

# Create your own challenge

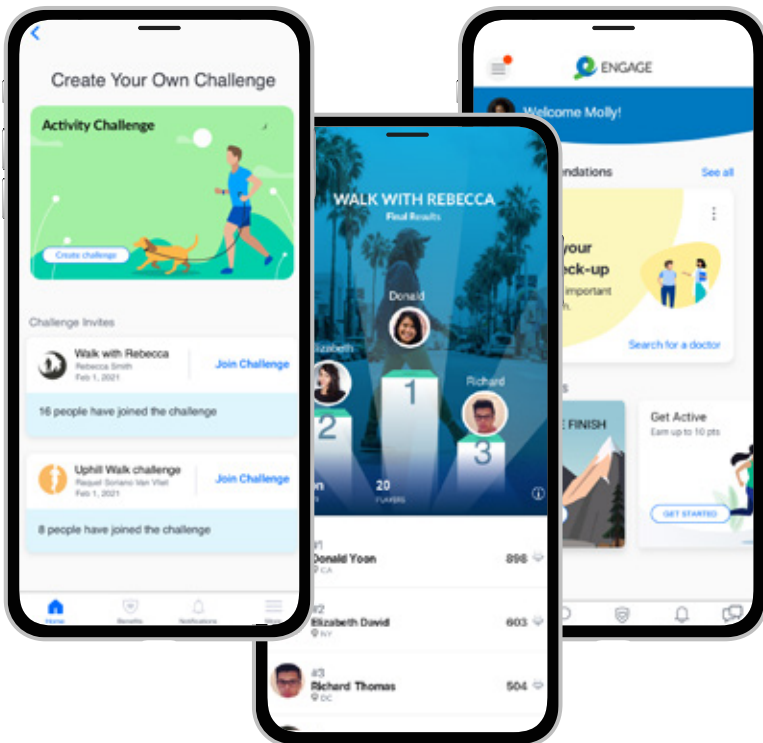
Reimagining what’s possible for every moment of health means empowering your employees to evoke change – in a fun and motivational way.<sup>1</sup>



Challenges are a reliable tool to boost engagement, increase activity, and inspire healthy lifestyle choices.



Now employees have the power to launch their own challenges at any point throughout the year. This feature encourages meaningful connections to grow through friendly competition.



▶ Employees can launch their own steps-based challenges

## Simple set-up

Offer a user-friendly set up for individuals, with no administrative efforts from benefit leaders

## Culture of health

Empower employees to embrace challenges by making them available to any user, at any time

## Team bonding

Foster meaningful connections with small, intimate groups of less than 20 employees



# Engagement is key to improving health outcomes

## Support health goals and unite employees with challenges

Challenges are an impactful tool that help foster a sense of community among teammates within the workforce. Employees can celebrate achievements together and create motivation to participate in more positive behaviors. Steps taken outside of the workplace help encourage even bigger steps toward improved health outcomes, starting with increased engagement and utilization of employer programs. Build employee relationships and teamwork with this highly effective resource to help them achieve their health goals and needs.

To see how you can benefit from creating your own challenges, reach out to your <Anthem> representative.

### Mind and body

Support physical, social, and mental health

### Team building

Create and strengthen meaningful connections

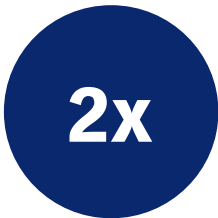
### Healthy competition

Inspire employees to get active

## Potential impact of challenge participation<sup>2</sup>



603 more steps on average



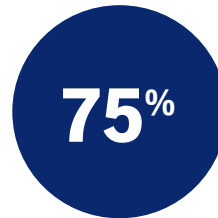
more sustained app usage



more program engagement



increase in registration



more active weekly

<sup>1</sup> WebMD: Ways Wellness Challenges Can Benefit Your Organization (November 2, 2021); webmdhealthservices.com.

<sup>2</sup> Based on use of Engage Wellbeing's program offering.

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