



Wellness Benefits For Your Valued Employees

Your resource for living a healthier life.



bcbsks.com/healthyoptions

HealthyOptions is a powerful set of services, tools and support neatly packaged to inspire your employees to be active and make informed lifestyle choices –

and it's all included as part of your company's health plan.

Building and supporting a culture of wellness can deliver results for your business and your employees. Workers that are healthy and maintain a positive outlook can lead your business to an even healthier bottom line. An effective worksite wellness program enhances your employees' wellness and can:

- Boost company morale
- Decrease stress
- Control your overall health care costs



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Hands-On Health Tools



Online Resources

Wellness Media Library – Blue Cross and Blue Shield of Kansas (BCBSKS) wellness media library provides a selection of health-related pre-recorded webinars, videos, articles, learning modules and other resource materials. Employees can document participation by answering questions at the end of each webinar, video or module, then printing a completion certificate. Visit bcbsks.com/livehealthy

Wellness through WebMD® – WebMD offers a wide selection of tools, information, recipes and support – all designed so your employees can live a healthier life.

Discounts through Blue365® – Exclusive discounts are offered in the following categories: fitness, healthy eating, lifestyle, personal care, financial health and wellness.

Healthy Lifestyles – Members have access to information about programs that emphasize healthy living, including smoking cessation classes and a walking exercise program.

Preventive Health Guide – A convenient chart helping members see what conditions men and women should be aware of as they age.

Related Resources – More than 60 health related websites are listed on the BCBSKS website.

Worksite Wellness

Health appraisals (HA) – Employees can discover areas of their lifestyle that may require improvement through an online appraisal offered by WebMD. Gauge the overall health status of your employees through aggregate HA reporting – also conducted by WebMD.

Wellness educational sessions and webinars – Our registered nurses present a variety of wellness topics to your employees onsite or via webinar. Offerings are available in the employer tools section of our website.

HealthyOptionsSM

Disease & Case Management

Disease Management – Our goal is to improve the overall health of members with chronic health conditions by providing them education, tools and one-on-one support. We work toward this goal by offering disease management programs focused on:

- Asthma
- COPD
- Diabetes
- Heart disease and heart failure
- High blood pressure and high cholesterol

Wellness Management – Our registered nurses provide coaching to members who are ready to stop using tobacco, lose weight or manage mild stress.

There are no referrals, no claim forms and no hassle. Participation in the disease and wellness management programs are strictly voluntary and confidential.

Health coaching by phone – Our registered nurses provide one-on-one support, coaching and education for employees participating in disease and wellness management programs.

Educational mailings – Disease and wellness management participants receive educational materials to supplement conversations they've had with their registered nurse.

Case Management – Case managers are registered nurses providing coordinated services to address the members' needs and available treatment options. Examples that may benefit from case management include complex wound management, head injuries and high risk pregnancies.

Designing better employee health

Blue Cross believes that changes in attitudes, behaviors and lifestyle can go a long way to supporting good health.

We'll work with you closely to ensure that your wellness program is designed for success.



Pharmacy

Guided Health – A sophisticated analytics platform, powered by Prime Therapeutics, our pharmacy benefits manager. Pharmacy and medical data are integrated to identify potential health- and cost-related issues. This data creates a complete picture of every member's drug therapy and medical information. Issues identified can include overuse or underuse of drugs, or unsafe drug use.

Preventive Services

Preventive Care – These services, as defined by the Affordable Care Act, are paid at 100% with NO deductible, copay or coinsurance. Some of the services include: routine screenings, preventive immunizations, well-woman visits/screenings and contraceptive methods. *(May not be applicable to grandfathered groups.)*

Behavioral Health

New Directions Employee Assistance Program – (offered for an additional fee) The Employee Assistance Program (EAP) gives your employees a performance boost. Services include financial and legal benefits, child and elder care referrals, work/life resources and short-term counseling.

Free Behavioral Health Screenings – Employees can take the New DirectionsSM free online behavioral health screening. In about three minutes they can see results assessing levels of risk for alcohol abuse, depression, stress and other behavioral health issues.

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Investing in your most
important asset:
Your employees.



Blue365® offers access to savings on items that Members may purchase directly from independent vendors, which are different from items that are covered under your policies with your local Blue company, its contracts with Medicare, or any other applicable federal healthcare program. To find out what is covered under your policies, call your local Blue company. The products and services described herein are neither offered nor guaranteed under your local Blue company's contract with the Medicare program. In addition, they are not subject to the Medicare appeals process. Any disputes regarding these products and services may be subject to your local Blue company's grievance process. Blue Cross Blue Shield Association (BCBSA) and local Blue companies may receive payments from Blue365 vendors. Neither any local Blue company nor BCBSA recommends, endorses, warrants or guarantees any specific Blue365 vendor or item.

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New Directions

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