

Transition Tool Kit Instructions





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Welcome

Welcome to Go365™, a premier wellness program based on the core fundamentals you saw with HumanaVitality®, but with additional innovations to further simplify, personalize and reward Go365 members on their health journey! This tool kit will walk you through the changes you can expect while offering you insights, tips and suggestions for what to consider as you build a transition strategy for your employees.

Understanding the Changes

1. Why is the HumanaVitality name changing to Go365?

In 2014, HumanaVitality became wholly-owned by Humana. As part of our purchase agreement, we were required to change the brand name. This full ownership allows us to re-introduce the program as a new brand that will resonate with members more than ever.

2. Why did we choose the name Go365?

We chose Go365 because it represents being engaged in your health every day, 365 days a year. In today's world, members are constantly "on the go," and Go365 makes it easier than ever to stay engaged in their health. The name also resonated very strongly when tested with HumanaVitality members.

3. When will the new name and brand take effect?

Go365 will become effective on 1/1/2017 and members will begin using a new member portal, Go365.com. Up until that time, the HumanaVitality name, branding and member portal at HumanaVitality.com will be used.

4. What is changing?

Outside of the change in name and logo, there are a few exciting innovations we are making to the program while keeping the core elements intact. Go365 is still rooted in behavioral science, the field of study that teaches how people tend to underestimate their own health risks, and that they attach greater value to present benefits than future promises. In other words, Go365 will still reward members for short-term actions that transform into long-term behaviors. Any changes you and your employees will experience were largely influenced by member and employer feedback along with over five years of consumer research.

Below is a brief synopsis of how we are advancing the program:

Redesigned member experience	Our redesigned best in class consumer experience puts you and our members (your employees) in the driver seat, making it easier for members to know how to get started and engage in the program.
Improved Points and Bucks earning experience	We streamlined our Points and Bucks earning structure so it is easier for members to understand, provides more motivation to earn and redeem rewards and is more tailored to their personal health goals.
Increased member control	We've added more ways to get started and redesigned our fitness structure to meet members where they are within the program. Members can now view all Points and earning opportunities in one place so they decide when, where and how to engage.
Elevating the fun-factor	We upped the fun factor to give even those hard to please members the nudge they need to get started, such as new opportunities to win great prizes and surprise rewards, along with online and mobile games.
Greater employer flexibility	We're introducing more ways for you to tailor Go365 based on the needs and culture of your organization. You can easily create and execute wellness events that tie directly back to your wellness strategy.

For greater detail on what is changing, see [Appendix 1: Go365 Innovations](#). We also outline our new naming conventions as well as key components of Go365 in [Appendix 2: Go365 Program Elements](#).

5. What is our communication plan for launching the new brand name and innovations?

Marketing and communication support materials for employers are being revised throughout 2016 and will roll out as they become available through Humana Representatives and the [HumanaVitality Engagement Source](#), an online employer portal for program resources. Sign into the HumanaVitality Engagement Source to stay up to date on the latest news and register for upcoming webinars where you can learn more about Go365. Communication to members will begin in November 2016 through multiple channels including our member newsletter, dedicated emails, direct mail and other digital channels.

Although HumanaVitality will communicate to members later in the year, we recommend that you also develop a communication strategy to increase awareness and preparation for the upcoming name change on 1/1/2017. See [Appendix 3: Transition Checklist](#), [Appendix 4: Sample Communication Plan](#) and the **Email Templates** of our tool kit for additional information on what to consider as you create your plan.

6. What will the member experience be like when Go365 launches on 1/1/17?

Members will find that the foundation of HumanaVitality is also in Go365, where we incent them through Points, Bucks and Status levels to establish healthy habits that are personalized to their situation. All members will be able to sign into Go365.com using the same username and password they created for HumanaVitality.com as of 1/1/17. Regardless of whether they are in the middle of their program year or at the beginning,

every member will see the changes implemented for Go365 on 1/1/17. Check out [this video](#) for a glimpse into how the member portal will look and feel. For more detail around what changes they can expect, check out [Appendix 1: Go365 Innovations](#).

7. Will members still have access to the program via a mobile app?

Yes, members will still be able to engage in the program via a new Go365 App. They will have to install the new App after 1/1/17 regardless of whether they already have the HumanaVitality App or not. We will help make this transition simple by pushing members to the new App automatically when they attempt to sign in to the HumanaVitality App.

