



## **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** – Blue Cross and Blue Shield of Alabama was recently honored for having one of the best workforce health and well-being programs in the nation by the National Business Group on Health, a non-profit association of 425 large U.S. employers.

Blue Cross is among 48 U.S. employers that received the 2017 *Best Employers for Healthy Lifestyles®* award presented at the National Business Group on Health's Workforce Strategy 2017 Conference. Blue Cross received a Gold Award for outstanding well-being strategy to improve workforce health initiatives with demonstrated results. This marks the eighth year Blue Cross has received a *Best Employers for Healthy Lifestyles®* award.

"Making healthy lifestyles choices is one way to help control healthcare costs," said Terry Kellogg, President and CEO, Blue Cross and Blue Shield of Alabama. "It is an honor to be recognized eight consecutive years for our company's ongoing commitment to encourage and support our employees' health and well-being."

Blue Cross' BeWell Program promotes and fosters a workforce culture that encourages individuals to make healthy lifestyle choices. The program provides support for employees to initiate and develop healthy behaviors around physical health, lifestyle, financial wellness and emotional health. Participation and outcome data indicate many employees continue to make lifestyle changes as a result of these wellness initiatives.

Brian Marcotte, President and CEO of the National Business Group on Health, commented: "We are delighted to recognize Blue Cross and Blue Shield of Alabama for their innovative approach to employee, family and community health and well-being. Blue Cross is among an elite group of employers who are embracing well-being as an important part of their workforce strategy and working to construct a culture that promotes productivity, engagement and happiness. We congratulate Blue Cross and their leaders."

Winners of the 2017 *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 81 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit [AlabamaBlue.com](http://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<sup>®</sup>***

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 73 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](http://www.businessgrouphealth.org)