they complete, their families earn Points that convert into Bucks which can be redeemed at the Go365 Mall.*

*Points and Bucks are not awarded for Kids Health Assessment completion.

**Challenge Platform**
In 2014, we rolled out our Challenge platform. Within the Go365 Engagement Source portal, the District can create wellness challenges specific to your members that appear through the Go365 App and online member portal. You can nominate associates or Go365 Champ directly within your organization to act as the administrator of the challenge, who determines participant eligibility, the type of challenge you’ll host, and how long it will last. They can utilize the Go365 Engagement Source to access tools and resources to help with the rollout.

Engagement challenges encourage members to understand and improve their health in ways most relevant to their health risks. These opportunities may fall to areas of wellness beyond just physical activity. For certain challenges, members can sync their compatible fitness devices automatically and track their progress through the App and online member portal.

Throughout the duration of the program, we will work with the District to develop challenges and activities that best suit your population. For example, setting up competitions based on Status level—as it’s identified for each participating member on the engagement report—can motivate individuals to focus on the areas most impactful to their lives while also incorporating an element of competition. One possibility might be to challenge your workforce to reach Silver Status (a level actuarially correlated with a point of behavior change) by a certain date in order to receive special recognition or a reward.

Our engagement reports allow for easy administration and tracking of these challenges. The program is still new, and we’ll continue to enhance our challenge experience going forward. For more information, please refer to the Employer Challenges Manual included as Attachment D.

Go365 provides online courses, conversations, and calculators as education opportunities for our members. The educational content ranges from nutrition, physical activity, and tobacco usage to stress, family history, medical concerns, and more.

We offer the following five different online modules. These modules support Recommended Activities suggested and triggered to the member upon completing the Go365 Health Assessment:
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Rockford Public Schools District No. 205

1. **Living Easy: Stress and Resiliency**: The Living Easy course is an online self-management tool associated with better ways to help manage stress. This course is tailored to members and includes personal goals. With custom emails, personalized feedback, and a personal calendar, our program guides, reinforces, and encourages members to succeed. Stress is a normal part of life. It can be good in small quantities; stress can help motivate individuals and increase productivity. However, over time, too much stress is harmful to an individual’s mind and body. Persistent and unrelenting stress often leads to anxiety, depression, and unhealthy behaviors, such as overeating and drug or alcohol abuse.

Living Easy helps members build a strong foundation of resilience so they can bounce back from situations that cannot be controlled and have courage and confidence in the ones that can be controlled. Living Easy helps members fulfill relationships, feel calm instead of fear, and create clarity rather than feeling overwhelmed. This course runs from between two and 12 weeks. Upon completion of this tool, the activity is submitted for Points calculation.

2. **Living Fit: A 90-Day Walking Challenge**: The Living Fit course is an online self-management tool associated with a 90-day walking challenge. With custom emails, personalized feedback, and the member’s own calendar, our program guides, reinforces, and encourages members to succeed. Most of what individuals do on a daily basis is a function of habit, both good and bad. Some habits are productive, while others do not enhance well-being. One thing all habits have in common is that once they are established, they are easy to do and become automatic.

Living Fit aids members in adopting exercise as a regular part of life and allows for it to be an activity that members regularly anticipate. Walking is a great cardiovascular activity. It only requires thirty minutes a day, three times a week to obtain a good level of cardiovascular fitness. This course runs from between two and 12 weeks. Upon completion of this tool, the activity is submitted for Points calculation.

3. **Living Free: Quitting Smoking**: The Living Free course is an online self-management tool guiding members to quit smoking. This course is tailored to members and includes personal goals. With custom emails, personalized feedback, and the member’s own calendar, our program guides, reinforces, and encourages members to succeed. Living Free helps members discover new ways of thinking about the process of quitting smoking; ways that are very different from any program tried before. Living Free helps members learn how to deal with the thought or urge to smoke, so it no longer has any emotional significance. The goal of this course is for members to become an ex-smoker through a process that has been proven to work for all kinds of people and all types of smokers through Structured Cognitive Training (SCT). SCT is a powerful process that teaches members how to permanently change the way they think and feel about cigarettes and smoking and quit almost instantly. This course runs from between two and 12 weeks. Upon completion of this tool, the activity is submitted for Points’ calculation.

4. **Living Lean: Nutrition and Lifestyle Management**: The Living Lean course is an online self-management tool associated with better nutritional habits. This course is tailored to members and includes personal goals. With custom emails, personalized feedback, and the member’s own calendar, our program guides, reinforces, and encourages members to succeed. Living Lean is not a diet. It is geared to eliminate the emotional cravings for sweets, fats, and carbohydrates, putting
members in instant control over what they eat. Members create a permanent change in their relationship with eating, so the foods and eating patterns that contribute to weight gain no longer exist. This course runs from between two and 12 weeks. Upon completion of this tool, the activity is submitted for Points’ calculation.

5. **Living Smart: Managing Alcohol Consumption:** The Living Smart course is an online self-management tool guiding members to break unhealthy drinking habits. With custom emails, personalized feedback, and the member’s own calendar, our program guides, reinforces, and encourages members to succeed. Controlling alcohol consumption is difficult because of the complex dependency. Living Smart helps members discover new ways of thinking about drinking and about the process of stopping or controlling their drinking habits.

Living Smart empowers members to make rational, rather than emotional, decisions about what, where, when, and how much to drink. While it is designed to create habits and patterns that support living healthy, if the member’s goal is to stop drinking, that member learns how to do that as well.

This is just an example of what we can offer through our program. Your HSCE will work with you to accommodate other needs that may be desired specific to your population.

20. **Please indicate any program accreditation you have or will have earned, and the agency giving the accreditation such as NCQA, URAC, JCAHO.**

Humana has earned National Committee for Quality Assurance (NCQA) accreditation for Wellness and Health Promotion (WHP). To achieve this, Humana participated in a voluntary review process guided by accreditation standards that provide a framework of the Go365 member experience. Program policies and processes across Go365 and Humana partner organizations were thoroughly examined during the survey process.

Humana’s NCQA accreditation for Go365 is valid through September 2018.

NCQA requires Go365, and all WHP-accredited organizations, to make an annual report available for each employer that contains specific measures commonly seen among wellness organizations, such as Obesity, Tobacco, and Physical Inactivity, and specifications for calculating the measures. By requiring each accredited organization to report on a set of standard measures, employers can establish a baseline understanding of their populations’ aggregated health profile and can also understand any changes reflected over time using measures common to all NCQA-accredited organizations.

21. **How do you track and monitor complaints regarding service issues? How are those reported back to the District?**

Our process for tracking, monitoring and resolving complaints for the Go365 program is as follows: **Step 1:** Complaints and issues are managed by the Customer Care specialist who takes the call or processes the chat, blog post or written submission. If the participant is not satisfied with the proposed resolution, the specialist may consult with a peer or frontline leader for alternative options if applicable.
Step 2: If an alternative solution is not identified, the complaint is forwarded to a group mailbox that includes the director of Go365 Customer Support and his frontline leaders, director of Go365 Product, the compliance process manager, and other Go365 subject matter experts depending upon the focus of the complaint.

The situation is typically discussed via email, a meeting is called if resolution cannot be reached through email; this may be due to a need to research, consult with other business units or add other individuals to the conversation to explore alternative solutions to resolve the complaint. Based on input and discussion, the director of Go365 Customer Support makes a determination on the complaint.

Step 3: If the participant is not satisfied with the resolution, then the director will call for an escalated and final review that includes the Go365 leadership team, including the vice president of Go365, the corporate attorney, regulatory compliance lead and the compliance process manager. Other business subject matter experts may be included as needed when deemed appropriate. A final decision is made and the member is notified of the outcome.

Go365 currently doesn’t report the information back to the client unless we see a pattern/trend with their employees where they could benefit from a training or communication with their associates.

22. Does your firm have the ability to assist in the following activities: web casts, seminars, health summits, organizational competitions, and teleconferences?

Yes, we have the ability to assist with the activities listed. As an example, we provide the District with access to the Go365 Engagement Source, our online repository of wellness information, engagement tactics, and tools created to help develop and execute an effective strategy for increasing participation and engagement over time. In addition, your client management team will work with you to share the resources we have and help support those that may not be in our library already available to you.

Technology

23. What is the current system platform used to support your wellness promotion? Do you anticipate changing your current system in the near future? When was your last system change or upgrade?

Humana’s Go365 wellness portal is hosted on both Windows and Linux operating systems. We do not plan on changing to a different platform in the near future.

Non-critical patches are deployed to servers on a quarterly basis. Critical patches are deployed on a “less than 30 days” schedule. Severe patches are deployed immediately. Humana has a dedicated patch management team who is able to patch mass quantities of systems and quickly implement patches in the case of a security incident. Humana’s network appliances, servers, and workstations are managed (patched) by technologies used by various IT teams within Humana. The patch solutions use auto-discover assets, install patches, and track deployment progress. EIP tracks remediation progress by reviewing reports provided by the IT teams, and validates remediation through vulnerability scanning tools.

24. What are your preferred methods of data delivery and receipt?
Data delivery and receipt for Humana’s Go365 application are accomplished through an online web portal and through a mobile web portal. Participants log in to the portal with a secure login and password.

25. **Please provide a list of all programs related to wellness promotion. Please also include programs you think would benefit the District, why they would be beneficial and the ROI attached to the program.**

As a comprehensive, turnkey wellness program, Go365 includes the following core components at no additional fee:

- **Go365 Health Assessment**, which results in the members’ personalized experience including individualized wellness goals and activities
- Biometric screening integration
- Integrated health coaching
- Integrated incentive platform, members earn Points for the following incentives:
  - Completion of recommended activities as part of the members’ personalized program
  - Ability to earn Points in four core areas of activity: Education, Prevention, Healthy Living, and Fitness and Exercise
  - Challenges
  - Employer-sponsored events and activities
  - Preventive care, such as routine check-ups/physicals and screenings
  - Routine dental and vision exams when members submit proof using the Prevention Activity form, available by signing into [Go365.com](#)
  - Ability to earn up to 10 Points weekly for meditating using the compatible, award-winning Stop, Breathe & Think app
- Points convert into Bucks, which can be redeemed for rewards in the online Go365 Mall
- Mobile app technology and integration, including the Go365 App
- More than 75 compatible fitness tracking devices
- Partnerships with various vendors include Hi.Q health literacy app, and more
- Customized, employer-sponsored wellness activities
- Go365 Champ program
- Our standard Go365 reporting package, including our Member Activity report, Member Engagement report, and Employer Wellness Performance report
- Opportunities to engage the entire family through the Go365 Kids program
- The Go365 Support Community, offering a member-specific social forum that allows greater access to program support

The following programs are available as buy-up options, and can be added to the District’s program at initial sale or upon renewal:

- **HealthyFood**: This innovative program encourages eligible Go365 members to make smarter selections at the store by offering discounts on Great For You™ healthier food purchases at Walmart*.
- **Health Promotion Consultant (HPC)**: This individual serves as the District’s dedicated resource for planning and implementing health and wellness programming, and works as an extension of your human resource and/or benefits department to improve the culture of health within the organization.
The HealthyFood program is only available at Walmart Neighborhood Markets and Walmart retail stores. Sam’s Club stores are excluded from the HealthyFood program.

We measure success by member engagement instead of overall health, which provides a truer indication of how well Go365 is working specifically for you and your population. Because all of the ways in which members can earn rewards must be verified, the more we can improve engagement, the more we know that the program is working.

Throughout the program, we’ll help you keep track of the District’s engagement through three specific reports:

- **Member Activity Report**: Provides aggregate data on member engagement and activity levels in Status, biometric screenings, Points, and Go365 Age.
- **Member Engagement Report**: Provides data on program participation at the member level by reporting member completion of biometric screenings and their current Status.
- **Employer Wellness Performance Report**: Provides specific measures commonly seen among wellness organizations, such as obesity, tobacco, and physical inactivity, as well as specifics on our calculation process.

We recommend the Member Activity and Member Engagement reports as the best indicators of a group’s overall performance with Go365. We will also work with the District to discuss any specific reporting needs outside our standard reporting package.

In fact, our Go365 three-year study showed a positive correlation between program engagement and lower average health claims costs, as well as improved productivity. Using a sample of over 8,000 members, those engaged in Go365 over the three years, on average, had six fewer hours of unscheduled absences compared to unengaged members, who averaged 23 hours per year. In addition, engaged members’ health claims costs decreased 6 percent in Year 1 and 10 percent by Year 3. In contrast, unengaged members experienced a 17 percent increase by Year 3. Unengaged members also had 56 percent more emergency room visits and 37 percent more hospital visits over the three years.

Among all types of medical claims, the biggest difference in healthcare spending between engaged and unengaged members was seen in those with chronic health conditions. The percentage of engaged members in the low-risk range increased by 24.4 percent over the three years, compared to only 14 percent for the unengaged members. Engaged members without chronic health conditions were more likely to use healthcare for preventive care, such as routine check-ups/physicals and screenings.

### 26. If you use web based technology or offer to build a website in your delivery of programs, please indicate below where appropriate:

<table>
<thead>
<tr>
<th>Service Provided</th>
<th>Included in Package</th>
<th>Additional Cost</th>
<th>Not Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Risk Assessment and the ability to provide comparative data</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health education and information</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health promotion outreach; health newsletters, screening reminders</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Health coaching</td>
<td>X</td>
<td></td>
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<tr>
<td>Healthy recipes</td>
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<table>
<thead>
<tr>
<th>Feature</th>
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<tbody>
<tr>
<td>Self care data and medical or symptom dictionary</td>
<td>X</td>
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<tr>
<td>Modules for disease management or healthy lifestyle</td>
<td>X</td>
</tr>
<tr>
<td>Rx information and education</td>
<td>X</td>
</tr>
<tr>
<td>Other online tools</td>
<td>X</td>
</tr>
<tr>
<td>Hot links available for employee use</td>
<td>X</td>
</tr>
<tr>
<td>E-newsletters available</td>
<td>X</td>
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</table>

27. Are you willing to brand a website for our employees use with our logos and materials?

Yes, we are able to offer RPS a cobranded experience where your logo will sit on the home page in conjunction with Go365. This cobranded experience is inclusive of having your logo on the seven most prominent communications sent directly to members as well.

28. Does your technology solution include:
   a. Online personal medical records for participants?

Yes.

   **If yes, please describe**

   Health assessment participants receive real-time personal feedback immediately following completion of the web-based health assessment. The online health assessment allows for immediate identification of risks and offers feedback in the form of a personalized health report. The online version provides real-time feedback to members, including actionable steps towards healthier living. The customized plan for each individual offers more than 30 activities that are verifiable within the program such as getting a biometric screening, enrolling in a health coaching program, exercising, and getting regular medical check-ups. By participating in recommended activities and achieving personal goals (whose point values are actuarially weighted, per member, to ensure the biggest impact on the member’s health) members can earn Points, which are used to determine their Status. Members also earn Bucks for every Point earned, which they can redeem for products, services, and discounts within the online Go365 Mall.

   **If yes, will HRA and Biometric data be integrated?**

Yes, health assessment and biometric data are integrated.

b. Web-based consumer educational portals?

Yes, we provide web-based consumer educational portals.

c. Reporting access for District management?

Yes, we provide reporting access for the District’s management.

d. Smart Phone application(s) solution for iOS, Android, or other?

Yes.
Yes, our Go365 app is usable for iOS and Android smart phones.

29. Please describe any plan for technology updates or new services.

There are no immediate plans for technology updates or new services for this application in the near future.

30. Are you willing to feed data to a third party?

Yes, our Go365 program is equipped to integrate with any external medical carriers and vendors that the District utilizes for managed behavioral or biometric programs when Humana is not selected as the medical carrier. In these situations, we prefer to work with the employer’s health insurance plan vendor of choice.

We work with a number of vendor organizations to receive the necessary member information through data feeds. We can also supply the vendor with a file feed that identifies those members who have reported conditions through completion of their individual health assessment. This can proactively generate outreach to a member by the clinical staff.

Employers must meet a minimum requirement of 1,000 employees to be eligible for the inbound medical preventive file feed service. The inbound medical preventive file feed allows the employer’s medical carrier to send Go365 claims data used to reward members for preventive services, such as a mammogram or colonoscopy. Please keep in mind that the base administration fee (for 1,000+ employees) includes one inbound preventive claims file feed per group. Any additional file feed requests are subject to an additional charge as determined by Underwriting and Go365.

Depending on the scope of integration with outside vendors, some additional fees may apply. Program administration is entirely managed by Humana, using SOA technologies. The assigned CEM coordinates all plan features with any external vendors responsible for delivering services to the District and their associates.

31. What practices do you have in place to protect the confidentiality of individual information when electronic storing or transferring information?

Currently, Humana utilizes over 60 security-centric tools to continuously ensure the confidentiality, integrity, and availability of all our managed information. We ensure transmission security through the use of secure email, VPN encryption, Citrix remote application access, Syferlock Strong Authentication, and Good for Enterprise software in addition to other tools. Humana also ensures security of information at rest via the use of SecureDoc mobile hard drive encryption, along with data at rest encryption (DARE) for servers and data center systems. Please refer to Attachment F, Humana Information Protection Overview, for additional information in regards to Humana’s Enterprise Information Protection department and the Humana Defense in Depth strategy.

32. Do you have any predictive modeling capabilities?
Our predictive modeling tools evaluate a member’s confidential health assessment and biometric screening data. After the health assessment, members receive their results immediately, including their Go365 Age, which is a weighted analysis of their current state of health and reveals whether a member’s body is living older or younger than their chronological age.

The evaluation also offers a personalized pathway of wellness activities and goals that are measured periodically for completion. Goals are suggested based on each member’s unique health risk profile, and point values are customized per goal: goals with a higher predictive value to reduce claims and improve health are attributed higher point values. Each year, new assessment and screening data charts revised goals based on the member’s current health status and reassess the member’s Go365 Age.

Humana’s health coaching program is offered on a voluntary, opt-in basis. Our predictive modeling tools help connect people with our extraordinary coaching program by evaluating each member’s unique health profile and identifying those who have certain health risks, whether self-reported or are revealed through our health assessment and/or biometric screening. Those indicators automatically trigger Go365 to offer recommended activities and goals, specific to each member, that can help control or reduce the existing risks. Among these recommended activities, we typically suggest members join our health coaching program where our health experts can provide informational resources and support to help members stay more accountable to their plans. We do not require any member to enroll in health coaching at any time, as every person’s readiness to change is different.

Every Go365 member builds their own confidential health risk profile comprised of information from their health assessment, biometric screening, program goals, and other activities. Our predictive modeling evaluates this health data and assigns each member their own Go365 Age, which is a weighted analysis of their current state of health, revealing whether a member’s body is living older or younger than their chronological age.

This profile incorporates the following known habits and risk factors that also serve as triggers for health coaching recommendations:

- Weight Management
- Tobacco Cessation
- Stress Management
- Healthy Eating
- Physical Activity
- Cholesterol Management
- Blood Pressure Management
- Blood Sugar (Glucose) Management
- Back Care

When a member’s profile presents one of the risks noted above, it triggers their eligibility for health coaching and an enrollment notification is immediately sent to the member. We also identify risks through:

- Third-party, verified clinical data
- Health assessment results
- Self-referral
- Provider referral
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- Lab results/values
- Biometric screenings
- Intra-program referrals
- Claims data mining
- Rewards program data

Health coaching is not only an excellent way for members to seek expert guidance and create their own individualized plan for success, but they also receive Points for taking steps toward lifelong well-being.

33. What is the maximum number of users for your website?

There is no maximum theoretical limit, but we run tests to ensure that we can handle over 20,000 concurrent users per hour, and millions of users per month. We monitor usage to ensure that we add server resources when needed to support ongoing growth and peak usage.

34. Please indicate if you provide information or programs regarding:

<table>
<thead>
<tr>
<th>Health Risk Assessment</th>
<th>Online</th>
<th>Telephone</th>
<th>On Location</th>
<th>Subcontracted</th>
<th>Name of Subcontractor</th>
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<td>eHealthScreenings (EHS)</td>
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<td>Body Mass Index Tracking</td>
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<td>Back Health</td>
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<td>Cholesterol Reduction at Risk Levels</td>
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<td>Stress Management</td>
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<td>Client Specific Programs</td>
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<thead>
<tr>
<th>Health Related Incentive Programs</th>
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<th>Online</th>
<th>Telephone</th>
<th>On Location</th>
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35. **How will you evaluate the effectiveness of your outreach efforts?**

All communications are evaluated using Humana’s campaign management tool for standard metrics, such as sends, receives, bounces, opens, clicks, etc. In addition, we leverage core metric tracking in all emails to measure actions members are taking in Go365 as a direct result of our communications, and work closely with our Customer Care team to monitor call volume and member feedback during times of large member campaigns. We apply learnings to future communications.

36. **How do you store data? Please give brief highlights of your data disaster recovery plan.**

Below is an outline of Humana’s information security posture and how we accomplish total information protection of sensitive member data:

**Administrative Safeguards**

Our information security policies and procedures include a high-level “keystone” overarching policy. Sub-policies and standards are developed to address the specifics dealing with these keystone policies. The policy structure is constructed off of the ISO 27001 and HITRUST Information Protection policy framework. This structure enhances the organization of the policies, eases maintenance, and makes it easier for associates to find policies dealing with areas of interest.

Many of the requirements in the administrative safeguards section deal with access control and areas relating to access control, e.g., granting access, password management, access removal after termination, and transfers, etc. Humana’s controls in this area are very mature, but continue to be enhanced.

Other areas in administrative safeguards deal with contingency plans, business continuity planning, disaster recovery, and backup and restoration of information. We maintain a great deal of organization around all areas of information protection, including a Crisis Management team, Business Continuity Planning department, and a Disaster Recovery team. These groups ensure plans are continually updated and tested throughout the organization.

Policy Source is our portal for associates to obtain and review policies, standards, and procedures. Policy Source also keeps revisions to meet HIPAA requirements for six-year retention.

**Physical Safeguards/Security**

We have a chief global security officer who addresses the area of enterprise-wide facility security. Other areas in the physical safeguards section that address information security, including workstation security, device and media controls, media disposal, and data backup and storage are addressed by the Enterprise Information Protection team, under the chief information security officer. As mentioned above, many of these processes, e.g., backup and recovery are regularly tested to ensure completeness and accuracy.
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We conducted risk assessments of our approximately 200 facilities to identify required enhancements. Today, all facilities have in place policies, standards, procedures, and processes that are compliant with HIPAA and HITECH security regulations. Controls include: display of associate ID badges; escorting visitors; badge readers; security guards; cameras; secured data centers; and wiring closets. Larger facilities have floor-level and zoned security. Emergency “mode of operation” plans are in place to restrict access to facilities in the event of an emergency.

Our data center facilities are designed and constructed in accordance with applicable local and national codes and held to the same high standards for safety and security. We use smoke and/or heat detection systems designed in accordance with NFPA72 (standards for fire alarm system) and NFPA 101 (system smoke detection) to provide an early warning during the incipient stage of fire development. Fire detection, suppression, and alarm systems are monitored 24 hours a day, seven days a week, and are routinely tested. Humana meets or exceeds all federal, state, and local life safety standards.

We use both electronic access controls and personal recognition for controlling access to our data center facilities. A significant portion of our operations are equipped with electronic access control systems to control employee access. Facilities are required to maintain an electronic or manual system of positive employee and visitor identification and logging (and some facilities have biometric access controls). Personnel are required to wear photo identification badges while on Humana premises. Badges are color-coded to indicate access authorization levels. Unescorted access is generally prohibited for all but Humana employees — with very stringent requirements for any exceptions. Our data center facilities are equipped with access control and alarm systems. We also use digital CCTV systems to enhance physical security.

Security procedures for visitor/employee identification and physical intrusion detection systems serve to deny access to any unauthorized person. These measures are tested by employing integrity and compliance audits as a routine method of evaluating our security posture. Humana continually references and adapts to forward-looking regulatory impact studies to ensure we are on the forefront of innovation, safety, and security.

Our physical security policy requires that each Humana data center facility develop and document a facility site-specific physical security plan according to the guidelines of the policy that mandates provisions to protect company property, sensitive information, EPHI, personnel, and IT systems.

Minimum access control standards for physically securing entry to a Humana facility are based on associate population size. We use a number of different and layered technologies to protect the physical perimeter of operational facilities. These access control mechanisms span the spectrum, from small, remote sites that use minimum physical security controls and depend on site-specific procedures where all associates are known to each other, to very large facilities where a photo ID card key system is operational with security guard forces that monitor perimeter entry points, CCTV, lighting, fencing, vehicle parking garages, etc.

Entry into controlled access areas is only allowed from buildings that are not open to the general public. Major Humana IT processing facilities are provided access control mechanisms that restrict access only to employees who have authorized access to that facility/department and provided security access.
coverage with photo ID card key systems. Floor and department-level access controls are implemented to further supplement these sensitive areas. Other smaller facilities provide perimeter access control coverage based on associate population.

Access into the Louisville Data Center (LDC) is managed by Humana Global Security through the use of both contract security officers and on-site professional staff. Security officers man the site 24 hours a day, seven days a week with responsibility for physical security, asset protection, and risk identification. Full-height turnstiles prevent unauthorized access to the site, with visitors requiring registration and escort at all times. All Humana associates, and specifically all associates with access to the data centers, are mandated to possess and visibly display their access credentials at all times. Obtaining an access credential (badge) requires the hiring manager to complete an LDC Employee Access Card Information Form and approval by the director of data center operations. The physical access control system is a centralized, network-based system with compartmented access privileges specific for the data centers. Facility access is segmented into specific areas (e.g., computer room, distribution services area, the network control area, and the technical support area), access privileges to each of these areas is discretionary and unique with center director oversight and approval. In the most sensitive areas (computer, distribution SVCs, network control, and technical support) associates must present an access credential for both entry and egress. Humana’s data center operates 24 hours a day, seven days a week.

Upon termination of employment, the access credential must be returned to LDC security personnel. Also upon termination, the employee’s access authorization is deactivated. If the access credential is subsequently used, access is denied and the system immediately warns security officers of an access violation.

A daily Human Resources report of terminated employees is distributed to Humana’s global security and the administrative assistant of the DCO vice president for access termination. The access control system logs all activity (entry/egress) for a minimum period of 60 days.

Access

Our Human Resources follows strict operational procedures for performing background checks of potential new hires. Once an individual is approved for hire, a request for system access must be submitted for processing by the hiring manager to IT Security Administration.

Access to ePHI is highly restricted. Associates are granted access based on minimum necessary to perform assigned job role and responsibilities. Policy requires password protected screen savers to be activated after a specified period of inactivity. PCs and terminals are logged off at the end of the workday. Laptops must be securely store at the end of the workday and on non-work days. Laptops touching ePHI are required to have the hard drives encrypted.

If the request requires access to any application identified as containing ePHI, IT Security Administration routes to the application Business Owner for approval/denial. The Business Owner then routes the request back to Security Administration to complete the next phase and to build a User Profile. All relevant information that accurately describes the User is entered into the system and a Unique User ID is created. This Unique User ID is coupled to multiple Access Control Lists that further “validate” the User’s identity and only valid authorization/authentication is permitted access.
Users must be authenticated prior to being granted access to Humana’s information assets. Humana has chosen to implement layered security within our information assets and applies authentication security controls for operating systems, applications, and databases. Humana’s strong authentication method, Syferlock, uses a GridGuard software-based authentication solution to offer remote users the ability to take PINs and make them one time PINs without the need of any additional hardware, tokens, or client-side software. By converting the user’s chosen PIN into a secure one-time code that changes every time, remote users will be protected against many common threats. Password complexity standards have been established and passwords are set to expire. Users are limited in the number of unsuccessful attempts before the account is locked.

Applications and databases processing, storing or manipulating ePHI have been classified as confidential. Access to these requires additional authorization and approval. Storage is implemented with data at rest encryption (DARE). DARE is a hardware based encryption approach that leverages XTS-AES 256-bit data-at-rest-encryption.

We have robust policies and standards which require all systems and applications to log all possible user actions with time and date. All logs are mandated to be stored in our centralized logging solution and maintained for 10 years. Authorization, authentication and access control processes are periodically reviewed to ensure adherence. System activity is logged, monitored and analyzed. Activity for select critical applications is logged and reporting capabilities are in place. Log reports are retained for investigative purposes.

37. Describe required elements of our other vendors such as third party claims administrator to provide efficient transfer of data and links. Please indicate if there are any legal issues, data transfer processes, or other specific data elements.

Humana’s third party risk management team assesses all business associates on a standard basis. This assessment program encompasses all aspects of Information Security domains as well as business continuity. EIP provides a framework for the information security Third Party assessment program which is based on Humana business and security requirements, and complies with relevant regulations, customer contractual requirements and best practices. EIP’s Third Party Management team has established guidelines for monitoring responsibilities and processes that validate Third Party risk. These guidelines include: assessing service risk introduced by Third Parties; accept active HITRUST certification applicable to the services proposed; in partnership with the Relationship Manager implements a strategy that accommodates the unique requirements of each request; establishes standard Third Party management metrics and reporting; ensures compliance with customer security requirements and regulatory guidelines; defines Third Party risk assessment roles and responsibilities for all involved parties.

Please note that Humana has both an “EIP Third Party Assessment Standard” and an “Information Security Third Party Due Diligence Policy”. Due to the proprietary nature of these documents and due to security concerns, these documents can only be shared during an on-site audit or WebEx.

38. Does your firm have alliance with local health clubs or fitness facilities? If so, please name them and indicate whether or not you could contract with a facility of our choice?
Yes, Go365 fits all members, regardless of their location. Our website provides information and access to wellness resources specific to each member’s local area, from facilities that provide biometric screenings to our robust and extensive network of over 40,000 participating fitness facilities, including but not limited to LA Fitness, YMCA’s, Anytime Fitness Gold’s Gym. We provide an online fitness facility finder tool that utilizes Google Maps technology and information. If a member’s club isn’t already in our network, he or she can recommend the fitness facilities through a simple online submission process.

In addition to our national network of fitness facilities, Go365 can provide propriety beacon technology to you, which is a small device that can be placed in your onsite gym to allow members to check in and instantly be rewarded for their workout. This eliminates the need for onsite fitness centers to track check-ins via spreadsheet or other expensive device.

The technological components of Go365.com are built to be personalized while overall customization is kept to a minimum. This ensures that the integrity of the program our customers expect and rely upon remains intact while the program’s associated technologies—including the online experience, mobile application, device integration platform, and communications—are designed to contour to each member, based on their health risk factors, biometrics, and individualized needs. If there are needs that are specific to certain locations within your organization, our Account Management team will work with the District’s local human resources representatives to ensure that those needs are met on a localized level.

