

Win by Losing



Contest Details



Get in the game with the *Win by Losing* toolkit

Step 1: Visit bcbsm.com/yourhealth to access and download the materials from the *Win by Losing* toolkit.

Toolkit contents:

- Diet and exercise tips
- *Win by Losing* certificate
- *Win by Losing* newsletter template
- *Win by Losing* contest logo
- *Win by Losing* contest banner
- *Win by Losing* diet plan

Step 2: Announce and promote the competition to your employees by utilizing the toolkit and engaging them in a spirited contest for bragging rights. Make sure you announce the contest dates: August 30 to November 12, 2010.

Step 3: Distribute the diet and exercise plans from the toolkit to your employees.



**Blue Cross
Blue Shield
Blue Care Network**
of Michigan

Ready, set, get healthier

To get a head start on the competition, your employees should take the BlueHealthConnection® Succeed™ health assessment. If you have employees who are not Blues members, encourage them to take advantage of the diet plan found in the toolkit.

Your employees should follow these steps to complete the health assessment:

Step 1: Visit the website on the back of their Blues ID card and log in to Member Secured Services.

- Register for Member Secured Services, if they have not done so already. The Blues ID card has the information they'll need to register. Once they have registered, a personal identification number will be mailed to the postal address we have on record for them. Allow three to five days to receive this PIN in the mail.
- They should not use someone else's user name and password because the health assessment won't be recorded as theirs.

Step 2: Click on *Health and Wellness*. Then, click *Health Assessment*.

Step 3: Click *Start Now* to start the questionnaire.

Step 4: Complete each page of the assessment. Click *Save and Continue* at the bottom of each page to continue to the next page. If they need to go back to a previous page, click *Save and Go Back*. If they exit at any time, they can return later to complete the assessment. Any information entered will be saved if they click *Save and Continue* or *Save and Go Back* before they exit.

Step 5: Click *Submit*. We'll receive the answers to the questionnaire. Select *Click Here* to access the action plan.

Now your employees have the tools they need to take control of their health.

- A lifestyle score — a summary of their health behaviors
- A tailored action plan to help them meet their health goals
- Online coaching programs to support them while they make lifestyle changes

Step 6: After receiving their tailored action plan, they can use our online health coaching programs to get on their way to a healthier lifestyle.

Gather and submit your company's weight loss success

Step 1: Grab a scale and collect the starting weights of your employee contestants. Keep the results private.

Step 2: Add everyone's starting weight to find the starting point of your company.

Step 3: Begin weekly weigh-ins. We recommend setting a regular day and time to help your employees plan.

Step 4: Add up your company's collective weight loss each week and send it to winbylosing@bcbsm.com. You need to submit your weekly weight-loss results by 5 p.m. each Friday.

Weight loss leader board

Each week, we'll highlight the top companies across Michigan with the highest weight loss total on bcbsm.com/yourhealth.

Questions?

For more information about the *Win by Losing* contest, contact Patti Hoerner at 248-448-7752 or winbylosing@bcbsm.com.



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