8. Will members have to retake their Health Assessment if they already completed it in their current program year?

Members who have already completed their Health Assessment for the program year will not have to retake it as of 1/1/17; they will remain in Bronze Status or higher until their renewal date. Members in their current program year who haven't completed their Health Assessment when Go365 goes live will actually have more options to begin participating in the program. They can choose to complete a section of the Health Assessment, a biometric screening or a verified workout to move into Bronze Status.

Members whose program year renewal is on 1/1/17 will need to complete one of the three options, a section of the Health Assessment, a biometric screening or a verified workout, to begin participating again in the program and achieve Bronze Status.

9. Will the Go365 Mall be different than the HumanaVitality Mall?

Members will still be able to redeem their Bucks for the same great rewards in the Go365 Mall, from movie tickets and fitness devices to charity donations. We also added member-voted items to our rewards options. Members will see Status-based discounts removed with the cost of items streamlined, making it easier to communicate how much an item will cost. Employees will still be the sole individual on a plan who can redeem Bucks for a family; however adult dependents will now be able to shop with cash to take advantage of the program's negotiated discounts.

10. If members have earned Points prior to 1/1/17, what will happen to their Points on 1/1/17?

Members on a HumanaVitality program year that does not renew on 1/1/17 will retain the Points they have already accumulated in their current program year and will experience more flexibility in our four categories of Education, Fitness, Prevention and Healthy Living since the category maximums will be removed. The new maximum Points limits for athletic events and sports leagues as outlined in [Appendix 1: G0365 Innovations](#) will apply from 1/1/17 moving forward. Points for those activities earned under the HumanaVitality program through 12/31/16 will remain intact and will not be impacted even if they met the new limits.

Members who renew on 1/1/17 or after will see 10 percent of their Points carry over into their new program year upon reaching Bronze Status again, as it currently works under the HumanaVitality program today.

11. If members have Bucks prior to 1/1/17, what will happen to their Bucks on 1/1/17?

Members will retain any unspent Bucks they have earned prior to 1/1/17 that are not expiring (unspent Bucks expire on the last day of the third program year following the program year in which they were earned).

12. Will members retain their Earned Status and Reward Status on 1/1/17?

Members will retain the Earned Status they have as of 12/31/16 if their program year is not renewing on 1/1/17. Members renewing on 1/1/17 will revert to Blue Status and will need to complete one of the following three activities to unlock the program and achieve a higher Status: a section of the Health Assessment, a biometric screening or a verified workout.

The Reward Status will no longer be used to determine Status-based discounts members would receive in the HumanaVitality Mall. However, the Reward Status will continue to be tracked and display to the member on the Achievement Dashboard in the online member portal, defining it as the best of a member's current or prior year Status. We will also continue tracking the Reward Status within the Member Engagement Report.

With the removal of Status-based discounts in Go365, members will receive a one-time lump sum of Bucks added to their accounts on or after 1/1/17 based on their Rewards Status on 12/31/16. No adjustments to the sum will be made if a member submits activities with dates of service prior to 1/1/17 after the Go365 launch that would have increased the member's Rewards Status.

13. How will the changes impact employers with a current contribution strategy in place?

If you currently tie participation (completing the Health Assessment), engagement (achieving Silver Status or higher), or completing a biometric screening to a current contribution strategy, it will still work with Go365. Our reporting will still outline who has completed a Health Assessment, a biometric screening and what Status members have achieved. The difference will be that as of 1/1/17, you may see more members in Bronze Status with no Health Assessment completion date who chose to complete a biometric screening or to log a verified workout instead to begin participating in the program.

14. Will the change from Status-based discounts to a new Bucks structure impact the cost to employer groups who pay for the rewards (i.e. ASO or non-integrated medical)?

No, our new Bucks structure will not impact the expected cost if you are a group that pays for the rewards. It also is compliant with the Affordable Care Act requirements and EEOC guidelines that the total reward to members must not exceed 30 percent of the total cost of employee-only coverage under the plan.

15. Will Total Health groups continue to receive premium discounts based upon group engagement percentages when HumanaVitality is renamed to Go365?

Yes, Total Health groups will continue to receive premium discounts based upon group engagement percentages upon renewal as outlined in their Total Health agreement.

