Championing wellness

Communications tools
How to make wellness a part of your workplace’s culture

As you build your own culture of wellness, we’re here to help you and your employees learn how to improve their healthy lifestyle and well-being. Use this toolkit for information on available communications and resources to engage and motivate your employees to good health all year round.

You can count on Blue Shield’s team of wellness experts to support your efforts every step of the way.
Plan a wellness event

The best thing you can do to help your employees live healthier is to give them the education and tools to help them manage their health and well-being. Consider hosting educational meetings or a health and wellness fair. Whether you are planning an event already, or don’t know where to begin, Blue Shield is here to help you coordinate your next wellness event.

Onsite wellness presentations

Your sales representative can deliver a series of onsite wellness presentations to help all of your employees learn how to be healthier and take advantage of the resources we offer members to achieve their wellness goals. These onsite presentations are for groups of 15 or more and run 30 to 60 minutes, so they can be scheduled during a lunch break or time that’s convenient for you. Themes include:

Get moving
Research shows that active people tend to live longer and feel better. This presentation focuses on the key benefits of daily exercise, staying motivated, and how we can help your employees achieve their fitness goals.

Eat healthy
Learn how a healthy diet can help your employees reduce their risk for a variety of diseases. This presentation outlines the importance of eating healthy foods, what nutrition means, which foods to avoid, and how to use the nutrition-related tools Blue Shield offers.

Well-being
Blue Shield’s own wellness program shows that to be truly healthy, your employees need to take care of their emotional health, as well as their physical health. This presentation helps your workforce understand the causes and effects of stress and ways to manage it, in addition to the importance of restful sleep.

Prevention
Your employees can reduce their risk of costly health problems when they know more about their health status – and this presentation shows them how. Topics include monitoring their body mass index (BMI), blood pressure, blood sugar, and cholesterol levels, highlighting tools that help stay on top of prevention guidelines.

Host a health and wellness fair

Planning a health fair isn’t something you have to figure out on your own – we can help. We work with you and offer professional guidance, providing the level of support you need. And we have a choice of booth and table setups that can include wellness materials and BMI screenings for your employees. We’ll help you coordinate the right event for your employees.
Online engagement

Too busy for an onsite event? Or are most of your employees not in one location? Consider these online tools to motivate your employees to live healthier and understand their benefits.

Expert information

*Health and wellness videos*

Our informative series of two-minute health videos feature a variety of useful health topics, and include commentary from medical experts.

Help your employees take control of their health

*Healthy Lifestyle Rewards*

We’ll show you how your employees can adopt and maintain a healthy lifestyle using our interactive, online programs with a variety of programs that puts them in control. From losing weight and getting fit to managing stress and quitting smoking, Healthy Lifestyle Rewards offers your employees the wellness tools they need to get where they want to go. They can monitor and track their progress with easy-to-use tools. Plus, they can keep on top of all the latest health news and research. They’ll discover the benefits of adopting a healthy lifestyle – and the rewards that go with it.
Marketing support to help you

Use our tools to help promote wellness throughout your company.

Our eye-catching and informative health communications are designed to help you plan your year of wellness – and they’re available to you at no additional cost.

Wellness resources

Get the resources you need to encourage employees’ participation at blueshieldca.com/wellnessresources. You have access to a wealth of wellness communication materials, including videos. You can download and print for employees or distribute them electronically.

Well News

We’ll help support your wellness strategy with our monthly wellness newsletter that includes useful health tips that you can share with your employees.

Wellness CD

A broad choice of wellness communications is compiled onto our CD to help you actively engage everyone in health and wellness, and to support a lifetime of healthy habits among your employees. From helpful fliers and videos on topics such as stress management, to informative articles on diabetes and other creative resources – you can choose the topics that best meet your group’s specific health and wellness goals.
Wellness discounts

Wellness discount communications

This series of fliers, posters, and check-stuffers is available to you to promote available discounts members can take advantage of when they visit blueshieldca.com/discounts.

Discounts for Blue Shield members on eye exams, frames, lenses, LASIK, and more. For details, log on to blueshieldca.com/wellnessdiscounts

Discounts for Blue Shield members on acupuncture, chiropractic care, massage therapy, and health and wellness products. For details, log on to blueshieldca.com/wellnessdiscounts

Discounts for Blue Shield members on Weight Watchers and fitness clubs. For details, log on to blueshieldca.com/wellnessdiscounts

Discounts for Blue Shield members on nonprescription drugs, herbal vitamins and supplements, and more. For details, log on to blueshieldca.com/wellnessdiscounts

Promoting Healthy Lifestyle Rewards

Healthy Lifestyle Rewards offers your employees the tools they need to take better control of their health. You can download and print a variety of tools to promote Healthy Lifestyle Rewards to your Blue Shield-covered members, from helpful emails and informative newsletter content to posters and a PowerPoint tour to guide you through the program. There is also a four-minute video that can help motivate employees to participate. All these are at your fingertips at blueshieldca.com/hlrtoolkit.
**Ready, set, go!**

No matter how you choose to champion wellness at your company, promoting health and wellness to your employees is key to inspiring them to play an active role in their health – and attain real results.

Contact your broker or Blue Shield sales representative today to plan your company’s strategy for wellness.

* These discount program services are not a covered benefit of Blue Shield health plans and none of the terms or conditions of Blue Shield health plans apply. Discount program services are available to all members with a Blue Shield medical, dental, vision, or life insurance plan.

The networks of practitioners and facilities in the discount programs are managed by the external program administrators identified below, including any screening and credentialing of providers. Blue Shield does not review the services provided by discount program providers for medical necessity or efficacy. Nor does Blue Shield make any recommendations, representations, claims, or guarantees regarding the practitioners, their availability, fees, services, or products.

Some services offered through the discount program may already be included as part of the Blue Shield plan covered benefits. Members should access those covered services prior to using the discount program.

Members who are not satisfied with products or services received from the discount program may use Blue Shield’s grievance process described in the Grievance Process section of the Evidence of Coverage or Certificate of Insurance/Policy. Blue Shield reserves the right to terminate this program at any time without notice.

Discount programs administered by or arranged through the following independent companies:

- **Alternative care discount program** – American Specialty Health Systems Inc. (ASH Networks)
- **Discount Vision Program** – MESVision
- **Weight control** – Weight Watchers North America
- **Fitness facilities** - 24 Hour Fitness, ClubSport, and Renaissance ClubSport
- **Health products (excluding prescription drugs)** – drugstore.com inc.
- **LASIK** – Laser Eye Care of California, LLC, QualSight, Inc., and TLCVision Corporation

Note: No genetic information, including family medical history, is gathered, shared, or used from these programs.
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