

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® (Weight Watchers) and Noom®.
- Online fitness subscriptions including Peloton® and Beachbody®.
- Personal gym equipment from specialty fitness stores or specialty online retailers like NordicTrack® and Peloton.
- Sports programs, camps, and lessons.
- Races and fun walks.



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.

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