

Large Group | CO, CT, GA, IN, KY, ME, MO, NV, NH, OH, VA, WI

A simpler, more flexible, well-being incentive program

September 7, 2021

Smart Rewards is our new well-being program with an updated incentives platform that provides your clients with a more stable, simplified, customizable solution. It replaces Anthem Health Rewards.

It's an integrated, customizable solution that simplifies setting up and running a successful rewards program for an employer's whole population. We've leveraged our investments in technology to provide a dynamic experience that flexes to support each unique workforce. We'll be telling employers about it this month.

Smart Rewards features include:

- More flexible, dynamic employer configuration for activity and rewards setup
 - 40+ available activities for members and non-members
- Fully integrated incentives platform within Sydney
- Additional 3rd party integration available
- Personalized member engagement makes it easier to earn and redeem rewards
- Transparency for employers with advanced analytics and reporting

Fully integrated digital tools meet members on their health journey, motivating and driving engagement with personalized recommendations based on their unique health profile. Employers with 1,000 or more members can tailor any element of their program, from activities to rewards. Sydney Preferred clients can take advantage of additional partner programs and non-member usage.

Please contact your Anthem sales representative for more information.