



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

BLUE CROSS[®] VIRTUAL WELL-BEING

Cindy Bjorkquist, M.S., Director, Health & Well-Being

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



ACHIEVED
THROUGH
PURPOSEFUL
INNOVATION

HOW WE DELIVER



HEALTH & WELL-BEING PORTFOLIO

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.

BLUE CROSS® VIRTUAL WELL-BEING



VIRTUAL WELL-BEING PROGRAM DETAILS



VIRTUAL WELL-BEING LANDING PAGE



Blue Cross® Virtual Well-Being



EMPLOYERS

Live weekly webinars with a Virtual Well-Being coordinator focus on a variety of well-being topics with related downloadable content that can be used to help create a culture of well-being in the workplace.

[Webinars for Employers →](#)



MEMBERS

High-energy, live weekly webinars provide inspiration and motivation to help you improve your well-being.

[Webinars for Members →](#)



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- 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



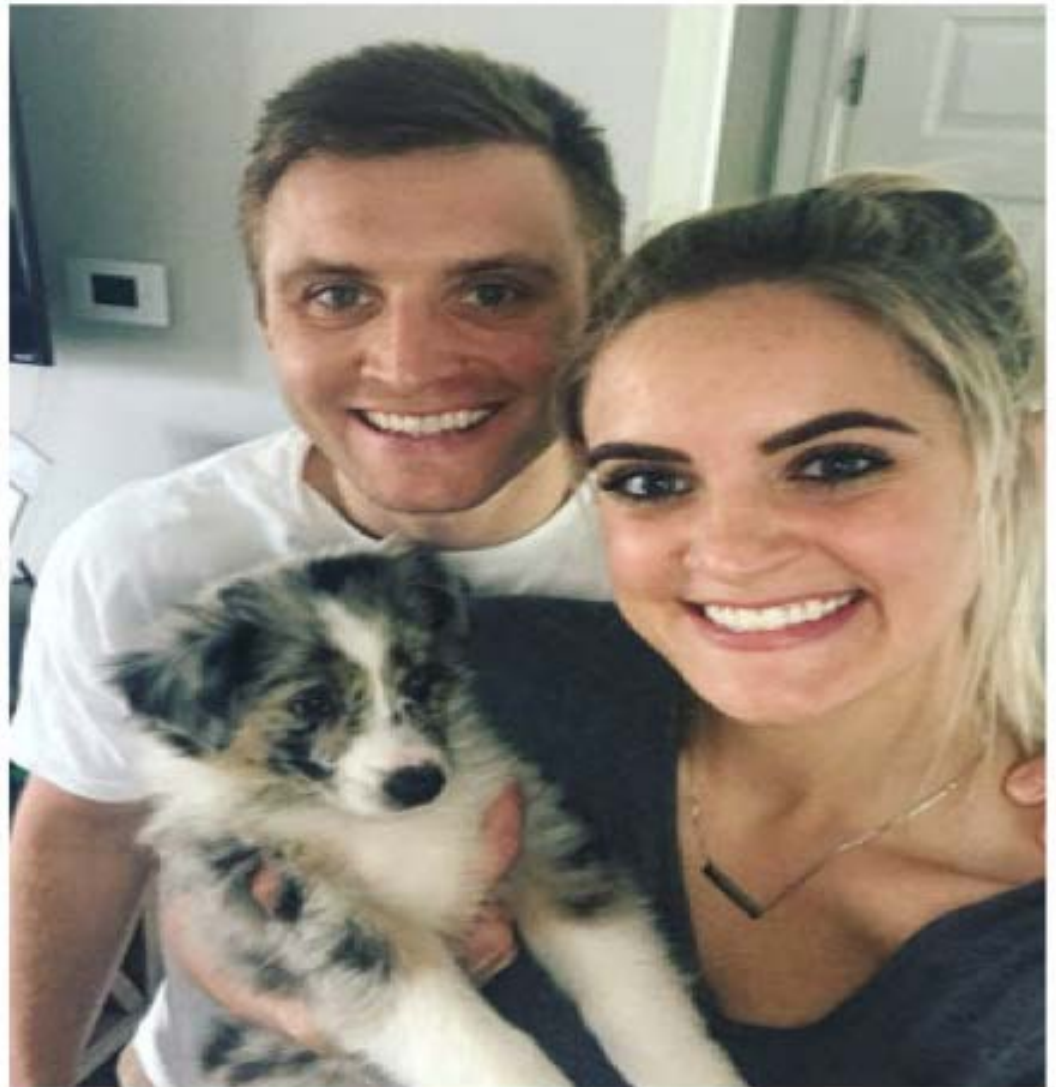
VIRTUAL WELL-BEING BACKDROPS

Participants view mountains, beaches or tree landscapes during webinar



VIRTUAL COORDINATOR

Matt Wozny,
his wife Jenna
and their dog
Sky



QUICK TIP OR MINDFUL MOMENT

Participants are greeted with a quick tip associated with the session topic



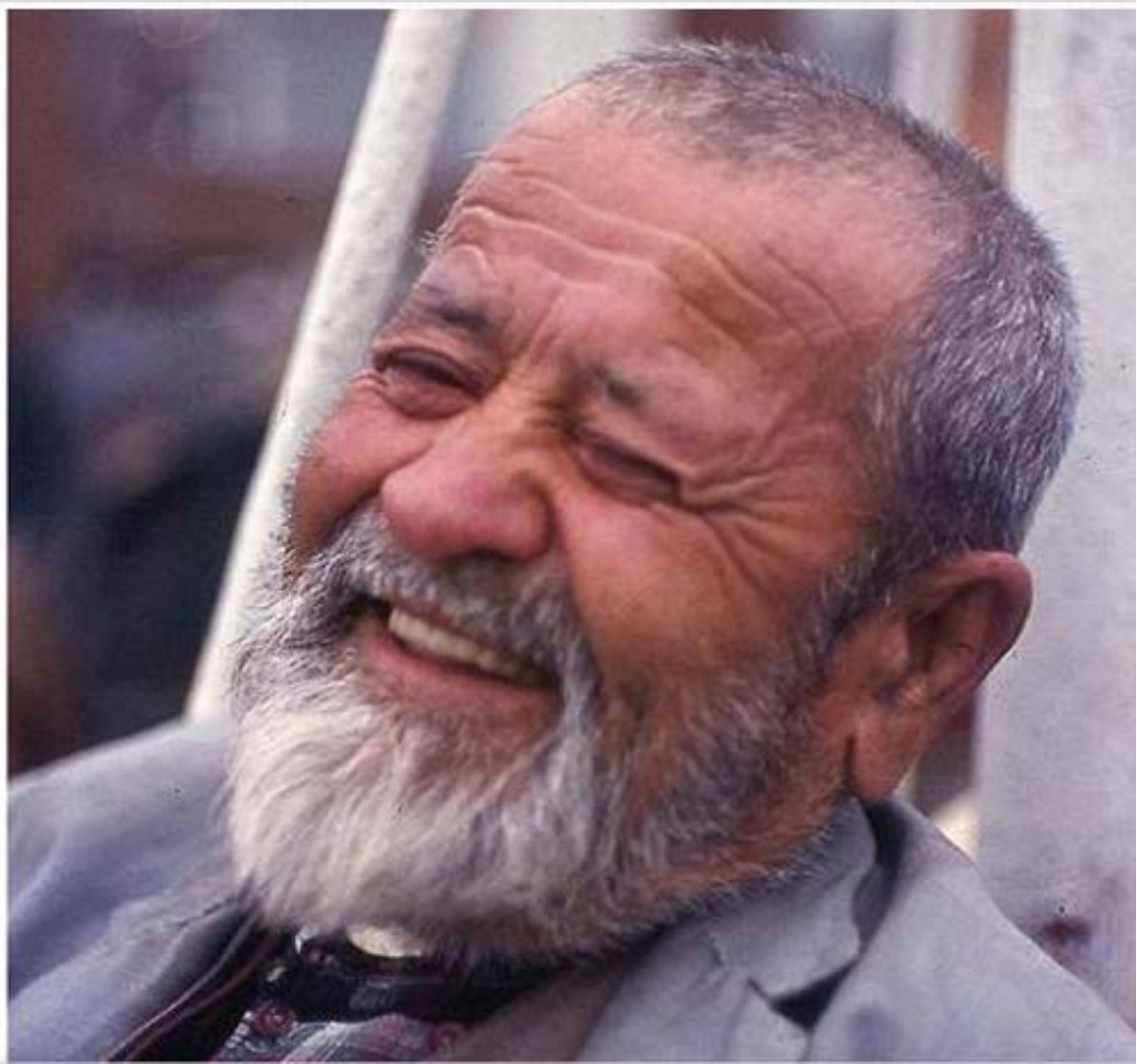
Quick tip:
Random acts of
kindness

QUICK TIP OR MINDFUL MOMENT

Each session begins with a mindful moment or quick tip

Be happy in the moment,
that's enough. Each moment is
