

wellness blue cross blue shield

Wellness Blue Cross Blue Shield: Your Guide to a Healthier You

Are you a Blue Cross Blue Shield (BCBS) member looking to improve your well-being? Feeling overwhelmed by the sheer volume of wellness programs available? This comprehensive guide dives deep into the world of Wellness Blue Cross Blue Shield, unraveling the programs, benefits, and resources designed to help you achieve your health goals. We'll explore everything from preventative care and mental health support to fitness programs and personalized health coaching, all within the framework of your BCBS plan. Get ready to unlock the full potential of your health insurance and embark on your journey towards a healthier, happier you!

Understanding Your BCBS Wellness Benefits: More Than Just Preventative Care

Many people associate health insurance with doctor visits and emergency care. But BCBS goes far beyond that, offering a robust suite of wellness programs designed to proactively improve your health and prevent future issues. The specific programs and benefits offered vary depending on your plan, your location, and your employer. However, most BCBS plans include a core set of wellness initiatives, and understanding these is the first step to maximizing your benefits.

Key areas to explore in your plan include:

Preventative Care: This is the foundation of most wellness programs. BCBS typically covers routine checkups, screenings (like mammograms, colonoscopies, and cholesterol checks), and vaccinations at little to no cost. These are crucial for early disease detection and prevention. Don't underestimate the power of regular preventative care!

Health Coaching and Resources: Many plans offer access to personalized health coaching, either through phone consultations or online platforms. These coaches can help you set realistic health goals, track your progress, and provide support and guidance along the way. They can also connect you with additional resources and information relevant to your specific needs.

Mental Health and Wellness: Your mental health is just as important as your physical health. Look into your BCBS plan for coverage related to mental health services, including therapy, counseling, and potentially medication management. Many plans also offer resources like apps and online programs focused on stress reduction and mindfulness.

Fitness and Wellness Programs: Some BCBS plans offer discounts or subsidies for gym memberships, fitness

classes, or wellness apps. These can significantly contribute to your overall well-being and help you achieve your fitness goals. Check your plan details to see what's available in your area.

Finding Your BCBS Wellness Resources: A Step-by-Step Guide

Navigating the world of health insurance benefits can be confusing. To access your specific Wellness Blue Cross Blue Shield resources, follow these steps:

1. Log in to your member portal: Most BCBS plans have a secure online portal where you can access your member information, including details on your wellness benefits.
1. Explore the wellness section: The portal should have a dedicated section on wellness programs, often labeled "Wellness," "Health & Wellness," or something similar.
1. Review your plan details: Carefully examine the specifics of your plan to understand what services are covered, any limitations, and how to access them.
1. Contact customer service: If you have any questions or difficulties finding the information you need, don't hesitate to contact your BCBS customer service department. They are there to help!
1. Utilize available tools and resources: Once you identify the available resources, take advantage of them! This might involve scheduling a health coaching session, utilizing a wellness app, or booking a preventative care appointment.

Maximizing Your Wellness Blue Cross Blue Shield Plan: Proactive Steps

Don't just passively accept your benefits; actively engage with them! Here are some proactive steps to maximize your Wellness Blue Cross Blue Shield experience:

Schedule regular checkups: Preventative care is your first line of defense against many health problems. Schedule those annual checkups and screenings!

Utilize health coaching services: Connect with a health coach to create a personalized plan that aligns with your goals and needs.

Explore mental health resources: Don't hesitate to seek support for your mental health. BCBS offers many resources to help you manage stress, anxiety, and depression.

Take advantage of fitness benefits: Make use of any discounts or subsidies for fitness programs to support your physical well-being.

Track your progress: Monitor your health metrics and celebrate your successes along the way.

The Long-Term Value of Wellness Blue Cross Blue Shield

Investing in your well-being is an investment in your future. By actively participating in your Wellness Blue Cross Blue Shield programs, you're not only improving your current health but also reducing your long-term risk of chronic diseases. This translates to a better quality of life, increased productivity, and potentially lower healthcare costs in the long run.

Conclusion:

Your Wellness Blue Cross Blue Shield benefits offer a wealth of opportunities to improve your health and well-being. By taking a proactive approach and actively engaging with the resources available, you can unlock the full potential of your plan and create a healthier, happier future. Don't let these valuable benefits go unused – start exploring your options today!

