

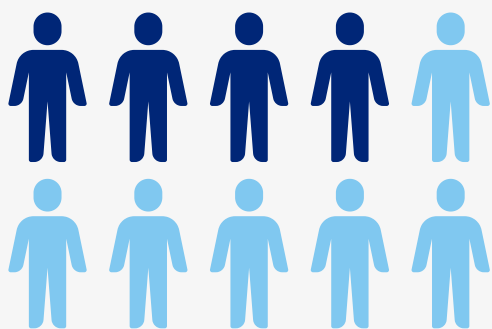


## "UnitedHealthcare to Provide Millions of Members with Year Long Access to the Peloton App" (Business Wire, 2021).

"Starting Sept. 1, 2021 eligible UnitedHealthcare members will be able to access thousands of live and on-demand classes via the Peloton App for up to 12 months, or receive a four-month waiver toward their All-Access Membership, at no additional cost" (Business Wire, 2021).

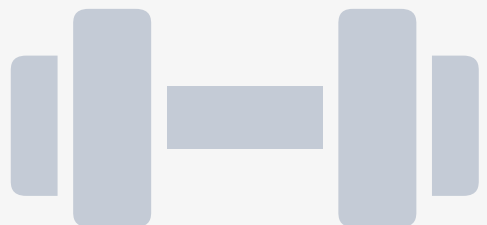
### UHC Members Can Now Access the Peloton App

Nearly 4 million UnitedHealthcare commercial members will have the option to access Peloton's fitness classes via the Peloton App. (Business Wire, 2021)



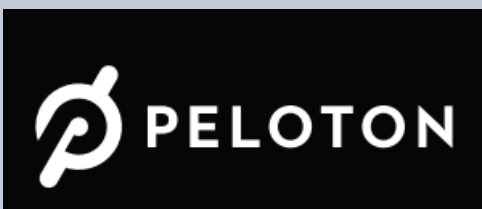
### Accessibility for Fitness Matters

The UnitedHealthcare offer is the first of its kind between Peloton and a health plan, helping both organizations achieve their joint goal of making fitness and overall wellness more attainable and successful. (Business Wire, 2021)



## THE PELOTON APP HAS A WORKOUT FOR EVERYONE

UnitedHealthcare members can now switch up their routine with a variety of workouts on the Peloton app. Choose from cycling, boxing, yoga, running, outdoor walks, and much more.



### 5.4 MILLION MEMBERS

"Peloton is the leading interactive fitness platform in the world with a loyal community of more than 5.4 million Members. The company pioneered connected, technology-enabled fitness, and the streaming of immersive, instructor-led boutique classes for its Members anytime, anywhere" (OnePeloton, 2021).

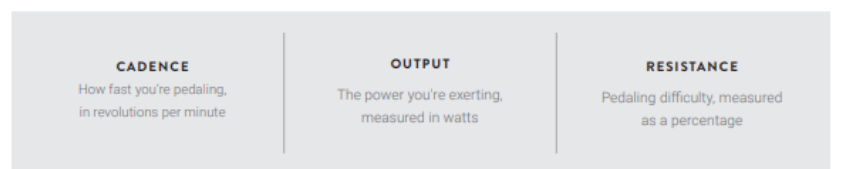
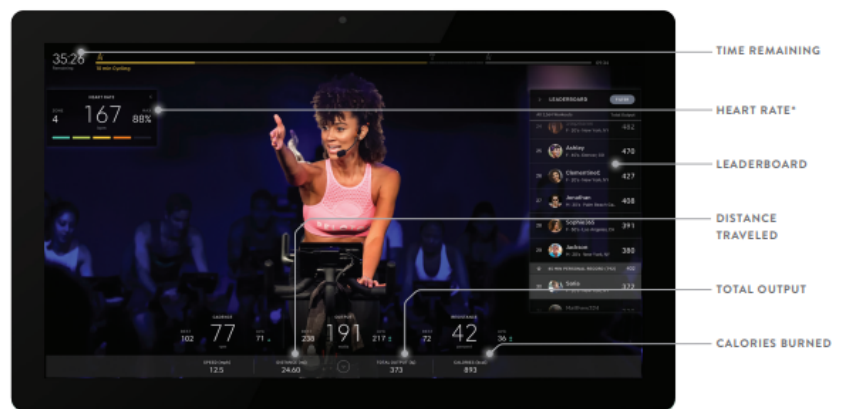


Image Source: (OnePeloton, 2021)

### Healthcare Technology Investment

"Each year, UnitedHealthcare invests more than \$3.5 billion in data, technology and innovation, integrating human support, advanced data analytics and unique collaborations to help improve the quality and affordability of health care" (Business Wire, 2021).



Image Source: (One Peloton, 2021)

### Available to UHC Members 18+

\*Program available to UnitedHealthcare plan participants 18 years and older with access to myuhc.com and who enroll in Peloton's consumer subscription offering in accordance with the Peloton Terms of Service and Membership Terms; some additional limitations or state-specific restrictions may apply. UnitedHealthcare plan participants may use only one (1) code per All-Access Membership. Please check with your UnitedHealthcare representative for more information" (Business Wire, 2021).

## References

Onepeloton.com. 2021. Peloton® | Exercise Bike With Indoor Cycling Classes Streamed Live & On-Demand. [online] Available at: <<https://www.onepeloton.com/>> [Accessed 23 January 2022].

UnitedHealthcare to Provide Millions of Members with Year-Long Access to the Peloton App. (2021, Jul 20). Business Wire <https://ezproxy.snhu.edu/login?url=https%3A%2F%2Fwww.proquest.com%2Fwire-feeds%2Funitdhealthcare-provide-millions-members-with%2Fdocview%2F2553205256%2Fse-2%3Faccountid%3D3783>