16. Will Fully Insured Small Businesses still be eligible for the Wellness Engagement Incentive?

Yes, small groups (2-99) will continue to receive a Wellness Engagement Incentive (WEI) for each enrolled employee whose Reward Status is Silver Status and above.

17. Will Fully Insured Large Businesses still be eligible for the new Wellness Premium Discount?

Yes, groups with 100 or more employees will continue to receive their wellness discount based upon group engagement percentages upon renewal of their medical plan coverage.

18. Will our standard reporting change?

The elements within our standard reporting will remain the same; however, with the increased flexibility of how members can move out of Blue Status (completing at least one section of the Health Assessment, a biometric screening or a verified workout), there could be more members who appear with no Health Assessment completion date on the report and their status is Bronze or higher as of 1/1/17 and forward.

19. What resources are available to employers and members to help with questions about the transition to Go365?

The employer and employee resources that we offer today will still be available moving forward as we make this transition to Go365. For a full outline and description of these resources, see [Appendix 5: Resources](#).

Appendix 1: Go365 Innovations

Redesigned member experience: We're making it easier for members to know how to get started and engage in the program. The newly designed experience is a culmination of what we heard through member interactions, employer feedback, user testing and over five years of consumer tracking and diagnostic surveys.

Here's a glimpse into what members can expect: [Introducing Go365](#). Employers can also go to this site for a preview: www.go365.com/preview.

Improved Points and Bucks earning experience: No more confusing Status discounts or Points-earning category maximums. Our Points and Bucks earning structure is easier to understand, provides more motivation for members to earn and redeem rewards and is more tailored to their personal health goals. Specifically, we:

Removed Status-based discounts – Members no longer have to calculate how many Bucks an item will cost in the Go365 Mall. The price in Bucks will be the same regardless of Status.

Added Bonus Bucks – Members will receive additional Bucks awarded upon achieving milestones in the program such as achieving a higher Status. There will be opportunities for members to earn double Bonus Bucks too when they achieve Silver Status in the first year and when they achieve their prior year's Status.

See the chart below on how the new Bonus Bucks compare to the old Status-based discounts:

Status	Old Status-based Discount	Bonus Bucks awarded for first adult (subscriber)*	Bonus Bucks awarded for each additional family member 18 years and older*
Blue	N/A	0	0
Bronze	0%	0	0
Silver	10%	500	250
Gold	20%	1,500	750
Platinum	40%	5,000	2,500

*Double Bonus Bucks are earned upon achieving the same Status as the prior year (or at Silver Status if prior year Status was Blue or Bronze)

Increased maximum Bucks limit – Previously HumanaVitality members age 18 years and over could earn a maximum amount of 18,000 Bucks per program year toward the family total. We increased that amount to 30,000 to offer continuous reward opportunities at higher levels of engagement in Go365.

Removed maximum limits for all four Points-earning categories – We are giving members the opportunity to engage in activities more relevant to them by removing the maximum Points-earning limits from the Education, Fitness, Prevention and Healthy Living categories.

Increased member control: We've added more ways to get started and redesigned our fitness structure to meet members where they're at within the program. Members decide when, where and how to engage. Specifically:

Multiple ways to reach Bronze Status – The Health Assessment is no longer a requirement to reach Bronze Status. There are three ways a member can begin participating in the program:

- 1. Complete one section of the Health Assessment (online or through the Go365 App)
- 2. Log a verified workout
- 3. Get a biometric screening

Simplified Health Assessment – Although completing the Health Assessment isn't the only way to participate in the program, we still made it less cumbersome by breaking it up into shorter sections for members to take at their own pace.

Redesigned fitness Points structure – Our new fitness Points structure allows members to engage whether they're just starting out or if they are high performers. Members can earn a maximum of 50 Points per day according to the following table (members will get rewarded for one workout type and device per day based upon which produces the highest Points total each day):

Workout Type	Point Structure
Steps	1 Point per 1,000 steps
Heart Rate Monitor	5 Points for every 15 minutes above 60% maximum heart rate
Calories	5 Points per 100 calories if burn rate exceeds 200 calories per hour
Participating Fitness Facility	10 Points per day

We removed bonus Points for the first and fifth verified workouts of the week, but added a weekly bonus of 50 Points if the sum of daily Points is greater than 50, or we'll award 100 Points if the sum of daily Points is greater than 100 (Sunday through Saturday). We will also award 1,250 Points for the first verified workout per lifetime as well as 750 Points for the first verified workout each program year thereafter. The 1,250 Points per lifetime and 750 Points per program year thereafter will begin awarding to all members' accounts beginning 1/1/17 and forward, regardless of whether or not members have logged a verified workout previously.

