BLUE CROSS® VIRTUAL WELL-BEING

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Blue Cross Blue Shield of Michigan
NIHCM Webinar, March 27, 2019
OBJECTIVES

Provide **background** and **context** for the development of Blue Cross® Virtual Well-Being

Provide **overview** of Blue Cross® Virtual Well-Being program
SMARTER, BETTER HEALTH CARE
Striking the right balance for employers and members

EMPLOYER NEEDS

- Better Managed Costs
- Improved Member Experience
- Healthier Employees

HOW WE DELIVER

- Tailored Network Solutions
- Improved Care in Every Community
- Personalized Engagement

ACHIEVED THROUGH PURPOSEFUL INNOVATION
Innovative programs to improve the health and well-being of members and assist employers with well-being strategies

Well-being: A focus on whole health including a member’s physical, financial, social and emotional health while also addressing perceptions of life.
WELL-BEING INCLUDES PERCEPTIONS OF LIFE
Healthy does not always equal happy, and vice versa

• Gallup Consulting in 2011 reviewed results of a global study on well-being which recorded people’s perceptions of daily and life evaluations and reported worldwide only 24% of people perceive themselves as thriving.

• The O.C. Tanner Institute's 2015 Health and Well-being study stated well-being is a measure of a person’s perception of how their life is going – whether it’s fulfilling and satisfying, whether they feel their best every day, and where their life is headed in the future.
HEALTH & WELL-BEING PROGRAMS

Blue Cross® Virtual Well-Being added to support employers and members

Virtual Well-being
- Tobacco coaching
- Engagement Center
- Integrated platform apps and tools
- 24-Hour Nurse Line
- Health assessment and digital assistants
  - Blue365®
  - Win by losing
  - AHealthierMichigan.org
- Reward tracking
- Challenges
- Text messaging
- Configurable platform
- Onsite coordinator
- Physician Health Screening
- Access
- E-gift cards
- Employer defined activity
- Weight management coaching
- Lifestyle coaching
- Fitbit fulfillment

The Society for Human Resource Management found companies with a robust well-being program are 2.5 times more likely to be viewed as a top performing organization.
VIRTUAL WELL-BEING PROGRAM DETAILS
• Groups and members register for webinars through bluecrossvirtualwellbeing.com.
• Groups and members can send questions or feedback to BlueCrossVirtualWell-Being@bcbsm.com.
DOWNLOADABLE CONTENT
Available during and after session on Virtual Well-Being landing page

Blue Cross® Virtual Well-Being

EMPLOYERS

Watch the Webinar

Kindness and Compassion in Work Life
A positive work environment that promotes kindness and compassion can improve your employees’ overall well-being. Learn more about the effects of a kind and compassionate workplace from Blue Cross® Virtual Well-Being coordinator Matt Wozny.

It’s important for everyone to take a moment out of their week to focus on themselves and destress.

RELATED RESOURCES

BLUE CROSS VIRTUAL WELL-BEING KINDNESS AND COMPASSION IN WORK LIFE EMPLOYER HANDOUT

BLUE CROSS VIRTUAL WELL-BEING KINDNESS AND COMPASSION IN WORK LIFE EMPLOYER POWERPOINT

BLUE CROSS VIRTUAL WELL-BEING WEEK 11 MEMBER EMAIL TEXT

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Learn More
VIRTUAL WELL-BEING BACKDROPS
Participants view mountains, beaches or tree landscapes during webinar