

HMSA.com gym benefit: Find participating gyms

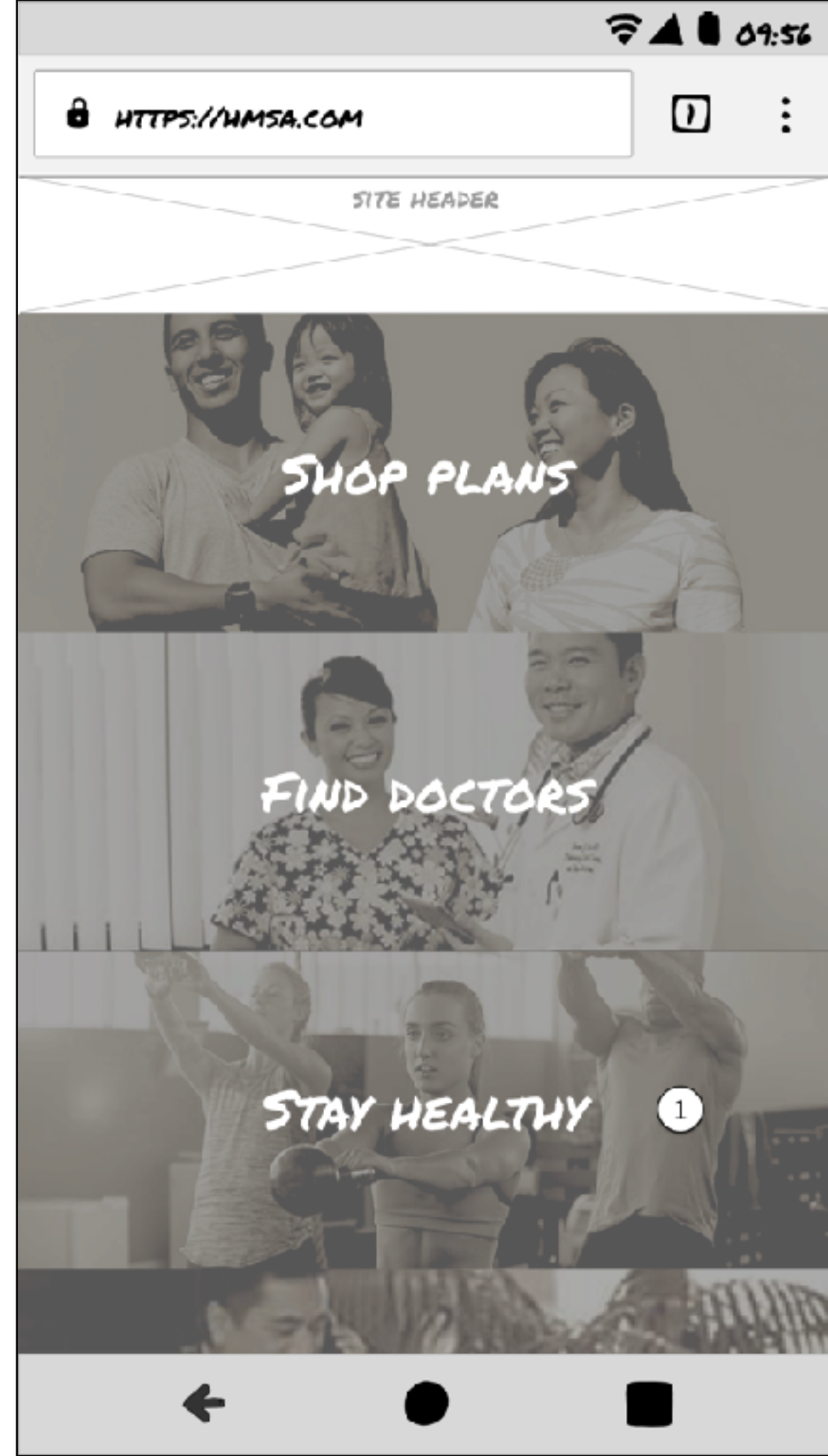
1

When we asked participants to find out about the gym and fitness benefits that come with their new HMSA plan, all participants tried a Google search (at [google.com](https://www.google.com)) that included the terms “hmsa”, “gym”, and “benefit”.

One abandoned the task when asked to create an account on [activeandfit.com](https://www.activeandfit.com). Another questioned why they had to sign into their HMSA account to learn more about the benefit and discounts.

One of the key goals of most participants was staying healthy. Looking at this on a smartphone screen, the first time visitor sees big touchable tiles organized that tell the user what each area of the site helps them accomplish, like staying healthy.

The site head will still include the site search in the header for known-item searches.



