

# One little card. Big health benefits.



Highmark Blue Cross Blue Shield of Western New York's wellness card helps students live a healthier life with an annual allowance for wellness products and services.

## STUDENTS CAN USE THEIR WELLNESS FUNDS FOR:\*

- Gym memberships, fitness classes, and personal training sessions.
- Health food stores and nutritional supplements (including GNC, Feel Rite, and Vitamin World).
- Meal systems such as WW<sup>®</sup> (Weight Watchers) and Noom<sup>®</sup>.
- Online fitness subscriptions including Peloton<sup>®</sup> and Beachbody<sup>®</sup>.
- Personal gym equipment from specialty fitness stores or specialty online retailers like NordicTrack<sup>®</sup> and Peloton.
- Sports programs, camps, and lessons.
- Races and fun walks.

\*Funds used for wellness-related products and services are taxable benefits under Internal Revenue Code and IRS guidance. Please refer to your university-provided plan documents/summaries for more details.



The wellness card can be used directly at many retailers. If the card is not accepted, members can pay out of pocket and enter a claim via the member website to request reimbursement.

Students can add your Wellness Card to a mobile wallet app, which lets you virtually store your credit and debit cards in one place. Then, access it using your preferred payment app (Apple Pay, Google Pay, or Samsung Pay) to make contactless payments from your phone.

Members will also receive email and text alerts and notifications related to card fulfillment payment, substantiation, and direct deposits.

**It's a whole world of wellness all inside one little card.**

**Contact Highmark customer service to learn more about how our wellness card works.**



Highmark is not liable for compliance with applicable tax laws including laws governing high deductible health plans and wage withholding and reporting. Highmark Blue Cross Blue Shield of Western New York is a trade name of Highmark Western and Northeastern New York Inc., an independent licensee of the Blue Cross Blue Shield Association.