

HEALTH AND WELLNESS WITH A FUN TWIST



Discover Zensey® – the NEW health assessment that’s also an engaging digital platform, social network and gaming experience designed to help your employees live a healthier life.

Zensey creates personalized health and wellness recommendations based on each participant’s unique answers to the health assessment. With Zensey (Zen-say), employees gain an easy way to improve their health – to help you improve your bottom line.

Zensey is a whole new world of health and wellness fun:

- Entertaining games and activities keep people motivated
- Targeted messaging to encourage engagement
- Discussion groups to help people manage diabetes, lose weight, cook healthy, quit smoking and much more
- Individual and team challenges focused on achieving goals
- Goals broken down into small steps to promote long term behavioral changes
- Easy-to-use web tools and smart, simple syncing technology (Fitbit®, Body Media®, Polar®, Jawbone®, Withings) track progress on goals and challenges
- To encourage participation, employees earn coins for interacting with the site – and then use them to enter sweepstakes in the Zensey Marketplace*
- Reporting of employee engagement with the Zensey site, including completion of the health assessment and general activities
- Can be accessed with a computer, smart phone or tablet**

For more details or to see a demo contact your Cigna representative.

GO YOU®



Offered by: Cigna Health and Life Insurance Company, Connecticut General Life Insurance Company, or their affiliates.

*See site for Official Rules. ** Your carrier’s standard mobile phone and data usage charges will apply.

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81%
of U.S. adults
use the internet
and

59%
say they use
online tools for
their health.

Citation: Duggan, Maeve, and Susannah Fox. “Pew Research Center’s Internet & American Life Project.” Health Online 2013. Pew Research Center, 15 Jan. 2013. Web. 11 Nov. 2013.