We removed the fitness category maximum limit of 8,300 and have placed limits to the amount of Points members can earn for athletic events and sports leagues; 3,000 and 1,400 respectively.

Interactive dashboard – Our redesigned experience presents Points-earning opportunities together in a singular view for members, allowing them to complete activities and participate at their level.

Elevating the fun-factor: We upped the fun factor to give even those hard to please members the nudge they need to get started, specifically:

Monthly Go365 Jackpot drawings – Previously only available to family households, all Go365 members age 18 years and over are automatically entered into the monthly Go365 Jackpot where they can win great prizes based on their Status.

Real-time recognition at participating fitness facilities – Through the Go365 App, members can check in at select participating fitness facilities and receive Points automatically through Bluetooth-enabled smartphones and our Beacon technology.

Surprise Rewards – Qualifying members may receive a surprise reward as they participate in Go365.

We'll continue to have Grand Prize Contests (think trips to the Biggest Loser Resort) for members age 18 years and over. Members with the HealthyFood benefit will still be able to play the Pick 6 game each month online or through the App to increase their savings on Great For You™ healthier food purchases at Walmart® too.

Greater employer flexibility: Go365 will introduce more ways for you to tailor the program based on the needs and culture of your organization. You can easily create and execute wellness events that tie directly back to your wellness strategy.

Automated employer sponsored events – Go365 will have a simple tool for all employer groups to tailor the program to further create a highly engaging culture of health based on a list of pre-approved events and the ability to self-submit participation.

Integrated incentive platform – For ASO and non-integrated medical (standalone/NIM) employer groups, you will have flexibility to reward employer-sponsored events with Bucks only.

Appendix 2: Go365 Program Elements

Brief overview of Go365 program elements in comparison to HumanaVitality:

HumanaVitality	Go365
Vitality Check [®]	Biometric screening
Vitality Bucks [®]	Bucks
Vitality Age [™]	Go365 Age
HumanaVitality App	Go365 App
Vitality Champ [®]	Go365 Champs
HumanaVitality Health Assessment	Go365 Health Assessment
Vitality Jackpot [™]	Go365 Jackpot
Vitality Kids [™]	Go365 Kids
HumanaVitality [®] Mall	Go365 Mall
Vitality Statement	Go365 Statement
Vitality HealthyFood [™]	HealthyFood
Vitality Points [™]	Points
Personal Pathway [™] & Goals	Recommended Activities
Vitality Status [™]	Status

Detailed definitions of Go365 program elements:

Biometric Screening: A biometric screening consists of four key measurements: blood glucose, total cholesterol, blood pressure and Body Mass Index (BMI). Upon completion, members not only receive Points but also a snapshot of their health. Completing a biometric screening is one of the three ways members can move out of Blue Status and redeem Bucks in the Go365 Mall. The other two activities include completing a section of the Health Assessment or logging a verified workout.

Bucks: Each Point earned converts into a Buck for spending at the Go365 Mall. Members also earn Bonus Bucks for reaching Silver Status and above, as well as Double Bonus Bucks when they re-earn their highest Status from the previous program year. Each adult member can earn up to a maximum of 30,000 Bucks per program year. Bucks are immediately available to be spent by the account holder after the completion of eligible activities. Unspent Bucks carry over from program year to program year. Bucks expire on the last day of the third program year following the program year in which they were earned.

Go365 Age: Members receive their Go365 Age along with their personal health report immediately after completing their Health Assessment. The Go365 Age is a weighted analysis of a member's current state of health and reveals whether a member's body is living older or younger than their actual age.

Go365 App: The best of Go365 is available in one free mobile app where members can find ways to keep themselves on track to better health and well-being while on-the-go. The App is available for download in the Apple and Google Play Stores.

Go365 Champs: Go365 Champs are recruited and trained by your organization to serve as advocates for the program and to help lead employer-sponsored activities and events. All of which can help lead to increased engagement with Go365 and lower healthcare costs for your organization.