all we need, not more.

– Mother Teresa



EMPLOYER AND MEMBER WEBINARS



Connecting with Others Improves Your Health and Life Expectancy



Creating a Culture of Well-Being



The Blue Cross® Health & Wellness Website: Health Assessment, Digital Health Assistant and My Pregnancy Assistant



How to Build an Emergency Fund



Ways to Manage Debt



Creating a Personal Budget



Helping Employees Find Work-Life Balance



Kindness and Compassion in Personal Life



Encouraging Your Leadership to Embrace Well-Being



Kindness and Compassion in Work Life



The Happiness Advantage



The Importance of Being Connected



Support Your Company's Culture of Well-Being



The Blue Cross® Health & Wellness Website: Personal Health Record, Mobile Apps, Health Trackers, and Device and App Connection Center



Finding Work-Life Balance

EMPLOYER AND MEMBER WEBINARS



Navigating Personal Challenges, Part 1



Being Mindful of Physical Health, Part 2



How to Be More Resilient



What is a Culture of Well-Being?



Community Well-Being: Encouraging Your Employees to Volunteer



Connect to Your Community for Physical and Mental Benefits



Mindfulness Matters, Part 2



Kindness and Compassion in Work Life



Social Well-Being: How to Connect in the Office



Help Prevent Employees from Living Paycheck to Paycheck



An Attitude of Gratitude



Tips to Help Your Employees Save for Short and Long-Term Goals



Supporting Employees with Personal Challenges, Part 1



Wellness to Well-Being, Part 2

REWIRING BRAIN TOWARDS KINDNESS

Current research is cited and examples are provided



Benefits of gratitude

Research shows people who have a high level of gratitude have:

- Strengthened cardiac and immune systems
- Decreased stress, anxiety, depression and headaches
- Higher levels of happiness
- Improved emotional intelligence
- Increased self-esteem

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

MARKETING AND PROMOTION

Marketing efforts reach multiple stakeholders to drive engagement

Well-Being Update



February well-being webinars focus on happiness, gratitude and more

Blue Cross® Virtual Well-Being can help you develop, deliver and enhance your company's culture of well-being with live, weekly webinars every Tuesday at 12 p.m. Eastern time and downloadable well-being content for use in your organization.

Use the links below to register for our February webinars, or go to bluecrossvirtualwellbeing.com to register for additional upcoming webinars, watch past webinars and download well-being content.

Introducing Blue Cross® Virtual Well-Being



Blue Cross® Virtual Well-Being and Blue Cross® Health & Wellness can help you and your organization create a culture of well-being. Our virtual well-being platform includes live, weekly webinars every Tuesday at 12 p.m. Eastern time and downloadable well-being content for use in your organization. Use the links below to register for our February webinars, or go to bluecrossvirtualwellbeing.com to register for additional upcoming webinars, watch past webinars and download well-being content.



