

# Invest in Your Employees & Your Business with Wellness Programs

## What is Wellness?

Wellness is not just about keeping healthy people healthy. It's a broader, more inclusive idea that focuses on optimizing the health of all your employees and reducing costs in the process.

The return on investment for your business:

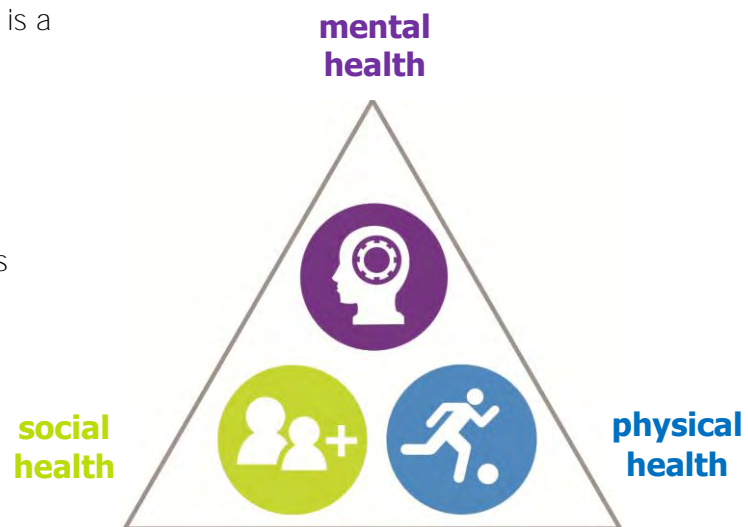
- Improved long-term productivity and work quality
- Reduced stress and absenteeism
- Lower long-term costs for health care and workers' compensation

What are the three main areas of wellness? Wellness is a balance of physical, social and mental health.

**MENTAL HEALTH** deals with how we think, feel and cope with daily life. Includes stress management.

**SOCIAL HEALTH** is interacting positively with others and belonging to a group. May include sports teams, community-based fitness classes.

**PHYSICAL HEALTH** is associated with your body. Examples include nutrition and exercise.



## Total Health Management Programs Help Keep Your Employees Healthy & Engaged



### HealthyPerks

- Blue365® – daily deals, discounts on fitness gear, weight-loss programs, more
- 6,000 Health Topics website – instant access to expert information online
- 24/7 Nurse Call Line – get answers any time of the day or night



**Get and Stay Healthy** – Health education materials and preventive care screening reminders are delivered to help keep plan members from developing debilitating conditions.






**Manage Illness** – Your plan provides the support needed for employees with long-lasting or complex health conditions. The team helps employees better manage asthma, diabetes, depression, coronary artery disease (CAD) and more.

# Invest in Your Employees & Your Business with Wellness Programs

## Excellus BCBS Health & Wellness Incentive Programs

- HealthyBlue offers a choice of the three programs below, built-into the plan.
- For Excellus Blue PPO/Excellus Blue EPO, the programs are not standard, but can be added on.
- All programs provide an incentive for engaging your employees in wellness.

Program Name & Health Focus	What's the Incentive?	What's It Used For?	How Does It Work? How is the Member Held Accountable?	Engagement & Support	Cost Level for Employer
<b>ExerciseRewards</b> 	<b>\$600</b> up to per year per contract	Reimbursement for annual fees or classes at qualified fitness facility	Printout of member's visits to fitness facility or manual tracking with signoff by the facility	Promotion materials; online health engagement portal	<b>\$</b>
<b>BlueHealthyDollars</b> 	<b>\$300</b> up to per year per contract	Reimbursement for fitness classes, health club memberships, weight loss programs and more	Member sends in receipts from healthy activities	Promotion materials	<b>\$\$</b>
<b>HealthyRewards</b> 	<b>\$1,000</b> up to per year per contract	Activity programs, health eating and more	Member tracks activity online in the wellness portal (daily or weekly) and gets merchandise or cash rewards	Promotion materials; online health engagement portal	<b>\$\$\$</b>

## Questions?

Contact your broker or account consultant.