Go365 Health Assessment: This interactive tool can be completed in short two-minute sections on Go365.com or through the App. Completing a section of the Health Assessment is one of the three ways members can move out of Blue Status and redeem Bucks in the Go365 Mall. The other two activities include completing a biometric screening or a verified workout.

Go365 Jackpot: Each Go365 member age 18 years and over is automatically entered into a monthly drawing to win great prizes through the Go365 Jackpot. Winners' prizes are determined by their Reward Status at the time of the drawing. The higher the Status, the greater the prize values!

Go365 Kids: Children under the age of 18 can contribute to their family's overall well-being and Points total through our Go365 Kids program. This program provides fun and easy ways to help children remain healthy and active.

The Go365 Kids program is not available to all Go365 members and is only available with certain plans or products offered by Humana. Check with your Humana Representative if you are uncertain about your group's eligibility.

Go365 Mall: Account holders redeem their Bucks in the Go365 Mall where they have a wide selection of rewards, from movie tickets and fitness devices to charity donations and more. Adult members can also shop with cash within the Mall to take advantage of the program's negotiated discounts.

Go365 Statement: Members find a breakdown of the activities they've completed and the amount of Points they have earned on their Go365 Statement.

HealthyFood: The HealthyFood program is an innovative way to encourage healthier eating by offering eligible Go365 members* a 5% savings** on Great For You™ healthier food purchases at Walmart® with a potential to earn up to 50% savings when they play the Pick 6 game within the App.

*Go365 members must have Bronze Status or higher and must be 18 years of age or older to be eligible to participate in HealthyFood. **The HealthyFood program is not available to all Go365 members and is only available with certain plans or products offered by Humana. Check with your Humana Representative if you are uncertain about your group's eligibility.** For a listing of all qualifying Great For You healthier food items, visit the HealthyFood page on Go365.com, check Walmart.com, or send a secure message through the Communication Center. HealthyFood is only available at Walmart Neighborhood Markets and Walmart retail stores. Sam's Club stores and Walmart.com are excluded from HealthyFood.

**Standard program savings on Great For You healthier foods is 5%. Any increase in savings is variable and based on an eligible member playing the HealthyFood Pick 6 game. For complete Pick 6 game details, see Frequently Asked Questions online or on the Go365 App. Complete your Health Assessment, get a biometric screening or log a verified workout within 90 days of your Go365 program start or renewal date to remain eligible for program savings. Contact your HR Department, or refer to your Plan Summary or Explanation of Benefits to determine program start date. If your savings appear inaccurate, send a secure message through the Communication Center.

Points: Members earn Points for completing various eligible health activities. Points not only keep track of a member's progress and move them along the Status spectrum, but they also convert into Bucks, which can be redeemed for rewards in the Go365 Mall. There is no maximum Points limit and members carry over 10 percent of their Points upon their program year renewal.

Recommended Activities: Go365 develops a personalized experience for each member through recommended activities based on the Health Assessment and other health profile information. Recommended activities are actuarially weighted according to the member based on what will have the biggest impact on his or her specific health.

Status: Accumulated Points in the program year defines a member's Status: Blue, Bronze, Silver, Gold, and Platinum. Members begin at Blue, and once they complete at least one section of the Health Assessment, get a biometric screening or log a verified workout, they move to Bronze, unlocking the capability to redeem Bucks in the Go365 Mall. See below for the Status structure:

Status	One Adult per policy	Two adults per policy	Additional Points for each family member 18 years and older
Platinum	10,000	15,000 combined	5,000
Gold	8,000	12,000 combined	4,000
Silver	5,000	8,000 combined	3,000
Bronze	Member automatically moves up from Blue Status after completing a section of the Health Assessment, a verified workout, or a biometric screening		
Blue	Member start at Blue Status with zero Points		

Higher Status not only results in more Bucks for rewards, but frequently correlates to an overall reduction in healthcare costs.

Appendix 3: Transition Checklist

Use this checklist as a guide to help in your transition from HumanaVitality to Go365.

