

CP WellBeats

WellBeats

Project Goals

To improve access to fitness resources for members of Minnesota health plans.

Project Description

PreferredOne and Medica recognized that many of its members can't afford fitness programs, can't access them in rural areas, or can't find the right times to participate in fitness activities. In response, they launched a free on-demand fitness program called WellBeats in 2019. Members can access on-demand fitness programs 24 hours a day, 7 days a week. PreferredOne and Medica members can register for an account online via the WellBeats website or app, then track their workouts and utilization. PreferredOne and Medica monitor total enrollment (account set-up), and will eventually be able to monitor activity (% of members who set up account participating in on-demand class options).

Entities Involved

PreferredOne, Medica, and WellBeats.

How Health Plans Support the Project

PreferredOne and Medica partner with WellBeats to offer our members the opportunity to engage in the WellBeats program and

access on-demand fitness programming.

Additional Information

www.wellbeats.com

Questions?

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