

**Media Response                                                Contact: Koko Mackin**

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**American Heart Association Recognizes Blue Cross and Blue Shield of Alabama for Workplace Health Achievement**

**Birmingham, AL –** The results of the American Heart Association 2020 [Workplace Health Achievement Index](http://www.heart.org/WHSrecognitions) were announced, and Blue Cross and Blue Shield of Alabama achieved national Gold Level recognition for taking significant steps to build a culture of health in the workplace. Blue Cross is one of 776 organizations that completed the Index assessment this year, evaluating the time period of July 30, 2019 to June 30, 2020. Of the organizations that completed the Index assessment, 35% received gold recognition, the highest percentage to date, 29% silver and 25% bronze.

The American Heart Association, a global force for longer, healthier lives, created the Index with its [CEO Roundtable](http://www.heart.org/ceoroundtable), a leadership collaborative of more than 45 members from some of America’s largest companies committed to applying evidence-based approaches to improve their employees’ overall health. The Index is a web-based scorecard that looks at organizational best practices and aggregates employee health data to evaluate the overall quality and comprehensiveness of workplace health programs. Studies show that worksites with a culture of health with comprehensive, evidence-based policies and programs, and senior leadership support, are more likely to have engaged employees and a healthier, more productive workforce.

A unique feature of the Index is that it calculates an average heart health score for employees of participating companies that securely submit aggregate health data. This is done through [Life’s Simple 7®,](https://www.heart.org/en/professional/workplace-health/lifes-simple-7) the American Heart Association’s definition of ideal cardiovascular health based on these seven risk factors: smoking status, physical activity, weight, diet, blood glucose, cholesterol and blood pressure. Companies receive benchmarking reports, allowing them to identify potential areas of improvement so they can advance their annual performance and recognition.

***About Blue Cross and Blue Shield of Alabama***

Blue Cross and Blue Shield of Alabama has insured Alabamians for 84 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit [AlabamaBlue.com](http://www.AlabamaBlue.com). Connect with us on [Facebook](https://www.facebook.com/BCBSAL/?fref=ts), check out our videos on [YouTube](https://www.youtube.com/user/BCBSofAlabama) and follow us on [Twitter](https://twitter.com/BCBSofAlabama) 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 American Heart Association***

The American Heart Association is a relentless force for a world of longer, healthier lives. We are dedicated to ensuring equitable health in all communities. Through collaboration with numerous organizations, and powered by millions of volunteers, we fund innovative research, advocate for the public’s health and share lifesaving resources. The Dallas-based organization has been a leading source of health information for nearly a century. Connect with us on [heart.org](https://www.heart.org/en/), [Facebook](https://www.facebook.com/AmericanHeart), [Twitter](https://twitter.com/American_Heart) or by calling 1-800-AHA-USA1.