

Spend Blue Bucks on Worksite Wellness



An IBC funded worksite wellness program for new 51-99 customers

New 51-99 customers with effective dates beginning October 1, 2012 get a wellness worksite program for no additional cost! Every new business case will get Blue Bucks which can be spent on a variety of onsite and online wellness activities specifically designed for our Blue Solutions Plus customers, and designed to help you sell Blue Solutions Plus to groups with 51-99 employees.

How the program works

Worksite wellness is a multi-year program that provides onsite wellness services, a key component in lowering health care costs. Independence Blue Cross (IBC) manages all of the services your customers will receive. Using their Blue Bucks, your customer gets:

Year One

- onsite biometric screening, min. 30 employees
- complete analysis of biometric results, min. 50 employees
- customized worksite seminar, min. 25 employees
- onsite flu shot, min. 25 employees
- exclusive access to online wellness tools

Year Two

- all services available in the first year
- choice of a pedometer walking program or online wellness challenge

How worksite wellness benefits customers

Worksite wellness will help make your customer's employees healthier. For example, the biometric screening can identify members at risk for serious health conditions such as type 2 diabetes, stroke, and coronary artery disease. By bringing this service directly to the worksite, we can:

- increase medical cost savings through improved health;
- create a healthier, more positive workforce;
- develop health and wellness programs specifically designed for each employer and their employees;
- help employees understand the benefits of good health.



Promote our new worksite wellness program when selling Blue Solutions Plus to your mid-size groups. If you have any questions about this program, please contact your Independence Blue Cross account executive.



Independence Blue Cross is an independent licensee of the Blue Cross and Blue Shield Association.

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