FAQs:

1. Do all Blue Cross Blue Shield plans offer the same wellness benefits? No, the specific wellness programs and benefits vary depending on your plan, location, and employer. It's crucial to review your individual plan details.
1. How do I find out what wellness programs are available under my BCBS plan? Log in to your member portal, look for a section on wellness or health benefits, and carefully review the provided information.

1. What if I need help understanding my wellness benefits? Contact your BCBS customer service department for assistance. They are there to answer your questions and guide you through the process.

1. Are there any cost-sharing requirements for wellness programs? Some programs may have cost-sharing requirements, while others are entirely covered. Review your plan documents for details.

1. Can I use my wellness benefits to access telehealth services? Many BCBS plans offer telehealth benefits as part of their wellness programs. Check your plan's specifics for details on coverage and eligibility.

wellness blue cross blue shield: Total Wellness Rikimah Glymph, 2022-08-24 Living in a rapidly changing world, Millennials and Generation Z are struggling to find balance in life: balance between the professional and the personal, between friends and family, and between relaxation and realizing their future goals or finding their life purpose. The expectations society puts on them are stifling, and their well-being is suffering because of it—but it doesn't have to be this way. This book is dedicated to helping the younger generations overcome their wellness challenges and find their unique life balance, regardless of their race, gender, or sexual orientation. Through comprehensive explanations of emotional, physical, environmental, social, and even spiritual wellness, Total Wellness provides a step-by-step guide to improving the lives of younger generations as they take the first steps to independence. They, as we all, need all the background knowledge they can get to help them prepare for the bright but unpredictable future ahead of them.

wellness blue cross blue shield: Workplace Wellness Case Studies Healthcare Intelligence Network, 2006-03 The growth and market adoption of consumer-driven healthcare continues to drive health plans and employers to develop more widespread member and employee health improvement initiatives. Workplace Wellness Case Studies: Tactics To Promote Health and Reduce Risk looks at what's working in health plan wellness and health promotion programs—award-winning and unique efforts, best practices, ROI, and lessons learned. Starting with case studies of health improvement innovations in place at three national health plans, this report then delves into two parallel tactics that are gaining ground among employers: pitting departments against each other in a friendly competition for the healthiest workers and rewarding employees for healthy lifestyle choices. Both the game plan for healthy workplace competition and a profusion of winning ideas for incentives are profiled here. You'll get case studies from some of the pioneers in wellness programming, including American Cast Iron Pipe Company, Excellus Blue Cross Blue Shield, Health Alliance Plan, HealthPartners, Meridian Health System, Texas Health Resources and Washoe County School District. You'll get details on: Analyzing the outcomes for a program run by Highmark to reverse heart disease; Formatting a wellness team; Designing incentives to increase wellness

program participation; Evaluating the payback on wellness programs; Targeting your marketing to multiple audiences; Using health coaches in wellness programs; and Ensuring your wellness program's compliance with HIPAA.

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wellness blue cross blue shield: *The New Wellness Revolution* Paul Zane Pilzer, 2012-06-12 Read the Preface, Introduction, and Chapter 1 at thewellnessrevolution.paulzanepilzer.com. Five years ago, Paul Zane Pilzer outlined the future of an industry he called "wellness" and showed readers how they could get in on the profitable bottom floor. *The New Wellness Revolution*, Second Edition includes more guidance and business advice for entrepreneurs, product distributors, physicians, and other wellness professionals. It's an industry that will only grow, so get in while you can.

wellness blue cross blue shield: Encyclopedia of Wellness [3 volumes] Sharon K. Zoumbaris, 2012-06-06 This wide-ranging encyclopedia addresses our rapidly changing understanding of health and wellness, providing a collection of essays that are up-to-date and

comprehensive in both scope and breadth. *Encyclopedia of Wellness: From Açai Berry to Yo-Yo Dieting* offers expert advice to anyone seeking information on a condition or illness. More than that, however, this three-volume resource is a compendium of practical information on how to reduce poor health choices and live a healthy, active, vibrant life. A source of basic, easily understandable entries on health and wellness, the encyclopedia covers an extraordinarily broad array of health-related topics including acupuncture, art therapy, biofeedback, food additives, nutrition labels, organic foods, and workplace wellness. Bulimia is covered, as are depression, autism, cancer, and environmental hazards. Essays examine issues related to healthy living for the mind and the body, stressing the importance of the mind-body connection to good health. Information is also offered on practical concerns such as medical savings accounts, changes in medical insurance, and the U.S. health care system. Throughout, the encyclopedia presents knowledge gleaned from new research on treatment and especially on choices in nutrition and exercise.

