

# One little card. Big health benefits.



Highmark Blue Cross Blue Shield of Western New York's wellness card helps your employees live a healthier life with an annual allowance for wellness products and services.

## EMPLOYEES CAN USE THEIR WELLNESS FUNDS FOR:\*

- Gym memberships, fitness classes, and personal training sessions.
- Health food stores and nutritional supplements (including GNC, Feel Rite, and Vitamin World).
- Meal systems such as WW<sup>®</sup> (Weight Watchers) and Noom<sup>®</sup>.
- Online fitness subscriptions including Peloton<sup>®</sup> and Beachbody<sup>®</sup>.
- Personal gym equipment from specialty fitness stores or specialty online retailers like NordicTrack<sup>®</sup> and Peloton.
- Sports programs, camps, and lessons.
- Races and fun walks.

\*Funds used for wellness-related products and services are taxable benefits under Internal Revenue Code and IRS guidance. Please refer to your employer-provided plan documents/summaries for more details.



The wellness card can be used directly at many retailers. If the card is not accepted, members can pay out of pocket and enter a claim via the member website to request reimbursement.

**Offering spending accounts as well? No problem.** Members have access to spending account funds and wellness funds all on the same card. Just swipe and the appropriate funds will be dispersed for products or services.

Members will also receive email and text alerts and notifications related to card fulfillment, payment, substantiation, and direct deposits.

**It's a whole world of wellness all inside one little card.**

**Contact your client manager to learn more  
about how our wellness card works.**