39. What methods of data are used to indicate or identify individual risks or conditions?

Our predictive modeling tools help connect people with our extraordinary coaching program by evaluating each member’s unique health profile and identifying those who have certain health risks, whether self-reported or are revealed through our health assessment and/or biometric screening. Those indicators automatically trigger Go365 to offer recommended activities and goals, specific to each member, that can help control or reduce the existing risks.

40. What incentives do you offer or suggest for member participation on your programs?

We drive improved health results through positive affirmation, encouragement, and a robust rewards program that incents members across the continuum of health. Our incentive platform has shown great success in curbing healthcare costs and improving productivity, and is based on behavioral economics and years of experience—including proof of concept in peer-reviewed journals.

Go365’s incentive and reward platform is one of the core pillars of our superior engagement numbers. Incentives not only provide members with rewards for participating in the program, but are used as motivation for long-term behavior change.

Our program focuses on four components: healthy living, fitness, education, and prevention. Completion of goals or activities in each of these areas results in Points. As members receive Points for completing Activities and Recommended Activities, they progress through the Status hierarchy—an achievement structure derived from behavioral economic theory and based on an actuarial system of mathematics. Each Status level correlates with a point of behavior change and as a member achieves higher Status levels, the member receives more Bucks to spend in our Go365 Mall.
As Status must be earned each year, short-term actions are transformed into long-term behaviors. Studies have found that achievement of higher Status correlates to a reduction in healthcare costs. There are five Status levels: Blue, Bronze, Silver, Gold, and Platinum. Members begin at Blue, and once they complete their Go365 Health Assessment, a biometric screening or a verified workout, they move to Bronze*, which unlocks the capability to redeem rewards in the Go365 Mall as well as participate in other available programs like HealthyFood. Higher Status not only results in increased Bucks to spend on rewards, but correlates to an overall reduction in healthcare costs.

Points earned are converted into Bucks, which can be spent at our vast online Go365 Mall where we offer a wide variety of incentives selected to appeal to individual preferences. Some people are motivated by instant gratification, while others are motivated by aspiring towards large value items. Therefore, Bucks are immediately available to be spent and carry over from year to year to account for individuals with either a saver or a spender mentality. Rewards range from movie tickets and music downloads to hotel stays and electronics. Rewards are earned throughout the year and are immediately available following the completion of activities.

Please refer to Attachment E Go365 How to Earn Points Flyer.

We also work with a number of our clients on additional incentives in the form of contribution adjustments. We'd be happy to strategize with you on the best solution for your population if this is of desire.

41. Please attach a list of reports that are available and any add hoc reports that may or may not have a cost. Please include a report cost schedule.

Go365 currently provides employers with our standard reporting package that includes engagement levels, activity completion, and overall health. The two reports that determine a member’s ability to receive an incentive are:

- **Member Activity Report**: Provides Status and Points information, biometric screening status, and Go365 Age. This report is updated monthly and is available to the employer on a daily basis.
- **Member Engagement Report**: Provides participation information including completion of the health assessment, as well as biometric screenings and Status. This report is updated and available to the employer on a daily basis and reflects all members in a group, including subscriber, spouse, adult dependent, and child dependent information.

We provide employers with different reports that track employee engagement and progress in improving the overall health of the District:

- **Employer Wellness Performance Report**: From this standard set of measures, including specific measures commonly seen among wellness organizations, such as obesity, tobacco, and physical inactivity, employers can establish a baseline understanding of their populations’ aggregated health profile and any changes over time using measures common to all NCQA-accredited organizations.
- **Taxable Redemption Report (available online only)**: We give clients the option to either follow the IRS’ determination that Go365 rewards should be taxed or to continue following Humana’s position that these rewards should not be taxable. If the District elects to tax your employees on their
redeemed Go365 rewards, this report provides the U.S. dollar value of Go365 rewards redeemed by each employee for tax purposes, and to apply the appropriate value to each employee’s W2.

- **Summary Report (available by request):** We provide clients with utilization data as well as aggregate health risk data as compared to peers, providing employers with a benchmark. This report is available on a quarterly basis. Should it be desired on a more frequent basis, fees may apply. Please refer to Attachment J for a sample summary report.

Our reporting capabilities continue to evolve and future enhancements will be communicated as they are made available to employers. We will also work with the District one-on-one to discuss any specific reporting needs outside the standard reporting package.

Employer Go365 reporting package including four standard reports: Activity, Member Engagement, Taxable Redemptions, and Wellness & Health Promotion Performance. Additional reports outside of standard self-service offerings may be subject to an additional fee based on specific request, data required, hours for programming, etc.

42. **What is the report frequency and will the District be able to generate reports independently?**

While the Member Activity Report is updated monthly and available to the employer on a daily basis, the Member Engagement Report is updated and available to the employer on a daily basis.

Currently, the data in our standard reports cannot be manipulated; however, we will work with the District during the implementation process to develop the timing and requirements for customized reporting capabilities. We are able to build custom ad hoc reports once the program goes live to meet the District’s reporting needs.

43. **Does your firm have an ROI analysis on the services you are suggesting for us?**

Yes, we recommend the Member Activity and Member Engagement reports as the best indicators of a group’s overall performance with Go365. We will also work with the District to discuss any specific reporting needs outside our standard reporting package.

In fact, our Go365 three-year study showed a positive correlation between program engagement and lower average health claims costs, as well as improved productivity. Using a sample of over 8,000 members, those engaged in Go365 over the three years, on average, had six fewer hours of unscheduled absences compared to unengaged members, who averaged 23 hours per year. In addition, engaged members’ health claims costs decreased 6 percent in Year 1 and 10 percent by Year 3. In contrast, unengaged members experienced a 17 percent increase by Year 3. Unengaged members also had 56 percent more emergency room visits and 37 percent more hospital visits over the three years.

Among all types of medical claims, the biggest difference in healthcare spending between engaged and unengaged members was seen in those with chronic health conditions. The percentage of engaged members in the low-risk range increased by 24.4 percent over the three years, compared to only 14 percent for the unengaged members. Engaged members without chronic health conditions were more likely to use healthcare for preventive care, such as routine check-ups/physicals and screenings.
44. Currently a majority of the employees in the District have their payroll contribution toward their health insurance indexed to their participation in wellness events. If they participate, then the employee pays less for his or her benefits. Identify wellness events and activities that can serve as a trigger for employee participation by which the District can credit the employee. What programs or services do you offer by which the District can measure the employees’ participation? How are you HIPAA compliant – what procedures are in place to comply with this statute?

Humana works with a number of our clients to co-create a custom contribution strategy based on Go365 participation as outlined above. Since Go365 is structured by status levels, which are earned through points accrual for any number of activities, many of our partners use status level as an indication for the qualifying metric for contribution adjustments. Please see Attachment E for an overview of points earning opportunities and status levels.

In addition, we offer our clients reporting which allows them to track by member health assessment completion, biometric completion, status level, and, should the employer opt in to outcomes-based reporting, tobacco use and risk for metabolic syndrome. If the District is interested in offering a contribution adjustment in addition to the Go365 rewards mall, we would be happy to offer the assistance of our actuaries to review and make sure that the design being discussed is compliant and efficient.

Measuring Employee Participation
Participation and active engagement are essential to the success of any wellness program. You need to know that the steps your organization and individual members make are having an actual, lasting impact, which is why we’re proud to say that, unlike all other wellness programs, all of the activities within Go365 are 100 percent verifiable and tracked through the online portal, either by automatic data feeds from our Go365 website, the program’s broad participating network, authorized forms, and compatible fitness devices. Members cannot earn rewards without proving that they’re taking actual steps toward improving their health and overall well-being.

We provide employers with three different reports that track employee engagement and progress in improving the overall health of your company:

- **Member Activity Report:** Provides aggregate data on member engagement and activity levels in each of the following four categories: Status, Points, biometric screenings, and Go365 Age. The activity report updates monthly and can be pulled by the employer on a daily basis.

- **Member Engagement Report:** Provides data on program participation at the member level by reporting member completion of a biometric screening and the Go365 Health Assessment (including the date completed) and Status. This report is updated daily and can also be pulled by the employer on a daily basis. Often, employers use this report as a tool to set employee health plan contributions based on participation and engagement levels in the Go365 program.

- **Employer Wellness Performance Report:** As an NCQA accredited organization, Go365 is required to supply an annual report for each employer containing specific measures commonly seen among wellness organizations, such as obesity, tobacco, and physical inactivity, as well as specifics on our calculation process. From this standard set of standard measures, employers can establish a baseline understanding of their populations’ aggregated health profile and understand any changes reflected over time using measures common to all NCQA-accredited organizations. This new NCQA
report will have no impact on a group’s ROI calculations or premium ratings, and it does not calculate a group’s engagement or activity level in the Go365 program.

If at any point you’re looking to boost participation, we can work with your program administrator or Go365 Champs to set up events to reinvigorate and inspire your employees.

**HIPAA Compliance**
Our goal is to safeguard protected health information (PHI) while ensuring it is available to those who need it and have a right to know. The Go365 program complies with all HIPAA wellness regulations, including the requirement that the value of rewards earned through standard activities do not exceed 20 percent of the premium (this stipulation excludes participation-based activities).

**Go365.com** is an extension of the secure [Humana.com](http://Humana.com) website and is also fully HIPAA compliant. Our technological platforms are protected by a robust internet perimeter defense architecture that shields members from hacking and exposure of PHI. Additionally, we ensure our strategy and actions are consistent with federal and state laws, rules, and regulations. We oversee activities related to the development, implementation, maintenance of, and compliance with the organization’s privacy policies and procedures supporting the safeguarding of PHI. Our associates, contractors, and vendors are governed by our privacy policy, including confidentiality of individual information. All Humana associates and associates of our subsidiaries and affiliates complete annual privacy training and sign a confidentiality agreement.

As a demonstration of our wellness solution’s commitment to quality, Humana is one of only 21 wellness organizations in the United States to have earned NCQA for Wellness and Health Promotion. Achieving NCQA accreditation underscores this focus on quality, but most importantly, it assures members of our commitment to quality and meeting the health and wellness industry’s highest standards. NCQA’s wellness and health promotion accreditation comprehensively evaluates key areas of health promotion, including how wellness programs are implemented in the workplace, how services are provided to help eligible individuals develop skills to make healthy choices, and how sensitive health information is properly safeguarded.

**45. Would you be able to provide services that could track employee participation in wellness activities?**
Be able to create a reporting mechanism to Human Resources on a regular basis (e.g. quarterly, monthly, etc.)? Please explain in detail how you can deliver this service.
* We are looking for a partner who will assist with a points accumulation tracking system, pursuant to our labor negotiations. We will require an administrative tracking system.

Yes, we can provide employee tracking for the District. Participation and active engagement are essential to the success of any wellness program. You need to know that the steps your organization and individual members make are having an actual, lasting impact, which is why we’re proud to say that, unlike all other wellness programs, all of the activities within Go365 are 100 percent verifiable and tracked through the online portal, either by automatic data feeds from our Go365 website, the program’s broad participating network, authorized forms, and compatible fitness devices. Members cannot earn rewards without proving that they’re taking actual steps toward improving their health and overall well-being.
We provide the District with three different reports that track employee engagement and progress in improving the overall health of your company:

- **Member Activity Report**: Provides aggregate data on member engagement and activity levels in each of the following four categories: Status, Points, biometric screenings, and Go365 Age. The activity report updates monthly and can be pulled by the employer on a daily basis.
- **Member Engagement Report**: Provides data on program participation at the member level by reporting member completion of a biometric screening and the Go365 Health Assessment (including the date completed) and Status. This report is updated daily and can also be pulled by the employer on a daily basis. Often, employers use this report as a tool to set employee health plan contributions based on participation and engagement levels in the Go365 program.
- **Employer Wellness Performance Report**: As an NCQA accredited organization, Go365 is required to supply an annual report for each employer containing specific measures commonly seen among wellness organizations, such as obesity, tobacco, and physical inactivity, as well as specifics on our calculation process. From this standard set of standard measures, employers can establish a baseline understanding of their populations’ aggregated health profile and understand any changes reflected over time using measures common to all NCQA-accredited organizations. This new NCQA report will have no impact on a group’s ROI calculations or premium ratings, and it does not calculate a group’s engagement or activity level in the Go365 program.

If at any point you’re looking to boost participation, we can work with your program administrator or Go365 Champs to set up events to reinvigorate and inspire your employees.

For the District, our Member Activity Report provides aggregate data on member engagement and activity levels in each of the following four categories: Status, biometric screenings, Points, and Go365 Age. The activity report updates monthly and can be pulled by the District on a daily basis. In addition, you’ll receive our Member Engagement Report, which provides data on program participation at the member level by reporting members’ health assessment and biometric screening completion (including the date completed) and Status. This report is updated daily and can also be pulled by the employer on a daily basis. Often, employers use this report as a tool to set employee health plan contributions based on engagement levels in the Go365 program.

### 46. Describe the cost associated with those programs split out by a per employee per month schedule, per member per month schedule and an annual cost.

- Please identify any pass-through costs
- Please estimate potential savings

Section V lists per eligible member per month fees for Go365 Administration fees and buy up Healthyfood Program. Pass-through costs would be those associated with redemption of rewards redeemed by members, and preferred partner retail biometric screenings completed by members.

### 47. Please describe any and all performance guarantees that are available.

We are willing to further discuss performance guarantees upon selection as finalist.

### 48. Please indicate if your firm is willing to place fees at risk if performance guarantees are not met?
We are open to discussing this upon selection as finalist.

49. **Please outline for the District what sets your company apart and makes your service offering more effective than other wellness vendors.**

There are a number of elements to Go365 that set us apart, but our main advantage comes from a deep foundation in behavioral economics. This field of study teaches that people tend to underestimate their own health risks and they attach greater value to present benefits than future promises. That’s why our program is designed to reward members for short-term actions that eventually transform into long-term behaviors. To do this, we reward members based on engagement and improvement instead of bottom-line health, using elements of gamification to make getting healthy not only easy, but fun and exciting.

The key is personalization. Since no two people are the same, every Go365 member goes through a personalized, individual experience based on their specific health status, risks, personal preferences, and overall well-being goals. We gauge the precise measurements of those risks and the impacts they can have, but then we go one step further and translate the analysis into something all people can understand: their Go365 Age. This calculation is a weighted comparison of whether a person is older or younger than their actual age. This is a critical component that moves members from just being “health aware” to becoming “health engaged.”

There are many components to our program that have made it such a success. Below are some of the components that help keep us ahead of the curve in the industry:

**Verifiability**
One of the most attractive features of Go365 is that, unlike other wellness programs, all the data we collect is 100 percent verifiable. Nothing is left to chance or based on the possible inaccuracies of self-reporting. This means the District can be sure that members earning rewards are taking the steps necessary to better their health and well-being. What’s more, member profiles are updated automatically using data feeds, authorized forms, and compatible fitness tracking devices on the online portal and within the Go365 App, so members can monitor their progress at any time.

**Seamless Integration**
As a full insurance carrier with one of the most robust wellness programs on the market, we’re able to leverage both sides of the business in ways other programs cannot. We are equipped to integrate with the medical carrier of the District’s choice. We work with a number of vendor organizations to receive the necessary member information through data feeds for the automation of awarding Points for applicable activities — the member doesn’t have to do anything.

In December 2011, Humana acquired Anvita, an industry-leading healthcare data analytics company that provides real-time and batch mode clinical insights that can help improve outcomes. Their analysis engine can generate population health insights on millions of members within minutes to hours, analyzing safety, quality, and identifying gaps in care through a 360-degree view of a patient’s medical profile. Through the acquisition, we now possess a comprehensive data model that allows for interpretation of medical and prescription drug claims from both payer data sources, as well as electronic health records. We welcome the opportunity to share what our totally integrated medical
management approach looks like and how we could be the District’s one-stop shop if chosen to provide medical benefits as well as wellness programming.

**Integrated Health Coaching**
Professional athletes, celebrities, and those who can afford it often employ health experts who help them stay fit through specific diet, exercise, and wellness tips. Our health coaching program provides a similar, personalized experience for Go365 members looking for personalized solutions by meeting them where they’re at, available via phone and/or online secured messaging. They develop individualized relationships with members, giving advice, positive reinforcement, and providing resources to help them work toward their goals.

Our coaches utilize a multi-modality approach that includes distance and direct training, hands-on practice, and a supervised practicum experience. The emphasis shifts from “how do I fix what’s wrong with me?” to “how can I use my strengths to attain my goal?” Participants feel empowered, motivated, and encouraged. They are trained and experienced in providing personalized guidance, education, and encouragement across a wide selection of health topics, including:

- Weight Management
- Healthy Eating
- Back Care
- Physical Activity
- Stress Management
- Blood Pressure and Cholesterol Management
- Tobacco Cessation
- Preventive Care
- Blood Sugar Management

Health coaching is offered to every program member. More than that, if a member’s health assessment indicates a risk for certain health conditions, they are notified in their personalized health report and encouraged to enroll in our health coaching program and any corollary chronic condition management programs.

**Technology**
There are currently over 70 fitness devices compatible with the program, including pedometers, heart rate monitors, and smartphone apps. Go365 also works with over 40,000 participating fitness facilities that not only offer membership discounts, but automatically track progress to Go365 via card swipe check-ins.

Additionally, our free App brings together all the best parts of Go365 into a mobile application members can take with them wherever they go. Members can complete their health assessment through the App, earn Points, connect with compatible fitness devices, and do so much more.

**Social Media Properties**
We leverage our data and assets through social networking communities, utilizing tools like video, infographics, and robust social media to encourage a community of wellness online. This includes our exclusive Go365 Support Community, an online forum available for our members to connect with one another, share tips, learn about the program and sign in to ask support questions or access wellness.
content. Our share of the social networking sphere also includes Facebook, Twitter, YouTube, and Tumblr. Each of these properties is monitored by Humana’s dedicated social media strategist and community managers.

**HealthyFood Program**

Eating healthy isn’t always cheap or easy, but a good diet can go a long way toward helping offset long-term medical costs. HealthyFood is an innovative program that encourages eligible Go365 members* to make healthier selections at the grocery store by offering them up to 50 percent savings** on Great For You™ healthier food purchases at Walmart®*. Members can save up to $600 per year.

At a minimum, members will earn 5 percent savings on healthier food items; however, they can increase their savings up to a maximum of 50 percent when they play Pick 6. Pick 6 is a simple game that members can access via the App or online. To play, members tap six out of 12 squares to reveal the contents. The more healthy tiles they reveal, such as apples, the greater their savings.

To sign up, eligible Go365 members sign in to Go365.com or the App, complete their health assessment, biometric screening, or log a workout, and request their HealthyFood shopping card. When members purchase approved healthier food items at Walmart, the cashier simply scans their HealthyFood shopping card to initiate the savings. All Great For You healthier foods qualify and the savings are applied to the member’s bill at the end of the transaction.

*The HealthyFood program is embedded in all of Humana’s fully insured medical products and is available as a buy-up for self-funded clients. Go365 members must have Bronze Status or higher and must be 18 years of age or older to be eligible to participate in the HealthyFood program. The HealthyFood program is not available to all Go365 members and is only available with certain plans or products offered by Humana.

**Standard program savings on Great For You healthier foods is 5 percent. Any increase in savings is variable and based on an eligible member playing the HealthyFood Pick 6 game. For complete Pick 6 game details, see Frequently Asked Questions online or on the Go365 App. Members must complete a health assessment within 90 days of the Go365 program start or renewal date to remain eligible for program savings.

*The HealthyFood program is only available at Walmart Neighborhood Markets and Walmart retail stores. Sam’s Club stores are excluded from the HealthyFood program.

**Go365 Champ Program/Camp**

Through our Go365 Champ program, the District’s own employees can serve as the best resource for implementing a successful wellness program. This is an extremely valuable component of the program, as these employer-chosen advocates provide internal, local motivation for participation in the program and help create a culture of wellness directly within the workplace. Go365 Champs are provided access to posters, fliers, and email templates through our online portal, the Go365 Engagement Source, which allows them to organize, lead, and communicate activities, including biometric screenings, group walks/runs, campaigns, and contests. The best form of communication they provide, though, is word of mouth.

In addition, Go365 Champs can also participate in the Go365 Champ Camp, a fast-paced orientation session where they have the opportunity to learn more about Go365, as well as best practices in developing an engagement plan. Training is done to demonstrate strategies and concepts to drive wellness initiatives. Go365 Champ Camp is an incredible opportunity to link individual Go365 Champs...
Proposal for:
Rockford Public Schools District No. 205

together with a common purpose. We can offer the District Go365 Champ Camp solutions to meet your needs, such as hosting a “Day Camp” or “Half-Day Camp” experience at varying locations nationwide.

Go365 Three-year Impact Study
Few wellness programs offer clear evidence of their long-term impact on employer objectives. Nearly half of employers are unsatisfied with the performance of their wellness program. We’ve accrued the data and analysis that shows how engagement in the program correlates with lower healthcare costs, as well as improved employee health and productivity.

In 2016, we released our Three-year Impact Study, looking into the correlation between program engagement and lower average health claims costs, as well as improved productivity.

Using a sample of over 8,000 members, the study found that Go365 had a measurably positive impact on our members and groups. Those engaged in Go365 over the three years, on average, had six fewer hours of unscheduled absences compared to unengaged members, who averaged 23 hours per year. In addition, engaged members’ health claims costs decreased 6 percent in Year 1 and 10 percent by Year 3. In contrast, unengaged members experienced a 17 percent increase by Year 3. Unengaged members also had 56 percent more emergency room visits and 37 percent more hospital visits over the three years.

Among all types of medical claims, the biggest difference in healthcare spending between engaged and unengaged members was seen in those with chronic health conditions. The percentage of engaged members in the low-risk range increased by 24.4 percent over the three years, compared to only 14 percent for the unengaged members. Engaged members without chronic health conditions were more likely to use healthcare for preventive care, such as routine check-ups/physicals and screenings.

Please refer to Attachment A for full details of the Go365 Three-year Impact Study.

REQUEST FOR REFERENCES:
Please provide the names and contact information of three companies of similar size and industry as the District that utilize your services.

San Bernardino City Unified School District
Crystal Berumen, Benefits Technician Employee Benefits
Phone: 909-381-1116, ext. 714752
Fax: 909-381-1362
Email: Crystal.Berumen@sbcusd.k12.ca.us

Medela LLC
Jill Helander, Human Resources Specialist
Phone: 815-578-2329
Fax: 815-759-2535
Email: jill.helander@medela.com

Boone County Schools
Jennifer Winsett, Benefits

Humana®
Proposal for:
Rockford Public Schools District No. 205

Phone: 859-283-1003
Email: jennifer.winsett@boone.kyschools.us

Kelly Schafer, Benefits
Phone: 859-283-1003
Email: kelly.schaefer@boone.kyschools.us
ROCKFORD BOARD OF EDUCATION
REQUEST FOR PROPOSAL ON SUPPLIES, MATERIALS, EQUIPMENT OR SERVICES FOR ROCKFORD PUBLIC SCHOOL DISTRICT NO. 205
ROCKFORD, ILLINOIS

RFP No. 18-5 Wellness Program Administrator Date: January 4, 2018

OFFERS WILL BE RECEIVED UNTIL: 2:00 PM (CDST) on Monday, January 29, 2018

FOR SUPPLIES, MATERIALS, EQUIPMENT OR SERVICES SPECIFIED HEREBIN. THE DATE AND THE TIME AS STATED IS ALSO THE TIME OF THE PUBLIC BID OPENING. IF YOU DESIRE TO SUBMIT A PROPOSAL, PLEASE DO SO ON THE FORMS PROVIDED AND RETURN TO THIS OFFICE.

Addressed to: BOARD OF EDUCATION
School District No. 205
501 Seventh Street, 6th Fl.
Rockford, Illinois 61104

GENERAL CONDITIONS AND INSTRUCTIONS FOR ALL PROPOSALS

The Board of Education (hereinafter occasionally referred to as Board or District as the context may require) reserves the right to reject any or all prices or bids submitted. One copy of this RFP is enclosed for your convenience.

a.) Please return a copy of the required forms AND an electronic PDF version of the proposal (including all required forms) on a CD or flash drive in a SEALED envelope with the bid number, subject and your firm’s name and address clearly indicated on the envelope. NOTE: FAXED and LATE proposal are not acceptable and will be rejected as non-responsive. Use of the included Bid Label is recommended.

b.) Proposals to be addressed as follows: Rockford Public School District Purchasing Department
501 Seventh St., 6th Floor
Rockford, IL 61104
Attn: Purchasing Department

The Board of Education reserves the right to return any merchandise for full price credit or replacement at the District’s discretion that does not comply with the conditions and specifications. The Board of Education reserves the right to increase or decrease quantities shown on bid.

The Board of Education reserves the right to cancel purchase orders if the delivery or completion is not performed in accordance with the bidding document and the date stated on the purchase order.

The Board of Education reserves the right to have any product analyzed at a laboratory to ascertain compliance with specifications. Expense of such testing shall be by the Board of Education unless such tests prove noncompliance with specifications at which time the expense shall be the responsibility of the Contractor.

Contract will be awarded to the company whose proposal is the best fit with the District and complies with these conditions and specifications. All rights are reserved by the Board of Education to select the proposal that in its judgment is in the best interest of the District and meets the needs or purposes intended. Such decisions shall be final and not subject to recourse.

The Bidder’s signature on the following page of this Form will be construed as acceptance of and willingness to comply with all provisions of the Acts of the General Assembly of the State of Illinois including, without limitation, laws rules and regulations relating to wages of laborers, and discrimination and intimidation of employees. This RFP and the resulting Contract are specifically subject to the Equal Employment Opportunity requirements of the Illinois Human Rights Act, Federal statutes and the policies and procedures of the District. Bidder agrees to comply in all respects with Federal, State, and local laws, ordinances and regulations pertaining to this RFP and to the performance of the Contract in the event the Bidder is awarded the contract. Provisions of applicable statutes enacted by governmental bodies having jurisdiction are hereby incorporated by reference as though fully set forth herein and became a part of this RFP and specifications.

Various statutes of the state of Illinois prohibit interest of School Board members in contracts and others prohibit interest of employees in contracts of the District as do District policies. Bidder by submitting a proposal agrees to refrain from entering into any contract with the District where a Board member or employee of the District has a prohibited interest.
Complete, sign and return the following forms: General Conditions and Instructions for all Proposals, Bid-Rigging Certification, Minority and Women-Owned Business Concern Representation, Certificate Regarding Debarment, Suspension, Ineligibility and Exclusion, Certificate Regarding Lobbying, OFAC Compliance, Vendor Conflict of Interest Disclosure Form, and any other required submittals and certifications.

No proposals may be withdrawn after the official opening. All proposals submitted must be valid for a minimum period of sixty (60) days after the date set for the RFP opening. Please check the Terms and Conditions for any variation of this requirement.

All prices are F.O.B., Rockford, Illinois, which is further defined as meaning the price submitted in the proposal is the total price to this school district, including all freight and delivery charges. Under no circumstances may prepaid charges be added to the invoice.

A substitute item will be considered only if it is an item of regular manufacture as evidenced by literature, catalogs, etc. and not a pro-type or first article test item. Substitute or “as equal” items may be submitted with all supporting documents in advance of the bid due date for review and approval or rejection by the District. Such items are to be submitted to the Director of Purchasing for review. Permitted substitutions will be placed in an addendum to the RFP and issued by the District prior to the bid due date.

The successful Bidder must submit a separate invoice for each purchase order. The information on that invoice shall cover ONLY that one purchase order.

Any interested party, including all Bidders, may examine the RFP summary after proposals have been opened and awarded by the Board of Education. RFP summary will be available at the Board of Education Administration Building, Purchasing Department, 8:00 A.M., to 4:30 P.M., Monday through Friday. RFP recaps may also be reviewed by visiting www.DemandStar.Com.

Vendor’s signature on this RFP form must be an actual signature. A stamped, facsimile, or typed signature may disqualify the bid.

Please address all questions relative to any RFP in writing to the Purchasing Department, Director of Purchasing, Board of Education, 501 Seventh Street, Rockford, Illinois 61104 (via email to PurchasingDeptStaff@rps205.com). All request for information must be submitted at least five business days (Monday – Friday) prior to the RFP due date and time. Responses to questions will be reviewed by the Purchasing Department and if a response or clarification to the RFP is issued it will be issued via addendum to the bid and published on the District website and, if applicable, Demand Star. Any request for information submitted after the deadline will not receive a response. Under no circumstances may any bidder or its representative(s) contact any employee or representative of the Rockford Public Schools regarding this bid prior to the closing date, other than in writing to the Purchasing staff provided above. Any violation of this condition may result in a Vendor being considered non-compliant and ineligible for award.

**THIS SECTION BELOW MUST BE COMPLETED IN FULL AND SIGNED, FAILURE TO COMPLY MAY RESULT IN DISQUALIFICATION OF PROPOSAL.**

The undersigned hereby certifies that he/she has read and understands the contents of this solicitation and agrees to furnish at the prices shown any or all of the items and/or services, subject to all Instructions, Terms and Conditions, Specifications and attachments hereto. Failure to have read all the provisions of this solicitation shall not be cause to alter any resulting contract or request additional compensation.

**GENERAL CONDITIONS AND INSTRUCTIONS FOR ALL PROPOSALS FORM:**

500 West Main Street  
Address  
Louisville, Kentucky  40202  
City & State  Zip  
312-441-5068  
Area Code  Telephone Number  

Harris, Rothenberg International Inc. dba Humana Wellness  
Name of Firm  
Jody L. Bilney, Senior Vice President and Chief Consumer Officer  
Signature of Authorized Representative  
(Federal Employer Identification) Or Social Security Number  
(See Specifications for Determination)
ROCKFORD PUBLIC SCHOOLS
REQUIRED RFP FORMS CHECK LIST

RFP No.: 18-15 Wellness Program Administrator

Listed below are the REQUIRED forms all bidders are REQUIRED to submit with sealed bids on or before the bid due date and time. Failure to submit ALL required forms may result in bidder being deemed non-responsive.