Preparation	
<input type="checkbox"/> Review the entire employer transition tool kit to understand changes and impacts to you and your employees	<input type="checkbox"/> Attend Vitality Champ Roundtables to learn about innovations as more information is available (register through the HumanaVitality Engagement Source)
Signage & Communications	
<input type="checkbox"/> Identify all channels that reference HumanaVitality (intranet sites, documents, social media, office signage, newsletters, etc.)	<input type="checkbox"/> Educate your wellness champs on the new program
<input type="checkbox"/> Develop transition plan of those channels to replace all mention of HumanaVitality with Go365 by 1/1/17 (what teams need to be involved to make the changes?)	<input type="checkbox"/> Communicate to employees the changes they can expect (develop a communication plan using Appendix 4: Sample Communication Plan and the Email Templates in this employer tool kit to help)
<input type="checkbox"/> Remove office signage or replace with Go365 materials	<input type="checkbox"/> Destroy old forms you may have printed for employees with the HumanaVitality name (Vitality Check vouchers, self-submission forms, etc.)
Policies, Systems & Processes	
<input type="checkbox"/> Review and update your contribution strategy as it relates to Go365 innovations (if applicable)	<input type="checkbox"/> Review and update your wellness policies that are impacted by these changes (if applicable)
<input type="checkbox"/> Review and update your payroll/benefits system if tied to a contribution strategy (if applicable)	

Appendix 4: Sample Communication Plan

The communication plan provided below is a suggestion and references the **Email Templates** we provide in this tool kit. Please consult with your Humana Representative to determine the best time to promote Go365 based on your group's engagement strategy.

Time Period	Tactic	Action Needed
Week of 11/6/16	Go365 Name Announcement Email 1	Send out Email 1 to employees Tip: Have your company leader send the communication
Week of 11/13/16	Go365 Innovations Overview Email 2	Send out Email 2 to employees
Week of 11/20/16	Innovation Impact 1 (Redesigned member experience) Email 3	Send out Email 3 to employees
Week of 11/27/16	Innovation Impact 2 (Improved Points & Bucks earning experience) Email 4	Send out Email 4 to employees
Week of 12/4/16	Innovation Impact 3 (Increased member control) Email 5	Send out Email 5 to employees
Week of 12/11/16	Innovation Impact 4 (elevating the fun-factor) Email 6	Send out Email 6 to employees
Week of 12/18/16	Go365 Reminders Email 7	Send out Email 7 to employees
Ongoing (beginning week of 11/6/16)	Internal channels (Intranet, social media, etc.)	Share key messages from Email Templates
Ongoing (beginning week of 11/6/16)	Posters, Flyers	Distribute collateral from Humana Representatives and HumanaVitality Engagement Source

Continue building momentum in engagement in Go365 by following up with the additional tool kits found on the Go365 Engagement Source on or after 1/1/17.

Appendix 5: Resources

Check out the resources available throughout this transition:

Employer Resources

HumanaVitality Engagement Source: Your group's wellness program managers and Human Resources representatives have access to the [HumanaVitality Engagement Source](#), our online repository of wellness information, engagement tactics, and tools created to help develop and execute effective strategies for increasing participation and engagement over time. We will post updates and collateral regarding Go365 on this site throughout 2016. By 2017 the site will be rebranded and any HumanaVitality materials will be replaced with Go365 materials. You can also register to attend Vitality Champ Roundtables where we will talk about program updates and field questions you may have regarding program changes. We encourage you to utilize these tools in conjunction with your current communications to create a unique message.

Employer Portal: Employers can create an Employer Portal account on HumanaVitality.com. This allows your group's wellness program managers to continue accessing our standard reports that track participation, engagement and aggregate data on your member population as we transition to Go365.

Humana Representative: Your Humana Representative will serve as a valuable resource to help answer questions and assist in developing an effective engagement strategy as we transition to Go365.

Member Resources

HumanaVitality Community: Members can visit our [HumanaVitality Community](#) to ask questions or browse answers to common questions that others have asked about the transition. Full functionality of this platform is available when members sign in with their username and password. This online community will still be available on 1/1/17, only it will be rebranded with the new name.

Social Media sites: If members post questions about the transition via one of our social channels, our social media strategist will assist in responding or directing them to Customer Service. Our social media sites include: [Facebook](#), [Instagram](#), [Pinterest](#), [YouTube](#), [Spotify](#), [Google+](#), [Twitter](#), [Tumblr](#).

Customer Service: Members can connect with our dedicated Customer Service team by asking questions through the HumanaVitality Community or sending them a secure message through the online portal.