



BlueCross BlueShield of Alabama

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National Business Group on Health Honors Blue Cross and Blue Shield of Alabama with Best Employers for Healthy Lifestyles® Award

BIRMINGHAM, AL – The National Business Group on Health, a non-profit association of more than 420 large U.S. employers, is honoring Blue Cross and Blue Shield of Alabama for providing one of the best workforce health and employee well-being programs in the nation.

Blue Cross is among 49 U.S. employers that received the 2018 *Best Employers for Healthy Lifestyles®* award presented at the National Business Group on Health's Workforce Strategy 2018 Conference. Blue Cross received a Gold Award for a strong commitment to holistic well-being and related metrics. This marks the ninth year Blue Cross has received a *Best Employers for Healthy Lifestyles®* award.

"It is a privilege to be recognized nine years for our company's ongoing commitment to support our employees' health and well-being," said Tim Vines, President and CEO, Blue Cross and Blue Shield of Alabama. "This is another way to help improve the health of our employees and help lower healthcare costs."

Blue Cross' BeWell Program promotes emotional, financial, physical and social wellness for holistic well-being at Blue Cross and Blue Shield of Alabama. The Healthy Action Program supports physical wellness, offering a Fitbit credit incentive for completing preventive screenings, online health activities, care management programs or a tobacco cessation program. Additional rewards are given for completing a wellness visit, walking challenges, a health assessment and/or weight challenges.

Brian Marcotte, President and CEO of the National Business Group on Health, commented: "We congratulate Blue Cross and Blue Shield of Alabama and their leaders for their unique and innovative approaches to employee, family and community health and well-being. Blue Cross is among a growing number of companies who are on a path to integrate employee well-being into their workforce strategy to deploy the most engaged, competitive and productive workforce possible."

Winners of the 2018 *Best Employers for Healthy Lifestyles®* awards were honored in one of three categories: Platinum, for implementing a workforce well-being strategy with demonstrated results; Gold, for organizations with a strong commitment to holistic well-being and related metrics; Silver, for organizations with emerging well-being strategies, often with a focus on physical health.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for 82 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit AlabamaBlue.com. Connect with us on [Facebook](#), check out our videos on [YouTube](#) and follow us on [Twitter](#) for more up-to-date information.

Blue Cross and Blue Shield of Alabama is an independent licensee of the Blue Cross and Blue Shield Association.

About the National Business Group on Health[®]

The National Business Group on Health is the nation's only non-profit organization devoted exclusively to representing large employers' perspective on national health policy issues and helping companies optimize business performance through health improvement, innovation and health care management. The Business Group's mission is to keep its membership on the leading edge of innovation, thinking and action to address health care cost and the delivery, financing, affordability and consumer experience with the health care system. Business Group members, which include 74 Fortune 100 companies, provide health coverage for more than 50 million U.S. workers, retirees and their families. For more information, visit www.businessgrouphealth.org