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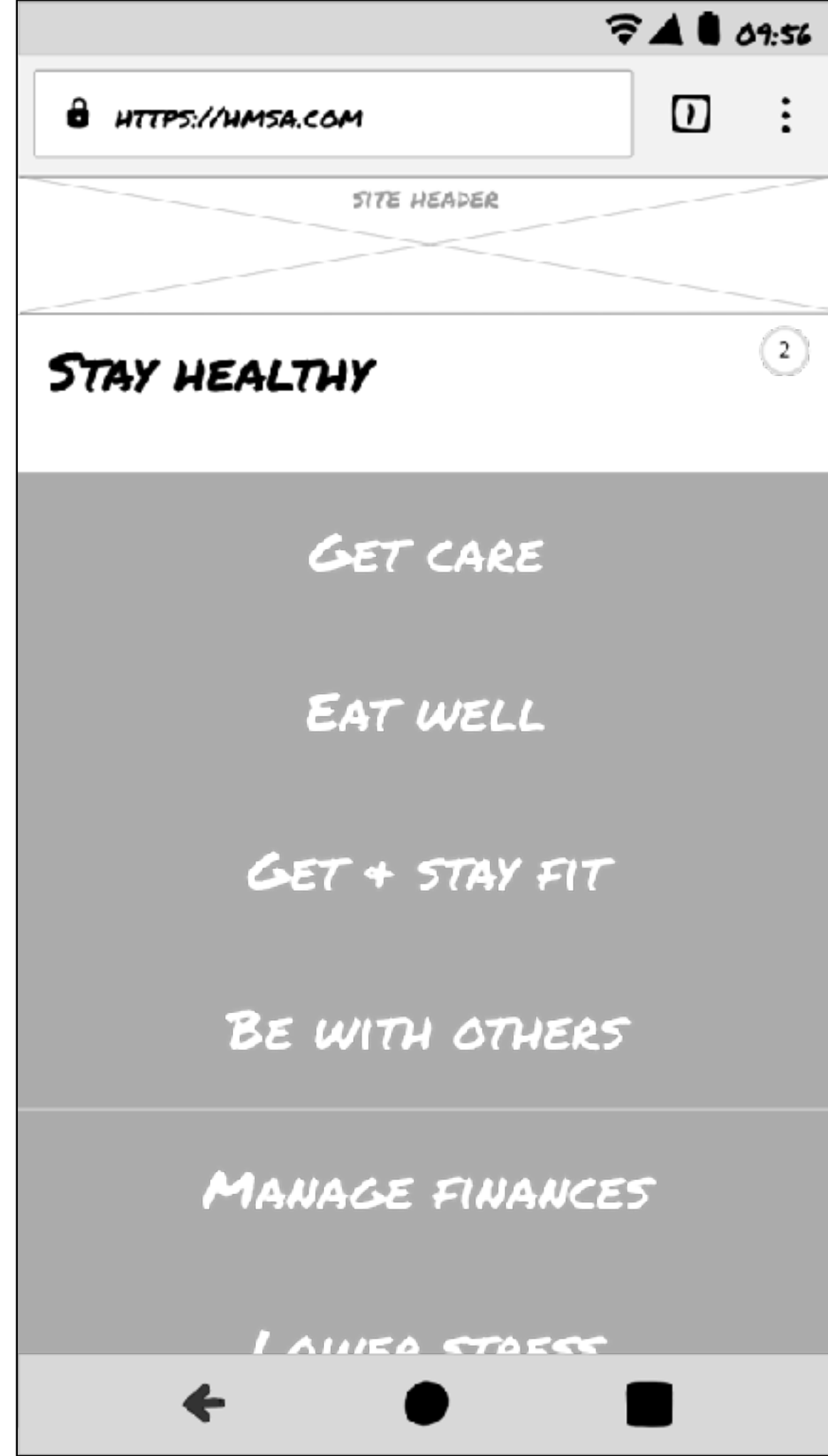
2

The current Well-Being Web page is rethought here as a way to help visitors get to the healthy living content they are seeking.

We modeled these options after the “five pillars” infographic at the bottom of the current page.

The changes we made correspond to what we think leads to a healthier, more active and fit life:

1. See your primary care physician yearly (preventative care);
2. 70% of health and fitness is what you eat and drink, so eat well (and healthy)
3. If you are not getting regular exercise, get fit; if you are already in shape, stay fit - we'll continue down this path
4. Put down your devices, turn off the TV, and spend time with friends, family, and you neighbors.
5. Prepare for the future and save.
6. Reduce stress and focus on things that give purpose.



