

HealthyBlue®

Invest in your employees



51-99 EMPLOYEES

EDUCATION AND AWARENESS



An Independent Licensee of the Blue Cross and Blue Shield Association

Blue Cross Blue Shield of Arizona (BCBSAZ) is committed to providing your organization exceptional quality and service. Our HealthyBlue® program is one way we do just that. The program is designed to engage, educate and empower your employees to make healthier lifestyle choices.

We've found that the employer groups who have success with this health and wellness program make two key commitments: First, health and wellness is a priority at all levels of the organization starting with the top. Senior level executives make the commitment to enable a healthy workforce. Second, employer groups see greater participation

in health assessments and health and wellness programs if they offer meaningful incentives.

BCBSAZ can help you get started. We can provide communications for use by your senior-level executives which may be effective in jump starting the program. We can also provide examples of incentives that may motivate employee participation.

We are committed to providing your organization with tools and resources to encourage participation at all levels. The services and resources you'll find below are available to your company once key participation thresholds are met.

We know that your time is valuable, and your employees' health and wellness needs are as diverse as their personalities.

Benefits of an employee wellness program like HealthyBlue can include increased employee morale, lower absenteeism and presenteeism, and may potentially reduce health-care costs. Investing in the health of your employees is a little easier with HealthyBlue.

To help you with your wellness program, BCBSAZ will make available or provide:

1. A My BluePrintSM worksite wellness health fair
 - Includes no out-of-pocket cost screenings for cholesterol, HDL cholesterol, blood glucose, blood pressure and waist circumference
2. Promotional marketing materials
 - Includes flyers, payroll stuffers, posters, sample leadership letters, wallet-size BlueNet cards and email blasts
3. A BCBSAZ Wellness Consultant and educational health brochures at the health fair



The next step is your responsibility:

Make the commitment to promote healthy living to your employees, and encourage your employees to complete the My BluePrint health assessment.

1. Provide your employees with a meaningful incentive for completing the My BluePrint health assessment
2. Send a letter from your senior leadership promoting the HealthyBlue program and describe the incentive you are offering them for completing the My BluePrint health assessment

If 50% or more of your BCBSAZ-covered employees take the My BluePrint health assessment within the specified campaign period, you qualify for*:

- A **quarterly** consultation with a wellness consultant to provide assistance in developing a worksite wellness program for your employees
- **Quarterly** wellness articles or Bulletin Board information
- The My BluePrint Management report that assesses the wellness of your employees who completed the My BluePrint Health Assessment. This report serves as a benchmark, indicating which HealthyBlue programs can best meet the needs of your employees.
- Promotion of all HealthyBlue programs
- An opportunity to access services at your place of business from Mobile on-site Mammography (M.O.M.) in Arizona or vendors who provide flu/pneumonia shots.**

* Worksite wellness services are available for 12 months from the date of achievement of the 50% My BluePrint participation metric. Services will not continue after this period unless the group conducts a new annual My BluePrint campaign with achievement of 50% or greater My BluePrint participation among BCBSAZ covered employees.

** Some services are provided by independent contractors who are solely responsible for the services provided. Availability of these onsite services is dependent on the number of eligible participants who sign up to participate at each worksite location.



Employer groups who choose not to make the commitment, or are unable to meet the participation thresholds detailed to the left can still receive the following valuable wellness tools from BCBSAZ for their BCBSAZ covered members:

- My BluePrint online health assessment
- Online Healthy Living Programs
- Health Coaching Services
- Disease Management Services
- Care Management Services
- Nurse On Call Service
- HealthyBlue Discounts
- Communication Tools (promotional flyers, payroll stuffers, brochures, non-customized posters, health and wellness brochures)
- And many other online tools available at azblue.com/HealthyBlue

Definitions and Requirements

HealthyBlue® My BluePrintSM Campaign Event Biometric Screening: The biometric screenings that are offered at the HealthyBlue Campaign Events are: Total Cholesterol, HDL Cholesterol, Glucose, Blood Pressure and Waist Measurement. These tests are Non-Fasting and are screenings only; they are not diagnostic in nature. Biometric Screenings are taken via a finger stick and do not involve a blood draw from a vein. The information received from these screenings is then used by participants in order to answer the questions in the My BluePrint health assessment. There is a minimum requirement of 25 actual participants, it is recommended to have 35 signed up due to cancelations. It is recommended that participants do not eat for 2 hours prior to testing.

My BluePrintSM Health Assessment: The My BluePrint (MBP) health assessment is a series of questions designed to measure employees' health status. The health assessment measures medical and lifestyle risks, productivity impacts, preventive health screenings, stages of change and biometrics (screening results). The results can assist employees in making healthy lifestyle choices and reducing risks to lead healthier lives.

