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### **Company/Corporate**

Why did Anthem Blue Cross participate in the Nuvita Program? Anthem Blue Cross was looking for a way to reward and recognize associates. Traditionally, we would reward associates for performance above and beyond, this time, the reward for them was an opportunity for better overall health, something they could use forever, not a gift card from a coffee house or department store which would be gone in 60 seconds.

What were your expectations (as a company)? We expected to have 90% of our associates enroll (which happened), now we are expecting a competition similar to any championship sporting event, teams competing for better overall health; this time, everyone wins.

Are your expectations being met? If so, how? Thus far, our expectations are being met simply because we are participating, competing and feeling better about what lies ahead for us. This program has been the buzz in the office, we are all watching out for each other.

What do you like best about the program, personally and for your organization? Personally, I like the fact that this is a competition and it is bringing out very different sides of all associates who are participating. You just don't know what you have until you put someone on this program, on a team and tell them they have to keep up or face the other teammates. Our organization loves this kind of stuff because it brings our office closer together, helps to keep associates energized, happy and healthy, ultimately driving our claim costs down. Being in the Health Insurance industry, this is a very important program for us at this time.

Is the program having a positive culture impact within your organization? If so, describe. Yes, the positive culture impact has to do with the buzz in the office as well as the camaraderie between teammates and teams. Each one is watching out for the other to help but most of all not to be out-done!

Do you believe the program is having a positive business impact? If so, what and how? Absolutely, mainly because associates feel good about themselves and want to come in and do well. They are very appreciative for the opportunity to be involved in this new approach to worksite wellness.

## **Individual**

Why did you choose to participate personally? I liked the program but I mainly liked the people at Nuvita. I was sold on them first. The company will do fine basically because of its leadership, field representatives and coaches.

What were your expectations (as an individual)? My expectations are to hit my goals and help my team win. As an active individual, it is harder for me because I will be the one my team looks up to for guidance, I have to lead by example.

Are your expectations being met? If so, how? At this point, my expectations are being met. I find myself going for longer runs to keep my heart rate elevated in an effort to hit my goals. Having the website for support and information helps me to stay on track.

What are you learning/discovering about yourself as the result of participating in Nuvita? I am learning something I think I have known about myself and that is if I have a goal, I want to hit that goal because I know it will be something that will help me.

Has Nuvita caused you to think or act differently with regard to exercise, nutrition or fitness? If so, how? Absolutely. I find myself looking on Mynuvita.com to see how many more cardio minutes I need in my target zone. I want to stay on track and continue to hit my objectives. I will tell you however, it is tough to balance the Mobility and Cardio, you really need to plan your time. Which is good because it will keep me out of the refrigerator.....