



How Healthy is Your Workplace?

With increasing evidence supporting health promotion programs in the workplace, more companies than ever are implementing health and wellness strategies to reduce injuries, health care costs and long-term disability.

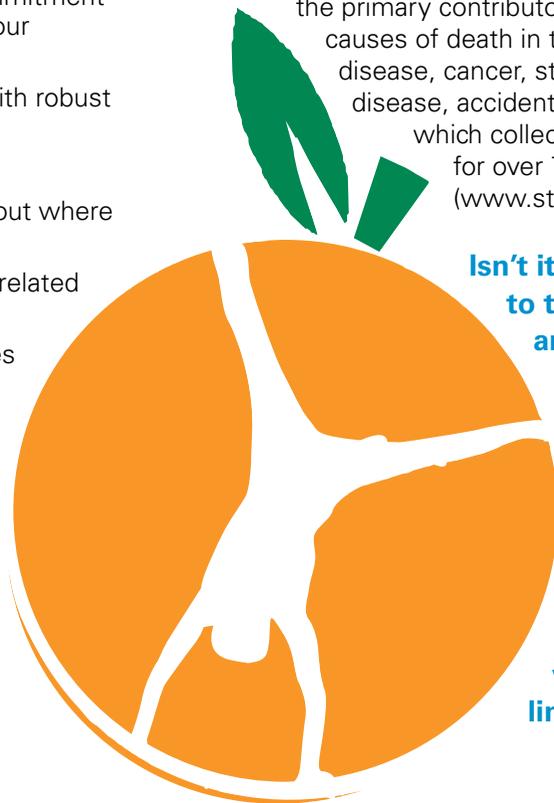
For many companies, medical costs can consume half of corporate profits—or more. Some employers look to cost sharing, cost shifting, managed care plans, risk rating, and cash-based rebates or incentives. But these methods merely shift costs. Only worksite health promotion stands out as the long-term answer for keeping employees well in the first place.

It is estimated that lifestyle-related chronic disease accounts for 70% of the nation's medical care costs. Unhealthy lifestyle is the primary contributor to the six leading causes of death in the US—heart disease, cancer, stroke, respiratory disease, accidents, and diabetes—which collectively account for over 70% of all deaths (www.stanford.edu).

Isn't it reason enough to think about an investment in your most important asset—your employees—and the impact this investment can have on your bottom line? We think so.

Reasons to engage in health promotion with your employees:

- Demonstrate the company's commitment to the health and well-being of your employees and families
- Potential for long term savings with robust wellness program
- Improved productivity
- Utilize data to make decisions about where to focus efforts
- Increased awareness of lifestyle related health risks
- Reinforce positive health practices
- Increased recognition of health coverage value
- Convenient health screenings
- Provide motivation to make behavioral changes
- Provide professional follow up and support
- Enhanced employee morale



HOW CAN BLUE HELP YOU?

First, we ask your company to:

- Form a Wellness Committee which meets periodically
- Develop a 3-5 year Wellness Plan with Senior Leadership commitment; provide a copy to Blue Cross and Blue Shield of Florida (BCBSF)
- Offer an annual Health Fair to employees, allowing employees to attend "on the clock" with an increase in participation yearly
- Market the Health Fair through company communication channels
- Provide adequate space, tables, and chairs for the health fair
- Communicate the importance of health promotion throughout the organization
- Work closely with your Worksite Wellness Coordinator after the Health Fair to provide on-going health promotion activities to your employees to create a culture that supports good health
- Participate in BCBSF Worksite Wellness Programs

Then, the BCBSF Worksite Wellness Team will:

- Provide marketing materials to publicize the health fair and health programs
- Invite all employees to participate in the Better You From Blue Personal Health Assessment (PHA)
- Provide PHA participants the following biometric screening:
 - Blood Glucose
 - Total Cholesterol, HDL, and HDL Ratio
 - Blood Pressure
 - Height, Weight and Body Mass Index Score
- Provide immediate triage of employees with "critical value" results
- Refer "at risk" employees to a BCBSF Health Care Program
- Provide an aggregate Executive Summary
- Partner to coordinate an on-going health promotion program