<table>
<thead>
<tr>
<th>Required Forms</th>
<th>Yes</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposal</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Bid Rigging Certification</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Minority and Women Owned Business Concern Representation</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Certificate Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Certificate Regarding Lobbying</td>
<td>X</td>
<td></td>
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<tr>
<td>OFAC Compliance</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Vendor Conflict of Interest Disclosure Form</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Bidder’s Certification</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Certified Cleared Employee List</td>
<td>**</td>
<td>Complete, sign, and notarize the form. If you are uncertain of which employees will be working on the project, note this information on the form that the employee information will be forth coming BEFORE you start on the project, if awarded the contract.</td>
</tr>
<tr>
<td><strong>No form received. Employee information will be provided before services start, if awarded the contact.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Certificate of Liability Insurance</td>
<td>X</td>
<td>Document must be submitted prior to starting work, if awarded the contract. Failure to submit forms below may result in project start delay.</td>
</tr>
</tbody>
</table>

Listed below are REQUIRED FORMS/DOCUMENTS that must be submitted prior to starting work, if awarded the contract. Failure to submit forms below may result in project start delay.

- Performance Bond (100% of Contract) Willing to discuss this upon selection as a finalist.
ROCKFORD PUBLIC SCHOOL DISTRICT NO. 205
BID-RIGGING CERTIFICATION

I,  Jody Bilney, Senior Vice President and Chief Consumer Officer, a duly authorized
(Agent)

agent of Harris, Rothenberg International Inc. dba Humana Wellness, do hereby certify that
(Contractor)

neither Humana Wellness nor any individual
(Contractor)

presently affiliated with Humana Wellness has been barred from
(Contractor)

bidding on a public contract as a result of a violation of either Section 33E-3 (bid-rigging) or Section
33E-4 (bid rotating) of the Illinois Criminal Code, contained in Chapter 750, Article 5 of the Illinois
Compiled Statutes.

Jody L. Bilney, Senior Vice President and Chief Consumer Officer

Humana Wellness
Contractor
ROCKFORD PUBLIC SCHOOL DISTRICT NO. 205

MINORITY, WOMEN and DISABLED-OWNED BUSINESS CONCERN REPRESENTATION

Minority-Owned Business: a minority-owned business concern means a business concern that: (1) is at least 51 percent unconditionally owned by one or more individuals who are considered to be a member of a minority group, or a publicly owned business having at least 51 percent of its stock unconditionally owned by one or more members of a minority group; and (2) has its management and daily business controlled and operated by one or more such individuals. Individuals who certify that they are members of minority groups (African Americans, Hispanic Americans, Native Americans, Asian-Pacific Americans, Asian-Indian Americans, and other minorities) are to be considered minority-owned enterprises.

Women-Owned Business: a business that is at least 51 percent owned by a woman or women who also control and operate it.

Disabled Owned Business: a business that is at least 51 percent owned by a person or persons with severe physical or mental disabilities which substantially limits one or more of the person’s major life activities and which person or persons control and operate such business.

“Control” in this referenced context means exercising the power to make policy decisions. “Operate” means being actively involved in the day-to-day management of the business.

The District shall rely on written representations of concerns regarding their status as minority/women/disabled-owned businesses. Offeror agrees to submit information regarding the minority ownership of its subcontractors on request of District.

COMPLETE THE SECTION BELOW AND RETURN THIS FORM WITH BID. FAILURE TO DO SO MAY RENDER THE OFFEROR’S BID UNACCEPTABLE.

A. Representation. The offeror represents that it is ( ), is not ( X ) a minority-owned business concern.

B. Representation. The offeror represents that it is ( ), is not ( X ) a women-owned business concern.

C. Representation. The offeror represents that it is ( ), is not ( X ) a disabled-owned business concern.

Please Check Appropriate Box/Boxes

☐ African American (AFRAM) ☐ Caucasian (CAUC) ☐ Native American (NAAM)

☐ Hispanic American (HISP) ☐ Asian-Pacific American (ASIAP) ☐ Asian Indian (ASIAI) American

☐ Other, please identify: ____________________________ ☐ Woman Owned (W) ☐ Disabled Owned (D)

The offeror has ☐ has not ☒ used the following procedures in searching for and obtaining suppliers and subcontractors:

• Place Minority-Owned Businesses on solicitation lists.
• Ensure that Minority-Owned are solicited wherever they are potential sources.
• Consider contracting with consortia of Minority-Owned Businesses when an intended contract is too large for any one such firm to handle on its own or, if economically feasible, divide larger requirements into smaller transactions for which such organizations might compete.
• Make information on contracting opportunities available and establish delivery schedules that encourage participation by Minority-Owned Businesses.
• Use the services and assistance of the SBA and Department of Commerce Minority Business Development Agency, as appropriate.

Harris, Rothenberg International dba

Company Name Humana Wellness Address 500 West Main Street

City Louisville State Kentucky Zip 40202

Phone # 312-441-5068 Fax # 312-601-0548 FEIN #

Signature of Company Official Jody L. Bilney Title Senior Vice President and Chief Consumer Officer

Date January 25, 2018

18-15 Wellness Program Administrator 7
CERTIFICATE REGARDING LOBBYING

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit ISBE 85-37, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.
CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY, AND VOLUNTARY EXCLUSION LOWER TIER COVERED TRANSACTIONS

This certification is required by the regulations implementing Executive Orders 12549 and 12669, Debarment and Suspension, 2 CFR part 3485, including Subpart C Responsibilities of Participants Regarding Transactions (also see federal guidance at 2 CFR part 180). Copies of the regulations may be obtained by contacting the Illinois State Board of Education.

BEFORE COMPLETING CERTIFICATION, READ INSTRUCTIONS BELOW.

CERTIFICATION

The prospective lower tier participant certifies, by submission of this Certification, that:

1. Neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency;

2. It will provide immediate written notice to whom this Certification is submitted if at any time the prospective lower tier participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances;

3. It shall not knowingly enter any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated;

4. It will include the clause titled Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion—Lower Tier Covered Transactions, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions;

5. The certifications herein are a material representation of fact upon which reliance was placed when this transaction was entered into; and

6. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this Certification.

**Our contracts require suppliers to warrant that they and their Personnel (defined as the employees, independent contractors, subcontractors, and sub-suppliers of Supplier) have not been debarred and require immediate notice to us of any debarment.

Harris, Rothenberg International Inc.  
Organization Name

Jody L. Bilney  
Name of Authorized Representative

RFP 18-15 Wellness Program Administrator  
PR/Award Number or Project Name

Senior Vice President and Chief Consumer Officer  
Title

January 25, 2018  
Date

Instructions for Certification

1. By signing and submitting this Certification, the prospective lower tier participant is providing the certifications set out herein.

2. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue all available remedies, including suspension and/or debarment.

3. Except for transactions authorized under paragraph 3 above, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue all available remedies, including suspension and/or debarment.

4. The terms covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used herein, have the meanings set out in the Definitions and Coverage sections of the rules implementing Executive Order 12549 and Executive Order 12669. You may contact the person to which this Certification is submitted for assistance in obtaining a copy of those regulations.

5. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the “GSA Government-Wide System for Award Management Exclusions” (SAM Exclusions) at http://www.sam.gov.

6. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required herein. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
The undersigned hereby certifies and represents that products and/or services provided under any contract with the Rockford Public Schools resulting from this bid shall be in compliance with economic or trade sanctions or restrictions implemented by the United States government such as those administered by the Office of Foreign Assets Control ("OFAC") of the U.S. Department of the Treasury and shall not utilize or engage, for performance of any activities related to the products and/or services, any persons or entities that, (i) appear on OFAC’s Specially Designated Nationals and Blocked Persons List ("SDN List"), as that list may be updated from time to time or any other similar list maintained by OFAC; (ii) are owned or controlled by any person or entities appearing on OFAC’s SDN List, as that list may be updated from time to time or any other similar list maintained by OFAC; or (iii) are located in any country subject to U.S. economic or trade sanctions, such as those administered by OFAC.

Harris, Rothenberg International Inc. dba Humana Wellness
Organization Name

Jody L. Bilney
Name of Authorized Representative

Senior Vice President and Chief Consumer Officer
Title

Original Signature of Authorized Representative

January 25, 2018
Date
DISCLOSURE STATEMENT:
All businesses ("Vendors" or "Vendor" or "Vendor's") that wish to conduct business with the Rockford Public Schools "RPS" must complete this form. Please note that all contracts with RPS are subject to RPS Code of Ethics which prohibits RPS employees and Board of Education members from having certain relationships with persons or entities conducting (or proposing to conduct) business with RPS and which limits the acceptance of gifts from Vendors. The entire Board Member Conflict of Interest Board Policy 2.100 and Board Policy 5.120 may be viewed at http://www2.rps205.com/District/BOE/Pages/GP-200.aspx. The Code and its definitions are incorporated by reference into this Disclosure Form. If a Vendor has a disclosable relationship, the Vendor should assume the relationship may pose a conflict of interest until notified to the contrary in writing by a RPS administrative staff member authorized to confirm that a determination has been made that a conflict does not exist. A principle of the Code of Ethics is to ensure that relationships do not influence any official decision or judgment of RPS employees or Board of Education members. Accordingly, disclosure also should be made for any person connected with Vendor (e.g., officer, director, partner, shareholder, employee,) that is likely to: (i) materially contribute to Vendor’s preparation, drafting, or presentation of a proposal or bid for services and/or supplies, (ii) materially contribute to Vendor’s negotiation of a contract with RPS, or (iii) perform material services under a contract with RPS. Below, these persons are referred to as “Disclosable Persons.”

CERTIFICATION:
I hereby certify that, except as disclosed below, to Vendor’s knowledge, there is no conflict of interest involving the Vendor named below that would violate the RPS Code of Ethics, including that: (a) after inquiry, neither Vendor nor any Disclosable Person is involved or engaged in any private business venture or enterprise, directly or indirectly, with any RPS employee or Board of Education member or his or her family member; (b) no RPS employee or Board member or his or her family member owns or has a material personal financial interest (directly or indirectly) in Vendor or is engaged in a material personal business transaction with Vendor; and (c) no RPS employee or board of Education member or his or her family is employed by Vendor.

I further certify that neither the Vendor nor anyone acting on its behalf has requested that any RPS employee or RPS Board of Education member exert any influence to secure the award of this bid to the Vendor. Furthermore, no RPS Board of Education member, employee or agent has offered to influence to secure the award of this bid to the Vendor.

VENDOR INFORMATION:
Vendor Name: Harris, Rothenberg International Inc. Humana Wellness

Vendor Address: 810 7th Avenue, 38th Floor, New York, New York 10019

Vendor Phone Number 312-441-5068

Vendor Email: jhallberg@humana.com (Jen Peterson, Health Solutions Client Executive)

Vendor FEIN: 27-1649291
DISCLOSURE STATEMENT:

I BELIEVE THE VENDOR NAMED ABOVE DOES have a potential conflict(s) of interest with a current RPS employee(s), or RPS Board of Education member(s).

☐ YES, the above statement is true.

☒ NO, the above statement is NOT true.

If you checked "YES" above, please provide the following information:

List all the Name(s) of RPS employee(s), RPS Board of Education member(s), or RPS employees’ or RPS Board of Education’s family member(s) with whom there may be a conflict of interest:

1. 

2. 

3. 

Provide a brief description of the nature of the potential conflict(s) of interest:

SIGNATURE:

By my signature below, I certify that I am the Authorized Representative of the VENDOR named above and that all of the information provided above by signor is true and complete to the best of the signor’s knowledge:

Jody L. Bilney
Print the Name of the Vendor’s Authorized Representative

Senior Vice President and Chief Consumer Officer
Print the Position Title of the Vendor’s Authorized Representative

January 25, 2018
Date
ROCKFORD PUBLIC SCHOOL DISTRICT NO. 205
VENDOR CONFLICT OF INTEREST DISCLOSURE FORM

DISCLOSURE STATEMENT:
All businesses (“Vendors” or “Vendor” or “Vendor’s”) that wish to conduct business with the Rockford Public Schools “RPS” must complete this form. Please note that all contracts with RPS are subject to RPS Code of Ethics which prohibits RPS employees and Board of Education members from having certain relationships with persons or entities conducting (or proposing to conduct) business with RPS and which limits the acceptance of gifts from Vendors. The entire Board Member Conflict of Interest Board Policy 2.100 and Board Policy 5.120 may be viewed at http://www2.rps205.com/District/BOE/Pages/GP-200.aspx. The Code and its definitions are incorporated by reference into this Disclosure Form. If a Vendor has a disclosable relationship, the Vendor should assume the relationship may pose a conflict of interest until notified to the contrary in writing by a RPS administrative staff member authorized to confirm that a determination has been made that a conflict does not exist. A principle of the Code of Ethics is to ensure that relationships do not influence any official decision or judgment of RPS employees or Board of Education members. Accordingly, disclosure also should be made for any person connected with Vendor (e.g., officer, director, partner, shareholder, employee,) that is likely to: (i) materially contribute to Vendor’s preparation, drafting, or presentation of a proposal or bid for services and/or supplies, (ii) materially contribute to Vendor’s negotiation of a contract with RPS, or (iii) perform material services under a contract with RPS. Below, these persons are referred to as “Disclosable Persons.”

CERTIFICATION:
I hereby certify that, except as disclosed below, to Vendor’s knowledge, there is no conflict of interest involving the Vendor named below that would violate the RPS Code of Ethics, including that: (a) after inquiry, neither Vendor nor any Disclosable Person is involved or engaged in any private business venture or enterprise, directly or indirectly, with any RPS employee or Board of Education member or his or her family member; (b) no RPS employee or Board member or his or her family member owns or has a material personal financial interest (directly or indirectly) in Vendor or is engaged in a material personal business transaction with Vendor; and (c) no RPS employee or board of Education member or his or her family is employed by Vendor.

I further certify that neither the Vendor nor anyone acting on its behalf has requested that any RPS employee or RPS Board of Education member exert any influence to secure the award of this bid to the Vendor. Furthermore, no RPS Board of Education member, employee or agent has offered to influence to secure the award of this bid to the Vendor.

VENDOR INFORMATION:
Vendor Name: Harris, Rothenberg International Inc. Humana Wellness
Vendor Address: 810 7th Avenue, 38th Floor, New York, New York 10019
Vendor Phone Number 312-441-5068
Vendor Email: jhallberg@humana.com (Jen Peterson, Health Solutions Client Executive)
Vendor FEIN: [Redacted]

18-15 Wellness Program Administrator 11
ROCKFORD PUBLIC SCHOOL DISTRICT NO. 205
VENDOR CONFLICT OF INTEREST DISCLOSURE FORM

DISCLOSURE STATEMENT:

I BELIEVE THE VENDOR NAMED ABOVE DOES have a potential conflict(s) of interest with a current RPS employee(s), or RPS Board of Education member(s).

- YES, the above statement is true.
- NO, the above statement is NOT true.

If you checked “YES” above, please provide the following information:

List all the Name(s) of RPS employee(s), RPS Board of Education member(s), or RPS employees’ or RPS Board of Education’s family member(s) with whom there may be a conflict of interest:

1. ______________________________
2. ______________________________
3. ______________________________

Provide a brief description of the nature of the potential conflict(s) of interest:

<table>
<thead>
<tr>
<th>Jody L. Bilney</th>
<th>Senior Vice President and Chief Consumer Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print the Name of the Vendor’s Authorized Representative</td>
<td>Print the Position Title of the Vendor’s Authorized Representative</td>
</tr>
<tr>
<td>[Redacted]</td>
<td>January 25, 2018</td>
</tr>
</tbody>
</table>

Date
ROCKFORD PUBLIC SCHOOL DISTRICT NO. 205

HOLD HARMLESS AGREEMENT

The Board shall not be responsible for the acts or omissions of any Bidder and the Bidder’s employees. The term Board and District, for purposes of this Agreement, shall mean and include the Board of Education and Rockford School District No. 205 Winnebago and Boone Counties, Illinois. The undersigned Bidder agrees to defend, hold harmless and indemnify the Board of Education and every Board member, officer, agent, attorney, servant or employee of the Board from any lawsuit, action, proceeding, liability, judgment, claim, or demand which may arise out of:

a) Any injury to person or damage to property sustained by Bidder, its officers, agents, servants or employees or by any person, firm, or corporation employed directly or indirectly by them upon or in connection with their performance or failure to perform under any bid contract with the Board, except for such injury or damage wherein it is finally determined that the Board, its board members, officers, agents, attorneys, servants or employees were grossly negligent or committed willful misconduct;

b) Any injury to person or damage to property sustained by any person, firm, or corporation, caused by any negligent or intentional act, default, error or omission of Bidder, its officers, agents, representatives, servants, or employees or of any person, firm, or corporation, directly or indirectly employed by them upon or in connection with performance under any bid contract between Bidder and the Board;

c) Fines, penalties, costs and expenses which may be incurred by or levied and assessed against the Board, or any board member, officer, agent, attorney, servant or employee of the Board in connection with Bidder’s performance or failure to perform under any bid contract with the Board.

Bidder at its own expense and risk shall defend any legal proceedings that may be brought against the Board, or any Board member, officer, agent, servant, or employee of the Board on any such claim or demand, and shall satisfy any judgment, fine or penalty which may be rendered or assessed against the Board, its Board member(s), or any officer, agent, attorney, servant, or employee of the Board arising out of any such claim or demand. The Board has and reserves the right to disapprove any attorney or law firm selected by Bidder to defend any such legal proceeding and to select an attorney or law firm to defend any such legal proceeding. The Board shall have the right to set off against any sums due Bidder under any bid contract with the Board the amount of any indemnity cost, expense and claim under this Agreement.

This indemnification, defense and hold harmless agreement shall apply to any lawsuit, action, proceeding, liability, judgment, claim or demand, of whatever name or nature, arising from or relating to acts or omissions of Bidder and/or its employees or agents with regard to the personnel, services, materials and goods provided to the Board by Bidder under any bid contract with the Board, notwithstanding that Bidder may deem the same to be frivolous or without merit. It is intended that this Indemnity be interpreted in the broadest manner possible so as to insulate all of the entities, parties and individuals named above from any liability, cost or judgment, monetary or otherwise, as the same may relate to the personnel, services, materials and goods provided to the Board under any bid contract with Bidder; provided however, this indemnification, defense, and hold harmless agreement shall not apply to any lawsuit, action, proceeding, liability, judgment, claim, demand, fine or penalty to the extent and wherein it is finally determined that the Board, its Board members, officers, agents, servants or employees were grossly negligent or committed willful misconduct which caused damage.

The provisions of this Hold Harmless Agreement shall survive termination of any bid contract with the Board.

Bidder: ________________________________

____________________________________  __________________________
Print Name of Bidder’s Authorized Representative  Print Title of Bidder’s Authorized Representative

____________________________________  __________________________
Signature of the Bidder’s Authorized Representative  Date

This Agreement Subscribed and Sworn to before me this ______ day of ________________, 20____.

Notary Public
Commission Expires:____________________________

We cannot agree to the wording as written. We usually require mutual indemnification and usually cap our indemnification at $1 million dollars. We would be willing to discuss and negotiate further after award.
IRS regulations require our School District to have on file appropriate taxpayer identification data concerning you or your firm. This information consists of either a Federal Employer Identification Number (F.E.I.N) or Social Security Number (S.S.N.) and will have their payments reported to the IRS on form #1099-Misc.

Below is the legal name and address for you or your firm as shown on our official records. Please make any necessary corrections. Space is also provided to enter the appropriate tax identification number and to indicate (by checking a box) the correct legal status. Failure to complete and return this form could result in a $50,000 IRS penalty. In addition, we would be required to withhold 20% of payments due and remit this amount to the IRS until we receive the correct tax data.

For your convenience we request you fax this form back to sender (or to Purchasing at 815-966-3088). Please do this today so we can both fulfill our reporting obligations and ensure prompt payments.

Reminder: If LEGAL STATUS is “Sole Proprietorship”, the Taxpayer Identification Number must be either the Social Security Number of the owner or assigned FEIN.

LEGAL STATUS: (Check One)
[X] Corporation

[ ] Limited

[ ] Religious, Charitable, Educational or Governmental Agency (circle one)

[ ] Sole Proprietorship (legal owner’s name):

[ ] Individual

[ ] Other – Please identify:

TAXPAYER (federal) ID# -- FEIN or Soc Sec
(use the line corresponding to your legal status line)
FEIN: ____________________________
FEIN: _______ - ____________
FEIN: _______ - ____________
FEIN: _______ - ____________ or
SSN: _______ - _______ - _______
Owner’s Social Security Number
SSN: _______ - _______ - _______
FEIN: _______ - ____________

UNDER PENALTIES OF PERJURY, I CERTIFY THE INFORMATION PROVIDED ON THIS FORM IS TRUE, CORRECT, AND COMPLETE

Signature: Jody L. Bilney

[Signature]

Phone: (312) 441-5068
Fax: (None)

Website & Email address: Humana.com/eap jhallberg@humana.com (Jen Peterson, Health Solutions Client Executive)
If minority/women owned business, list here: Not applicable

Vendor: Enter Name and Address Below

Harris, Rothenberg International Inc. dba Humana EAP and Work-life Services
810 7th Avenue, 38th Floor
New York, New York 10019

Vendor #: ______________________
School: ________________________

18-15 Wellness Program Administrator
NON-COLLLUSION AFFIDAVIT
The undersigned Bidder certifies that it has not, nor has any other member, representative, or agent of the firm, company, corporation or partnership represented by Bidder, entered into any combination, collusion, or agreement with any person relative to the price to be bid by anyone at such letting, nor to prevent any person from bidding, nor to induce anyone to refrain from bidding, and this Bid is made without reference to any other bid and without any agreement, understanding, or combination with any other person in reference to such bidding.

The undersigned Bidder further states that no person, firm, or corporation has, or will receive directly or indirectly, any rebate, fee, gift, commission, or thing of value based upon awarding of the Contract.

Harris, Rothenberg International Inc. dba Humana Wellness
Name of Bidder (Please Print)

[Signature]
Bidder or authorized agent (Signature)/Date
Jody L. Bilney, Senior Vice President and Chief Consumer Officer

January 25, 2018

EQUAL OPPORTUNITY
The undersigned hereby certifies that Bidder is in compliance with the Equal Employment Opportunity Clause and the Illinois Fair Employment Practices Act.

Humana Wellness
Name of Bidder (Please Print)

[Signature]
Bidder or authorized agent (Signature)/Date
Jody L. Bilney, Senior Vice President and Chief Consumer Officer

January 25, 2018

SEXUAL HARRASSMENT
The undersigned hereby certifies that Bidder has complied and will comply with the requirement of Section 2-105 of the Illinois Human Rights Act (775 ILCS 5/2-105) with respect to sexual harassment policies. The terms of that law, as applicable, are hereby incorporated into the Contract.

Humana Wellness
Name of Bidder (Please Print)

[Signature]
Bidder or authorized agent (Signature)/Date
Jody L. Bilney, Senior Vice President and Chief Consumer Officer

January 25, 2018

NO SMOKING/NO TOBACCO
District are smoke free facilities. Bidder agrees that it and its employees will abide by the District’s no smoking/no tobacco use policy (including snuff, electronic cigarettes and e-vapor products) at all times while on District grounds.

Humana Wellness
Name of Bidder (Please Print)

[Signature]
Bidder or authorized agent (Signature)/Date
Jody L. Bilney, Senior Vice President and Chief Consumer Officer

January 25, 2018

DRUG FREE WORKPLACE
Each Bidder, if having twenty-five employees or more, does hereby certify, pursuant to Section 3 of the Illinois Drug-Free Workplace Act (30 ILCS 580/3), that it shall provide a drug-free workplace for all employees engaged in the performance of services under the Contract by complying with the requirements of the Illinois Drug-Free Workplace Act, and further certifies that it is not ineligible for award of this Contract by reason of debarment for a violation of the Illinois Drug-Free Workplace Act.

Humana Wellness
Name of Bidder (Please Print)

[Signature]
Bidder or authorized agent (Signature)/Date
Jody L. Bilney, Senior Vice President and Chief Consumer Officer

January 25, 2018
ROCKFORD PUBLIC SCHOOL DISTRICT NO. 205

BIDDER’S CERTIFICATIONS

GENERAL BIDDING CERTIFICATIONS
The undersigned further certifies that:

1. Bidder has read, understands, and agrees that the District’s acceptance of Bidder’s offer by issuance of an award will create a binding Contract; subject to any District requirement for a formal written contract.

2. The undersigned is an authorized agent of Bidder, and is expressly authorized to execute this Certification on Bidder’s behalf, to bind Bidder to the terms and conditions contained in this Bid Package, and to execute the Contract immediately upon notification by the District in the event Bidder’s Bid is successful and Bidder is selected by the District to perform the Contract.

3. Bid submission is in compliance with Illinois Compiled Statutes 105 ILCS 5/10-20.21 - Contracts, and 105 ILCS 5/10-22.34c, Third Party Non-instructional Services

4. Bidder is the following type of business entity, in good standing with the State of Illinois:

Corporation. Bidder is qualified to conduct business in the State of Illinois and is in good standing.

5. Bidder confirms it operates in compliance with HIPAA, FERPA and all other legal requirements. FERPA not applicable to Humana EAP and Work-life Services.

6. Bidder has and will at all times fully comply with the requirements of 105 ILCS 5/10-20.21(b) pertaining to the Illinois Use Tax Act.

7. All figures and responses submitted on this Bid Form are true, complete, and accurate. All documents attached to and submitted with this Bid Form are true, complete, and authentic.

8. Bidder’s current financial statement is attached, which has been certified by a Certified Public Accountant or is authenticated by Bidders signature on this form as true, complete and accurate.

9. Bidder hereby offers and agrees to furnish the services and equipment specified in this Bid Package, during the term specified in the Bid Package, at the rates stated in the bid, and subject to the attached General Instructions, General Terms and Conditions, Supplemental Terms and Conditions, Specifications, and the other requirements of the Bid Package, including Addenda, if any.

10. This Bid is firm and irrevocable for a period of sixty (60) days after Bid Opening, as detailed in the attached Instructions for Bidders.

______________________________
Name of Bidder (Please Print)

______________________________
Bidder or authorized agent (Signature)/Date

Jody L. Bilney, Senior Vice President and Chief Consumer Officer

January 25, 2018
CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFER NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
Willis of Tennessee, Inc.
c/o 26 Century Blvd
F.O. Box 305191
Nashville, TN 37200-191 USA

CONTACT NAME
PHONE (AC No./Exp) 1-877-945-7378
TAX (AC No.) 1-888-467-2378
E-MAIL ADDRESS certificates@willis.com

INSURED
Harris, Rothenberg International Inc. d/b/a Humana Wellness
321 W. Main Street
Louisville, KY 40202

INSURER(S) AFFORDING COVERAGE
INSURER A Managed Care Indemnity, Inc.
Naic # c1354

INSURER B Sentry Insurance & Mutual Company
Naic # 24988

INSURER C Sentry Casualty Company
Naic # 28460

INSURER D
INSURER E
INSURER F

COVERAGES
CERTIFICATE NUMBER: W5122689
REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LNK TYPE OF INSURANCE ADD ON ISO WOD POLICY NUMBER POLICY EFF (MM/DD/YYYY) POLICY EXP (MM/DD/YYYY) LIMITS
A X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE OCCUR Y p00026-1 01/01/2018 01/01/2019 EACH OCCURRENCE DAMAGE TO RENTED PROPERTIES ($ per occurrence) $3,000,000 $3,000,000 MED EXP (Any one person) $10,000 PERSONAL & ADV INJURY $3,000,000 GENERAL AGRGTRATE $3,000,000 PRODUCTS - COMP & OP AGG $3,000,000 OTHER

B X AUTOMOBILE LIABILITY ANY AUTO OWNED AUTOS ONLY SCHEDULED AUTOS NON-OWNED AUTOS ONLY HIRED AUTOS ONLY UMBRELLA LIABILITY OCCUR CLAIMS-MADE DED RETENTION $90-84453-12 01/01/2018 01/01/2019 EACH OCCURRENCE COMBINED SINGLE LIMIT $2,000,000 BODILY INJURY (Per person) $2,000,000 BODILY INJURY (Per accident) $2,000,000 PROPERTY DAMAGE (Per accident) $2,000,000 OTHER

B X WORKERS COMPENSATION ANY PROPRIETOR/OWNER/Employer/Member Excluded? (Mandatory in N/A) NO PER STATUTE See Attached Y/N A 90-84453-08 01/01/2018 01/01/2019 E.L. EACH ACCIDENT $2,000,000 E.L. DISEASE - EMPLOYEE $2,000,000 E.L. DISEASE - POLICY LIMIT $2,000,000

C Workers Compensation 90-84453-09 01/01/2018 01/01/2019 See Attached

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Contract Effective dates: June 1, 2018
Proposal Number: 18-15 Wellness Program Administrator
See Attached

CERTIFICATE HOLDER

Rockford Public School District No. 205
501 Seventh Street, 6th Floor
Rockford, IL 61104

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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ACORD 25 (2016/03) The ACORD name and logo are registered marks of ACORD
SR ID: 15551783 BATCH: 574655
ADDITIONAL REMARKS SCHEDULE

**AGENCY**
Willis of Tennessee, Inc.

**NAMED INSURED**
Harris, Rothenberg International Inc. d/b/a Humana Wellness
321 W. Main Street
Louisville, KY 40202

**POLICY NUMBER**
See Page 1

**CARRIER**
See Page 1

**NAIC CODE**
See Page 1

**EFFECTIVE DATE**
See Page 1

---

**ADDITIONAL REMARKS**

**FORM NUMBER:** 25  **FORM TITLE:** Certificate of Liability Insurance

Rockford Public School District are included as Additional Insureds as respects to General Liability.

**INSURER AFFORDING COVERAGE:** Managed Care Indemnity, Inc.  **NAIC#:** C1354

**POLICY NUMBER:** P00026-1  **EFF DATE:** 01/01/2018  **EXP DATE:** 01/01/2019

**TYPE OF INSURANCE:** Professional Liab.  **LIMIT DESCRIPTION:** Occ/Agg Limit: 3,000,000

**INSURER AFFORDING COVERAGE:** Sentry Casualty Company  **NAIC#:** 28460

**POLICY NUMBER:** 90-04453-09  **EFF DATE:** 01/01/2018  **EXP DATE:** 01/01/2019

**TYPE OF INSURANCE:** Workers Compensation & Employers Liability  **LIMIT DESCRIPTION:** E.L. Each Accident: $2,000,000

Per Statute  **E.L. Disease-EA EML:** $2,000,000

**E.L. Disease-POL LIM:** $2,000,000

---

ACORD 101 (2008/01)  © 2008 ACORD CORPORATION. All rights reserved.

The ACORD name and logo are registered marks of ACORD.
THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

This endorsement forms a part of Policy Number: P00026-1
Effective Date: 01/01/2018

Issued to: Humana Inc.
Endorsement No.: 2

Issued by: Managed Care Indemnity, Inc.

