



BlueCross BlueShield of Alabama

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National Business Group on Health Awards Blue Cross and Blue Shield of Alabama As One of Best Employers for Healthy Lifestyles

BIRMINGHAM, AL – The National Business Group on Health, a non-profit association of large employers, honored Blue Cross and Blue Shield of Alabama for its commitment to promoting a healthy workplace and encouraging workers and families to maintain healthy lifestyles.

Blue Cross was among 65 employers that received the 2013 *Best Employers for Healthy Lifestyles* award at the Leadership Summit sponsored by the National Business Group on Health's Institute on Innovation in Workforce Well-being. Blue Cross received a Platinum Award for its *BeHealthy* wellness program. This is the fourth year Blue Cross has received an award.

"It is an honor to be acknowledged for our company's commitment to encourage and support our employees' health and well-being. One way to control healthcare costs is to help keep employees and their families healthy," said Terry Kellogg, President and CEO, Blue Cross and Blue Shield of Alabama. "This award validates our wellness team's success with implementing healthy lifestyle programs that encourage employees and their families to live healthier lifestyles."

Helen Darling, President and CEO of the National Business Group on Health, commented: "The level of interest and commitment that we are seeing employers demonstrate in health improvement programs is at an all-time high. Employers all across the country and in all industries are looking for creative ways to promote a healthy work environment and encourage their employees to follow healthy lifestyles. They know that without these types of health improvement programs, their efforts to stem the rising costs of health care benefits may come up short. We applaud the companies that are being honored today."

Winners of the *Best Employers for Healthy Lifestyles* awards were honored in one of two categories: Platinum, for established workplace well-being programs with measurable success and documented outcomes; and Gold, for creating cultural and environmental changes and developing comprehensive programs that support employees' healthy lifestyle goals.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 76 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit www.bcbsal.com.

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, membership organization of large employers devoted exclusively to finding innovative and forward-thinking solutions to their most important health care and related benefits issues and to being the voice for large employers on national health care issues. The Business Group, whose 364 members include 66 of the Fortune 100, identifies, develops and shares best practices in health benefits, disability, health and productivity, related paid time off and work/life balance issues. Business Group members provide health coverage for more than 55 million U.S. workers, retirees and their families. For more information, visit www.businessgrouphealth.org.

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