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

- Better Managed Costs
- Improved Member Experience
- Healthier Employees

HOW WE DELIVER

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

Achieved through purposeful innovation
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.
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.

Looking for future webinars?
Mark your calendar for our upcoming monthly webinars.

Learn More
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
- Finding Work-Life Balance
- The Blue Cross® Health & Wellness Website: Personal Health Record, Mobile Apps, Health Trackers, and Device and App Connection Center
EMPLOYER AND MEMBER WEBINARS

Navigating Personal Challenges, Part 1
Being Mindful of Physical Health, Part 1
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
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
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 learn more.

Introducing Blue Cross® Virtual Well-Being

Virtual Well-Being:

- Practice short, high-energy live webinars every Monday at noon Eastern time
- Focus on a different well-being theme each week
- Topics include mindfulness, social connectedness, emotional health, physical health, gratitude, mind and more
- Offers on-demand materials you can download to save and share

Coming Soon: New Blue Cross Virtual Well-Being Program

Let Blue Cross Virtual Well-Being guide your journey to a more fulfilling life with live weekly webinars. Join us and share the journey; together we're stronger, 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.

Webinar schedule for second quarter 2019

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<tr>
<th>Date</th>
<th>Title</th>
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<tr>
<td>April 3, 2019</td>
<td>The Importance of Financial Wellness at the Workplace</td>
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<td>April 9, 2019</td>
<td>The Blue Cross Health &amp; Wellness Platform: Health Assessment, Digital Health Assessment and My Pregnancy Assistant</td>
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<td>April 10, 2019</td>
<td>Social Well-Being: Close Friends at Work Matter?</td>
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<td>April 15, 2019</td>
<td>Social Well-Being: How to Connect in the Office</td>
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<td>April 30, 2019</td>
<td>Employee Debt and its Impact on Well-Being</td>
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<td>May 7, 2019</td>
<td>The Blue Cross Health &amp; Wellness Platform: Personal Health Record, Mobile Apps, Health Tackers, and Demos and App Connection Center</td>
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<td>May 14, 2019</td>
<td>What is a Culture of Well-Being?</td>
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<td>Creating a Culture of Well-Being</td>
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<td>May 28, 2019</td>
<td>Helping Employees from Using Facebook to Facebook</td>
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<td>June 4, 2019</td>
<td>Community Engagement: Encouraging Your Employees to Volunteer</td>
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<td>June 11, 2019</td>
<td>Supporting Employees with Personal Challenges, Part 1</td>
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<td>June 18, 2019</td>
<td>Supporting Employees with Personal Challenges, Part 2</td>
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<td>June 25, 2019</td>
<td>Tips to Help Your Employees Save Short- and Long-Term Goals</td>
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<td>July 2, 2019</td>
<td>Helping Employees Find Work-Life Balance</td>
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Helpful Information

Log in at Velociteo to view an individual snapshot of your coverage. You can see your recent costs, details, and your eligibility at any time. To activate sign-up for paperless EOB statements. We'll send you an email when a new statement is ready to view. It's easy — simply go to velociteo.com in 24 hours.

Blue Cross Virtual Well-Being offers guidance and support on your personal well-being journey. It includes live, high-energy webinars and the opportunity to email virtual health coaches, view online tools, receive social connectedness, emotional health, financial wellness, physical health and gratitude webinars on your computer, tablet or mobile phone. Designed for ongoing well-being webinars, view past webinars or download materials at bluecrossvirtualwellbeing.com
MINDFULNESS AND MEDITATION TRAINING

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

Mindfulness meditation helps fight insomnia, improves sleep

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.

Mindfulness and Meditation

1. Everyday mindfulness linked to healthy glucose levels
2. 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).
3. 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.
4. 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 mind-body practice that focuses on...
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.”
THANK YOU