



MASSACHUSETTS

# Fitness and Weight-Loss Reimbursements

Even more options for your employees to get rewarded for healthy behaviors

Effective on renewal beginning January 1, 2019, Blue Cross Blue Shield of Massachusetts is expanding the definition of qualifying programs for our fitness and weight-loss reimbursements.

The fitness reimbursement will now include group classes for cardiovascular and strength training at fitness studios, such as yoga, pilates, and kickboxing classes. The weight-loss reimbursement will expand to cover non-hospital weight-loss programs that are based on National Institute of Health guidelines.



## Qualified Fitness Programs

Your employees can get reimbursed for membership and class fees at qualifying programs, such as:

- Full-service health clubs with a variety of exercise equipment, including cardiovascular and strength-training equipment
- Fitness studios that offers group classes for cardiovascular and strength training such as yoga, pilates, and kickboxing



## Qualified Weight-Loss Programs

Your employees can get reimbursed for participation fees at qualifying online or in-person programs, which include:

- Hospital-based programs
- Non-hospital programs that focus on healthy eating and exercise, and require counseling with a certified health professional

# More Options for Your Employees

From fitness classes to weight-loss programs, there are more ways than ever for your employees to get healthy. Employees will be rewarded whether they want to exercise at a gym or an independent yoga studio, or get weight loss support through in-person meetings or online.

36.7M

yoga practitioners  
in the U.S.

80M

Americans say they're  
likely to try yoga in  
the next year<sup>1</sup>

4.4%

Anticipated annual  
growth of online  
weight-loss programs<sup>2</sup>

1. 2016 Yoga in America Study. [yogajournal.com/page/yogainamericastudy](http://yogajournal.com/page/yogainamericastudy).

2. Online Weight Loss Services. US Market Research Report, IBIS World Industry Trends, July 2017.

## How This Change Benefits You and Your Employees

These expanded definitions will reward your employees for a broader array of healthy behaviors, providing options for those employees who prefer to use these types of programs.

If you have any questions, please contact your  
account executive by June 30, 2018.



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