BLANKET ADDITIONAL INSURED

Section II - WHO IS AN INSURED, is hereby amended to include the following:

4. Except with respect to damages arising out of a “wrongful act,” any person or entity designated on a certificate of insurance issued by or on behalf of the Named Insured as an additional insured, but only to the extent of such designation and only with respect to liability of the additional insured arising out of operations of the Named Insured. Coverage is not provided under this policy for the acts or omissions of such person or entity or the acts or omissions of its employees, agents or representatives.

Authorized Representative
CERTIFIED CLEARED EMPLOYEE LIST*

The undersigned Harris, Rothenberg International Inc. dba Humana Wellness, a vendor, supplier, professional services firm or contractor, hereby certifies under oath as follows:

1- a criminal history records check, a Statewide Sex Offender Database check and a Statewide Child Murderer and Violent Offender Against Youth Database check has been conducted for all employees as indicated by a check mark in the appropriate box in accordance with 105 ILCS 5/10-21.9 (the Act); and
2- that such employees have not been convicted of any of the enumerated criminal or drug offenses listed in the Act and their name does not appear on the noted Databases; and
3- the undersigned is an owner (if sole proprietor) or officer, member or partner of the undersigned authorized to execute this document binding the undersigned.

<table>
<thead>
<tr>
<th>NO.</th>
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<th>CRIMINAL HISTORY</th>
<th>DATABASES</th>
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<td>1</td>
<td>Peterson</td>
<td>A</td>
<td>Jennifer</td>
<td>Checked</td>
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<td>2</td>
<td>Williams</td>
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<td>Amy</td>
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<td>3</td>
<td>Mudge</td>
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<td>Jill</td>
<td>Checked</td>
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</tr>
</tbody>
</table>

By: [Signature]
Jody L. Binley, Senior Vice President and Chief Consumer Officer

This certificate Subscribed and Sworn to before me this 25 day of January, 2018.

By: [Signature]
Rebecca King French
Notary Public
Commission Expires: April 29, 2021
Vendor Cert. Employee List No.

* □ check if not applicable. See Supplemental Terms and Conditions section 36.
ROCKFORD PUBLIC SCHOOL DISTRICT NO. 205

CERTIFIED CLEARED EMPLOYEE LIST*

The undersigned, Harris, Rothenberg International Inc. dba Humana Wellness, a vendor, supplier, professional services firm or contractor, hereby certifies under oath as follows:

1- a criminal history records check, a Statewide Sex Offender Database check and a Statewide Child Murderer and Violent Offender Against Youth Database check has been conducted for all employees as indicated by a check mark in the appropriate box in accordance with 105 ILCS 5/10-21.9 (the Act); and

2- that such employees have not been convicted of any of the enumerated criminal or drug offenses listed in the Act and their name does not appear on the noted Databases; and

3- the undersigned is an owner (if sole proprietor) or officer, member or partner of the undersigned authorized to execute this document binding the undersigned.

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<td>D</td>
<td>Jill</td>
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<td></td>
</tr>
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</table>

By: ____________________________

Jody Edmunds, Senior Vendor Operations Specialist Consumer Officer

This certificate Subscribed and Sworn to before me this 25 day of January, 2018.

Notary Public
Commission Expires: April 29, 2021

Vendor Cert. Employee List No.:__________

* □ check if not applicable. See Supplemental Terms and Conditions section 36.
To All Bidders:

Below are modifications, clarifications and/or corrections for the Wellness Program Administrator RFP and are hereby made a part of the contract documents. Please attach this addendum to the bid document(s) in your possession. Please note the receipt of this addendum in your proposal. Bidders shall review changes to all portions of this work as changes to one portion may affect the work of another.

If you plan to hand deliver your RFP submission on the due date, please note you must check in on the 2nd floor prior to coming to the bid opening. Please allow time for this as late submission will not be accepted.

Refer all questions relative to the business aspect, Instructions to Bidders, Special Conditions, and questions concerning the technical aspect of the documents to the Purchasing Department by email to PurchasingDeptStaff@rps205.com.

Correction:

Page 32, #2 should read as follows:

RFP Due Monday, January 29, 2018 by 2:00 PM CST to the Rockford Board of Education, 6th Floor Conference Room, 501 Seventh St, Rockford, IL 61104.

ROCKFORD BOARD OF EDUCATION
By: Dane Youngblood
Director of Purchasing
IFB No. 18-15 Wellness Program Administrator  

DATE: January 19, 2018  

RE: ADDENDUM NO. 2  

To All Bidders:

Below are modifications, clarifications and/or corrections for the Wellness Program Administrator bid and are hereby made a part of the contract documents. Please attach this addendum to the bid document (s) in your possession. Please note the receipt of this addendum in your proposal. Bidders shall review changes to all portions of this work as changes to one portion may affect the work of another.

If you plan to hand deliver your RFP submission on the due date, please note you must check in on the 2nd floor prior to coming to the bid opening. Please allow time for this as late submission will not be accepted.

Refer all questions relative to the business aspect, Instructions to Bidders, Special Conditions, and questions concerning the technical aspect of the documents to the Purchasing Department by email to PurchasingDeptStaff@rps205.com.

Clarifications:

A Certified Cleared Employee List was not included in the original documents. It is attached to this addendum and is to be filled out if the selected provider will have employees on District property.

Several questions have been submitted to date, and those questions are answered on the following page.

ROCKFORD BOARD OF EDUCATION  
By: Dane Youngblood  
Director of Purchasing
Questions submitted as of 1/19/2018:

Would you like our quote to include dependents? If so can you give us a breakout of dependents, employees and spouses? **Employees’ dependents are not eligible to participate in the Wellness Program, and therefore should not be included in a quote.**

Is the effective date for the Wellness Program truly 6/1? **Yes.**

Regarding the Required Forms, we are not seeing the Certified Cleared Employee List; please provide this form if it is required with our RFP submission. **Form is attached to this document.**

Please confirm if you require a Certificate of Liability Insurance and completion of the W-9 with our RFP submission. **A COI will need to be provided if the implementation of your program requires you to perform work on District property. The W-9 should be completed and included in your submission.**

It does not appear that we are required to sign off on the General Terms & Conditions and Supplemental Terms & Conditions at this time. If we have comments or conflicts with any of these terms, would you like us to submit a red-lined document containing our edits/comments. **Proposals are not binding. A contract will be drafted once a provider is selected and Board approved.**

Please confirm the number of employees for the Wellness Program is 3,100. Please also confirm if spouses are eligible for the Wellness Program. **Number of employees who participate in the program is 3,100; spouses are not eligible to participate.**

Regarding question 26, please clarify what is meant by “Hot Links”. **The intent of this provision was to ask if links could be created on the vendor website allowing the employee quick access to other documents specific to RPS 205. An example would be to have an RPS 205 logo that links to a page exclusive to District employees.**

Who is the incumbent/current Wellness Program partner? **Interactive Health.**

What key wellness services are required on pages 36 and 38? **We highly favor the biometric screening and health risk assessment. None of the services listed are required, however, we will be evaluating the perceived effectiveness of your overall program. We will be open to new and innovative approaches provided they bring clear value.**

Is this RFP for flu shots as well? If not, is there opportunity to provide onsite flu shots for RPS. **Flu shots are not within the scope of this RFP. The District does not have plans to obtain a new provider for flu shots in the near future.**

What type of biometric screening has been used in the past as part of your Wellness Program – finger stick or venipuncture? Which type do you prefer? **The answer to both questions is the Venipuncture 36 panel.**

Is the HRA required to be in Spanish and English? Is the HRA required to be made available online and via paper? **Yes, the HRA is required to be in both English and Spanish and made available online and via paper.**
ROCKFORD PUBLIC SCHOOL DISTRICT NO. 205

CERTIFIED CLEARED EMPLOYEE LIST*

The undersigned ____________________________, a vendor, supplier, professional services firm or contractor, hereby certifies under oath as follows:

1- a criminal history records check, a Statewide Sex Offender Database check and a Statewide Child Murderer and Violent Offender Against Youth Database check has been conducted for all employees as indicated by a check mark in the appropriate box in accordance with 105 ILCS 5/10-21.9 (the Act); and
2- that such employees have not been convicted of any of the enumerated criminal or drug offenses listed in the Act and their name does not appear on the noted Databases; and
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By:__________________________________________

This certificate Subscribed and Sworn to before me this __ day of ________________, 20__.  

____________________

Notary Public
Commission Expires: ____________  Vendor Cert. Employee List No.__________

* □ check if not applicable. See Supplemental Terms and Conditions section 36.
GENERAL TERMS AND CONDITIONS

Humana agrees with the District’s General Terms and Conditions with the following exceptions and clarifications:

8. PRICING. The price quoted for each item is the full purchase price, including delivery to destination, and includes all transportation and handling charges, premiums on bonds, material or service costs, patent royalties and all other overhead charges of every kind and nature. Unless otherwise specified, prices shall remain firm for the contract period.

If at any time after a contract is awarded, the successful Bidder(s) makes a general price reduction in the comparable price of any material covered by the contract to customers generally, an equivalent price reduction based on similar quantities and/or considerations shall apply to the contract for the duration of the contract period (or until the price is further reduced).

Humana has provided a comprehensive and competitive proposal for services that is specific to the District’s RFP. As there are many factors included in our pricing that do not allow us to apply these contractual provisions to other parties, such as determination of rates on a case-by-case basis, client-specific service requirements, and employee population by entity, we cannot honor a price reduction. We feel this approach provides a custom designed and priced response for the District. We are happy to work with additional entities to price appropriately for those specific entities upon request.

13. INDEMNIFICATION. The Bidder agrees to indemnify and hold harmless the Board of Education of and Rockford School District No. 205, Winnebago and Boone Counties, Illinois according to the terms and conditions of the Hold Harmless Agreement included in the IFB and signed by Bidder.

Humana agrees to indemnify and hold the District harmless from and against damages, claims, or liabilities that arise as a result of acts or omissions on our part or the part of our employees in the performance of the contract.

Our contracts do not include a hold harmless provision that indemnifies the District for general legal action from members, employees, subcontractors, or other vendors. We do not indemnify the District as a result of the acts or omissions of third parties, including its members’ service providers.

14. DEFAULT. If delivery of acceptable items or rendering of services is not completed by the time promised, the District reserves the right, without liability, in addition to its other rights and remedies, to terminate the contract by notice effective when received by Bidder, as to stated items not yet shipped or services not yet rendered and to purchase substitute items or services elsewhere and charge the Seller with any or all losses incurred. The District shall be entitled to recover its attorney fees and expenses in any successful action by the District to enforce this contract.

Humana will not knowingly default and respectfully requests 60 days to cure a breach. We cannot agree to payment of excess costs.

15. INSPECTION. Materials or equipment purchased are subject to inspection and approval at the District’s destination. The District reserves the right to reject and refuse acceptance of items which are
not in accordance with the IFB, instructions, specifications, drawings or data or Bidder’s warranty (express or implied). Rejected materials or equipment shall be removed by, or at the expense of, the Bidder promptly after rejection and if not removed within 10-calendar days after notice, such shall be returned via collect shipping.

We provide the right to the District to conduct audits. We permit either one desk audit or one on-site claims audit during any 12-month period. Generally, we compile documentation for a sample of claims and allow limited system access for those claims provided. For an on-site audit, we can provide up to four associates to assist the auditors with system navigation, questions, and any other reasonable needs for a one-week period.

A letter of authorization from a client is required by our Privacy Office in the event a third party is auditing on behalf of the employer group. We schedule such requests with available resources in mind. Accordingly, all requests for audits are scheduled by us for a negotiated date. We work with the District’s audit firm to achieve their most desired time period for conducting the audit. Schedules are arranged on a first-come basis after receipt of your intent to audit.

The scope of the audit should be clearly defined as to the type of audit, audit objectives, time period the audit covers, and membership population covered. The scope is generally forwarded to us by the party conducting the audit. A scope letter must be provided prior to any data request being made or visits being scheduled.

20. TERMINATION FOR CAUSE.

a. The District may terminate this contract in whole or in part, without liability:
   • if deliveries are not made at the time and in the quantities specified,
   • if the Bidder fails to perform any of the provisions of the IFB, the bid, and the resulting contract, or so fails to make progress as to endanger performance of the contract in accordance with its terms, and in either of these circumstances does not cure such failure within 30 days or such period of time as the District may direct,
   • if it is determined the successful Bidder knowingly falsified information provided to the District,
   • if it is determined the successful Bidder offered substantial gifts or gratuities to a District official, employee, or agent whether in their official capacity or not,
   • or in the event of a breach or failure of the Contractor to comply with any of the other terms or conditions herein.

b. The District shall notify the contractor in writing of the specific nature of the breach and shall request that it be cured. If the Contractor does not cure the breach within thirty (30) days of such notice, the District may immediately terminate this contract. To terminate, the District shall give notice to the Contractor in writing, and to the extent specified therein, Contractor shall immediately terminate deliveries under the contract. Termination of the contract shall not preclude the District from pursuing any and all remedies available to it at law or at equity.

Humana will not knowingly default and respectfully requests 60 days to cure a breach.
Proposal for:
Rockford Public School District #205

SUPPLEMENTAL TERMS AND CONDITIONS

Humana agrees with the District’s Supplemental Terms and Conditions with the following exceptions and clarifications:

14. INSURANCE REQUIREMENTS. All bidders shall have a certificate of Insurance and provide policy endorsements evidencing specific coverage of the types of insurance in the amounts specified below and deliver to the Purchasing department upon award of a bid such qualifying certificate or certificates of insurance. Coverage shall be placed with a responsible company licensed to do business in the State of Illinois, and with a minimum insurance rating of A:VII as found in the current edition of A M Best’s Key Rating Guide. Each policy shall bear an endorsement precluding the cancellation or reduction of said policies without providing to the District thirty (30) days prior notice thereof in writing. All required insurance shall be maintained by the contractor in full force and effect during the life of the contract, and until such time as all work has been approved and accepted by the District. The Contractor is responsible for all insurance deductibles and Self-Insured Retentions. During the term of the Contract, Contractor shall maintain insurance at or above the limits specified, and each such policy shall include the District as an additional insured. Such policies shall cover any loss or liability that may be incurred by the District, its board members, administrators, employees, staff members, agents, attorneys, and all other representatives, resulting from Contractor’s maintenance, operation, or use of a Vehicle in performing transportation services pursuant to the attached Contract, or from Contractor’s performance of any other duty under the Contract. Contractor shall furnish all such policies, with proper certification, to the District upon execution of the Contract. All such policies shall contain a cancellation clause requiring the insurer for each respective policy to notify the District at least thirty (30) days in advance of the expiration of that policy or any decreases in the scope of its coverage below the requirements of this Section or the attached Specifications. In the event of such expiration or decrease, the District may withhold money due and owing to Contractor, or which may become due and owing to Contractor, in an amount sufficient to obtain insurance to the levels required by this Section, and may then apply those funds for that purpose. All deductibles required by all such policies shall be paid by Contractor, and the District shall have no obligation to pay them.

We are not able to provide copies of our insurance policies or endorsements to anyone. The only proof of insurance we will provide is the standard Acord form insurance certificate.

Managed Care Indemnity, Inc. (MCII) provides general liability, professional liability, and errors and omissions coverage. MCII is a wholly owned subsidiary of Humana Inc. It is a captive insurance company domiciled in Vermont and regulated by the Vermont Department of Insurance. The reserves are set by an independent actuarial firm and audited by an outside auditing firm, and therefore MCII is not rated by A. M. Best or any other rating company.

Humana can provide additional insured status to any certificate holder requesting it, but in regards to general liability coverage only.

As a Fortune 500 company and a premier healthcare provider, Humana’s insurance is up-to-date and meets industry standards. We cannot agree to the withholding of funds for our insurance coverage.
The insurance required by this section shall cover any loss or liability resulting from Contractor’s transportation of students to and/or from any interscholastic athletic or other interscholastic or school sponsored activity in a van, or any other vehicle designed to transport between not less than seven (7) and not more than fifteen (15) people, as provided in 105 ILCS 5/29-6.3.

This is not applicable to Humana’s Go365 offering.

The insurance required by this section shall meet the minimum limits established in Section 12-707.01 of the Illinois Vehicle Code, 625 ILCS 5/12-707.01, including a minimum of personal injury liability insurance in the amount of $1,000,000 for any one person in any one accident, and subject to the limit for one person, $5,000,000 for two or more persons injured by reason of the operation of the vehicle in any one accident.

Humana’s automobile policy is per person/per accident, not combined as stated above. Automobile liability insurance is provided by Sentry Insurance Company with limits of $2 million per occurrence for bodily injury and property damage.

The cost of all policies required by this section shall be reflected in the prices stated on the Bid Form, and Contractor shall not be entitled to receive from the District any additional compensation for any such insurance costs. At all times during the term of the contract, the Contractor and its independent contractors shall maintain, at their sole expense, insurance coverage for the Contractor, its employees, officers and independent contractors, as follows:

<table>
<thead>
<tr>
<th>Insurance Type</th>
<th>Minimum Acceptable Limits of Liability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workers Compensation</td>
<td>Statutory</td>
</tr>
<tr>
<td>Employers Liability</td>
<td></td>
</tr>
<tr>
<td>A. Each Accident</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>B. Each Employee-disease</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>C. Policy Aggregate-disease</td>
<td>$1,000,000</td>
</tr>
<tr>
<td><strong>Commercial General Liability</strong>**</td>
<td><strong>Minimum $3,000,000.00; maximum $5,000,000.00 as prescribed in the Bid documents.</strong></td>
</tr>
<tr>
<td>A. Per Occurrence</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>B. General Aggregate</td>
<td></td>
</tr>
<tr>
<td>1. General Aggregate - Property</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>2. General Aggregate – Per project</td>
<td>$3,000,000</td>
</tr>
<tr>
<td>3. General Aggregate - Products/Completed</td>
<td>$3,000,000</td>
</tr>
<tr>
<td>Comprehensive Auto Liability</td>
<td>$5,000,000 bodily injury and property damaged combined $150,000 per person, $500,000 aggregate</td>
</tr>
<tr>
<td>Uninsured Motorist Coverage</td>
<td></td>
</tr>
<tr>
<td>Fire Legal Liability (any one fire)</td>
<td>$100,000</td>
</tr>
<tr>
<td>General Umbrella Excess Liability</td>
<td>$3,000,000 - $5,000,000*</td>
</tr>
<tr>
<td>** Business Auto Liability ****</td>
<td>$1,000,000</td>
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</table>

* Minimum $3,000,000.00; maximum $5,000,000.00 as prescribed in the Bid documents.  
** An Additional Insured Endorsement as well as endorsements for Waiver of Subrogation and Insurance is Primary and Non-Contributory to additional insured insurance coverage in addition to a Certificate of Insurance.  
**** Garage Liability (combines standard GL & Auto Liability) Garage Keepers Liability
If any policy or coverage is written as "claims made" then coverage must be maintained for 4 years after project completion.

Notwithstanding the existence of required insurance, Contractor agrees it is responsible for injury and damage to persons and property including such damages as may exceed the limits set forth above, resulting from its own negligence and the negligence of its owners, employees, agents and representatives and further for the negligence of others under Contractor’s direction and control when arising from or in any way related to the bid and resulting contract and Contractor’s performance of its contract obligations.

The District and its officers and employees shall be named as additionally insured on all certificates of insurance. Insurance certificates shall also reference project name and BID NUMBER. Certificates should be faxed (and hard copy mailed) to: Rockford Public Schools, Purchasing Department, 501 Seventh Street, Rockford, Illinois 61104.

Humana’s insurance is written on an occurrence basis.

Humana can provide additional insured status to any certificate holder requesting it, but in regards to general liability coverage only.

We can provide a waiver of subrogation clause in favor of a certificate holder on general liability, automobile liability, or property coverage where required by contract, but not on Workers’ Compensation coverage, including employer’s liability. We are a Kentucky-based company and Kentucky law does not allow employers to waive the rights of their employees.

Humana can agree that our insurance is primary and non-contributory with any other insurance in force for or which may be purchased by an additional insured.

All subcontractors or independent contractors are responsible for their own insurance coverage. Humana does not cover our subcontractors or independent contractors under our insurance policies.

Garage Liability and “claims made” coverage are not applicable to Humana’s Go365 offering.

22. INSPECTION AND ACCEPTANCE. At the time the Contractor has completed work in accordance with the specifications, the Contractor shall, with the District, make a final inspection. After the final inspection, if the District and the Contractor are in agreement, the Contractor shall submit invoices for payment in accordance with the payment section of these specifications.

This is not applicable to the services we are proposing to the District.

24. PAYMENT. Payment on proper invoices submitted by contractor will be made in compliance with the Local Government Prompt Payment Act, 50 ILCS 505/1, et. seq. and District Policy within forty-five (45) days after invoice approval by the District. THE FEDERAL EMPLOYER IDENTIFICATION NUMBER OR SOCIAL SECURITY NUMBER MUST APPEAR ON EACH INVOICE REQUESTING PAYMENT. (See clause entitled, "Tax Identification Number", for further clarification.) Invoices are to be submitted to the Accounts Payable Department at 501 Seventh St, Rockford, IL 61104.
Humana’s billing is post-bill for the month and payment terms are net 30 days; meaning the District must pay their invoice in full within 30 days of receipt of the bill.

31. OPTION TO EXTEND THE TERM OF THE CONTRACT
   a. The District may unilaterally extend the term of this contract for an option year, annually by written notice to the Contractor at least thirty (30) days prior to contract expiration.

      Our rates are guaranteed for three years. After this three-year period, we will provide updated renewal pricing for future years.

   b. If the District exercises this option, the extended contract shall be considered to include this option provision. The option is deemed exercised when mailed or otherwise furnished to the contractor.

      Not applicable.

   c. Upon the exercise of any option period(s), the District may add additional facilities or locations to this contract. Supplies/services will be provided for these facilities or locations for the time periods as specified. All contract terms and conditions will apply to these facilities or locations added.

      Not applicable.

   d. The District may exercise the options contained in the "Option to Extend the Term of the Contract" clause of this contract by providing the written notice as required by the clause. Upon the exercise of an option year period, supplies and services will be provided for the time periods as specified in the solicitation.

      Not applicable.

   e. The total duration of this contract, including the exercise of any options under this clause, shall not exceed five (5) years.

      Understood.

33. TEMPORARY CONTRACT EXTENSION. The District reserves the right to temporarily extend this contract for an additional ninety (90) calendar days from its original or any exercised option year expiration date without exercising a full option year for any reason and any and all pricing then in effect shall continue through the temporary extension period.

      Agreed.
Rockford Public Schools #205 Proposal

Effective Period: 6/1/2018 Through 5/31/2021

Please note all fees are quoted on a per member per month (PMPM) basis unless specified otherwise.

**Multi-Year Admin Fee Schedule:**

<table>
<thead>
<tr>
<th>Service Description</th>
<th>PMPM</th>
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<tbody>
<tr>
<td>Total Administration Fee for Go365™ and Coaching:</td>
<td>$4.00</td>
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<tr>
<td>The following services are included in the monthly administration fee:</td>
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<tr>
<td>Go365 web portal content and Go365 App</td>
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<tr>
<td>Go365 Health Assessment (HA)</td>
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<tr>
<td>Unlimited Web and Telephonic Coaching: Weight Management, Tobacco Cessation, Stress Management, Healthy Eating, Physical Activity, Back Care, Cholesterol Management, Blood Pressure Management, Blood Sugar (Glucose) Management, and Preventative Care</td>
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</tr>
<tr>
<td>Designated account management: Health Solutions Client Executive (HSCE), Consumer Experience Consultant (CEC), and Account Installation Manager (AIM); in addition to onsite support for program launch</td>
<td></td>
</tr>
<tr>
<td>Unlimited Employer-sponsored Event (ESE) activities</td>
<td></td>
</tr>
<tr>
<td>Cost of rewards provided by the Go365 Jackpot and Surprise Rewards</td>
<td></td>
</tr>
<tr>
<td>Call center administration and management</td>
<td></td>
</tr>
<tr>
<td>Access to Go365 Engagement Source, an online employer portal for electronic communication materials and templates</td>
<td></td>
</tr>
<tr>
<td>Employer Go365 reporting package including four standard reports: Activity, Member Engagement, Taxable Redemptions, and Wellness &amp; Health Promotion Performance</td>
<td></td>
</tr>
<tr>
<td>Downloadable self-submission activity forms for biometric screenings, preventive services and other recommended activities</td>
<td></td>
</tr>
<tr>
<td>Access to over 5,000 national retail clinics for biometric screenings</td>
<td></td>
</tr>
<tr>
<td>Go365 Champs program: provides support to selected Covered Persons to enable them to successfully promote Go365 to their co-workers</td>
<td></td>
</tr>
<tr>
<td>Sleep, Nutrition, Fitness, Mindfulness, etc. tracking through various connected apps</td>
<td></td>
</tr>
<tr>
<td>Incentive structure designed to encourage members to engage in Go365 and achieve personal wellness goals</td>
<td></td>
</tr>
<tr>
<td>Employee discounts via Go365 Mall for food delivery, race entry fees, weight loss resorts, travel, etc.</td>
<td></td>
</tr>
<tr>
<td>Data feeds accommodating eligibility and network fitness facilities</td>
<td></td>
</tr>
<tr>
<td>Beacon technology for additional capability to record completed activities</td>
<td></td>
</tr>
<tr>
<td>Broad suite of online health improvement programs including calculators, conversations, and courses</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service Description</th>
<th>PMPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>HealthyFood (Optional Buy-up program):</td>
<td>$0.42</td>
</tr>
<tr>
<td>Help members save money on healthier foods at Walmart®. Standard program savings on Great For You healthier foods is 5%. Opportunities to increase savings rate up to 50% may be available through promotions, games, or contests.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service Description</th>
<th>PMPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Administration Fee for Go365, Coaching, and HealthyFood:</td>
<td>$4.42</td>
</tr>
<tr>
<td>Bucks Estimated Average (Billed Monthly):</td>
<td>$1.71</td>
</tr>
</tbody>
</table>

Please note all fees are quoted on a per member per month (PMPM) basis unless specified otherwise.

**Caveats:**

*Go365 Administration Fees are applied to all eligible members except dependent children. Eligibility cannot be determined by member opt in, and cannot be defined as active participation in the program.

*Go365 Administration Fee does not include the cost for biometric screening or Beacons.

*Preferred partner retail biometric screen cost is $50-$60 per participant and will be billed back to customer.

*Additional reports outside of standard self-service offerings may be subject to an additional fee.

*Additional fees apply for customized printing and mailing.

*Group must have 1,000 or more employees to be eligible for inbound preventive file feed service.
Go365
Three-year impact study
Report

Introduction

Go365 is a wellness and rewards program in which members earn points for completing various healthy lifestyle activities, including online educational assessments, preventive screenings, and fitness activities. Points accumulated define a member’s status in the program (Blue, Bronze, Silver, Gold, and Platinum), and some of these points are ultimately redeemable for rewards. The more members engage in Go365, the more points they can earn. Go365 was first introduced to Humana employees for the employee medical plan year starting July 1, 2011.

Objective: This study assesses whether any associations exist between participation in the Go365 program and (1) healthcare costs and utilization, (2) productivity, and (3) biometric screening results of employees in the first three plan years Go365 was made available to employees. For the purposes of this study, engagement in the program was determined using the average points earned by employees during the three years. For the health claims and productivity analyses, members were divided into three engagement tiers (high, medium, low), and for the biometric screening analysis only two levels of engagement were compared (engaged vs unengaged) due to a smaller sample of members who had complete biometric screening data for all three years. These engagement levels were defined to be consistent with points required to achieve the various Status levels.

Methodology

Sample

This study was performed on a population of 8,904 Humana employees who participated in the Go365 program and had uninterrupted medical coverage through the Humana employee medical plan for three years. The study period was as follows: Year 1 of the Go365 program (July 2011–June 2012), Year 2 of the Go365 program (July 2012–June 2013), and Year 3 of the Go365 program (July 2013–June 2014). Only Humana employees were included in the study; employees with high cost claims (>= $ 100,000 in any of the three years) were removed from the sample.* Engagement in the program was determined using the average points earned by employees over the three-year period (more details below). The engagement thresholds were chosen to correspond with the points required to achieve various Status levels.

*These employees were excluded to reduce the possibility of random fluctuations caused by data outliers.
Propensity score matching

Because of the way the Go365 program was implemented, a true randomized control trial was not possible. To eliminate bias in the results, a case-control matched analysis was performed using a propensity score matching technique. A logistic regression model was used to calculate a propensity score for each individual in the study and represents the probability of that individual engaging in the program based on a number of demographic characteristics. These characteristics included age, gender, salary, health plan type, and job function. Employees with similar probabilities of engaging in the program were then matched to form the comparison groups.

Health claims and productivity analysis

In the health claims and productivity analysis, employee engagement was classified as: “high” for those who earned an average of 8,000 points or more per year; “medium” for those who earned an average of 5,000–7,999; and “low” for those with less than 5,000 points. Propensity scores were used to match two medium and two low engaged members to each high engaged member. The final matched sample included 8,015 employees: 1,603 high engaged, 3,206 medium engaged, and 3,206 low engaged.

Within the final matched samples, the following outcome measures were evaluated between the comparison groups: (1) the overall health claims costs (per member, per month claim amounts), (2) the health claims costs by condition category (described in the first white paper and included in appendix for reference), (3) healthcare utilization metrics in Year 3, and (4) unscheduled paid time off (PTO), which was used as a proxy for absenteeism. Health claims costs included medical and pharmacy claims allowed by the plan. Combined results for the high and medium engaged groups were also calculated (weighted by the percentage of members in each group) and compared to the low engaged group to allow consistency with previous studies and the biometric screening outcomes analysis.

Biometric screening outcomes analysis

As part of the Go365 program, employees are awarded points for having in-range biometric screening outcomes. In order not to bias or skew engagement results, biometric screening outcomes points were excluded and the points threshold used to classify members as engaged was reduced accordingly, down to 3,900 from 5,000. Members with an adjusted average points total less than 3,900 were classified as unengaged, and those with an average of 3,900 points or more were classified as engaged.

Engaged and unengaged members were matched in a similar manner to the claims and productivity analysis, but the number of at-risk factors in Year 1 was used as an additional covariate to ensure the engaged and unengaged comparison groups had similar risk profiles to begin with. One engaged member was matched to one unengaged to create the comparison groups; the final sample included 8,904 employees.
In the biometric screening outcomes analysis, the four screening measures analyzed included blood pressure, blood glucose, total cholesterol, and body mass index (BMI). The “at-risk” cut-offs for each of these measures are shown in the table below.

