



# The Employer's Guide to Wellness Dollars

How to check eligibility, uncover funds, and spend wisely.

## What are Wellness Dollars?

Wellness Dollars are funds that an insurance provider sets aside for your company to spend on qualifying wellness programs for employees. Sometimes considered a hidden benefit, Wellness Dollars are worth uncovering. By utilizing them, you can:

**Improve** the overall health and wellbeing of your employees.

**Reduce** the number of insurance claims submitted to your plan.

**Create** a new sought-after company perk to help with recruitment.

In the end, everyone wins — you, your employees, and your insurer.

## Check your eligibility for Wellness Dollars

Contact your insurance provider representative and ask if Wellness Dollars are included in your plan.

### If they are:

Ask what type of health programs qualify.

### If they are not:

Consider negotiating them into next year's contract.

The amount of Wellness Dollars you're eligible for is up to your insurance provider, and usually depends on your company size, profitability, and employee health.<sup>1</sup>

**Learn more about how you can support employee health and wellbeing, and reduce insurance claims with Wellness Dollars.**

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## Keep in mind

Wellness Dollars expire, so be sure to use them in time! If you have Wellness Dollars to use, consider pre-paying for your new wellness program to start in the benefit year.

## Spending your Wellness Dollars

Remember that a good wellness program should address an employee's health holistically on multiple levels including physical and mental health.

One option to consider is offering your employees Fitbit wearables and Fitbit Premium memberships,<sup>2</sup> which would give them access to:

- ✓ A full library of workouts led by Fitbit's expert trainers, and partner brands like Peloton, Calm, Aura Health, and more.
- ✓ Mindfulness techniques to help users relax, focus, and de-stress.
- ✓ New ways to optimize rest and recovery with a personalized Daily Readiness Score, a daily Sleep Score, and a monthly Sleep Profile.
- ✓ And much more!

**Find out if you can get preferred pricing on Fitbit products.**



**Contact us today**

<sup>1</sup> Check your carrier contract for terms.

<sup>2</sup> Premium content and features may change. Some app features and benefits may require a Premium membership. Feature availability is also dependent on device model.