Blue Cross® VIRTUAL WELL-BEING



Your guide on your journey to improved well-being

Let Blue Cross Virtual Well-Being guide your journey to a more fulfilling life with live weekly well-being webinars. They're short, high-energy and a great way to learn how to enhance your well-being.

Topics include:

- Happiness
- Social connectedness
- Financial wellness
- Emotional and physical health

Conveniently watch webinars on your computer, tablet or mobile phone.

Learn more, register or watch past webinars at bluecrossvirtualwellbeing.com. You'll also find informational materials to download and share.

"I'm so excited about this, I am so ready for this journey."
- Blue Cross Virtual Well-Being webinar attendee

Blue Cross® Health & Wellness and Blue Cross® Virtual Well-Being are proud sponsors and independent members of the Blue Cross and Blue Shield Foundation.

Webinar schedule for second quarter 2019



Coming Soon: New Blue Cross Virtual Well-Being Program

An important addition to our virtual well-being program is the program's new content and graphics. Learn more about the program's new content and graphics.

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Blue Cross® VIRTUAL WELL-BEING



Let Blue Cross Virtual Well-Being give you the guidance and support you need on your personal well-being journey.

Virtual Well-Being

• Features short, high-energy, live webinars every Tuesday at noon Eastern time.

• Provides an affordable, easy-to-use well-being tool.

• Topics include mental health, wellness, social connectedness, emotional health, financial wellness, physical health, gratitude, meditation and more.

• Offers informational materials you can download to use and share.

Conveniently watch Virtual Well-Being webinars on your computer, tablet or mobile phone.

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Blue Cross® VIRTUAL WELL-BEING

Webinar schedule for second quarter 2019

Employer webinars

April 2, 2019:
The Importance of Financial Wellness at the Workplace

April 9, 2019:
The Blue Cross® Health & Wellness Platform: Health Assessment, Digital Health Assistant and My Program Assistant

April 16, 2019:
Social Well-Being: How Having Friends at Work Matters!

April 23, 2019:
Social Well-Being: How to Connect in the Office

April 30, 2019:
Employee Debt and its Impact on Well-Being

May 7, 2019:
The Blue Cross® Health & Wellness Platform: Personal Health Record, Mobile Apps, Health Trackers, and Device and App Connector Center

May 14, 2019:
What is a Culture of Well-Being?

May 21, 2019:
Creating a Culture of Well-Being

May 28, 2019:
Help Present Employees from Going Feedback to Payback

June 4, 2019:
Community Well-Being: Encouraging Your Employees to Volunteer

June 11, 2019:
Supporting Employees with Personal Challenges, Part 1

June 18, 2019:
Supporting Employees with Personal Challenges, Part 2

June 25, 2019:
Tips to Help Your Employees Save for Short- and Long-Term Goals

July 2, 2019:
Helping Employees Find Work-Life Balance

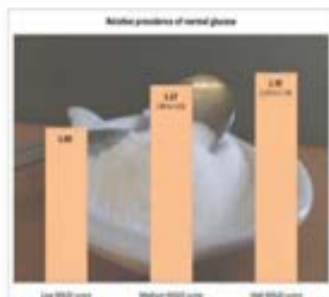
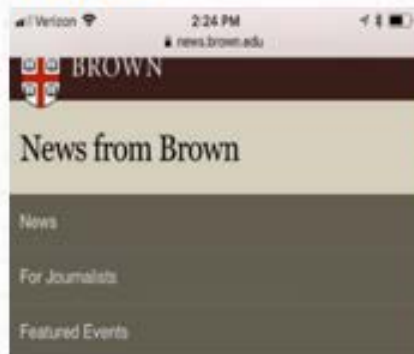
Helpful information

Log in at blcc.com to see a personal snapshot of your coverage. You can see your recent claims, deductible and out-of-pocket balances, and other information. To avoid clutter, sign up for important email notifications. We'll send you an email when a new statement is ready to view. It's easy to log in at blcc.com to log in.