<table>
<thead>
<tr>
<th>Risk factor</th>
<th>“At-risk” definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood pressure</td>
<td>Diastolic BP $\geq$ 80 or Systolic BP $\geq$ 120</td>
</tr>
<tr>
<td>Blood glucose</td>
<td>$\geq$ 100 mg/dL</td>
</tr>
<tr>
<td>Total cholesterol</td>
<td>$\geq$ 200 mg/dL</td>
</tr>
<tr>
<td>BMI</td>
<td>$\geq$ 25 or $&lt; 18.5$</td>
</tr>
</tbody>
</table>

The distributions of the number of risk factors per employee were then compared between the engaged and unengaged members in the matched comparison groups for each year.
Results

Health claims

Figure 1 shows the results of the three-year claims analysis, with low engaged members benchmarked at 100% and compared to high and medium engaged members. Health claims costs for members that were medium engaged were 4.1% lower in Year 1, 7.8% lower in Year 2, and 7% lower in Year 3. Compared to low engaged members, claims for high engaged members were 10.6% lower in Year 1, 17.1% lower in Year 2, and 17.8% lower in Year 3. When combined, the high and medium engaged members had 6% lower claims costs than low engaged employees in Year 1, 10.5% lower in Year 2, and 10.1% lower in Year 3. Differences between all groups were significant, p < 0.05.
Lifestyle risk factors and chronic conditions

In Figure 2, the matched analysis was taken a step further to look at differences between the combined group of high and medium engaged members (≥ 5,000 points per year) and low engaged members (< 5,000 points per year) within different health condition categories (see appendix). Claims costs in these categories were combined for Year 1, Year 2, and Year 3, and the largest difference between engaged and unengaged members was seen in those with chronic conditions that are mostly modifiable through improvements in lifestyle. This was an encouraging result as the Go365 program focuses on helping members improve their lifestyle.

Figure 2: Claims by condition category

Note: See Appendix for more about conditions included in Figure 2.
Figure 3 illustrates the differences in risk factor distributions between engaged and unengaged members in the first three years. The comparison groups were matched such that risk profiles of engaged and unengaged members were similar in Year 1. Over the three years, the risk profiles of both the engaged and unengaged members improved, probably due to the “Boosting Biometrics” initiative through which employees were given additional financial incentives to reduce their number of risk factors. Even so, employees who engaged in the program exhibited better results, with significantly more engaged employees in the 0–1 risk factor category than unengaged employees.

Over the three years, the risk profile of engaged and unengaged members improved, but engaged members significantly more so ($p < 0.01$).

*Figure 3: Biometric screening results*

**Absenteeism**

Unscheduled PTO data was used to get an estimate of the differences in absenteeism between high, medium, and low engaged members. Figure 4 illustrates the differences for the matched comparison groups in all three years with directionally similar results to claims analysis. In Year 1, the medium engaged members had 17.1% lower unscheduled PTO than low engaged members, 20.5% lower in Year 2, and 23.6% lower in Year 3. High engaged members had the best experience with 41.5% lower unscheduled PTO than low engaged members in Year 1, 42.5% lower in Year 2, and 43.7% lower in Year 3.
Figure 4: Higher engagement associated with lower unscheduled PTO

Healthcare utilization

Figure 5 shows the differences in healthcare utilization rates between high, medium, and low engaged employees in Year 3. The utilization metrics compared in this study were doctors’ office visits, emergency room (ER) visits, and hospital admissions. High engaged employees had the highest doctors’ office visits, which is consistent with more utilization of primary and preventive care services; but they had the lowest number of ER visits and hospital admissions. Conversely, low engaged employees had the lowest number of office visits, but the highest number of ER visits and hospital admissions.

Figure 5: Comparison of office visits, ER visits, and hospital admission between low, medium, and high engaged members
Conclusion

In summary, this study's results continue to show a positive correlation between engagement in the Go365 program and lower healthcare costs, absenteeism, and biometric risk factors in the first three years. There also seems to be a close response relationship between engagement in the program and health outcomes, with high engaged members exhibiting the best results, followed by medium engaged, and then low engaged members having the worst results.

###

Citations

Jaco Conradie is an actuarial analyst on the Go365 Product and Innovation team. Conradie is a graduate of Pretoria University (South Africa) with a degree in actuarial mathematics.

Conradie is also the co-author of “Participation in Fitness-Related Activities of an Incentive-Based Health Promotion Program and Hospital Costs – A Retrospective Longitudinal Study” American Journal of Health Promotion May/June 2011, Vol. 25, No. 5.

Appendix

For a full overview of the Go365 program’s points system, activities, and status thresholds, click here.

Claims category definitions:

- Lifestyle chronic – If a member had health claims for one or more chronic conditions and at least one of the conditions was lifestyle related, then the member was categorized in this group. Examples: lung cancer, chronic obstructive pulmonary disease, Type 2 diabetes, coronary artery disease
- Non-lifestyle chronic – If a member had health claims for one or more chronic conditions and none of the conditions was lifestyle related, then the member was categorized in this group. Examples: heart valve disorders or arrhythmias, leukemia, Type 1 diabetes, epilepsy, asthma
- Heightened lifestyle risk factors – If a member did not have any chronic conditions but had health claims for treatment of one or more lifestyle risk factors, then the member was categorized into this group. Examples: treatment for high blood pressure, alcoholism, high cholesterol, impaired glucose/insulin resistance
- Other – All other generally healthy members not fitting into any of the above groups
Engaged members, on average, had six fewer hours of unscheduled absences. Unengaged members averaged 23 hours of unscheduled absences per year over the course of three years.

More employers are looking at metrics other than healthcare costs to determine the value on investment (VOI) of their wellness programs.

Engaged members’ health claims costs were 6 percent lower in Year 1, and continued to decline relative to those of unengaged members; by Year 3, their costs were even lower by 10.1 percent.

Unengaged members averaged 23 hours of unscheduled absences per year over the course of three years.

Engaged members, on average, had six fewer hours of unscheduled absences.

Less absenteeism means a workforce that is on the job.

Lower health claims costs

Less absenteeism

Bottom Line for Employers

Bottom Line for Employers

Go365 is not an insurance product. Not available with all Humana health plans.

NYHJJY5EN

Lower health claims costs

Unengaged members averaged 23 hours of unscheduled absences per year over the course of three years.

Engaged members, on average, had six fewer hours of unscheduled absences.

Bottom Line for Employers

Less absenteeism means a workforce that is on the job.

More employers are looking at metrics other than healthcare costs to determine the value on investment (VOI) of their wellness programs.

Go365 PROVIDES A PATHWAY TO COST CONTROL AND INCREASED PRODUCTIVITY

Wellness is vital. Why?

Because productivity losses related to personal and family health problems cost U.S. employers $226 billion annually.1

Employers need help.

Currently, only 19 percent of employers are focusing on health programs to improve workforce performance versus focusing primarily on lowering medical costs. But… 46 percent of employers say they are looking to make that shift in three to five years.2

Lower health claims costs4

Engaged members’ health claims costs were 6 percent lower in Year 1, and continued to decline relative to those of unengaged members; by Year 3, their costs were even lower by 10.1 percent.

From year to year… The healthcare costs of unengaged members gradually rose by 17 percent from Year 1 to Year 3.

Bottom Line for Employers

Lower claims costs equals bottom line savings.

Our results…

Go365® three-year impact study at a glance

Employers need to know if their investments in wellness initiatives are effective and achieving their goals of a healthier and more productive workforce. We have those results.

Go365 recently concluded a three-year study of how the program affected the productivity, as well as the healthcare usage and claims, of more than 8,000 Humana employees.3 The study results showed that employees who were more engaged with Go365 had fewer unscheduled absences, lower overall health claims costs, and fewer visits to the hospital and to the emergency room.

Less absenteeism

Engaged members, on average, had six fewer hours of unscheduled absences.

Bottom Line for Employers

Less absenteeism means a workforce that is on the job.

More employers are looking at metrics other than healthcare costs to determine the value on investment (VOI) of their wellness programs.5
Among all types of medical claims, the biggest difference in healthcare spending between engaged and unengaged employees was seen in those with “lifestyle chronic conditions.”

In the third year of the study… Non-chronic engaged members were likely to use healthcare for routine check-ups/physicals, preventive screenings, and musculoskeletal claims, while…

Unengaged members had 56 percent more emergency room visits than engaged members. They also had 37 percent more hospital visits.

Bottom Line for Employers
Generally, less emergency healthcare means less healthcare costs. And with an increase in regular physicals and screenings, employees can be healthier and more productive.

Employers are still looking for ways to validate the success of their wellness programs, and there are more ways than ever to measure a value on investment (VOI). Go365 is one program that has delivered such results over a multiyear span.

Bottom Line for Employers
Chronic conditions are responsible for the bulk of healthcare costs in the U.S. Lower risk for those chronic conditions means happier and healthier employees.

Sources

Go365 is not an insurance product. Not available with all Humana health plans.

NYHJJYSENI
Outcomes Analysis
Background

• Significant nationwide experience
  – Over 5 million members
  – 45,000+ employer clients
  – More than 172,000,000 months of member data

• Utilizes behavioral economics to improve health with actuarially optimized incentives

• Vested in success & effectiveness via Humana’s Fully Insured book of business

• NCQA accredited in health and wellness promotion
Lifestyle Improvements

• **15,944,086** The increase in weekly physical activity minutes*

• **155,084** The increase in number of daily fruit and vegetable servings*

• **35.6%** of members have lost an average of **11 lbs** in body weight*

• **17%** decrease in smokers*

• **174,389,300,474** Total number of steps uploaded by over 228,000 unique members during the first six months of 2016

*based on a sample of over 530,000 members with multiple Health Assessments at least six months apart
External Impact Study
Sample Inclusion/Exclusion Criteria
• Study based on sample of over 10,500 self-funded members from three groups with at least three years continuous wellness program coverage between January 2012 and December 2015
• Included members from the medical services, engineering/consulting and administrative services industries
• 12 months medical and wellness program coverage in all three plan years were required for inclusion of individual members
• Excluded members with high claims (> $100,000)
• Final analysis sample size included 5,740 employees, 26.2% of those were classified as engaged
• Results were compared to the Humana Associate Three-Year Impact Study

Data elements
• Wellness program data and claims data for ASO groups were extracted from the Humana data warehouse, external claims data was provided by the Standalone groups
• Total allowed medical and pharmacy claims costs were included in the claims data. Allowed claims were used to reduce the potential impact of health plan type on the results.
• Absenteeism data was provided by one of the groups included in the analysis

Approach
• Medical claims were compared between employees that engaged in the program and those that did not engage
• Engaged employees were defined as those that earned an average of 5,000+ Points (i.e. Silver+ Status) per year over the three years
• Propensity score matching and normalization were used to reduce potential bias in the results. Covariates used in the matching and normalization included age, gender and health plan type. Where provided, income level and job function were also used.
Claims Results

Engagement associated with lower claims costs and trends

Relative Claims Costs – Engaged vs Low/Unengaged

Year 1
- Engaged - External Groups: +6.4%
- Engaged - Humana Employees: -6.0%
Year 2
- Engaged - External Groups: -0.2%
- Engaged - Humana Employees: -10.5%
Year 3
- Engaged - External Groups: -11.2%
- Engaged - Humana Employees: -10.1%

Low engaged members benchmarked at 100%
Absenteeism Results

Engagement associated with lower absenteeism

Relative sick hours – Engaged vs Low/Unengaged

Low engaged members benchmarked at 100%

Year 1
-37.4%

Year 2
-27.3%, -26.8%

Year 3
-27.3%, -29.3%

Engaged - External Groups
Engaged - Humana Employees
Program engagement was associated with lower health claims costs and lower absenteeism:

- Engaged members’ claims costs started off 6.4% higher than unengaged members in year 1, but by year 3 were 11.2% lower than unengaged members

- Engaged members’ absenteeism was 37.4% lower than unengaged members in year 1 and 27.3% lower in years 2 and 3

- Compared to the Humana Associate study results, the year 1 starting points differed between the two studies but the results converged to very similar points at the end of the three year analysis period. Relative differences between the engaged and unengaged members in the two studies at the end of the 3 year analysis period were within 10% of each other.

Go365 is not an insurance product. Not available with all Humana health plans.
Go365 Health Assessment

Hi, BARKA! You've completed your Health Assessment.

Your Health Assessment

View your Health Report

A word about your privacy...

We take your privacy seriously. Taking your Health Assessment means you agree with Go365’s Notice of Privacy Practices. Our privacy practices are there to protect your personal health information, which we will never share with your employer or insurance company without your permission.

✓ Get Active
View results
Retake this section

✓ Eat Better
View results
Retake this section

✓ Reduce Stress
View results
Retake this section

✓ Live Well
View results
Retake this section

✓ Know Your Health
View results
Retake this section

✓ Introduce Yourself
View details
Retake this section

* Adult children are not eligible to earn points or badges for health assessment completion.

Your answers to any questions on the Go365 Health Assessment will not affect your Humana Insurance coverage, benefits or premiums.
Get Active

QUESTION 1:
On average, how many days a week do you exercise?

0 1 2 3 4 5 6 7

Back Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
QUESTION 2:
On average, how many total minutes do you spend exercising on days when you do exercise?

60

Back Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Get Active

QUESTION 3:
How intensely do you exercise?

Low Intensity  Medium Intensity  High Intensity

Back  Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Get Active

QUESTION 4:
On average, how often do you do strength-training exercises such as squats, push-ups, pull-ups, or weight training?

- Never
- Sometimes: 1 or 2 times per week
- Often: 3 - 5 times per week
- Always: 6 or 7 days per week

Back Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Get Active

QUESTION 5:
On average, how often do you do flexibility exercises such as stretching, yoga or Tai Chi?

- Never
- Sometimes: 1 or 2 times per week
- Often: 3 - 5 times per week
- Always: 6 or 7 days per week

Back  Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Get Active

QUESTION 6:
On an average day, how much time do you spend watching TV, sitting in front of a computer or sitting in meetings, gatherings or on the phone?

Hours

0
12
24

Minutes

0
15
30
45
60

Back
Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Get Active

QUESTION 7:
How do you feel about your current level of exercise?

- I would like to improve but not right now.
- I would like to improve and could use some help.
- My workouts work for me and my life.

Back Finish

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Get Active

Results

You’re already active. Well done!

ME: ☺

HEALTHY TARGET: ☺

360 active minute[s] per week  150 or more active minutes per week

What can I do?

Challenge yourself by increasing the intensity or length of your workouts a little bit each week.

Keep up the great work

Check out some fun activities you can do to maintain your current fitness level, earn Points, and make simple, healthy changes.

Explore activities

Get complete results on your Detailed Health Report PDF
Eat Better

QUESTION 1:
On average, how many servings of vegetables and fruit do you eat per day?

3

0

17 or more

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Eat Better

QUESTION 2:

On average, how many servings of whole grains do you usually eat per day? 🍀

0

5

17 or more

Back  Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
QUESTION 3:
Do you eat any meat or fish?

- Yes
- No

When you do eat meat or fish, how often is it lean meats such as skinless chicken or turkey, fish, or lean red meats?

- Never: I only eat meats that are high in fat.
- Rarely: I usually consume meats that are high in fat.
- Sometimes: I split my intake of meats between those that are high in fat and those that are lean.
- Often: I consume meats that are lean a majority of the time.
- Always: Lean meats are the only meats that I eat.

Back  Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
QUESTION 4:
Do you eat or drink any dairy products?

- Yes
- No

When you do eat or drink dairy products, how often is it healthy low fat or fat-free dairy products?

- Never: I only consume dairy products that are high in fat.
- Rarely: I usually consume dairy products that are high in fat.
- Sometimes: I split my intake of dairy products between those that are high in fat and those that are low fat or fat-free.
- Often: I consume dairy products that are low fat or fat-free a majority of the time.
- Always: Low-fat or fat-free dairy products are the only dairy products that I eat or drink.

Back  Next
Eat Better

QUESTION 5:
How often do you add butter, stick margarine, cream, and/or gravy to your food after cooking?

- Never: I do not add fats to any of my meals.
- Rarely: I don’t usually add fats to my meals.
- Sometimes: I occasionally add fats to my meals.
- Often: I add fats to my meals a majority of the time.
- Always: I add fats to all of my meals.

Back  Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
QUESTION 6:
Between cooking and adding to meals for taste, how much salt would you say you eat in an average day?

- A pinch or less
- One half teaspoon
- Level teaspoon
- Two level teaspoons
- More than two level teaspoons

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
QUESTION 7:
How often do you eat salty foods such as frozen prepared meals, snacks, packet soups, soy sauce, etc.?

- Never
- Rarely: about once per week
- Sometimes: 2-3 times per week
- Often: 4-5 times per week
- Always: 6-7 days per week

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Eat Better

8/11

QUESTION 8:
On average, how many servings of sweets, high-fat and processed foods do you eat per day?

1

0  [ ]  9 or more

Back  Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Eat Better

QUESTION 9:
On average, how many sugary drinks do you have per day?

0

0

9 or more

Back Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Eat Better

QUESTION 10:
On average, how many cups of sugar-sweetened tea or coffee do you drink per day?

0

9 or more

Back
Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Eat Better

QUESTION 11:
How do you feel about your current eating habits?

- [ ] I would like to improve my eating habits, but not right now.
- [x] I would like to know what I could do to improve my eating habits.
- [ ] My eating habits work for me and my life.

[Back] [Finish]

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Eat Better

Results

Your nutrition could use a little pick-me-up.

ME:

HEALTHY TARGET:

3 daily servings of fruits and vegetables

5 or more daily servings of fruits and vegetables

What can I do?

Try to eat at least 5 servings of fruits and vegetables each day, and put more fish, nuts, whole grains, and low- or non-fat dairy on the menu. Cut back on trans fat and sugar.

By improving your eating habits, you can help fuel your body with the right nutrients and reduce your risk for chronic conditions such as heart disease and cancer.

Keep up the great work

Complete an activity or two to earn Points, and find healthy ways to complement your good nutrition.

Explore activities

Get complete results on your Detailed Health Report PDF

Edit your answers in this section
QUESTION 1:
During the last 30 days, how often did you feel any of the following?

- Tired for no good reason

  - Not often
  - Never
  - All of the time

- Nervous

  - Not often
  - Never
  - All of the time

- So nervous that nothing could calm you down

  - Never
  - All of the time

- Hopeless

  - Never
  - All of the time

- Restless or fidgety

  - Not often
  - Never
  - All of the time
Never
So restless you could not sit still
Never
Depressed
Never
That everything was an effort
Never
So sad that nothing could cheer you up
Never
Worthless
Some of the time
Never

Back  Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Reduce Stress

QUESTION 2:
How do you feel about your current level of stress?

- I would like to reduce stress but not right now.
- I would like to reduce stress and could use some help.
- I don't need to reduce stress right now.

Back Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Reduce Stress

QUESTION 3:
During the last month, how often have you had difficulty falling asleep, staying asleep or feeling rested in the morning?

- Never
- Rarely: about once per week
- Sometimes: 2-3 days per week
- Often: 4-5 days per week
- Always: 6-7 days per week

Back  Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Reduce Stress

QUESTION 4:
On average, how many hours of sleep do you get daily, including naps?

5

Back Finish

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Reduce Stress

Results

You know how to go with the flow! You’re managing stress well.

What can I do?

If a particularly difficult situation starts to rock your boat, you’ll be better prepared for it if you’re exercising regularly, getting enough sleep, and eating a well-balanced diet.

Keep up the great work

Earn Points, expand your list of stress-busters and find other types of healthy activities.

Explore activities

Get complete results on your Detailed Health Report PDF
Live Well

QUESTION 1:
Would you say that in general your health is:

- Excellent

Poor

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
QUESTION 2:
Now, thinking about your physical health, which includes physical illness and injury, for how many days during the past 30 days was your physical health not good?

Exit Health Assessment
Please note that your answers will not be saved unless you complete this section.
QUESTION 3:
Now, thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?

Please note that your answers will not be saved unless you complete this section.
**Live Well**

**QUESTION 4:**
During the past 30 days, for about how many days did poor physical or mental health keep you from doing your usual activities, such as self-care, work, or recreation?

0

0

30

[Back] [Next]

**Exit Health Assessment**
Please note that your answers will not be saved unless you complete this section.
Live Well

QUESTION 5:
In the past year, about how many hours did you typically work in a week?

48

Back Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
QUESTION 6:

In the past year, about how many days did you miss an entire work day or part of a work day because of problems with your physical or mental health? (Please include only days missed for your own health, not someone else’s health.)

0

Back Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Live Well

QUESTION 7:
How often do you wear a seatbelt when you drive or ride in a car or other vehicle?

Never ——— Always

Please note that your answers will not be saved unless you complete this section.
QUESTION 8:
Do you drink alcohol?

- Yes
- No

Have you ever felt you should cut down on your drinking?

- Yes
- No

Have people annoyed you by criticizing your drinking?

- Yes
- No

Have you ever felt guilty about your drinking?

- Yes
- No

Have you ever had a drink first thing in the morning to steady your nerves or to get rid of a hangover (eye-opener)?
Have you ever felt guilty about your drinking?

- Yes
- No

Have you ever had a drink first thing in the morning to steady your nerves or to get rid of a hangover (eye-opener)?

- Yes
- No

On average, how many alcoholic drinks do you have?  

1 [ ] Per day [ ]

How many times in the past two months have you had four or more drinks on one occasion?

- Never
- [ ] Ranging from
- [ ] Slightly more than
- [ ] More than
- [ ] 5 or more

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
QUESTION 9:
Do you currently use any tobacco products such as cigarettes, cigars, pipes, chewing tobacco, snuff, or e-cigarettes/vaping?

- [ ] No, I have never used tobacco products.
- [ ] Not currently, but I used to use tobacco products.
- [ ] Yes, I currently use tobacco products.

Are you often around people who smoke?

- [ ] Yes
- [ ] No

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
You don’t use tobacco. Give yourself a pat on the back.

ME: 🌻
HEALTHY TARGET: 🌻

You do not use tobacco products. No tobacco use

What can I do?
Avoid exposure to secondhand smoke and continue to enjoy a tobacco-free life.

Keep up the great work
Earn Points and find ways to build on the healthy habits you already have.
QUESTION 1:
Have you ever been diagnosed with or prescribed medication for any of the following medical conditions? Select all that apply.

- Allergies
- Arthritis
- Asthma
- Back pain
- Cancer
- Chronic lung disease
- Chronic pain
- Depression
- Diabetes
- Heartburn or acid reflux
- Heart disease
- High blood pressure
- High cholesterol
- Menopause
- Migraine headaches
- Osteoporosis
- I am currently pregnant
- Sleep disorder
- Stroke
- Thyroid disease
- None of the above

Exit Health Assessment
Please note that your answers will not be saved unless you complete this section.
Know Your Health

QUESTION 2:
Have you ever had any of the following tests?

- [ ] Pap smear
- [x] Mammogram
- [x] Colorectal cancer screening (colonoscopy, sigmoidoscopy, fecal occult blood test)
- [ ] None of the above

Exit Health Assessment
Please note that your answers will not be saved unless you complete this section.
Know Your Health

QUESTION 3:
Have you had a flu shot in the past year?

- Yes
- No

Back  Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Know Your Health

QUESTION 4:
How tall are you?

Feet: 5
Inches: 0

Back | Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Know Your Health

QUESTION 5:
How much do you currently weigh?
Pounds

135

Back  Next

Exit Health Assessment
Please note that your answers will not be saved unless you complete this section.
Know Your Health

QUESTION 6:
What is the measurement of your natural waist?

- I know my natural waist measurement. It is: 27
  Inches

- I'm not sure.

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Know Your Health

QUESTION 7: How do you feel about your current weight?

- I would like to lose weight but not right now.
- I would like to lose weight and could use some help.
- My weight works for me and my life.

Back Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Know Your Health

QUESTION 8:
What was your last blood pressure reading?

- I know my blood pressure, it is:
  - 110 (systolic)
  - 59 (diastolic)

- I'm not sure.

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Know Your Health

QUESTION 9:
What is your blood glucose level?

- I know my blood glucose level. It is:
  - 88 (mg/dL)

- I'm not sure.

Back  Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Know Your Health

QUESTION 10:
What is your total cholesterol level?

- I know my total cholesterol level. It is: 180 mg/dL
- I'm not sure.

Back Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Know Your Health

QUESTION 11:
What is your low-density lipoprotein (LDL) level?

- I know my LDL level. It is:
  - 24
    - (mg/dL)

- I'm not sure.

Back  Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Know Your Health

12/13

QUESTION 12:
What is your high-density lipoprotein (HDL) level? 🔄

- I know my HDL level. It is:
  - [ ] 71
    - (mg/dL)

- I'm not sure.

Back  Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Know Your Health

QUESTION 13:
What is your triglyceride level? 🎈

- I know my triglyceride level. It is:
  - 45 (mg/dL)
- I'm not sure.

Back  Finish

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Know Your Health

Results

Blood pressure  Blood glucose  Cholesterol  Diabetes  Triglycerides  Weight  Metabolic syndrome

Your blood pressure is right where you want it!

ME: HEALTHY TARGET:

110/59 mmHg  Less than 130/85 mmHg

What can I do?

Maintain your healthy blood pressure with regular exercise and a diet that’s low in sodium.

Keep up the great work

You’re ready to start earning Points with a variety of fun activities to give you a healthy boost.

Explore activities
Introduce Yourself

Your name: Barb
Your gender: Female
Your date of birth: 
Your age: 54

QUESTION 1:
Are you Hispanic, Latino/a, or of a Spanish origin? Select all that apply.

- [ ] I prefer not to answer.
- [ ] No
- [ ] Yes, I am Mexican, Mexican American or Chicano/a
- [ ] Yes, I am Puerto Rican
- [ ] Yes, I am Cuban
- [ ] Yes, I am of another Hispanic, Latino/a, or Spanish origin

[ ] Back  [ ] Next

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
QUESTION 2:
What is your race? Select all that apply.

- I prefer not to answer.
- White
- Black or African American
- American Indian or Alaskan Native
- Asian Indian
- Chinese
- Filipino
- Japanese
- Korean
- Vietnamese
- Other Asian
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander
- Other

Exit Health Assessment
Please note that your answers will not be saved unless you complete this section.
QUESTION 3:
What is the primary language you speak at home?

English

Back Finish

Exit Health Assessment

Please note that your answers will not be saved unless you complete this section.
Congratulations on completing your Go365 Health Assessment, Barbara.

Your results are now available and can be used to improve your health. Here are some personalized suggestions on improving your health:

- **Body Mass Index (BMI):** You are currently at a healthy body mass index. Keep up the good work!
- **Physical Activity:** You are achieving moderate levels of physical activity. To improve, aim for at least 150 minutes of moderate-intensity aerobic activity each week.
- **Blood Pressure:** Your blood pressure is within the healthy range. Continue to maintain healthy lifestyle habits.
- **Triglycerides:** Your triglyceride levels are within the healthy range. Eating a balanced diet and regular exercise can help manage triglyceride levels.

**Personalized Nutrition:**
- **Dairy:** Aim to include a variety of dairy products in your diet to meet your calcium needs.
- **Fruits:** Incorporate at least 2 fruits per day into your meals for vitamins and fiber.
- **Vegetables:** Include a variety of vegetables in your diet for nutrients and fiber.
- **Whole Grains:** Choose whole grain products for added fiber and nutrients.

**Additional Tips:**
- Stay hydrated by drinking plenty of water each day.
- Limit your intake of sugars and sweets.
- Manage stress through relaxation techniques like yoga or meditation.

Remember, making small, consistent changes over time can lead to significant improvements in your health. Keep track of your progress and celebrate your successes along the way.
Health Assessment Mobile App

Go365 Health Assessment
Complete it to discover your Go365 Age

Recent Activity
02/08 Joining a Team +50
02/08 Joining a Challenge +50

Dashboard Activities Challenges Shop More

Go365 Health Assessment

Get Active
You’re on track! Keep Going

Eat Better
You’re on track! Keep Going

Live Well
You’re on track! Keep Going

Reduce Stress
You’re on track! Keep Going

Answer a short series of questions about your health and lifestyle to pave a path to a healthier you!

Dashboard Activities Challenges Shop More

Health Assessment

Get Active
On average, how many days a week do you exercise?
6

Eat Better
On average, how many servings of fruit and vegetables do you eat?
3

On average, how many servings of whole grains do you eat?
5

How often do you add butter, stick margarine, cream, and/or gravy to your food after cooking?

Rarely

How often do you eat salty foods such as frozen prepared meals, snacks, packet soups, soy sauce, etc.?

Sometimes

Live Well
During the last 30 days, how often did you feel tired for no good reason?

Not often

Reduce Stress
During the last 30 days, how often did you feel restless or fidgety?

Not often

During the last month, how often have you had difficulty falling asleep, staying asleep or feeling rested in the morning?

Rarely

Know Your Health
How tall are you?
5’10”

How much do you weigh?
135

What is the measurement of your natural waist?
27

What is your total cholesterol level?
180

Have you ever been diagnosed with or prescribed medication for any of the following medical conditions?

Introduce Yourself
Are you Hispanic, Latino/a, or of a Spanish origin? Select all that apply.

None

What is your race? Select all that apply.

White

What is the primary language you speak at home?

English

Submit

Submit

Submit

Submit

Submit

Submit

Submit

Submit
Go365
CHALLENGES
MANUAL

Challenge your group members
Create a wellness Challenge

Go365™ members can create their own Challenges through the Go365 App. You, the employer, also have the flexibility to create a wellness Challenge that best meets the needs for your group members and displays in the Go365 App and online member portal.

You, the employer or a designated employee member like a Go365 Champ, will act as the administrator of your group’s Challenge. The employer or Go365 Champ can create company-wide Challenges where they select who’s eligible through the Go365 Engagement Source. You can also determine the type of Challenge you will host and how long it will last.

Challenges offer the following to your members:

• Compete in various wellness Challenges like a Step or Weight Loss Challenge.
• Join a Challenge issued to your group or members can create their own through the App.
• View progress in Leaderboards on the App or online member portal.
• Earn up to 100 Points per month just for participating in the Challenge!*

What do you need to get started?

• Ensure you have access to the Go365 Engagement Source, an online source of wellness tools and resources. If you don’t, simply go to engagementsource.Go365.com and click the “Register here” link to get started.
• Know which members are eligible to participate in the Challenge if the Challenge is not open to all group members.**
• You can upload an inspiring image or photo to represent your Challenge within the Challenge platform. (Optional)

Download the Go365 App today!

*Members earn 50 Points for joining a Challenge and 50 more Points for joining a Challenge team, up to a maximum of 100 combined Points per month no matter how many Challenges and Challenge teams a member may join.

