BlueCross BlueShield of Alabama

An Independent Licensee of the Blue Cross and Blue Shield Association

WELLNESS TOOLS FOR YOU

BeHealthy.com Promotion Tool Kit

Providing health and wellness information is the first step to helping your employees better manage their health. By educating your employees about health and wellness, you create a "win-win" situation.

Benefits of Promoting Health and Wellness in the Workplace

- **Healthier employees are more productive and miss less time at work.**
- **Since employees spend much of their time at work, the workplace provides a great opportunity to raise awareness about health and wellness.**
- **Developing a health culture can have positive, long-term results.**

Blue Cross and Blue Shield of Alabama's BeHealthy.com website is a valuable health information resource. Encouraging your employees to take advantage of this web site and complete the health assessment, HealthQuotient™, is a critical step to engaging them in a wellness lifestyle. Their assessment is the key that opens the door to a variety of personalized health information targeted to their needs. Blue Cross provides the BeHealthy.com Promotion Tool Kit to help you promote this personalized health resource to your employees. The kit includes a plan for communication, promotion materials, a magnet and sample text for promotional e-mails.

Pictures shown are representations of tool kit print materials. Actual photos or layout may vary.

Using the BeHealthy.com Promotion Tool Kit as Part of Your Wellness Program

Here are a few suggestions on how you can use the BeHealthy.com Promotion Tool Kit materials in your workplace. Every workplace is different; find out what works best for you.

- ☑ **Plan a kick-off event to launch your BeHealthy.com wellness campaign.**
- ☑ **Offer incentives to help motivate employees to take the health assessment.**
- ☑ **Advertise events, activities and incentives in weekly e-mails.**

HealthQuotient℠ is a health assessment tool for our customers, provided by WebMD, an independent company.

How to Order the BeHealthy.com Promotion Tool Kit

1. Go to **www.bcbsal.com.**
2. From the Employer home page, go to "**Order Forms and Materials.**"
3. Use stock number FHV-31.

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