

Go365 Frequently Asked Questions (FAQs)

For employers

Is it mandatory that members participate in Go365?

Participation in Go365 is completely voluntary; however if you find members are not participating, there may be underlying factors you need to address. For example, they may be fearful of how their health information will be protected or overwhelmed and don't know where to start (see questions 2 and 3, respectively). Or, members may need a reminder about the benefits of participating, in which case you can point them to the rewards (outlined in question 5). Contribution strategies alongside Go365 can also motivate employees to participate in the program.¹

How are members' private health information protected?

The Go365 online and mobile app experiences are an extension of the secure Humana.com website and are HIPAA compliant. Members' personal information is shared and protected as outlined in our [Notice of Privacy Practices](#).

What do members need to do to get started?

Go365 is an online-based wellness program accessible by computer, tablet or smartphone. Members can access the program once your group's effective date has passed (~30 days max) by creating a username and password on Go365.com or via the Go365 App (free in the Apple and Google Play stores). Refer to the registration section of the Go365 Starter Kit for detailed instructions; steps differ slightly if a member has Humana insurance. Once registered, members can sign in to the secure portal to view personal account information, track progress and redeem rewards.

What steps should members take after they've registered?

Moving out of Blue Status is the first step members need to take. Everyone starts out at Blue Status each program year, progressing to Bronze, Silver, Gold and Platinum, respectively, as they complete activities that contribute to a healthy lifestyle, i.e., challenges, verified workouts, biometric screening completion, etc. If a member is in Blue Status, however, there are only three ways to move to Bronze: completing a verified workout, completing at least one section of their Health Assessment (HA), or completing a biometric screening.² Refer to the "Moving out of Blue" section of the Go365 Starter Kit for complete details on each of these activities.

Are there standard activities for which all members can earn Points?

Yes! Our program focuses on four categories: (1) Education, (2) Prevention, (3) Healthy Living, and (4) Fitness and Exercise. Please refer to the Standard Points Flyers included in this kit for a full listing of standard activities eligible for Points and to determine how many Points correlate to each activity. Note: There are two versions of the flyers - family or employee-only. Only use the family flyer if you offer Go365 to dependents.

What kind of rewards can members get through Go365?

From Amazon, Target and Macy's gift cards to charitable donations and fitness devices, there's no shortage of items to buy in the Go365 Mall. Adult members are automatically entered into the monthly Go365 Jackpot where they can win prizes based on their Status levels. Periodically members may also receive a Surprise Reward from Go365 for simply engaging in the program.

How are employers rewarded for employee participation in Go365?

Employers can benefit from [increased productivity and reduced healthcare costs](#) when employees participate in Go365.¹ Furthermore, if you have a Humana fully-insured medical plan, you can also receive healthcare premium discounts or incentive credits on your monthly premium when employees achieve Silver Status or higher. Discounts and incentive credits are based on company size. Refer to the [2-99 Wellness Engagement Incentive flyer](#) or the [100+ Wellness Premium Discount flyer](#) for more details.

What ideas and resources are there to increase participation in the Go365 program?

Refer to our [100+ ways to engage guide](#) to get your creative juices flowing on how to increase participation in Go365. Sign into [Go365 Engagement Source](#) to keep up on the latest ideas and program updates to help you on your wellness journey. Areas you specifically may want to check out include our Idea Exchange and Newsroom (found under SHARE & CONNECT > Connect) as well as our webinars page (found from the homepage).

¹ Various wellness program laws limit incentive amounts and require special notice to employees depending on the type of wellness or health activity. Employers should be familiar with the following regulations and thoroughly review their unique health plans and wellness programs with appropriate legal counsel: Health Insurance Portability and Accountability Act (HIPAA) of 1996; Genetic Information Nondiscrimination Act (GINA) of 2008; Employee Retirement Income Security Act (ERISA) of 1974; Affordable Care Act (ACA), final regulations released in June, 2013; Americans with Disabilities Act (ADA) of 1990; Equal Employment Opportunity Commission (EEOC), final wellness regulations under the ADA and under GINA, released in May, 2016.

² Adult children can only move a family out of Blue Status by completing a verified workout. Adult children are not eligible to earn Points for Health Assessment or biometric screening completion, bonus Points or in-range results.