**When Challenges are not open to all employees, the employer is solely responsible for determining whether the selected population of eligible employees is compliant with applicable laws such as the Health Insurance Portability & Accountability Act of 1996, Americans with Disabilities Act of 2010, Employee Retirement Income Security Act of 1974 (as amended), etc.
Set up a Challenge

1. Sign in to the Go365 Engagement Source.
2. Click on “Challenges” within the “Employer Tools” section.
3. Click “New Challenge.”
4. You can upload an inspiring image or photo to represent your Challenge within the Challenge platform. (Optional)
5. Choose and enter a name for your Challenge. Lots of room for creativity, so have fun with it!
6. Enter a Challenge description. Be sure to include:
   a. What the Challenge is
   b. Why members should participate
   c. Remind them of the ways they can earn Points for participating!
7. Select a Challenge type. (You will select from a pre-populated list of available Challenges, including Step and Weight Loss Challenges.)
8. Select a calculation rule/daily average.
   **Step Challenges:** The Challenge admin has the ability to set a Challenge Activity Cap, which helps to set a level playing field for Challenge participants. For example, you set 30,000 steps as the “Challenge Activity Cap.” One member’s step total for the day is 45,000 but he or she will only be credited for 30,000 steps because that is the cap that you have set. In Go365’s experience, setting a cap helps keep the Challenge fair and keep members engaged.
   **Weight Loss Challenge:** The Challenge admin will see the calculation rule for Weight Loss Challenges as the percent of weight lost or gained.
9. Enter an “Enrollment Start Date” and “End Date.”
10. Enter an Upload Data End Date.
   This is the last possible date when members can sync their tracking device and upload their Challenge activities before a winner is announced.
11. Set a team min/max number for enrollment. By default, the admin portal will set a minimum of two and maximum of 10, however, there is no maximum size.
12. Make member eligibility selections.
   a. Download the member eligibility file from the Challenges portal on the Go365 Engagement Source.
      • The file you download will be pre-populated with your group’s eligible participants. A unique member identifier will be assigned to each member by Go365. The member ID cannot be customized.
   b. Your file will include the following four fields: First Name, Middle Initial, Last Name and Member ID.
   c. If you customize the file by deleting select members, please ensure there are no blank rows between member entries.
   d. You cannot adjust or customize the four fields.
13. Upload your eligibility file, which should be in CSV format.
14. Click the “Create Challenge” button once you agree to the Terms of Use for Employers and Sponsors of Go365 Challenges.
Announce your Challenge to your group members through email, office signage and other communication channels you use

- Remind them to sync a compatible fitness device online or through the Go365 App.
- Announce the name of the Challenge and key dates, like enrollment and the Challenge start and end dates.
- Let them know they can track their team’s status directly on the App or online member portal.
- Remind them that apart from bragging rights, they can earn Points for participating!

What do members need in order to participate in a Challenge?
Members need to either have registered online at [Go365.com](http://Go365.com) or downloaded the Go365 App and connected a compatible device in order to participate in a Challenge. For example, participants in a Step Challenge can use a Fitbit or another compatible step counter. Participants in a Weight Loss Challenge can track their weight in compatible fitness apps such as MyFitnessPal.

How can members sync a compatible device?
Members can connect a compatible fitness device online at [Go365.com](http://Go365.com) or within the Connect Devices area of the App. Find a listing of all compatible fitness devices at [Go365.com](http://Go365.com).

How can a member view their activity?
**Step Challenges:** Members can view their step activity through the “Calendar” view of their online account or the Challenge Leaderboard within the App or online member portal.

**Weight Loss Challenges:** Members can check progress on the Challenge Leaderboard within the App or online member portal. They will need to ensure at least two weight data entries have been logged in the compatible device to see progress.

How can I view Challenge stats?
As the administrator, you can view member participant stats. Sign in to the Go365 Engagement Source. Find your Challenge and click on the “Statistics Screen.”
FAQs continued

How are challenges calculated?

**Step Challenges:** Members work to accumulate as many steps as they can throughout the Step Challenge using a compatible device. The Challenge admin has the ability to set a Challenge Activity Cap to set a level playing field for Challenge participants.

**Weight Loss Challenges:** Members must have at least two weight data points (a first weight and last weight) logged within a compatible device to show progress in the Weight Loss Challenge. BMI is not considered in the Challenge; it is based on the percent of change in weight loss/gain. There aren’t parameters around total weight loss such as a minimum or maximum amount required for loss/gain; the winner is the individual with the highest percent of weight loss throughout the Challenge.

Who can participate in Challenges?

Any Go365 member who was included in your eligibility selection and has downloaded the Go365 App or is web-registered may participate in a Challenge.

Who can create a Challenge?

A Challenge may be created by an employer or employee member like a Go365 Champ via the Go365 Engagement Source. Members may also create their own public or private Community Challenges through the App and invite other Go365 members to join.

**Note:** Community Challenges created via the Go365 App (not through the Go365 Engagement Source) do not allow the ability to create multiple teams. Members who join a Community Challenge enter as an individual participant. Community Challenges are also limited to a maximum of 50 participants.

Can we remove the option for users to create their own teams during a sponsored Challenge?

No, at this time an administrator cannot disable the option to create teams for a specific Challenge.

What types of activities can be tracked in a Challenge?

Step and Weight Loss Challenges can be accommodated. Future releases will integrate more options.

Can members earn Points through a Challenge?

Yes, Points can be earned through participation in a Challenge. Members earn 50 Points for joining a Challenge and 50 more Points for joining a Challenge team. There is a maximum limit of 100 Points per month for participating in Challenges regardless of how many Challenges and Challenge teams a member may join.

Can I set up teams in Challenges?

Yes, Challenge participants may set up teams via the App or online member portal when they join a Challenge created by your organization. The Challenge admin can also create teams within the admin portal; however, there is no way to prevent members from creating their own team.

Can I set a Challenge for a future start date?

Yes, you can schedule future start and end dates for enrollment and Challenges.

Can I limit participation to only my employee members and/or department?

Yes, if you would like to limit eligibility to a certain group, you may do so by downloading the “Member Eligibility” file and entering eligible member information. If eligibility is limited, the employer is solely responsible for determining whether the selected population of eligible employees is compliant with applicable laws such as the Health Insurance Portability & Accountability Act of 1996, Americans with Disabilities Act of 2010, Employee Retirement Income Security Act of 1974 (as amended), etc.

Can I see who is leading in a Challenge?

Yes, as the administrator, you may view who is leading in a Challenge through the Leaderboard on the Go365 Engagement Source. Challenge participants can view the Leaderboard on the App or online.

What happens when a Challenge results in a tie?

The Challenge platform will calculate the challenge winner based on who achieved the result first.

What stats can the Challenge admin see once the Challenge is over?

The Challenge admin can view by team and by individual participant the following stats based on Challenge type when downloaded from the Leaderboard Management screen:

**Step Challenge:** Total steps and average

**Weight Loss Challenge:** Percent of weight loss or weight gain (individual weights are not visible)

Who can I contact for assistance?

Email challengesupport@humana.com for assistance.
Challenges are set up in a phased approach and can be defined in various “Challenge States”:

<table>
<thead>
<tr>
<th>Challenge States</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating</td>
<td>A Challenge is created but not all fields have passed validation.</td>
</tr>
<tr>
<td>Pending Enroll</td>
<td>A Challenge is created, all fields pass data validation and is ready for enrollment — enrollment start date has not yet started.</td>
</tr>
<tr>
<td>Enrolling</td>
<td>The Challenge enrollment start date has started and the enrollment end date has not passed.</td>
</tr>
<tr>
<td>Pending Start</td>
<td>The time period from when enrollment ends to when the Challenge starts, if any.</td>
</tr>
<tr>
<td>Live</td>
<td>The Challenge start date has started.</td>
</tr>
<tr>
<td>Tallying</td>
<td>The Challenge end date has passed.</td>
</tr>
<tr>
<td>Tallied</td>
<td>The Tally end date has passed and scores tallied as of data up to the Challenge end date. (Date between Challenge end date to Tally end date is the period in which user can complete device uploads.)</td>
</tr>
<tr>
<td>Archived</td>
<td>After eight weeks from Tally end date has passed, the Challenge status changes to Archived.</td>
</tr>
<tr>
<td>Cancelled</td>
<td>Challenges in the Enrolling, Pending Enroll or Pending Start state that have been cancelled will remain in this state.</td>
</tr>
</tbody>
</table>

**Note:** A Challenge that is in a “Creating” state is a Challenge with fields that need to be entered. A successfully created Challenge will show as being in either a “Pending Enroll” or “Enrolling” state.

**How to manage Challenges: functionality**

Below is a list of the functions that one may perform in an Admin role:

- View the details of the Challenge (how the Challenge is configured)
- View the list of Challenges, which are sorted by Challenge Start Date (earliest to latest) and then Status
- Sort or filter list by Challenge Name, Challenge Type, Status
- Search for Challenge by Challenge Name
- View the Leaderboards for the Challenge
- Add/Remove eligible members to or from a team within a Challenge on the Member Management tab
- Update team name or create a team on the Team Management tab
## Actions an Admin can perform at each stage

Admins can edit Challenge information for only a short period of time before the Challenge officially begins. Please be advised of this limitation as you’re creating your Challenge.

<table>
<thead>
<tr>
<th>Action</th>
<th>Creating</th>
<th>Pending Enroll</th>
<th>Enrolling</th>
<th>Pending Start</th>
<th>Live</th>
<th>Tallying</th>
<th>Tallied</th>
<th>Archived</th>
</tr>
</thead>
<tbody>
<tr>
<td>View details</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<td>Delete Challenge</td>
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<td>Cancel Challenge</td>
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<td>Edit Challenge Name</td>
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<td>Edit Challenge Type</td>
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<td>Edit Calculation Rule</td>
<td>✔️</td>
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<tr>
<td>Edit Max Daily Steps</td>
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<tr>
<td>Edit Enrollment Start</td>
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<td>Edit Enrollment End</td>
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<tr>
<td>Edit Challenge Start</td>
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<tr>
<td>Edit Challenge End</td>
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<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Edit Team Size (min-max)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Add Member to Challenge</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Remove Member from Challenge</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Add/Remove Member to/from Team</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Update Team Name</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Create Team</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>
Go365 is not an insurance product. Not available with all Humana health plans.

GCHJNN4EN 0716

Go365.com
Ready. Set. go365

CAPTURE LIFE REWARDS
Earn plenty of Points.

GET ACTIVE
LIVE HEALTHY
ENJOY REWARDS
Unlock activities.
Go365 is all about you. You’ll receive activities personalized to help you reach your health goals, no matter where you are on your journey to better health. Just unlock your activities and earn Points for higher Status.

Stay inspired.
Getting healthier can be hard. Go365 makes it easier by connecting you to all the tools and resources you need to get there. Tracking your activity is a breeze – just connect your compatible apps or fitness devices and earn Points for all your healthy activities.

Earn rewards.
Making healthier choices is a lot more fun with Go365. The more you move up in Status, the more Bucks you can earn and spend on great items in the Go365 Mall. Plus, Bonus Bucks, surprise rewards, and monthly Jackpot drawings make getting healthy more fun!

More Points. Higher Status.
Earning Points pays off big with higher Status levels. Plus, you’ll earn Bonus Bucks when you reach Silver, Gold, and Platinum Status.

Unlock activities to earn more Points and move up to a higher Status

3 ways to get to Bronze
1. Complete at least one Health Assessment section online or on the Go365 App
2. Get a biometric screening
3. Log a verified workout

Start here and move up

Blue
Bronze
Silver
Gold
Platinum

5,000 PTS
8,000 PTS
10,000 PTS

Earn Bonus Bucks when you reach Silver Status or higher

500 Bonus Bucks
1,500 Bonus Bucks
5,000 Bonus Bucks

Earn Double Bonus Bucks when you achieve your prior year highest Status

1,000 Bonus Bucks
3,000 Bonus Bucks
10,000 Bonus Bucks

Bonus Bucks are not tied to Points and increase a Go365 member’s buying power in the Go365 Mall. Bonus Bucks are awarded when a Go365 member reaches Silver, Gold and Platinum Status, and are doubled when the prior year highest Status is achieved. For example, a year one Go365 member reaches Gold Status at the end of their program year. The Go365 member will earn 1,000 Bonus Bucks for reaching Silver Status (1,000 Bonus Bucks are awarded the first time a member reaches Silver Status) and 1,500 Bonus Bucks for reaching Gold Status. In the Go365 member’s next program year, the highest Status reached is Gold Status. In this example, 500 Bonus Bucks are awarded at Silver Status and 3,000 Bonus Bucks are awarded when the member reaches Gold Status again.
Whether you go online or are on the go, Go365 goes right along with you. Engage and track your wellness journey through a best-in-class digital experience that was designed just for you.

Go365 puts you in the driver’s seat. There are lots of ways to get started and start earning Points. Sign-in online or with the App to unlock recommended activities that are personalized just for you.

Then track your Points and watch your Bucks build up. Go365 connects to dozens of the most popular activity tracking apps, more than 75 fitness devices and over 40,000 participating fitness facilities, so you can earn rewards for healthy activities you’re already doing. Plus, the App makes it even easier to track your activities – just snap and send a picture.

Get it done. Online or on the go.

- View personalized dashboard
- Take your Health Assessment
- Connect your compatible fitness devices or tracking apps
- Unlock activities
- Track Points
- Submit a picture
- Contact a Health Coach
- Reach out to the Go365 Community
- Join a Challenge

Stay connected with Go365.
Participate when, where, and how you want.
Go365 is for anyone, at any stage… no matter what shape you’re in or how hard you work out. Go365 knows what it takes to motivate and reward you to make healthier choices for life.

Activities

These are simple things you can do every day to get healthier. Tracking your steps, getting a flu shot, going for a bike ride – these are easy ways to keep moving forward with Go365.

Recommended activities

Once you complete your Health Assessment, you’ll get personalized activities based on your responses. Because recommended activities are created just for you, they can have a big impact on your overall health. Plus, you earn more Points for each one you complete.

Challenges

Earn Points by going head-to-head against your friends and co-workers and compete for the most steps taken or pounds lost.

Have some healthy fun.

Getting healthier is a lot more fun with Go365. Earn Bucks you can use in the Go365 Mall for e-giftcards from Amazon.com, Target, Lowes and Spafinder, the latest activity trackers from Fitbit and Garmin, and more. Plus, you could win a prize in our monthly Jackpot drawings or get a surprise reward.

Unlock activities.
Watch your success lead to your well-being.

The merchants represented are not sponsors of Go365 or otherwise affiliated with Go365. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company’s website for additional terms and conditions.
### Activity Points

**Health Assessment**
Take your full Go365 Health Assessment online or on the App and earn Points for completing it for the first time each program year.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Assessment</td>
<td>500</td>
</tr>
</tbody>
</table>

**Health Assessment sections**
Earn 50 Points for each section you complete online or on the App:

- Get Active
- Eat Better
- Reduce Stress
- Live Well
- Know Your Health
- Introduce Yourself

200 bonus Points when you complete all six sections.

**Health Assessment Bonus Points**

<table>
<thead>
<tr>
<th>Bonus</th>
<th>Points</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Step Health Assessment Bonus</td>
<td>500</td>
<td>once/lifetime</td>
</tr>
<tr>
<td>Fast Start Health Assessment Bonus</td>
<td>250</td>
<td>once/program year</td>
</tr>
</tbody>
</table>

**Weekly log***
Log your activity in any of these areas: food, weight, blood pressure and blood glucose.

10 weekly

**Sleep diary***
Sleep 7+ hours 5+ days per week (Sun-Sat) and log your progress.

25 weekly up to 150/program year

**Daily health quiz***
Log in to the Health IQ app or website and complete a quiz on a variety of health topics. Connect your Go365 App to Health IQ to automatically earn your Points.

2 daily

**Health coaching***
Get matched with a certified well-being coach who can give you expert guidance, support and attention in these areas: weight management, quitting tobacco, managing stress, healthy eating and more.

- Enrolling (first time enrollees only): 200
- Three phone interactions: 50
- Six email interactions or six progress note entries (individually or combined): 50

**Calculators**

These online tools measure aspects of your health, like “Are you at risk for a heart attack?” They can help you take steps to lead a healthier life. There are many different Calculators, and you can earn Points for each Calculator you use.

75 up to 300/program year

**CPR certification**
See Point earning instructions under First-aid certification.

125 once/program year

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Continued to next page
### Activity Points

**First-aid certification**

- You must send the completed CPR Form or First-aid Form, available online, to Go365 with the copy of certification within 90 days of completing the event. The form can be submitted while your certification is still valid, if you completed your certification before your Go365 effective date. Proof of CPR and First-aid certification may also be submitted on the App.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First-aid certification</strong></td>
<td>125</td>
</tr>
<tr>
<td><strong>Update/confirm your contact information</strong></td>
<td>50</td>
</tr>
<tr>
<td><strong>Monthly Go365.com, Humana.com or Go365 App sign-in</strong></td>
<td>10</td>
</tr>
<tr>
<td><strong>First time Go365 App sign-in</strong></td>
<td>50</td>
</tr>
<tr>
<td><strong>Accept online statements</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Maximum of 500 Points for Health Assessment completion per program year. Health Assessment Points are awarded the same online and on the App.</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Activities</em>* will award Points under Personalized Activities on your Go365 Statement.</td>
</tr>
</tbody>
</table>

### Reach Silver Status

Completing your Health Assessment and getting your biometric screening gives you a great start toward earning 5,000 Points toward Silver Status. Here’s an example of how you can earn 5,000 Points:

- Health Assessment: 500 Points
- First Step Health Assessment: 500 Points
- Biometric screening: 2,000 Points
- Basketball league: 350 Points
- Blood donation (x2): 100 Points
- Flu shot: 200 Points
- Daily step (10,000 per day for 30 days): 300 Points
- First verified workout of program year: 750 Points
- Calculator (x4): 300 Points

**5,000 Points total**
**Make it count with Go365.**

Earn Points for your everyday activities – every day!

### Activity Points

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Daily Points</strong></td>
<td>up to 50/day</td>
</tr>
<tr>
<td>Earn Points for activities you do every day.</td>
<td></td>
</tr>
<tr>
<td>- <strong>Steps</strong></td>
<td>1 per 1,000 steps</td>
</tr>
<tr>
<td>- <strong>Heart Rate</strong></td>
<td>5 for every 15 minutes above 60% of maximum heart rate</td>
</tr>
<tr>
<td>- <strong>Calories</strong></td>
<td>5 per 100 calories if burn rate exceeds 200 calories/hr.</td>
</tr>
<tr>
<td><strong>Participating Fitness Facility</strong></td>
<td>10 once/day</td>
</tr>
</tbody>
</table>

### Fitness Bonus Points

<table>
<thead>
<tr>
<th>Bonus Points</th>
<th>Points</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exceed 50 weekly workout Points</strong></td>
<td>50</td>
<td>only one bonus awarded per week</td>
</tr>
<tr>
<td><strong>Exceed 100 weekly workout Points</strong></td>
<td>100</td>
<td></td>
</tr>
<tr>
<td><strong>First verified lifetime workout</strong></td>
<td>500</td>
<td>once/lifetime</td>
</tr>
<tr>
<td><strong>First verified workout each new program year</strong></td>
<td>750</td>
<td>once/program year</td>
</tr>
</tbody>
</table>

### Fitness habit*

Start a new fitness habit and submit photo proof to earn your Points. Fitness habits include: walking breaks, take the stairs, park farther away, stretching, visit a park, walk your dog.

<table>
<thead>
<tr>
<th>Points</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>once/month</td>
</tr>
</tbody>
</table>

### Sports league

You must be an active team member in a qualified, organized sports league, such as baseball or basketball. The minimum number of games or matches that must be played is eight. Complete a League Participation Form, available online and submit within 90 days of league completion to Go365 or claim Points on the App by sending a photo of the official schedule, award or certificate from your phone.

<table>
<thead>
<tr>
<th>Points</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>up to 1,400/program year</td>
</tr>
</tbody>
</table>

### Challenges*

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Points</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a Challenge – community</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Join a Challenge – community</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Join a Challenge – sponsored</td>
<td>50</td>
<td>up to 100/month for all Challenge-related activities</td>
</tr>
<tr>
<td>Create or join a team – sponsored</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

Sponsored Challenges are set up by employers or Go365. Community Challenges are set up by members.

### Athletic events

You must register for and complete a fitness event or race approved by a fitness, athletic, or sporting organization recognized by Go365. Complete the Athletic Event Form, available online, and submit it within 90 days of the event completion to Go365 or claim Points on the App by sending a picture of your race bib or results from your phone.

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>e.g.: 1.9 mi/3K – 5.1 mi/9K running, walking or cross-country skiing, Super sprint triathlon</td>
<td>250</td>
</tr>
<tr>
<td>Level 2</td>
<td>e.g.: &gt;5.6 mi/9K - 12.4 mi/20K running, walking or cross-country skiing, Sprint triathlon</td>
<td>350</td>
</tr>
<tr>
<td>Level 3</td>
<td>e.g.: &gt;12.4 mi/20K running, walking or cross-country skiing, Olympic, ITU, half or full triathlon</td>
<td>500</td>
</tr>
</tbody>
</table>

How daily Points are calculated: Each day, Go365 will look at Points earned across all workout types and award the highest value for that day. Points are awarded for one workout type per day. A week is defined as Sunday – Saturday. We are committed to helping you achieve your best health. Rewards for participating in Go365 are available to all members. If you think you might be unable to meet a standard for a Go365 reward, you might qualify for an opportunity to earn the same reward by different means. Sign in to your Go365.com account and visit the Message Center to send us a secure message and we will work with you (and, if you wish, with your healthcare practitioner) to develop another way to qualify for the reward. *Activities will award Points under Personalized Activities on your Go365 Statement.
# Make it count with Go365.

## Earn Points for your everyday activities – every day!

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Health screenings</strong>&lt;br&gt;<a href="#">Submit Prevention Activity Form</a></td>
<td>400</td>
<td>up to 400/program year per eligible screening</td>
</tr>
<tr>
<td><strong>Dental exam</strong></td>
<td>200</td>
<td>up to 400/program year</td>
</tr>
<tr>
<td><strong>Vision exam</strong></td>
<td>200</td>
<td>once/program year</td>
</tr>
<tr>
<td><strong>Flu shot</strong></td>
<td>200</td>
<td>once/program year</td>
</tr>
<tr>
<td><strong>Nicotine test</strong></td>
<td>400</td>
<td>once/program year</td>
</tr>
<tr>
<td><strong>Biometric screening</strong>&lt;br&gt;<a href="#">Submit Biometric Screening Form</a></td>
<td>800</td>
<td>400</td>
</tr>
</tbody>
</table>

**Health screenings**<br>Submit the Prevention Activity Form, available online, within 90 days to earn Points. Go365 members with Humana medical coverage will automatically earn Points once claim has been received and processed. <br>Age restrictions apply. See Go365.com for details.

**Dental exam**<br>Submit the Prevention Activity Form, available online, within 90 days to earn Points or claim Points on the App by sending a photo of the date and location where you received your dental exam. Go365 members with Humana medical coverage will automatically earn Points once claim has been received and processed.

**Vision exam**<br>Submit the Prevention Activity Form, available online, within 90 days to earn Points or claim Points on the App by sending a photo of the date and location where you received your vision exam. Go365 members with Humana medical coverage will automatically earn Points once claim has been received and processed.

**Flu shot**<br>Submit the Prevention Activity Form, available online, within 90 days to earn Points or claim Points on the App by sending a photo of the date and location where you received your flu shot. Go365 members with Humana medical coverage will automatically earn Points once claim has been received and processed.

**Nicotine test**<br>After receiving a cotinine (nicotine) test, submit a Nicotine Test Form, available online, within 90 days of completing the test with your healthcare provider. Costs associated with nicotine tests are the responsibility of the Go365 member. Nicotine tests are not associated with biometric screenings.

**Biometric screening**<br>Submit the Biometric Screening Form, available online, within 90 days of completing your screening to earn Points. Biometric screenings completed at a national vendor will submit the results automatically up to 45 days from date of service.

**Body mass index (BMI)** | 800  |
| **Blood pressure**      | 400  | once/program year  |
| **Blood glucose**        | 400  |
| **Total cholesterol**    | 400  |

We are committed to helping you achieve your best health. Rewards for participating in Go365 are available to all members. If you think you might be unable to meet a standard for a Go365 reward, you might qualify for an opportunity to earn the same reward by different means. Sign in to your Go365.com account and visit the Message Center to send us a secure message and we will work with you (and, if you wish, with your healthcare practitioner) to develop another way to qualify for the reward.
Make it count with Go365.
Earn Points for your everyday activities – every day!

Activity | Points
--- | ---
Blood donation | 50 up to 300/program year

Donate blood up to six times a year. Earn Points when you submit a Blood Donation Form, available online, within 90 days of the donation date or use the App to send a photo of your donation card, signed document from agency or signed work release by phone.

Nicotine test in-range results | 400 once/program year

After you receive a cotinine (nicotine) test, submit a Nicotine Test Form, available online, within 90 days of completing the test with your healthcare practitioner. You can earn Points if the results fall within a healthy range. Go365 automatically awards in-range nicotine results for two years (current and on the first day of your next program year).

Biometric screening in-range results

Double your Points if these results are within a healthy range.

- **Body mass index (BMI)** ≥ 18.5 and < 25, or BMI ≥ 25 and < 30, with a waist circumference < 40" for males and < 35" for females | 800
- **Blood pressure** < 130/85 mm Hg | 400 once/program year
- **Blood glucose** < 100 mg/dL or A1c < 6.5% | 400
- **Total cholesterol** < 200 mg/dL or an HDL ≥ 40 mg/dL for males and ≥ 50/mg/dL for females | 400

We are committed to helping you achieve your best health. Rewards for participating in Go365 are available to all members. If you think you might be unable to meet a standard for a Go365 reward, you might qualify for an opportunity to earn the same reward by different means. Sign in to your Go365.com account and visit the Message Center to send us a secure message and we will work with you (and, if you wish, with your healthcare practitioner) to develop another way to qualify for the reward.

About biometric screening results

Go365 automatically awards in-range biometric screening results for two program years (current and on the first day of your next program year in the prevention and healthy living categories) for blood pressure, blood glucose and total cholesterol. Only your BMI needs to be rechecked every program year. Some employers may require a full biometric screening completed each year. Check with your employer or Benefits Administrator.
## Education

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Assessment full completion</td>
<td>500 once/program year</td>
<td><strong>OR</strong> Earn 50 Points for each section you complete. Bonus Points when you complete all six sections.</td>
</tr>
<tr>
<td>First Step Health Assessment Bonus</td>
<td>500 once/lifetime</td>
<td></td>
</tr>
<tr>
<td>Fast Start Health Assessment Bonus</td>
<td>250 for completion within the first 90 days of program year</td>
<td></td>
</tr>
<tr>
<td>Weekly log</td>
<td>10 weekly</td>
<td></td>
</tr>
<tr>
<td>Sleep diary</td>
<td>25 weekly up to 150/program year</td>
<td></td>
</tr>
<tr>
<td>Daily health quiz</td>
<td>2 daily</td>
<td></td>
</tr>
<tr>
<td>Health coaching</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enrolling</td>
<td>200 once/lifetime</td>
<td></td>
</tr>
<tr>
<td>Three phone interactions</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Six email interactions or six progress note entries</td>
<td>50 up to 600/program year</td>
<td></td>
</tr>
<tr>
<td>Calculator(s)</td>
<td>75 up to 300/program year</td>
<td></td>
</tr>
<tr>
<td>CPR certification</td>
<td>125 once/program year</td>
<td></td>
</tr>
<tr>
<td>First Aid certification</td>
<td>125 once/program year</td>
<td></td>
</tr>
<tr>
<td>Update/confirm your contact information</td>
<td>50 once/program year</td>
<td></td>
</tr>
<tr>
<td>Monthly Go365.com, Humana.com or Go365 App sign-in</td>
<td>10 up to 120/program year</td>
<td></td>
</tr>
<tr>
<td>First time Go365 App sign-in</td>
<td>50 once/lifetime</td>
<td></td>
</tr>
<tr>
<td>Accept online statements</td>
<td>50 once/lifetime</td>
<td></td>
</tr>
</tbody>
</table>

## Fitness

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Points</td>
<td>up to 50/day maximum per 1,000 steps</td>
<td></td>
</tr>
<tr>
<td>Steps</td>
<td>1</td>
<td>for every 15 minutes above 60% of maximum heart rate</td>
</tr>
<tr>
<td>Heart Rate</td>
<td>5</td>
<td>per 100 calories if burn rate exceeds 200 calories/hr.</td>
</tr>
<tr>
<td>Calories</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Participating Fitness Facility</td>
<td>10 once/day</td>
<td></td>
</tr>
</tbody>
</table>

### Bonus Points

- Exceed 50 weekly workout Points: 50 only one bonus awarded per week
- Exceed 100 weekly workout Points: 100 one bonus awarded per week
- First verified lifetime workout: 500 once/lifetime
- First verified workout each new program year: 750 once/lifetime

### Nutrition

- Fitness habit: 25 once/month
- Sports league: 350 up to 1,400/program year

### Challenges

- Create a Challenge: 50 Community
- Join a Challenge: 50 Community
- Create or join a team: 50 Sponsored

### Athletic events

- Level 1: 250 up to 3,000/program year
- Level 2: 350 up to 3,000/program year
- Level 3: 500 up to 3,000/program year

### Prevention

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health screening*</td>
<td>400 per eligible screening</td>
<td></td>
</tr>
<tr>
<td>Dental exam</td>
<td>200 up to 400/program year</td>
<td></td>
</tr>
<tr>
<td>Vision exam</td>
<td>200 once/program year</td>
<td></td>
</tr>
<tr>
<td>Flu shot</td>
<td>200 once/program year</td>
<td></td>
</tr>
<tr>
<td>Nicotine test</td>
<td>400 once/program year</td>
<td></td>
</tr>
</tbody>
</table>

### Healthy Living

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood donation</td>
<td>50 up to 300/program year</td>
<td></td>
</tr>
<tr>
<td>Nicotine test in-range results</td>
<td>400 once/program year</td>
<td></td>
</tr>
</tbody>
</table>

If your biometric screening is in healthy range, you double your Points.

### Biometric screening in-range Points:

- Body mass index (BMI): 800 once/program year
- Blood pressure: 400 once/program year
- Blood glucose: 400 once/program year
- Total cholesterol: 400 once/program year

* Subject to certain requirements and will appear as a recommended activity if they are applicable to you.

