



**READY
TO HELP**



Plan to keep your employees on the road to good health and lower health care costs

A guide for you to help employees understand their
Healthy *Blue Living*SM HMO plan and how it works

Prepare your employees to take the right steps and at the right time

As your employees use their benefits, they'll have questions about their plan and will look to you for answers. This guide offers a communication plan designed to inform and remind employees about their plan requirements, so they understand the right actions to take for lower out-of-pocket health care costs.

Convenient resources

What to know: A comprehensive toolkit at bcbsm.com/engage includes materials you can use to give employees an overview of their Healthy Blue Living plan requirements.

What to show: Brochures and videos explain the health assessment, health evaluation scores, qualification form and to-do list. Use the poster and email templates to direct employees to bcbsm.com/hbl, their go-to source for Healthy Blue Living.

BROCHURES

For employees

For you



Member guide



Weight management program guide



Administrator guide

FLYERS

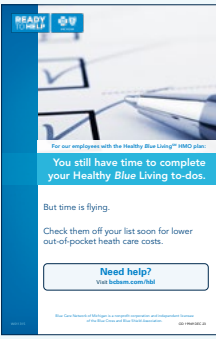


Tobacco Coaching program




Healthy Blue Living FAQ

POSTER




Reminder: There's still time

EMAIL TEMPLATES




Email 1 reminder

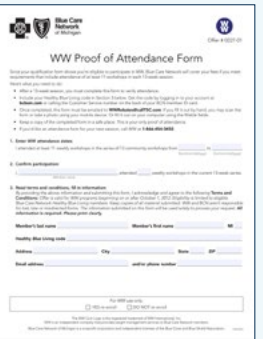


Email 2 reminder

FORMS




BCN Qualification Form




WW[®] Proof of Attendance form

HOW-TO VIDEOS

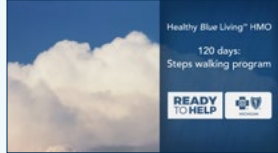
Download [these videos](#) that offer step-by-step instructions for completing to-do tasks:




Health Assessment




Qualification Form



Steps walking program



Tobacco Coaching program



WW[®] program

Mapping out a communications plan

What to know: Communicating regularly with your employees about their plan requirements gives them added support and lets them know you want them to succeed. And, employees who complete their requirements are more satisfied with their health care plan.

What to show: While we help your employees stay on track with reminders, you can help them stay on track, too. The following timeline serves as a guide for using your toolkit materials. Or tailor the timeline to your business based on what works best for engaging your employees.

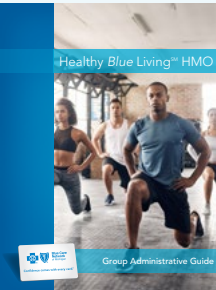




Week 1

Enrollment

Use the administrator guide to familiarize yourself with the plan and answer employees' questions.

Post these materials and videos on your internal website.



Share these materials with employees at virtual or in-person enrollment fairs.




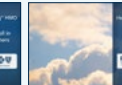






Week 6 and up to week 15

(After enrollment)

Reintroduce the Tobacco Coaching and Weight Management programs at virtual or in-person health fairs.

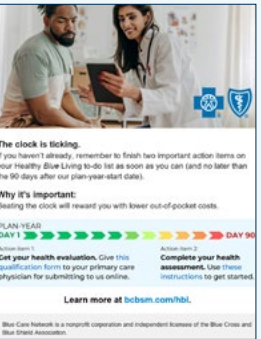
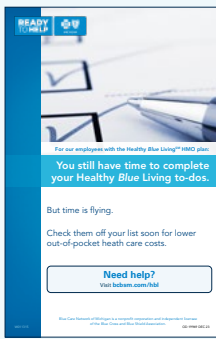



Week 8

Use email template 1 to remind employees to complete their to-dos.


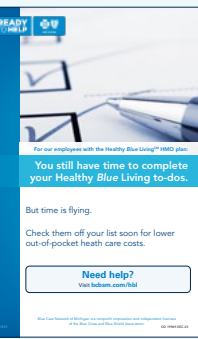
Post the reminder poster throughout the office to reinforce the email.

Week 12

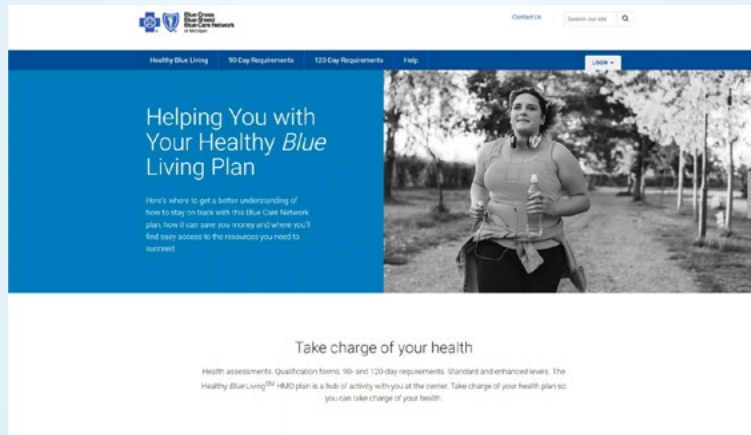
Use email template 2 to remind employees to enroll in a program.

Post the reminder poster throughout the office to reinforce the email.

Additional resources

Microsite



Visit bcbsm.com/hbl for instructional videos, forms and resources in one convenient spot.

Healthy *Blue* Living toolkit

Visit bcbsm.com/engage regularly as we update the toolkit with new resources.



WW is an independent company that provides weight management services to Blue Care Network members. Blue Care Network of Michigan is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.