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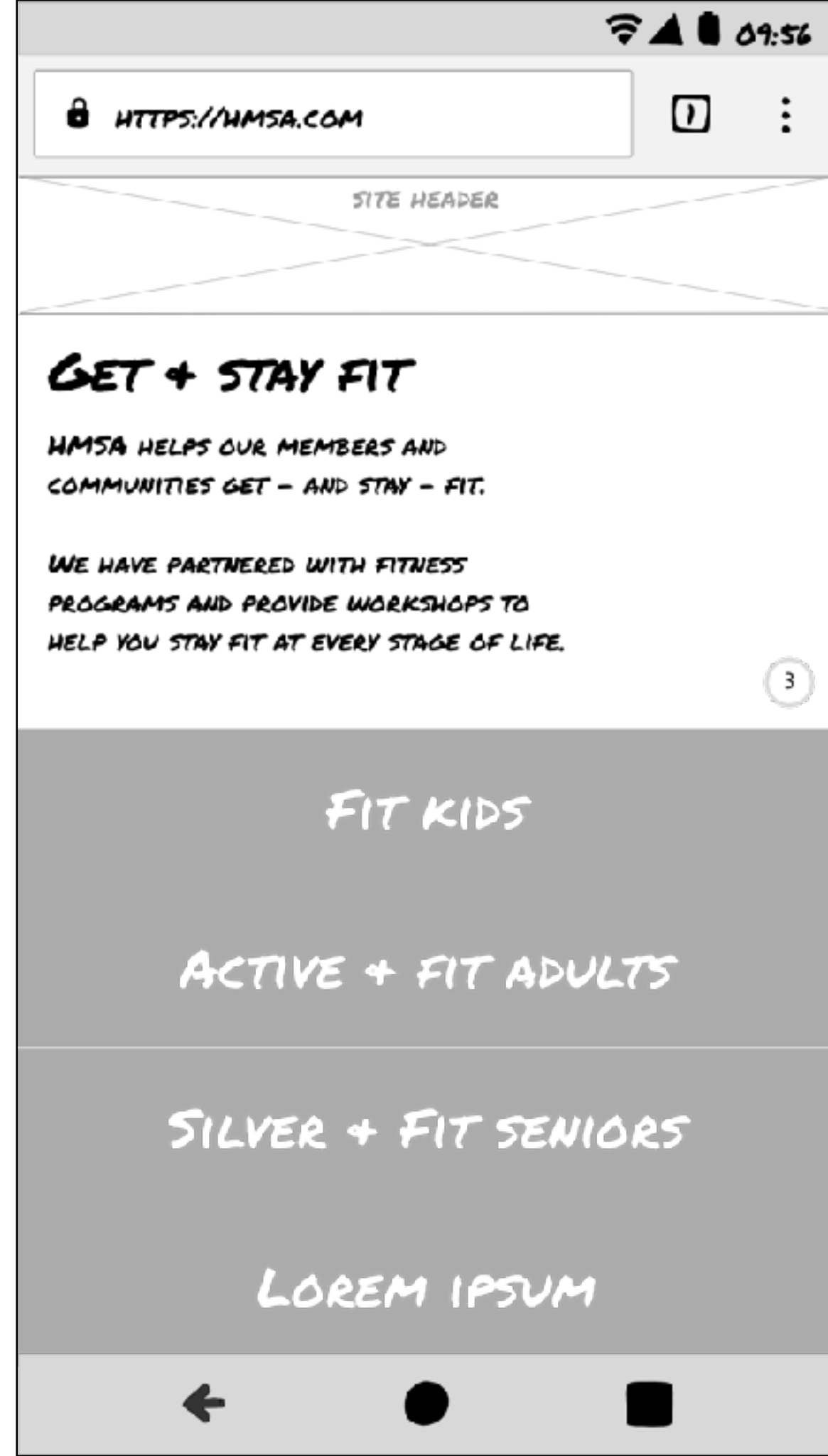
3

Fitness is a life-long pursuit.

Here we envision that the visitor (new or returning) can zero in on the type of fitness programs that best fit their needs: children to seniors.

This will ensure that the fitness seeker heads to the right benefits and programs.

Let's look at the typical working adult. The Active & Fit benefit is for them.



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4

Instead of taking the visitor to a new tab with a PDF, we want to keep them engaged on hmsa.com.

At the top of the page, we can link to a page that provides more details about the Active & Fit program - preferably one on the HMSA site.

5

The second paragraph let's them know that members get special savings/discounts. The link takes them to the member account login page. Once logged in, they should be taken directly to the content about the specific benefits included with their plan.

4

Non-members (or those who don't have an online account) can immediately see what fitness centers, gyms, and exercise studios participate in the program. That information will influence shoppers who are considering a healthcare plan based on this benefit.