We are committed to helping you achieve your best health. Rewards for participating in Go365 are available to all members. If you think you might be unable to meet a standard for a Go365 reward, you might qualify for an opportunity to earn the same reward by different means. Sign in to your Go365.com account and visit the Message Center to send us a secure message and we will work with you (and, if you wish, with your healthcare practitioner) to develop another way to qualify for the reward. Online statements available for Go365 members with Humana medical coverage only.
Plan your next Status move.
Sign in to Go365.com or download the Go365 App.

Then use this worksheet to map out the number of Points you need to move up to the next Go365 Status level. Include standard activities, as well as recommended activities based on your Health Assessment responses.

(Check the next Status level based on your current Status)

**Status goal:**
- Silver
- Gold
- Platinum

**Points required:**
Sign in to Go365.com to verify your actual Points required or reference page 2 of this document for required Points for each Status level.

**EXAMPLE:**

- Get a flu shot
  
  200 PTS

**Recommended activities:**
Once you complete your Health Assessment, you’ll get personalized activities based on your responses. Because recommended activities are created just for you, they can have a big impact on your overall health. Plus, you earn more Points for each one you complete.

- __________________________
  ____________________ PTS

- __________________________
  ____________________ PTS

- __________________________
  ____________________ PTS

- __________________________
  ____________________ PTS

**Activities:**
These simple things you can do every day to get healthier. Tracking your steps, getting a flu shot, going for a bike ride – these are easy ways to keep moving forward with Go365.

- __________________________
  ____________________ PTS

- __________________________
  ____________________ PTS

- __________________________
  ____________________ PTS

- __________________________
  ____________________ PTS

**Go shopping:** the Go365 Mall has a wide selection of rewards to choose from:

Go365 is not an insurance product. Not available with all Humana health plans. The merchants represented are not sponsors of Go365 or otherwise affiliated with Go365. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company’s website for additional terms and conditions. This guide is only for primary Go365 account holders. All other member types should reference their Go365 account for eligible activities and Points.
Discrimination is against the law
Humana Inc. and its subsidiaries comply with applicable federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability, or sex. Humana Inc. and its subsidiaries do not exclude people or treat them differently because of race, color, national origin, age, disability or sex.

Humana Inc. and its subsidiaries provide free auxiliary aids and services, such as qualified sign language interpreters, video remote interpretation, and written information in other formats to people with disabilities when such auxiliary aids and services are necessary to ensure an equal opportunity to participate, in addition to free language services to people whose primary language is not English when those services are necessary to provide meaningful access, such as translated documents or oral interpretation.

If you need these services, call the number on your ID card (TTY: 711) or email accessibility@humana.com.

If you believe that Humana Inc. and its subsidiaries have failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability or sex, you can file a grievance with Civil Rights/LEP/ADA/Section 1557 Compliance Officer, 500 W. Main Street -10th floor, Louisville, Kentucky 40202

If you need help filing a grievance, call the number on your ID card or if you use a TTY, call 711.

You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights electronically through the Office for Civil Rights Complaint Portal, available at https://ocrportal.hhs.gov/ocr/lobby.jsf, or by mail or phone at U.S. Department of Health and Human Services, 200 Independence Avenue, SW, Room 509F, HHH Building, Washington, D.C. 20201, 1-800–368–1019, 800-537-7697 (TDD).

Complaint forms are available at http://www.hhs.gov/ocr/office/file/index.html

Multi-Language Interpreter Services
ATTENTION: If you do not speak English, language assistance services, free of charge, are available to you. Call the number on your ID card (TTY: 711)...

PAUNAWA: Kung nagsasalita ka ng Tagalog, maaari kang gumamit ng mga serbisyo ng tulog sa wika nang walang bayad. Tawagan ang numero na nasa iyong ID card (TTY: 711)...

Díí baa akó nínizín: Díí saab bee yánílít’í go Diné Bizaad, saab bee áká’áñída’áwo’déeg’, t’áá jiik’eh, éí ná hóló, námboo ninaatssoos yézhí, bee néé ho’dólzín bikáá’ígií bee hólné’ (TTY: 711)...

لمسححة: إذا كنت تتحدث أي لغة أخرى، فإن خدمات المساعدة اللغوية تتوافر لك بالمجان. اتصل برقم الهاتف الموجود على بطاقة الهوية الخاصة بك (TTY: 711)...

GCHJVSSEN 0117
Information Protection at Humana

This document is to address a high level overview of Humana’s Information Protection Framework. For more detailed information regarding Humana’s Information Protection Safeguards, please contact Humana’s Enterprise Information Protection Department through a specific customer relationship manager.

Humana’s Umbrella

Humana has made significant investments in people, process and technology in the last several years.

Humana’s industry leading umbrella, the Enterprise Information Protection Program, is over 220 dedicated souls and acquisition dedicated security staff. Humana’s ever climbing budget of over $72 million is built to protect our interests and interests of our consumers through dedicated security people, process and technology for physical, administrative and technical controls that protect the confidentiality, integrity and availability of our assets and interests. Additionally, Humana has a dedicated security staff with budgeting for all corporate acquisitions.

Our strategy is based on managing real risks as the primary means to drive meaningful compliance to a myriad of government and customer driven requirements.

Below is an outline of Humana’s information security posture and how we accomplish total information protection of sensitive member data.

HIPAA/HITECH Security Regulations

Humana has implemented many safeguards in response to the HIPAA and HITECH security requirements. Below is an overview of some of the more significant safeguards. Additionally, as of May 2016, Humana has been certified by HITRUST as HITRUST compliant.

Administrative Safeguards

Humana’s Information Security Policies and Procedures include a high-level “Keystone,” overarching Policy. Sub-policies and Standards are developed to address the specifics dealing with the Keystone Policies. The Policy structure is constructed off of the ISO 27001 and HITRUST Information Protection policy framework. This structure enhances the organization of the Policies, eases maintenance, and makes it easier for associates to find Policies dealing with areas of interest.

Many of the requirements in the Administrative Safeguards section deal with access control and areas relating to access control, e.g., granting of access, password management, access removal after termination and transfers, etc. Humana’s controls in this area are very mature, but continue to be enhanced.
Other areas in Administrative Safeguards deal with contingency plans, business continuity planning, disaster recovery and backup and restoration of information. Humana maintains a great deal of organization around all areas of Information Protection, including a Crisis Management Team, Business Continuity Planning department, and a Disaster Recovery team. These groups ensure plans are continually updated and tested throughout the organization.

Policy Source is Humana’s portal for associates to obtain and review Policies, Standards and Procedures. Policy Source also keeps revisions to meet the HIPAA requirement for six-year retention.

Physical Safeguards/Security

Humana has a Chief Global Security Officer who addresses the area of facility security, enterprise-wide. Other areas in the Physical Safeguards section that address information security, including workstation security, device and media controls, media disposal, and data backup and storage are addressed by the Enterprise Information Protection team, under the Chief Information Security Officer at Humana. As mentioned above, many of these processes, e.g., backup and recovery, are regularly tested to ensure completeness and accuracy.

Humana conducted risk assessments of its approximately 200 facilities to identify required enhancements. Today, all facilities have in place policies, standards, procedures and processes that are compliant with the HIPAA and HITECH Security regulations. Controls include: display of associate ID badges; escorting visitors; badge readers; security guards; cameras; and secured data centers and wiring closets. Larger facilities have floor level and zoned security. Emergency “mode of operation plans” are in place to restrict access to facilities in the event of an emergency.

Our data center facilities are designed and constructed in accordance with applicable local and national codes and held to the same high standards for safety and security. We use smoke and/or heat detection systems designed in accordance with NFPA72 (Standards for Fire Alarm System) and NFPA 101 (System Smoke Detection) to provide an early warning during the incipient stage of fire development. Fire detection, suppression and alarm systems are monitored 24 hours a day, seven days a week, and are routinely tested. Humana meets or exceeds all federal, state and local life safety standards.

Humana uses both electronic access controls and personal recognition for controlling access to its data center facilities. A significant portion of our operations are equipped with electronic access control systems to control employee access. Facilities are required to maintain an electronic or manual system of positive employee and visitor identification and logging (and some facilities have biometric access controls). Personnel are required to wear photo identification badges while on Humana premises. Badges are color-coded to indicate access authorization levels. Unescorted access is generally prohibited for all but Humana employees—with very stringent requirements for any exceptions. Our data center facilities are equipped with access control and alarm systems. We also use digital CCTV systems to enhance the physical security.

Security procedures for visitor/employee identification and physical intrusion detection systems serve to deny access to any unauthorized person. These measures are tested by employing integrity and compliance audits as a routine method of evaluating our security posture. Humana continually references and adapts to forward-looking regulatory impact studies to ensure we are on the forefront of innovation, safety and security.
Our Physical Security Policy requires that each Humana data center facility develop and document a facility site-specific physical security plan according to the guidelines of the policy that mandates provisions to protect company property, sensitive information, EPHI, personnel and IT Systems.

Minimum access control standards for physically securing entry to a Humana facility are based on associate population size. We use a number of different and layered technologies to protect the physical perimeter of operational facilities. These access control mechanisms span the spectrum from small remote sites that use minimum physical security controls and depend on site-specific procedures where all associates are known to each other, to very large facilities where a photo ID card key system is operational with security guard forces that monitor perimeter entry points, CCTV, lighting, fencing, vehicle parking garages, etc.

Entry into controlled access areas is only allowed from buildings that are not open to the general public. Major Humana IT processing facilities are provided access control mechanisms that restrict access only to employees who have authorized access to that facility/department and provided security access coverage with photo ID card key systems. Floor and department level access controls are implemented to further supplement these sensitive areas. Other smaller facilities provide perimeter access control coverage based on associate population.

Access into the Louisville Data Center (LDC) is managed by Humana Global Security through the use of both contract security officers and on-site professional staff. Security officers man the site 24 hours a day, seven days a week, with responsibility for physical security, asset protection and risk identification. Full height turnstiles prevent unauthorized access to the site, with visitors requiring registration and escort at all times. All Humana associates and specifically all associates with access to the data centers are mandated to possess and visibly display their access credential at all times. Obtaining an access credential (badge) requires the hiring manager to complete an LDC Employee Access Card Information Form and approved by the director of Data Center Operations. The physical access control system is a centralized, network-based system with compartmented access privileges specific for the data centers. Facility access is segmented into specific areas, e.g., computer room, distribution services area, the network control area and the technical support area; access privileges to each of these areas is discretionary and unique with center director oversight and approval. In the most sensitive areas (computer, distribution svc, network control and technical support) associates must present an access credential for both entry and egress. Humana’s data center operates 24 hours a day, seven day a week.

Upon termination of employment, the access credential must be returned to the LDC Security personnel. Also upon termination, the employee’s access authorization is deactivated. If the access credential is subsequently used, access is denied and the system immediately warns the security officers of an access violation.

A daily Human Resources report of terminated employees is distributed to Humana’s global security and to the administrative assistant of the DCO vice president for access termination. The access control system logs all activity (entry/egress) for a minimum period of 60 days.
Humana uses over 50 security-centric technologies, tools and solutions that are owned and managed by security specific teams/departments to help enforce and/or compliment and/or verify our ISO 27002-based Enterprise Information Protection/Protection Program (EIPP). In addition to security, these technologies are implemented in a layered defense-in-depth manner that serves to maximize their risk-reducing/risk-management value at the data layer, application layer, database layer, host/device layer, network layer and cloud layer.

Our security technology toolset has been continually expanded for many years and has been positioned and kept updated to address current and modern insider and external threats to our assets (physical and electronic). The Enterprise Information Protection department has established a Humana Integrated Control Framework (HICF) and the Humana Information Protection Maturity model (HIPM) to measure effectiveness of all security controls (technical, administrative and physical) and to direct the deployment and configurations/utilization of security-centric technologies at all layers. The HICF is aligned with ISO-27002 International Best Practices for Information Security, CMS Data Security Requirements, HIPAA and HITECH and Health Information Trust (HITRUST) Alliance common security framework. The overall EIPP is based on sound security practices and principles that provide use of the security technologies implemented at Humana.

Humana IT is focused on continual process improvement leveraging Information Technology Infrastructure Library (ITIL) Service Management. Enterprise Information Protection (EIP) continually monitors subscription-based threat feeds, vendor provided security websites, and mailing lists to identify threats that could impact Humana’s Information Systems. EIP reviews threats and searches asset inventories, and seeking input from IT / Business Owners and Subject Matter Experts, determines whether the threat is applicable to Humana.

EIP performs a vulnerability assessment for applicable threats and assigns an initial Risk Rating. The Risk Rating takes into consideration many factors, such as the attack vectors used, whether exploits are available, the criticality of vulnerable systems to Humana, and the current state of mitigating controls. In some cases, EIP may use the risk rating, or risk scores for a vulnerability provided by one or more of the Vulnerability Scanning solutions used at Humana.
Vulnerability and Risk Treatment information is communicated to Subject Matter Experts and IT Owners responsible for remediation. Our network appliances, servers and workstations are managed (patched) by technologies used by various IT teams within Humana. The patch solutions use auto-discover assets, install patches, and track deployment progress. EIP tracks remediation progress by reviewing reports provided by the IT teams, and validates remediation through vulnerability scanning tools.

Following a Defense in Depth methodology, a number of additional controls are used to prevent Data Loss - IDS/IPS/WAF. Examples include, but are not limited to: Group Policies within Active Directory (least privilege), Anti-Virus, Full Disk Encryption, Data Loss Prevention, active data-in-use monitoring, and Web Content Filtering also protect endpoints from malicious websites.

Humana maintains two separated and redundant data centers. These two data centers are connected by multiple dedicated fiber optic lines. Additionally, both data centers are configured with N+1 technology to meet ANSI/TIA-942 Tier 3 standards. The data centers have automatic fail over technologies in place.

Humana has 24x7x365 Network Operations Center (NOC) and 24x7x365 Security Operations Center (SOC) with various teams and subject matter experts on call 24x7 to respond to alerts and issues should any of these tools or processes indicate an issue.

Humana also conducts security assurance reviews to assess the design and effectiveness of information protection controls to ensure that department policies, standards and procedures are in compliance with the enterprise information protection framework policies and standards. An assurance review may include application, database and infrastructure vulnerability scanning, penetration testing and ethical hacking. Reviews are prioritized and scheduled based on the risk exposure to Humana.

**Access**

Humana’s Human Resources follows strict operational procedures for performing background checks of potential new hires. Once the individual is approved for hire, a request for system access must be submitted for processing by the hiring manager to IT Security Administration.

Access to ePHI is highly restricted. Associates are granted access based on minimum necessary to perform assigned job role and responsibilities. Policy requires password protected screen savers to be activated after a specified period of inactivity. PCs and terminals are logged off at the end of the workday. Laptops must be securely stored at the end of the workday and on non-work days. Laptops touching ePHI are required to have the hard drives encrypted.

If the request requires access to any application identified as containing ePHI, IT Security Administration routes to the application Business Owner for approval/denial. The Business Owner then routes the request back to Security Administration to complete the next phase and build the User Profile. All relevant information that accurately describes the User is entered into the system and a Unique User ID is created. This Unique User ID is coupled to multiple Access Control Lists that further validate the User’s identity and only valid authorization / authentication is permitted access.
Users must be authenticated prior to being granted access to Humana’s information assets. Humana has chosen to implement layered security within its information assets and applies authentication security controls for operating systems, applications and databases. Humana is currently rolling out a strong authentication method, Syferlock. SyferLock’s GridGuard software-based authentication solution now offers remote users the ability to use PINs and make them one-time PINs without the need of any additional hardware, tokens or client-side software. By converting the User’s chosen PIN into a secure one-time code that changes every time, remote Users will be protected against many common threats. Password complexity standards have been established and passwords are set to expire. Users are limited in the number of unsuccessful attempts before the account is locked.

Applications and databases processing, storing or manipulating ePHI have been classified as confidential. Access to these requires additional authorization and approval. Storage is implemented with data at rest encryption (DARE). DARE is a hardware-based encryption approach that leverages XTS-AES 256-bit data-at-rest-encryption.

Humana has robust policies and standards that require all systems and applications to log all possible user actions with time and date. All logs are mandated to be stored in Humana’s centralized logging solution and maintained for 10 years. Authorization, authentication and access control processes are periodically reviewed to ensure adherence. System activity is logged, monitored and analyzed. Activity for select critical applications is logged and reporting capabilities are in place. Log reports are retained for investigative purposes.
# Rockford Public School District No. 205
## Sample Project Timeline
### Effective Date: June 1, 2018

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Target Date for Completion</th>
<th>Group Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Initiation</td>
<td>Complete all the required sales documentation, make the necessary internal notifications, and assemble the project team.</td>
<td>At least 90 days from effective date.</td>
<td>None</td>
</tr>
</tbody>
</table>
| New Case Document (NCD)          | - Meeting and Review  
- NCD Sign Date  
Identify and document all the requirements for the remaining phases of the project. This includes group structure, biometrics data and eligibility file feed, and billing arrangements | Seven days after initiation  
One month after meeting date                                     | Attend NCD Meeting  
Review and approve (sign) the final version of the NCD         |
<p>| Strategy Meeting                 | Humana team members meet internally to review and approve all requirements and documentation prior to starting the building and testing phases of the project.                                             | 14 days after initiation                                       | None                                                          |
| Eligibility File Setup Process Starts (if applicable) | Work with enrollment vendor and/or group to setup the FTP site and enrollment file format.                                                                                                                   | 60 days prior to effective date                                | Confirm enrollment vendor and provide contact information.    |
| Biometrics File Setup Process Starts (if applicable) | Work with biometrics vendor to establish file format and timing of transmission. If using Quest, this process can be skipped.                                                                                  | 60 days prior to effective date                                | Confirm biometrics vendor and provide contact information.    |
| Claims File Feed Process Starts (if applicable) | Secure Non-Disclosure Agreement with Medical carrier and work to setup FTP site and file format for claims data.                                                                                             | 60 days prior to effective date                                | Provide contact at medical carrier to assist with file transmission. |
| Group Setup Completed            | Establish the customer information in Humana’s computer systems, including demographic information, business structure, rates, etc.                                                                         | At least 75 days prior to effective date                        | None                                                          |</p>
<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Target Date for Completion</th>
<th>Group Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment</td>
<td>Load members onto the Humana platform</td>
<td>At least 15 days before effective date; Seven days after file is received</td>
<td>Provide Humana with EDI file; None</td>
</tr>
<tr>
<td>• File Received</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Enrollment Loaded</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ID Cards</td>
<td>Create sample ID cards with actual member data for Humana and the client to review.</td>
<td>Eight days after file is received; Nine days after file is received; Ten days after file is received; Twelve days after file is received</td>
<td>Specify cards for review; Review and approve final draft; None; Verify that members have received ID cards</td>
</tr>
<tr>
<td>• Ordered</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Final Review</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Released for Production</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Metered</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Go365 Website Access available to all members.</td>
<td>Go365 log in information is located on the member’s ID cards.</td>
<td>Effective date</td>
<td>None</td>
</tr>
<tr>
<td>Billing Invoice</td>
<td>Billing invoice includes eligible members and redeemed rewards.</td>
<td>Ten to twelve days after effective date</td>
<td>Submit timely payment</td>
</tr>
<tr>
<td>Welcome Communications</td>
<td>Emails are sent to members who have email addresses on file.</td>
<td>Five days after effective date</td>
<td>None</td>
</tr>
<tr>
<td>• Email</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Packet</td>
<td>Once packets drop in the mail, they take five to ten business days to reach member homes.</td>
<td>Ten days after effective date</td>
<td>None</td>
</tr>
</tbody>
</table>
Go365
Standard Member Experience

Employer Group (including FI, ASO, and standalone)
Member Experience Touch Point Map
Member Experience Touch Point Map

**YEAR ONE**

**PRE-EFFECTIVE**
- Primary member receives ID card

**WELCOME EXPERIENCE & BLUE STATUS**
- Welcome letter and email
- Member does not register
- Member registers
- Getting Started

**BRONZE, SILVER, GOLD, PLATINUM STATUS**
- Registration reminder monthly
- Bronze status achieved
- Earn points—daily fitness
- Earn points—popular activities
- Achieved next status level: Silver, Gold, Platinum
- Benefits redemption in data prior to renewal
- Surprise reward

**ALL MEMBERS**
- Health Assessment Reminders (x2)
- Without full completion within 36 days
- Pre-Renewal (36 days prior) Large prize to primary
- Reminder (12 days prior)
- Go365 newsletter
- Jackpot
- Play Pick & HealthyFood™ winner
- HealthyFood Card renewal confirmation sent following request

**RENEWING**
- New Program Year Post-renewal

**KEY**
- Email
- Email & mailing

**Note:** Some members may be randomly selected to participate in research regarding their Go365 experience by a third party Consumer Research agency.

**Note:** Emails are sent to the address provided in the most current employer enrollment file.
Standard Member Touch Points
Welcome to Go365, your personalized wellness and rewards program. Welcome to Go365™, where we empower and reward you for living healthier. Discover your own path to wellness with lots of ways to start, lots of activities to unlock, and lots of ways to rack up rewards.

**Get Active**
Earn Points for your everyday activities – every day.

**Live Healthy**
Choose how and when you participate – it’s up to you!

**Enjoy Rewards**
Egichards from Amazon.com, Target, Lowe’s and SpaFinder, and the latest activity trackers from Garmin and Fitbit, are just a few of the great rewards waiting for you.

Ready. Set. Go365.
Let’s get you going.

---

Dear [FirstName],

Welcome to Go365™, where we empower and reward you for living healthier.

When it comes to health and wellness, you have your own approach, one that works for you. Go365 makes it easier to get moving on your path with lots of ways to start, lots of activities to unlock, and lots of ways to rack up rewards.

**Make Your Move.**
Explore Gates and see how easy it is to capture life rewards.

- Get Active: Earn Points for your everyday activities – every day.
- Live Healthy: Choose how and when you participate – it’s up to you!
- Enjoy Rewards: Egichards from Amazon.com, Target, Lowe’s and SpaFinder, the latest activity trackers from Garmin and Fitbit, are just a few of the great rewards waiting for you.

**Stay Inspired.**
Choose your personal path to success. Go365’s personalized activities, tracking support — and rewards — will inspire you all along your wellness journey.

**Your Time Is Now!**
Download the App or visit go365.com to set up your account and sign in today to get going.

We’re so excited to have you and to embark on this journey together. Let’s go have some fun!

In good health,

Jennifer Morill
Director, Member Engagement, Go365

---

Ready. Set. Go365.
Unlock activities, move up rewards, and reap your benefits in the Go365 App.

Start your account or sign in.

Go365.com
Registration Reminder

Let's get this done, <FirstName>.

Go365™ is a powerful tool to help you live healthier. Plus, you can earn great rewards all along the way.

It's personal – you choose the way you want to start. It's easy – you earn Points and Bucks for healthy activities you may already be doing. It's fun – you could win surprise rewards and Jackpot prizes!

It's simple to get going with Go365.

Go online or Get the App.

With just a few clicks of the mouse or taps on your phone, you'll be on the fast track to getting healthier and getting great rewards!
Get Started & Get Started Reminder

Great start, <FirstName>.

Setting up your Go365™ account is the first step in getting healthier for life. Now it's time to get up and go.

Reaching your health goals is easier, and a lot more fun, when you're set up. Now that you've signed up, you can discover your path to better health with personalized activities, real-time tracking with the help of support – and rewards – to keep you inspired on your way.

Move your Status up!

Pick just one of these easy activities to earn Points and Build to Bronze Status!

- Get a biometric screening
  Get a quick blood draw and we'll both know how healthy you are today, and what we can do together to get you healthier for tomorrow.

- Complete at least one section of your Go365 Health Assessment
  Use the App or go online to answer a few questions and personalize your Go365 program with activities and recommendations.

- Log a verified workout
  Hit your participating fitness facility or connect your compatible fitness device tracker to the App or your online account. Getting active is a healthy reward for your mind, body, and spirit.

Great job! Your Go365™ account is set-up and ready to go. Now it's time to take the next step along your personal health and wellness journey.

Many Go365 members told us taking that next step was the hardest part of their program. Which is why we made getting started so easy. Just take one simple action to earn Bronze Status and you'll be on your way to a lifetime of living healthier… and some great rewards!

All it takes is one action. Choose it and do it!

- Go365 Health Assessment
- Biometric Screening
- Verified Workout

Speaking of rewards, with Bronze Status you can claim prizes in the Go365 Jackpot, spend Bucks on cool items in the Go365 Mall, and unlock new activities.

Make the first move.
Achieved Next Status: Bronze

CONGRATS!
YOU’VE REACHED BRONZE STATUS
Choose new Activities

You made it, <FirstName>!
Success feels great, doesn’t it?

It’s a great feeling when you commit to a goal and then accomplish it. Thanks to your dedication and determination, you’ve achieved bronze status in your Go365™ program. Now it’s time to set your sights even higher.

Go for Silver Status
5,000 Points* is all it takes!

Check your Go365 dashboard to view your recommended activities and their Point values. Unlock the ones you want to achieve, and get moving!

Plus, earn 200 Bonus Bucks** to spend in the Go365 Mall when you reach Silver Status.

Ready. Set. Go365
Achieved Next Status: Silver, Gold, Platinum

Silver Status
You made it!

Congratulations on achieving Silver Status, <FirstName>.
You earned Bonus Bucks!

- **Bonus Bucks:**
  - 500 for the primary Go365 member
  - 250 for each additional family member
  - 500 for each additional family member

- **Double Bonus Bucks:**
  - 1,000 for the primary Go365 member

Don't stop now – go for Gold Status to earn more Bonus Bucks.

Get to Gold

Have enough Bucks to choose a reward in the Go365 Mall?
All it takes is 2,500 Bucks to get these “member’s favorites” mini e-Gift Cards:

Shop now

Gold Status
Feels great, doesn't it?

Congratulations on reaching Gold Status, <FirstName>.
You earned Bonus Bucks.

- **Bonus Bucks:**
  - 1,500 for the primary Go365 member
  - 750 for each additional family member

Power to Platinum

You achieved the max!

You’re an inspiration to all of us, <FirstName>.
You made it to Platinum, the highest status level in the program.
Your max status earns you the max in Bonus Bucks.

Shop the Go365 Mall with Bucks.

- **Bonus Bucks:**
  - 5,000 for the primary Go365 member
  - 2,500 for each additional family member

Use your max Bonus Bucks to shop the Go365 Mall

Shop now
Earn Points: Daily Fitness

- **EARN POINTS**
  - **FOR DAILY FITNESS ACTIVITIES**
  - **up to 50/day maximum**
  - Just 5,000* Points and you’ll reach Silver Status, {FirstName}.

- **STEP IT**
  - 3 POINTS per 1,000 steps

- **RAISE IT**
  - 5 POINTS
  - Heart rate: for every 15 minutes above 60% of maximum heart rate

- **BURN IT**
  - 5 POINTS
  - Calories: per 100 calories if burn rate exceeds 200 calories/hr.

- **WORK IT**
  - 10 POINTS once/day
  - For each participating fitness facility workout.

- **BIG BONUSES**
  - 50 or 100 Bonus Points
  - 500 Points
  - 750 Points

- **Calculating daily fitness Points**: Each day points will look at points earned across all workout types and award the category with the highest value for that day. Points are awarded for one workout type per day.

- **50 Bonus Points awarded when more than 50 weekly Points are earned. 110 Bonus Points awarded when more than 100 weekly workout Points are earned. Only one bonus awarded per week.**

- **Add an additional 3,000 Points for each member 18 and older per go365 program if applicable. Not all go365 programs have family eligibility.**
Earn Points: Popular Activities

Unlock Popular Activities.
Get them done and you’ll be on the fast track to Silver Status and beyond, <FirstName>.

Want to make a positive impact on your health habits and pile up the Points? It’s easy with the Go365™. These are some of our most popular Activities to help you get to Silver Status. Unlock your favorites and you’ll earn plenty of Points!

View my Activities

Earn Points cont.

Get to Silver faster with these popular Activities

2,000 Points for completing a Biometric Screening
Adult children are not eligible to earn Points for biometric screening completion of in-range results.

250 Points for completing a vision exam

200 Points for completing a dental exam

250 Points for completing a level 1 athletic event (like a 5K run or walk)

5,000 Points is all it takes to get to Silver! Get started today!

Start my Activities

*Add an additional 1,000 Points for each member 18 and older per Go365 program if applicable. Not all Go365 programs have family eligibility.
Health Assessment Reminder: 45 & 85 Day

Health Assessment

Earn up to 1,250 Points

Ready, set, go for the max – up to 1,250 Points!
Just start with your Health Assessment.

Take Health Assessment

Here’s a great way to understand where you are today – take the Go365™ Health Assessment online or in the App. When you’re done, you’ll get a personal summary and learn your Go365 App – that’s how your actual age compares to the age your body is really feeling.

Knock it out in the first 30 days of your Go365 program start date, and you’ll max out your Points:

+500 Points for completing the full Health Assessment

+250 Bonus Points for getting it done in the first 90 days

+500 Bonus Points for taking it for the first time

Let’s get this done:

Get the App
Get Online

Don’t let your 250 Bonus Points disappear!

There are just a few more days to complete your Health Assessment and max out your Points.

Hi <FirstName>, your 250 Bonus Points are about to disappear.
The first 90 days in your Go365™ program year are almost up. This is your last chance to earn up to 1,250 Points, just for completing your Go365 Health Assessment.

Grab your mobile phone or go online today. You can be done in minutes. Then, you’ll be on your way to even more rewards and higher status:

+500 Points for completing the full Health Assessment

+250 Bonus Points for getting it done in the first 90 days

+500 Bonus Points for taking it for the first time

Let’s get this done – now!

Get the App
Go Online

Once your Health Assessment is wrapped up, you can start to unlock your personal, recommended activities that can get you healthier, and get you lots more Points.
Bucks Redemption

Don't lose them. Use them.
You may have Bucks expiring when your Go365 program year ends on <Month, 00>.

It's a great time to go shopping in the Go365™ Mall. Here's why:
Bucks must be spent within 3 years after the year they were earned.
So, you may have expiring Bucks you need to spend by <Month 00>.

Check your Bucks balance and do some shopping today!

Reward yourself or give a gift.
Here are just a few of the cool items you can choose in the Go365 Mall.

Remember, only the Go365 program subscriber with at least Bronze Status can spend Bucks in the Mall.
Surprise Reward

Surprise – you’re a lucky winner!

We’re surprising lucky Go365™ members who have completed wellness activities with Go365 branded products – and you’re one of our lucky winners!

Choose your reward

There’s no catch. This fun surprise is our way of saying thanks for all the healthier things you do every day by participating in Go365.

