

# Step Up Program Description and Background

Step Up is a free health initiative developed by Excellus BlueCross BlueShield in 2004 to combat obesity and the associated rise in health care costs. The program **provided employers a simple way to create a healthier workforce** by motivating employees to improve their health through physical activity and healthy eating.

Step Up featured an interactive web site that allows users to track steps and servings of fruits and vegetables. Program support materials -- Welcome Letters, Posters, Healthy Competition Guidebook and Interactive CD-ROM, Balance Books, and more -- helped organizations implement healthy competitions.

In 2008, Step Up was one of several programs integrated with our newly launched HealthyRewards products that allow members to earn rewards for completing Fitness & Nutrition related programs.

## Program Metrics prior to discontinuance, January 1, 2015:

- **84,598** accounts created
- **75%** of participants were our **members**, **25%** were **not**
- **71%** of participants were **women** and **29%** **men**
- **Over 76 Billion steps** have been reported (76,428,888,498)
- **Over 30 Million servings of fruits and vegetables** have been reported (30,330,821)
- **248 (8-week) Healthy Competitions**, with a total of **20,303** participants, have been completed
- Over **50 thousand** members (50,225) have used it to earn HealthyRewards.
- Members completed **29,398 (8-week)** programs and **340,798 (2-week)** programs, earning over **\$7.4 million** dollars for healthy activities