Blue Cross Virtual Well-Being offers guidance and support on your personal well-being journey. It features short, high-energy, live webinars every Tuesday at noon Eastern time. Topics include mental health, wellness, social connectedness, emotional health, financial wellness, physical health, gratitude, meditation and more. Watch webinars on your computer, tablet or mobile phone. Register for upcoming well-being webinars, watch past webinars or download materials at bluecrossvirtualwellbeing.com.

MINDFULNESS AND MEDITATION TRAINING

Growing body of research for treating depression, insomnia to glucose levels



Mind your glucose

Volunteers in a study who scored higher on the Mindfulness Awareness Attention Scale (MAAS), had a higher likelihood of having normal glucose levels (ranges reflect intervals of 95 percent confidence).

Brown University

Home » Harvard Health Blog » Mindfulness meditation helps fight insomnia, improves sleep - Harvard Health Blog

Mindfulness meditation helps fight insomnia, improves sleep



POSTED FEBRUARY 18, 2015, 3:38 PM, UPDATED DECEMBER 22, 2015, 3:23 PM

Julie Corliss, Executive Editor, *Harvard Heart Letter*

If you've ever crawled under the covers worrying about a problem or a long to-do list, you know those racing thoughts may rob you of a good night's sleep.

Sleep disturbances, like having a hard time falling asleep or staying asleep, affect millions of Americans.



The daytime sleepiness that follows can leave you feeling lousy and sap your productivity, and it may even harm your health. Now, a small study suggests that mindfulness meditation — a mindfulness practice that focuses on

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Jan 01, 2015 · [APA Staff](#) · [Comments \(0\)](#)

Mindfulness Practices May help Treat Many Mental Health Conditions

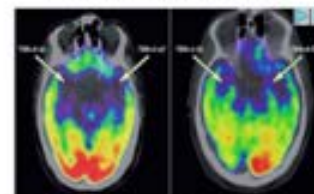
The practice of mindfulness is linked to wide-ranging health benefits and has gained tremendous popularity in recent years as a strategy for self-care.

What is mindfulness? UCLA Mindful Awareness Research Center defines mindful awareness as "paying attention



On June 3, 2013 researchers at Wake Forest Baptist Medical Center published a [study](#) titled "Neural Correlates of Mindfulness Meditation-Related Anxiety Relief" in the journal *Social Cognitive and Affective Neuroscience* which identifies brain regions activated by mindfulness meditation.

ARTICLE CONTINUES AFTER ADVERTISEMENT



1 Herb for Social Anxiety

New Study Reveals 1 Weird Compound that Relieves Social Anxiety in 30 Mins.

Anxiety is a cognitive state connected to an inability to regulate your emotional responses to perceived

Everyday mindfulness linked to healthy glucose levels



PROGRAM ENHANCEMENT

Weekly Wednesday meditation sessions

Gratitude
Body Scan
Walking
Relieving Stress
Compassion
Loving Kindness
Focus
Body Breathing
Anxiety Release
Friendship



Meditation is the practice of reaching ultimate consciousness and concentration — to acknowledge the mind and self-regulate it for growth.

POSITIVE MEMBER FEEDBACK

"I thoroughly enjoyed yesterday's webinar."

"Hi Matt - I've enjoyed your enthusiasm during the webinars and am pleased that BCBSM finally got on board with this type of information for its members."

"I'm so excited about this. I am so ready for this journey"

"I'm gonna be as sweet as suga now!"

"I loved this webinar and look forward to next week's Happiness Advantage. I practiced yoga last year and learned the mindfulness technique, but I had forgotten all I learned. This was a great reminder and good tips to incorporate into my daily routine. I feel better already!"

"Yesterday was my 3rd session and I have enjoyed them all!"

"Sign me up for more!"

"Hello, I wanted to say that I loved the webinar. The presenter was very knowledgeable with the subject and did a great job presenting the information. I loved the information that he pulled from the studies."

"Yes, it was a very nice webinar and very informative."

"The presentation was great today."

"Great Webinar."





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THANK YOU