Choose your reward by <Month 00, 2017>. Then enjoy!
Go365 Jackpot Email & Letter

**GO GET IT!**
You won a prize in our Go365 Jackpot drawing.

Surprise <FirstName>,
You're a winner in our monthly Go365 Jackpot drawing!

As an eligible Go365™ member, you’ve automatically entered into the Go365 Jackpot each month.
And this month, you’re one of our lucky winners!

**GETTING YOUR PRIZE IS EASY:**

1. Make sure you’ve made it to at least Bronze Status or higher. (Select your Status level in the Jackpot store front)
2. Follow the instructions to claim your prize by <Month 00, 2017>.
3. Then have some fun and pick your prize, with our compliments.

Claim your Prize

Ready, set, Go for bigger prizes.
Want to win bigger prizes? Keep unlocking and completing activities to achieve a higher status. The higher your status level, the bigger the prize you’re eligible to receive.

Click here for official rules.

3 Ways to get to Bronze Status

- Finish at least one section of your Health Assessment
- Get a biometric screening
- Log a verified exercise

It’s easy to get your prize:

1. Sign into Go365.com
   Look for the Jackpot tab on your dashboard.
2. Select your Status level
   Make sure you’ve made it to at least Bronze Status.
3. Pick your prize by <Month 00, 2017>
   Take a look at the prize available for your Status level. Then just follow the instructions to get your prize.

www.OfficialrulesforGo365.com

Go365.com
HealthyFood: Play Pick 6 & Card Request Confirmation

Pick6
Play. Pick. Win.

The <Month> game is open now!
Play for a chance to save up to 50% on groceries!

Want to have fun and save even more on Great For You™ healthier foods at Walmart®? Then you’ll love our Pick 6 game! Each month you can play for a new chance to boost your HealthyFood discount up to 50%.

Smart, healthy savings are on the way.
Watch for your HealthyFood Shopping Card in the mail!

Save up to $600 a year!

It's easy to start saving 5% on Great For You™ brand healthier foods at Walmart®.

Your HealthyFood Shopping Card should arrive in 7 to 10 days. Then, just look for the Great For You logo when you shop for fresh produce and veggies, lean meats, whole grains, low-fat dairy, and even some organic foods!

Easy to use. Easy to save.
Cashier: Hand your card to the cashier or access your virtual card on the Go365 mobile app.
Scan checkout: Scan your items, select “Finish & Pay”, select “Shopping Card” and scan your card to save. Then pay your virtual card does not work as a self-checkout.

Don't have the card yet?
Request your HealthyFood Shopping Card
Of use the mobile app.
Pre-renewal Email & Letter

Get ready, <FirstName>.
Your Go365 program year will renew on <Month 00, 0000>.

1. Maximize your Points!
Make sure you've completed your Go365 Health Assessment and Biometric Screening to boost your Points and have a healthy baseline going into your next program year.
Get Started >>

2. Raise your Status!
Earn Bonus Bucks when you reach Silver, Gold, and Platinum Status. Complete more Activities >>

Here's what to expect when your Go365 program year renews:

- You'll reset to Blue Status at the start of the new program year.
- 10% of your Points carry-over into your new program year.
- Any unspent, non-expiring Bucks carry-over, so enjoy shopping in the Go365 Mall.
- Check your dashboard today Go365.com

P.S. Get those Bucks! Don't lose them! Be sure to check your dashboard to make sure you don't have any Bucks that are expiring. If you do, use them before they expire at the end of this program year.

---

Hi <FirstName>.

It's time to look forward to your next Go365 program year and that makes it a great time to check a few things off your list before your program year renews.

1. Maximize your Points!
Make sure you've completed your Go365 Health Assessment and Biometric screening to boost your Points and have a healthy baseline going into your next program year.

2. Raise your Status!
Earn Bonus Bucks when you reach Silver, Gold, and Platinum Status!

We're excited to have you continue on your personal health and wellness journey. Let's make your next Go365 program year even more rewarding – together. Get Going >>
New Program Year: Blue & Bronze

Walk your way to great rewards.

Get Started

Seriously, <FirstName>,
That’s just how easy and fun getting healthier is with Go365.

Your new Go365™ program year is here.
We know you’ve just had the urge to participate before.
But this year is different. Way different.

Go365 is your personalized wellness and rewards program – a fresh new experience – try it out, you’ll see a difference from day one.

Walking counts:
That’s right. You’re probably doing a lot of things every day – like taking a walk – that will earn you points towards e-gift cards from retailers like Target and Lowe’s.

Fun and games:
With surprise rewards, challenges, Bonus Bucks and monthly Jackpot drawings, getting healthier and getting rewarded for it just get a lot more interesting.

No excuses:
There are plenty of easy ways to start – whether you’re a couch potato or a marathon runner. So stop putting it off. Pick one, give it, and get moving.

Choose how you want to get going:
- Log a qualifying workout
- Get a Biometric Screening
- Complete a Go365 Health Assessment section

Blue Bronze

JUMP START
YOUR NEW PROGRAM YEAR!

You’re ready, <FirstName>.
You made it to Bronze Status last year. You can do it again this program year by completing just one activity:

Qualifying workout
Health Assessment
Biometric Screening

Get started now

Go for more Points!
Flirt the Points on – it’s easier than ever this year when you unlock activities like these:

750 Points for logging your first verified workout of the new program year
750 Points when you take your Go365 Health Assessment within 60 days.

Unlock Activities

Get set for Silver
Make this the year you reach Silver Status or higher and you’ll get 1,000 Double Bonus Bucks to spend in the Go365™ Mall.

Surprise! 1% of last year’s Points carried over, which means you’re already on your way!

Check Dashboard
New Program Year: Silver, Gold & Platinum

You’re an inspiration, <FirstName>!
You made it to Silver Status last year.
Reach Silver again in the new Go365 program year and you’ll get 1,000 Double Bonus Bucks!™
Your drive to get healthier is inspiring, <FirstName>. As a new Go365™ program year kicks in, we’re cheering you on to go even further... to get extra perks and earn even more rewards.

+750
Points for logging your first verified workout of the new program year.

Start Activity

10%
of last year’s Points carried over, which means you’re already on your way.

Check Dashboard

Plus, you can compare your Go365 Age to last year’s to see your progress.

You know what to do! Get started on your new Go365 program year. Start piling on the Points (and earning the Bucks) that will get you to Gold Status and beyond!
Achieved Prior Year Highest Status: Bronze & Silver

**Achieved Prior Year Highest Status**

Bronze

**Congrats, you reached Bronze Status again**

Don’t stop now. Reach Silver Status and get 1,000 Bonus Bucks! Back to back as the Go365™ Mail

5,000 Points: That’s all it takes for you to get to Silver!

- $25 e-gift cards
- 2,500 Bucks each
- Charity donations
- 1,800 or 2,500 Bucks
- Fitness devices

Silver

**<FirstName>** you did it again this year.

Silver Status!

Congratulations! Reach your highest Status level from last year is a big accomplishment, and we salute you. 1,000 Double Bonus Bucks

- Shop the Go365 Mail
- $25 e-gift cards
- 2,500 Bucks each
- Charity donations
- 1,800 or 2,500 Bucks
- Fitness devices

To view dashboard

Don’t stop now. Please proceed to Cash Back and go high on our programs. Visit www.go365.com for more information.

Congratulations on reaching the platinum membership level. Keep going with eligible body-fat, program, program or Silver. For the future, all programs will have healthy, wellness-focused programs. Let's keep moving together. Thank you!
Achieved Prior Year Highest Status: Gold & Platinum

Gold

Platinum
Email Template
Your annual biometric screening is a way to say you care about your health and your family. It can lift you from Blue Status to higher Status levels. And it’s worth 2,000 Points and Bucks in your Go365® account.

The screening is a set of quick checks

- Cholesterol
- Blood glucose
- Body mass index (BMI)
- Blood pressure
- Waist circumference
- Height and weight

Your screening will give you a better understanding of your health. Based on your results and your Health Assessment responses, you’ll get recommended activities for areas where you may want to make changes to improve your health. And you’ll learn your Go365 Age, a measure of whether you’re living older or younger than your actual age.

Download the Go365 App today!

Join the Go365 support community community.Go365.com

Adult children can only move a family out of Blue Status by completing a verified workout. Adult children are not eligible to earn Points or Bucks for biometric screening completion or in-range results.

GCHJMHWEN 0517
Points and Bucks breakdown
If your numbers are in healthy ranges, you can earn up to an additional 2,000 Points and Bucks. That means you can earn a total of 4,000 Points and Bucks just for completing your biometric screening and with results that show you’re taking good care of yourself.

<table>
<thead>
<tr>
<th>Biometric screening</th>
<th>Points and Bucks</th>
<th>Points and Bucks for in-range results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body mass index (BMI)</td>
<td>800</td>
<td>800 – BMI ≥ 18.5 and &lt; 25, or BMI ≥ 25 and &lt; 30, with a waist circumference &lt; 40&quot; for males, &lt; 35&quot; for females</td>
</tr>
<tr>
<td>Blood glucose</td>
<td>400</td>
<td>400 – &lt; 100 mg/dL or A1c &lt; 6.5%</td>
</tr>
<tr>
<td>Blood pressure</td>
<td>400</td>
<td>400 – &lt; 130/85 mm Hg</td>
</tr>
<tr>
<td>Total cholesterol</td>
<td>400</td>
<td>400 – &lt; 200 mg/dL or an HDL ≥ 40 mg/dL for males or an HDL ≥ 50 mg/dL for females</td>
</tr>
</tbody>
</table>

Total Points and Bucks 2,000 2,000
Adult children are not eligible to earn Points or Bucks for biometric screening completion or in-range results.

- Earn 2,000 Points for completing your screening each year.
- Go365 awards Points for in-range results in your current and next program year for blood pressure, blood glucose and total cholesterol. These Points are automatically awarded on the first day of your next program year.
- Go365 members must get their BMI checked every program year.

What to know and what to bring
To fast or not to fast?
You don’t have to fast (nothing to eat or drink but water for nine to 12 hours before your screening), but for accuracy it’s strongly recommended. Refer to your physician or healthcare practitioner if you are uncertain whether you should fast.

Pick a site, make your appointment
Finding a screening location is easy. Options include:
- Your primary care provider (PCP)
- The Little Clinic
- Quest Diagnostics®Patient Service Center
- Walgreens Healthcare Clinic
- Kroger Company Family of Pharmacies
- LabCorp Patient Service Center

Complete the appropriate form (walk-in voucher, Biometric Screening Form or download the Quest order form) on Go365.com and bring it along with your Go365 or Humana member ID card or member ID number and a valid photo ID, to your screening. Quest Diagnostics Patient Service Center and Kroger Company Family of Pharmacies require registration and scheduling.

Make your appointment today
Discrimination is against the law
Humana Inc. and its subsidiaries comply with applicable federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability or sex. Humana Inc. and its subsidiaries do not exclude people or treat them differently because of race, color, national origin, age, disability or sex.

Humana Inc. and its subsidiaries provide:
• Free auxiliary aids and services, such as qualified sign language interpreters, video remote interpretation and written information in other formats to people with disabilities when such auxiliary aids and services are necessary to ensure an equal opportunity to participate.
• Free language services to people whose primary language is not English when those services are necessary to provide meaningful access, such as translated documents or oral interpretation.

If you need these services, call the number on your ID card or if you use a TTY, call 711. If you believe that Humana Inc. and its subsidiaries have failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability or sex, you can file a grievance with:
Discrimination Grievances
P.O. Box 14618
Lexington, KY 40512-4618
If you need help filing a grievance, call the number on your ID card or if you use a TTY, call 711.

You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights electronically through the Office for Civil Rights Complaint Portal, available at https://ocrportal.hhs.gov/ocr/portal/lobby.jsf, or by mail or phone at:
U.S. Department of Health and Human Services
200 Independence Avenue, SW
Room 509F, HHH Building
Washington, D.C. 20201
1-800-368-1019, 1-800-537-7697 (TDD).

Multi-Language Interpreter Services

English: ATTENTION: If you do not speak English, language assistance services, free of charge, are available to you. Call the number on your ID card.

Español (Spanish): ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al número que figura en su tarjeta de identificación.

繁體中文 (Chinese): 注意: 如果您使用繁體中文, 您可以免費獲得語言援助服務。請致電會員卡上的電話號碼。


한국어 (Korean): 주의: 한국어를 사용하시는 경우, 언어 지원 서비스를 무료로 이용하실 수 있습니다. ID 카드에 적혀 있는 번호로 전화해 주십시오.

Tagalog (Tagalog – Filipino): PAUNAWA: Kung nagsasalita ka ng Tagalog, maari kang gumamit ng mga serbisyo ng tulong sa wika nang walang bayad. Tawagan ang numero na iyon ng ID card.

Русский (Russian): ВНИМАНИЕ: Если вы говорите на русском языке, то вам доступны бесплатные услуги перевода. Наберите номер, указанный на вашей карточке-удостоверении.

Kreyòl Ayisyen (French Creole): ATANSYON: Si w pale Kreyòl Ayisyen, gen sèvis èd pou lang ki disponib gratis pou ou. Rele nimewo ki sou kat idantite manm ou.

Français (French): ATTENTION: Si vous parlez français, des services d’aide linguistique vous sont proposés gratuitement. Appelez le numéro figurant sur votre carte de membre.

Polski (Polish): UWAGA: Jeżeli mówisz po polsku, możesz skorzystać z bezpłatnej pomocy językowej. Proszę zadzwonić pod numer podany na karcie identyfikacyjnej.

Português (Portuguese): ATENÇÃO: Se fala português, encontram-se disponíveis serviços linguísticos, grátis. Ligue para o número presente em seu cartão de identificação.

Italiano (Italian): ATTENZIONE: In caso la lingua parlata sia l’italiano, sono disponibili servizi di assistenza linguistica gratuiti. Chiamare il numero che appare sulla tessera identificativa.

Deutsch (German): ACHTUNG: Wenn Sie Deutsch sprechen, stehen Ihnen kostenlosen sprachlichen Hilfsdienstleistungen zur Verfügung. Wählen Sie die Nummer, die sich auf Ihrer Versicherungskarte befindet.

日本語 (Japanese): 注意事項: 日本語を話される場合、無料の言語支援をご利用いただけます。
お手持ちのIDカードに記載されている電話番号までご連絡ください。

فارسی (Farsi):
توجه: اگر به زبان فارسی گفتگو می‌کنید, تسهیلات زبانی بصورت رایگان برای شما فراهم می‌شود. با شماره تلفن روز کارت شناسایی


العربية (Arabic):
ملحوظة: إذا كنت تتحدث اذكر اللغة، فإن خدمات المساعدة اللغوية تتوفر لك بالمجان. اتصل برقم الهاتف الموجود على بطاقة الهوية الخاصة بك.
Go365™ is a wellness and rewards program made available by Humana. Go365 is deeply rooted in behavioral economics and actuarial science to motivate and reward members for taking steps to improve and continue their healthy behaviors. By integrating rewards with health, Go365 provides the tools and support to help members live healthier lives and reduce healthcare costs. As members earn more Points, they move into a higher Status. Humana believes that a Biometric screening, Dental Exam, Vision Exam, and flu shot are main drivers in keeping a member healthy. Higher subscriber activity can lead to higher Go365 engagement among all members.

Subscribers: Current: 550  Prior: 525

MyHumana Registrations

- % Participating (Bronze Earned Status or Above): 43%  Prior: 44%  Peer: 53%
- % Engaged (Silver Earned Status or Above): 18%  Prior: 17%  Peer: 26%
- Average Go365 Age: 49.9  Prior: 49.4  Peer: 47.9
- Average Actual Age: 44.3  Prior: 43.8  Peer: 43.6
- % at Risk for Metabolic Syndrome*: 18%  Prior:  *  Peer: *
- % Downloaded Go365 App: 7%  Prior: 8%  Peer: 26%
- % Completed Health Assessment on Go365 App: 4%  Prior: 1%  Peer: 3%
- % Activated HealthyFood Card: 1%  Prior: 1%  Peer: 22%

*Broad Risk is only available starting January 2016

Bucks Redemptions

- % Subscribers Redeeming Bucks: 19%  Prior: 15%  Peer: ---
- Total Redeemed Amount (USD): $4,890  Prior: $3,912  Peer: ---

Selected Preventive Services

Dental Exam
- Prior: 4%  Peer: 16%

Vision Exam
- Prior: 2%  Peer: 12%

Flu Shot
- Prior: 1%  Peer: 21%

Note: this page contains only subscriber data
Results from your group’s Health Assessment and Biometric Screenings are excellent indicators of future issues that will show up in your health spend. Risk Factors are self-reported through the Health Assessment and verified via Biometric Screenings. A member with 0-1 risk factors is considered low risk, 2-3 risk factors is considered moderate risk, and 4 or more factors is considered high risk.

Generally speaking, lifestyle risk factors can be simpler to address; attempting to stop smoking, exercising more regularly, eating more fruits and vegetables, and finding ways to manage stress. The percentage of members with several biometric risks can lower as a long-term result of managing lifestyle risks.

**Summary Report - Sample Group**

**Reporting Period: 01/01/2016 - 06/30/2016**

Adult Members: Current: 685  Prior: 650

% with Risk Values: Current: 22%  Prior: 25%

**Overall Health Risk**

- **Low Risk**
  - Current: 6%
  - Prior: 9%
  - Peer: 12%

- **Moderate Risk**
  - Current: 48%
  - Prior: 48%
  - Peer: 46%

- **High Risk**
  - Current: 46%
  - Prior: 44%
  - Peer: 41%

**TIP:** Encourage all members to do their Biometric Screening and Health Assessment, along with routine preventive medical services. Compare the Lifestyle Risk Factors with the Biometric Risk Factors seen here, then work with your Go365 representative to establish an engagement plan for your members to address these risks.

**Biometric Risk Factors**

- **BMI:** Current: 65%  Prior: 54%
- **Glucose:** Current: 17%  Prior: 25%
- **Blood Pressure:** Current: 25%  Prior: 22%
- **Cholesterol:** Current: 11%  Prior: 8%
- **Triglycerides:** Current: 18%  Prior: 30%
- **Metabolic Risk:** Current: 18%  Prior: 0%
Go365 activities are an indicator of how effectively a group is engaged in the program. They are intended to make being healthy fun and exciting. Education and activities are a key element in future health. They allow members to set activities to become healthier and more active, as well as learn about what is holding them back from being their best. Members can also earn fitness points by meeting daily step goals with a connected device, visiting a gym, playing on a sports team, or participating in a fitness event.

Adult Members - Current: 685  Prior: 650

### Education and Activities

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Prior</th>
<th>Peer</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Earning Any Education Points</td>
<td>50%</td>
<td>44%</td>
<td>70%</td>
</tr>
<tr>
<td>% Completing At Least One Calculator</td>
<td>10%</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>% Completing Four Calculators (Max)</td>
<td>4%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>% Activated an Activity</td>
<td>23%</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>% Achieved an Activity</td>
<td>6%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>% Earning Points for Coaching</td>
<td>9%</td>
<td>9%</td>
<td>20%</td>
</tr>
<tr>
<td>% Earning Points for Courses and Conversations</td>
<td>5%</td>
<td>3%</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Fitness Events

- % of Members Earning Fitness Points > 1x/Week:
  - Current: 6%
  - Prior: 5%
  - Peer: 11%

- % of Members Earning Fitness Points:
  - Current: 13%
  - Prior: 15%
  - Peer: 22%

### Points by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Current</th>
<th>Prior</th>
<th>Peer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Living</td>
<td>22%</td>
<td>19%</td>
<td>5%</td>
</tr>
<tr>
<td>Prevention</td>
<td>36%</td>
<td>39%</td>
<td>20%</td>
</tr>
<tr>
<td>Fitness</td>
<td>9%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Education</td>
<td>19%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Carryover</td>
<td>10%</td>
<td>7%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Summary Report - Sample Group

Reporting Period: 01/01/2016 - 06/30/2016
GOOD FAITH EFFORT STATEMENT


Mission Statement: Supplier Diversity Program
At Humana, striving for a diverse supplier base makes good business sense. It is a reflection of the nature of our business and of the various customers and business communities we serve. Our Supplier Diversity Program strives to positively impact communities, locally, regionally, and nationally, through the procurement of quality products and services.

We are committed to identifying procurement opportunities and maximizing participation whenever possible with certified Minority-Owned Business Enterprises (MBE), Woman-Owned Business Enterprises (WBE), and Small Business Enterprises (SBE), Lesbian, Gay, Bisexual, Trans-gender (LGBTs), and Disabled-Owned Business Enterprises (DOBEs) through our Supplier Diversity Program to compete for and do business with Humana.

Good Faith Participation –MBE/WBE (Minority and Women Business Enterprise)
We hereby submit this explanation regarding adhering to the utilization efforts established by the above-referenced contract.

• Because this contract is in the nature of a service agreement, as opposed to finite project work (i.e., construction), our primary utilization of suppliers of goods and services is indirect in nature and primarily driven by the changing needs of Humana associates and customers. Core contracting services supporting this contract will be provided by existing suppliers who have been contracted with to serve our commercial client base. We have not identified additional subcontracting opportunities to support the services required by this contract at this time. However, we have in the past and will continue efforts to do business with various diverse businesses located throughout the United States and its trust territories for providing goods and services in support of Humana’s overall business needs.

• With respect to Rockford Public School’s utilization expectations, our intent is to encourage participation and seek utilization opportunities with qualified suppliers within Humana’s procurement practices of obtaining various goods and services where possible. Our commitment for meeting required utilization goals with the contract will be based on a percentage of the total administrative cost associated with the contract considered. This would foster Rockford Public School’s expectations for ensuring that MBE/WBES are provided opportunity to compete for and win business throughout the life of the contract.

Humana’s Good Faith Compliance Commitment
Our diverse business commitment for the above-referenced contract is as follows:

• Commitment/Reporting: Final MBE/WBE utilization requirements are pending. Actual administrative cost associated with the contract will be determined upon contract award. At which time, a determination of Humana’s commitment for meeting utilization goals will be based on a percentage of the total administrative cost associated with the contract. Compliance reports will be forwarded at the frequency and to the appropriate contact as directed by Rockford Public School.

• Qualifications: Suppliers qualifying for compliance utilization will hold certifications recognized by the Community Business Development Partners (CBDP).
Proposal for:
Rockford Public School Districts – Wellness Program

We continuously reassess major commodity spend as well as the overall need for certain goods and services in order to identify utilization opportunities for diverse businesses. These efforts include, but are not limited to:

- Identifying and inviting qualified suppliers to participate in Humana’s RFP bidding processes for products and services by sourcing through various national, regional and local certifying agencies, including the Community Business Development Partners (CBDP).
- Providing internet access for suppliers to identify themselves and the types of goods and services they provide by self-registration on Humana’s website.
- Assisting suppliers in qualifying for Humana’s approved supplier lists.
- Actively participating with advocacy groups in activities to promote Supplier Diversity and to match qualified suppliers with the appropriate corporate buyers as needed (i.e. memberships with national/regional affiliates of the National Minority Supplier Development Council, Women’s Business Enterprise Council, National Gay & Lesbian Chamber of Commerce, local/regional trade shows, outreach training seminars, etc.)

If awarded this contract, we will make every reasonable good faith effort to comply with the policies of Rockford Public School for utilizing qualified MBE/WBE suppliers, based on our business needs.
In the two years since we announced our Bold Goal—to make the communities we serve 20 percent healthier by 2020—we’ve learned a lot about the social determinants of health and what impacts health outcomes. By working with local nonprofit, business, and government organizations, as well as physicians, we’re improving the health of our communities, members, and associates.

Healthy Days
We use the U.S. Centers for Disease Control and Prevention’s (CDC) four-question survey, Healthy Days, as the primary measure of progress. This survey focuses on both mental and physical health when taking into account the number of “Unhealthy Days” a person has in a given 30-day period. The Healthy Days tool is not only a great measurement of progress, but also an easy way for people to monitor their health.

Behavior change takes time, and the Healthy Days measurement helps people understand what makes them stay healthy and feel good. Humana encourages people to be active on their own terms, and with the support of their physician and community, they can strive to have a Healthy Day, every day.

Journey to Impact
Today, much of the $3 trillion the U.S. spends each year on healthcare costs goes to preventable and manageable diseases. Our pilots and programs are focused on specific conditions, like diabetes and depression, and help remove barriers to health such as inadequate access to behavioral health resources, poor nutrition literacy and food insecurity.

Achieving our Bold Goal will take a collective effort—sustained by hundreds of stakeholders and organizations with a shared vision to improve health. We’re dedicated to this journey and our collaboration with community partners and physicians. Together we can make health easier, one person and one community at a time.

Our Bold Goal Communities
Working with communities and physicians to improve health is good for everyone, and it’s easier to sustain when we can prove a reduction in medical costs, which can lead to more affordable health coverage.

What began in San Antonio has spread throughout eight different communities across the country. Each Bold Goal community has a Board of Directors, made up of Humana senior leadership, and a Health Advisory Board, which consists of community nonprofit, government, physician and business stakeholders. Both groups initiate interventions to help improve health outcomes.

Several Bold Goal communities launched pilots in physician practices to address conditions, such as diabetes, and social determinants of health, like food insecurity. Some programs experienced a significant increase in participation, such as Humana Behavioral Health and Go365™, which contributed to improvements in clinical measures. Following are the ways in which we’re making impacts through each of these communities.

BATON ROUGE
Unhealthy days in 2015: 12.6
Unhealthy days in 2016: 12.4

Partnering with Healthy BR (part of the Baton Rouge mayor’s Healthy City Initiative), Humana, the Greater Baton Rouge Health Advisory Board, and numerous physician and community leaders have begun to develop solutions to address key health issues like obesity, diabetes, congestive heart failure, and behavioral health problems:
• The Greater Baton Rouge Health Advisory Board and Healthy BR are working to tackle obesity by providing access to practical solutions for achieving and maintaining healthy body weight and lifestyle.
• The Baton Rouge Bold Goal senior leadership also launched a pilot to detect early warning signs in patients with congestive heart failure.

NEW ORLEANS
Unhealthy days in 2015: 11.4
Unhealthy days in 2016: 11.3

Together with Fit NOLA – a collaborative group among the New Orleans Health Department and more than 200 local community and nonprofit organizations, businesses, and community members – the Greater New Orleans Health Advisory Board is working to create a healthier city by promoting physical activity, improved nutrition, and healthy eating:
• In 2016, the Greater New Orleans Health Advisory Board launched a public awareness campaign to highlight the work of fellow Health Advisory Board members, Eat Fit, promoting healthy dining options available at popular New Orleans restaurants.
• The Bold Goal senior leadership in New Orleans initiated a physical activity pilot that makes exercise options more readily available at SilverSneakers® Fitness program locations and senior health and fitness centers.
• Humana Behavioral Health and Quartet, a technology company, are creating new capabilities to make behavioral healthcare easier for Medicare patients in New Orleans by integrating mental and physical healthcare.

KNOXVILLE
Unhealthy days in 2015: 13.0
Unhealthy days in 2016: 12.3

Knoxville embraced their Bold Goal when 270 community representatives attended the Clinical Town Hall meeting in May 2016. The group quickly united around addressing several health conditions and barriers, such as diabetes, nutrition literacy, and access to behavioral healthcare.

TAMPA BAY
Unhealthy days in 2015: 10.4
Unhealthy days in 2016: 10.2

As one of Tampa Bay’s leading healthcare companies, Humana’s working with the following community leaders to take an innovative and collaborative approach to healthy living, specifically targeting diabetes, behavioral health, obesity, and barriers preventing families from obtaining healthy food:
• Tampa Bay Bold Goal senior leadership worked with regional business, healthcare, and community organizations to develop the Hunger Action Alliance to combat food insecurity.
• Tampa Bay Bold Goal senior leadership launched a telepsychiatry pilot to help address access to behavioral health services.
• Tampa Bay Health Advisory Board plans to engage members of the faith-based community around behavioral health issues, launching a community resource directory pilot to address health literacy and access to community-based resources.

BROWARD COUNTY
Unhealthy days in 2015: 12.4
Unhealthy days in 2016: 12.0

We’ve collaborated with physicians in Broward County on initiatives to increase participation in a number of health programs.
initiatives to address diabetes, behavioral health, and congestive heart failure.

The Broward County Health Advisory Board is also addressing access to care, education on community resources, community collaboration, and nutrition. In collaboration with Feeding South Florida and Continucare Medical Centers, the Broward County Bold Goal senior leadership launched a food insecurity screening and referral pilot to better understand who is food insecure and how to intervene.

Humana Pharmacy also partnered with the Broward County Bold Goal senior leadership to address both congestive heart failure and behavioral health.

SAN ANTONIO

Unhealthy days in 2015: 10.5
Unhealthy days in 2016: 9.6

San Antonio was the first community we approached, holding Clinical Town Halls, forming a Health Advisory Board with community stakeholders, and building partnerships with groups such as the grocery retailer, H-E-B, and the San Antonio Food Bank. Since the launch of the Bold Goal, San Antonio has seen a 9 percent decrease in Unhealthy Days.

We’ve also taken a number of other steps to help improve health in San Antonio:

• We’re working with Schertz Emergency Medical Services to reduce emergency calls and provide higher quality care
• Our collaborative Path to Wellness pilot program addresses diabetes, nutrition, and health literacy
• The San Antonio Parks and Recreation Department joined the San Antonio Health Advisory Board to launch Fit Pass, a new, rewards-based initiative that challenges people to live healthier lives
• Through our partnership with H-E-B Grocery Stores, we’re helping shoppers make good food choices by offering Points through our Go365 wellness program

LOUISVILLE

Unhealthy days in 2015: 9.0
Unhealthy days in 2016: 9.2

Humana has been in Louisville for over five decades and currently has a large number of associates and members here. These associates volunteer their time and energy in developing new initiatives, such as testing several new diabetes programs and increasing statin therapy in our population with diabetes. Some of our accomplishments in Louisville include:

• Helping to create the city’s first Bold Moves Against Suicide Summit to raise awareness and provide tools and resources to address suicide
• Receiving the prestigious Robert Wood Johnson Foundation Culture of Health award in 2016
• Joining AIR Louisville to take a data-driven approach to reducing respiratory issues such as asthma, allergies, and smoking
• Creating a Louisville Health Advisory Board with community leaders and organizations to implement strategies to improve health

More healthy days

We’re proud to be a part of such important collaborative efforts around the country to improve the health of our communities. Throughout 2017, we plan to expand the Bold Goal to other communities throughout the country.

Humana will continue to work with community organizations, business leaders, and physicians to improve the population’s health, one community at a time.

Become a partner now. Find out how at Humana.com/BoldGoal