My BluePrint Management Report: The My BluePrint (MBP) Management Report is an aggregate summary of information collected by the My BluePrint health assessment. This executive summary has been created to provide a quick overview of the health status of employees who completed the assessment, and to provide guidance to employers about actions that can be taken to improve the health of their employees or reduce certain risks. Once eligible participation percentage is achieved, the report can be requested, and will be available approximately 60 days after the request is made.

My BluePrint Participation Report: A list of employees (names only) who have taken the MBP assessment. This list can be used to distribute the incentive and is ordered by the Wellness Consultant who delivers the report to the Employer Group.

Wellness Consultant: Individuals who have backgrounds in health and wellness with experience in collaborating with employer group wellness committees to develop a wellness plan unique to the employer. Consultants also assist employer groups by providing posters, flyers, PDF files, wellness articles, etc.

Blood Pressure (BP): Blood pressure is a measure of the force created on the walls of the blood vessels as the heart pumps blood throughout the body. High blood pressure (hypertension) increases the risk of heart disease, stroke and kidney failure. Healthcare technicians will take the participants blood pressure and provide the results and consultation. Blood pressures are taken manually with a blood pressure cuff at the mid-arm region.

Flu: Flu shots are available for eligible members. Influenza (the flu) is a contagious respiratory illness caused by influenza viruses. It can cause mild to severe illness, and at times can lead to death. The best way to prevent the flu is by getting a flu vaccination each year. There is a minimum requirement of 50 actual participants receiving vaccinations given per employer group location at each event. It is recommended to have a minimum of 75 signed up due to cancelations.*

Glucose: Glucose is the amount of sugar in the blood. Glucose, transported via the bloodstream, is the primary source of energy for the body's cells. Glucose tests measure how well the body processes sugar (glucose). A healthcare technician will provide a screening, non-fasting blood sugar level with a finger-stick test and results are typically available within five minutes. Participants will receive their individual results as well as the "normal" range for glucose (blood sugar) levels.

HDL Cholesterol: High density lipoprotein (HDL) cholesterol is the "healthy" or "good" cholesterol. One of the important roles of HDL cholesterol in the body is to carry cholesterol away from the arteries to the liver. The more HDL cholesterol in one's body, the more cholesterol can be carried away and not clog the arteries. A healthcare technician will provide a screening, non-fasting HDL cholesterol level with a finger-stick test and results are typically available within five minutes. Participants will receive their individual results as well as the "normal" range for HDL cholesterol levels.

Mobile On-Site Mammography (M.O.M.): Mobile On-Site Mammography (M.O.M.) is a mobile unit that provides screening mammograms for women. The M.O.M. unit travels to perform mammography screening at worksites across Arizona only. Minimum Requirements prevail: In the Phoenix area, the local minimum for one day is 22 actual participants. It is suggested to have a minimum of 25 signed up per worksite location due to cancelations. Local (Phoenix) half days are possible only if the M.O.M. schedule is open, whereby the minimum will be 12 actual participants. It is suggested to have 15 signed up due to cancelations. Outside of the Phoenix area, a minimum of 28 actual participants per worksite location. It is recommended to have minimum of 32 signed up due to cancelations.

Mammograms are offered to: Eligible BCBSAZ subscribers- in Arizona, age 35 and older, who have not had a mammogram in the last 12 months. Women age 40 and older should consider having a mammogram every year, as recommended by the American Cancer Society. For women under age 35, a physician referral is required.

Pneumonia: Pneumonia shots are available for eligible members. Pneumonia is an infection of the lungs. Many different organisms can cause it, including bacteria, viruses, and fungi. Pneumonia can range from mild to severe, and can even be deadly. The severity depends on the type of organism causing pneumonia, as well as age and underlying health. Pneumonia shots are provided based upon Center of Disease Control (CDC) criteria. Not all employees will meet these criteria's. There is a minimum requirement combined with the Flu vaccine of 50 actual participants receiving vaccinations given per employer group location at each event. It is recommended to have a minimum of 75 signed up due to cancelations.*

Total Cholesterol: Cholesterol is a waxy, fatty substance that can build up in the walls of blood vessels in the body, impairing the blood supply to vital organs. Reducing the amount of total cholesterol in the blood is important in lowering one's risk of heart disease. A healthcare technician will provide a screening, non-fasting cholesterol level with a finger-stick test and results are typically available within five minutes. Participants will receive their individual results as well as the "normal" range for cholesterol levels.

Waist Circumference: A measurement taken at the waist between the sternum area and the belly button. Waist circumference is used to determine excess abdominal fat content. Too much abdominal body fat has been correlated with an increase in several chronic health conditions such as diabetes, heart disease, and hypertension.

* Members should consult with their physician prior to obtaining flu or pneumonia vaccinations.

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