



*my*BlueWellness

**ENCOURAGE YOUR EMPLOYEES
TO LIVE HEALTHIER LIFESTYLES.**

Blue Cross and Blue Shield of Alabama provides
resources designed to help your employees
take charge of their health.

myBlueWellness

Welcome to *myBlueWellness* – a suite of services and programs created with your employee’s well-being in mind. At Blue Cross and Blue Shield of Alabama, we go beyond simply providing healthcare coverage by engaging, motivating and empowering members to live their best life possible.



myBlueWellness Online Platform powered by WebMD®

When your employees register for their *myBlueCross* account, they gain single sign-on access to *myBlueWellness*. Online features include:

- Health Assessment
- Personalized action plans
- Medical record archive
- Lifestyle and behavioral change programs
- Healthy yet flavorful recipes
- Educational videos

Employees can visit **AlabamaBlue.com/myBlueWellness** to get started.

myBlueWellness Highlights

Health Assessment

Once your employees complete this quick assessment, they get an immediate, personalized report with an overview of their current health status and ways to reduce health risks. They are also directed to other wellness resources.

Personal Health Record

Your employees can keep all their health information in one secure, centralized location. Two years of claims history can be automatically added, and information can also be added manually. Your employees can also:

- Print a health record summary
- Maintain a visit record
- Store an emergency information card
- Create a “family health file”

Daily Habits Program

Web-based health courses offer step-by-step instructions to help your employees change unhealthy behaviors and make better choices.

Daily Habits offers a variety of plans including:

- Enjoy Exercise
- Balance Your Diet
- Keep Stress in Check
- Lose Weight
- Quit Tobacco
- Cope with the Blues

Your employees can access interactive tools to help set and reach health goals and track their long-term progress.



Blue365 Fitness Discount Program

Your employees can take advantage of exclusive deals from top national and local retailers on fitness gear, gym memberships, family activities, healthy eating options and much more. The program includes:

- Discounts on recognized premium brands
- Deeper discounts than competitor programs across most categories
- Exclusive offers only available to Blue365 members
- Year-round discounts with no limit on supplies or employee savings

Find out more at AlabamaBlue.com/Blue365.

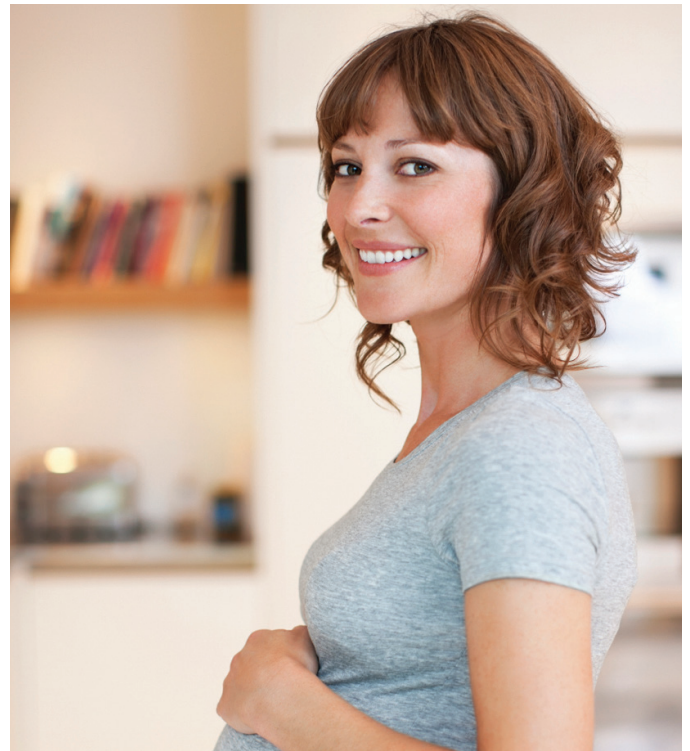


Baby Yourself® Maternity Management

To help ensure the best possible healthcare during pregnancy, expectant mothers will:

- Have ongoing access to a registered nurse
- Rely on telephone and email support
- Benefit from trimester-specific education and resources
- Receive helpful gifts
- Connect with lactation educators (if needed)

The Baby Yourself mobile app provides additional information, trackers and nurse access. Participation is voluntary and confidential. Employees can call 1-800-222-4379 to enroll. They may also be referred to the program based on claims information.



Online Care Reminders

When your employees log into their *myBlueCross* account, they can see upcoming or overdue health services, such as preventive screenings and condition-specific exams. These online Care Reminders are also available on the Alabama Blue mobile app.

To view Care Reminders, your employees will log into their *myBlueCross* account and click the *myHealth* section.

At-Risk Health Coaching

For those employees with a diagnosis of obesity, hypertension and/or prediabetes, the focus of this program is on preventing or reversing risk factors for the development of chronic conditions. The Blue Cross coaching team will help your employees:

- Learn about recommended healthcare services
- Create a personalized nutrition and exercise plan
- Adapt lifestyles to promote better health
- Explore strategies to achieve health goals
- Receive ongoing motivational and educational support

Participation is voluntary and confidential. Employees can call **1-855-699-6168** to enroll. They may also be referred to the program based on claims information.

Chronic Condition Management

This program incorporates a holistic, personalized approach to managing individual healthcare needs while increasing adherence with evidence-based guidelines. With a focus on Asthma, COPD, Congestive Heart Failure, CAD, Diabetes (Types 1 and 2), Musculoskeletal Pain and Chronic Kidney Disease diagnoses, the Blue Cross clinical team will help your employees:

- Learn about effective self-management techniques
- Coordinate care across the entire medical team
- Ensure medication and care plan compliance
- Identify lifestyle change opportunities
- Connect with community resources

Participation is voluntary and confidential. Employees can call **1-888-841-5741** to enroll. They may also be referred to the program based on claims information.

Increase Engagement Through Promotion

As you can see, your employees and their families are offered a wealth of wellness programs and services to improve their quality of life. That's why it's important to raise awareness among your workforce and encourage participation. Blue Cross makes it easy to tailor communication campaigns to meet the needs of your workforce. Start by registering for your GroupAccess account at **AlabamaBlue.com/Employers**.

Wellness Tool Kits

Blue Cross makes it easy to promote wellness programs and services with tool kits focused on key topics including:

- Baby Yourself
- myBlueWellness
- Healthy Kids, Healthy Families
- Nutrition
- Preventive Screenings
- Stress Management
- Tobacco-Free

Tool kit components can include mailers, fliers and posters. **Log into your GroupAccess account, and click Forms and Materials to see what's available.**

Wellness Planner

When scheduling your monthly or quarterly wellness promotional calendar, be sure to use the complimentary Wellness Planner. Coordinating marketing materials are available to order through GroupAccess.



We cover what matters.



myBlueWellness
Video