



BlueCross BlueShield
of Illinois

GO WellbeingSM



Introducing GO Wellbeing,SM Your Solution to Employee Wellbeing

Employers and their HR teams are experiencing the advantages of offering wellness programs to drive retention. In fact, 70% of businesses offer wellness programs as a benefit.¹

We help employers drive healthy behaviors and connect members to the resources they need to stay healthy and actively engaged in your workplace.

Integrating Company Goals with Healthy Offerings

The GO Wellbeing program, powered by Sharecare, can help members assess their health and wellness goals, provide recommended courses and content, offer rewards to motivate positive behavior change and more. Members can also stay on top of their goals through integrated habit tracking with wearables and popular health and fitness apps.

GO Wellbeing makes it easy to provide the wellness experience employees expect from their employers. The program's core features were developed with behavioral economics in mind, giving employers a holistic solution. This foundational platform offers a plug-and-play wellness experience for diverse employee populations.

Personalized for Your Employees

Meaningful features that drive engagement include:

- The RealAge Test, an eight-minute assessment that evaluates all domains of health, including nutrition, exercise, sleep habits, health history and existing conditions, to determine an employee's "health age"
- Device integration allows employees to track daily health habits to improve their RealAge scores
- Comprehensive content library with videos and resources in multiple languages
- Challenges to help members test their abilities and bolster progress toward individual goals and promote team collaboration
- Rewards for activities and in-platform redemptions incentivize members to stay engaged in their health journey
- Holistic health content and articles cover a variety of topics including:
 - Physical health and wellbeing
 - Behavioral health
 - Financial health

Reporting That Uncovers Insights

Aggregated reporting for identifying employee population health risks and participation data can reveal the details you need to fine-tune program goals. Wellbeing trends, stress and burnout levels are included.

GO Wellbeing can help your employees meet their health goals.

For more information, contact your Account Representative.



GO Wellbeing and all associated digital programs and services are powered by Sharecare, Inc., contracted by Blue Cross and Blue Shield of Illinois to deliver a select collection of lifestyle programs, tools and apps.

Blue Cross and Blue Shield of Illinois makes no endorsement, representations or warranties regarding third-party vendors and the products and services offered by them.

1. OpenLoop Health, 2/18/2025, <https://openloophealth.com/blog/25-compelling-employee-wellness-statistics>

This is not a substitute for the independent medical judgment of a health care provider. Members are instructed to consult with their health care provider before beginning their journey toward wellness.

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