wellness blue cross blue shield: The Wellness Project Phoebe Lapine, 2017-05-16 For those battling autoimmune disease or thyroid conditions—or just seeking healthy life balance—the voice behind the popular blog Feed Me Phoebe shares her yearlong investigation of what truly made her well. After she was diagnosed with an autoimmune disease in her early twenties, Phoebe Lapine felt overwhelmed by her doctor's strict protocols and confused when they directly conflicted with information on the bestseller list. After experiencing mixed results and a life of deprivation that seemed unsustainable at best, she adopted 12 of her own wellness directives—including eliminating sugar, switching to all-natural beauty products, and getting in touch with her spiritual side—to find out which lifestyle changes truly impacted her health for the better. *The Wellness Project* is the insightful and hilarious result of that year of exploration—part memoir and part health and wellness primer (complete with 20 healthy recipes), it's a must-read not just for those suffering from autoimmune disease, but for anyone looking for simple ways to improve their health without sacrificing life's pleasures.

wellness blue cross blue shield: Mental Wellness Programs for Employees R.H. Egdahl, D.C. Walsh, W.B. Goldbeck, 2012-12-06 Address to the Conference on Employee Mental Wellness by Walter B. Wriston, Chairman, Citicorp The mental well-being of employees is a subject of fundamental importance to each of us, our companies, our professions, and the nation. Both the Washington Business Group on Health and Boston University's Center for Industry and Health Care should be commended for the timely initiative this conference represents. I hope it will become an ongoing effort to improve the mental health services to the nation's private sector workers and their dependents. I have had a deep interest in the delivery of health care for a long time, both from the perspective of a major employer and from my participation in the governance of New York Hospital-Cornell Medical Center. It has also been my privilege to chair the Business Round table's Task Force on Health and to serve on the President's Labor Management Committee which, among other things, has been working on health care problems. This experience obviously does not give me any claim to special expertise on the issue of mental health. It may prove helpful, however, as we work together formulating our thoughts about the nation's health system, the role of industry, and where the mental health issue fits into the picture.

wellness blue cross blue shield: The Wellness Tree Justin O'Brien, Swami Jaidev, 2000 From the self-care expert who teaches wellness to doctors, comes the handbook of optimal wellness. Dr. Justin O'Brien, who has taught wellness for twenty-five years, wrote the first edition of this breakthrough primer in 1990. This is the new third edition which continues to help readers change their lives. Rich in ancient tradition and current mind research, *The Wellness Tree* challenges you to transform ordinary health and ensuing decline into powerful possibilities for rejuvenation and awakened consciousness.

wellness blue cross blue shield: Workplace Wellness that Works Laura Putnam, 2015-06-08 A smarter framework for designing more effective workplace wellness programs *Workplace Wellness That Works* provides a fresh perspective on how to promote employee well-being in the workplace. In addressing the interconnectivity between wellness and

organizational culture, this book shows you how to integrate wellness into your existing employee development strategy in more creative, humane, and effective ways. Based on the latest research and backed by real-world examples and case studies, this guide provides employers with the tools they need to start making a difference in their employees' health and happiness, and promoting an overall culture of well-being throughout the organization. You'll find concrete, actionable advice for tackling the massive obstacle of behavioral change, and learn how to design and implement an approach that can most benefit your organization. Promoting wellness is a good idea. Giving employees the inspiration and tools they need to make changes in their lifestyles is a great idea. But the billion-dollar question is: what do they want, what do they need, and how do we implement programs to help them without causing more harm than good? *Workplace Wellness That Works* shows you how to assess your organization's needs and craft a plan that actually benefits employees. Build an effective platform for well-being Empower employees to make better choices Design and deliver the strategy that your organization needs Drive quantifiable change through more creative implementation Today's worksite wellness industry represents a miasma of competing trends, making it nearly impossible to come away with tangible solutions for real-world implementation. Harnessing a broader learning and development framework, *Workplace Wellness That Works* skips the fads and shows you how to design a smarter strategy that truly makes a difference in employees' lives—and your company's bottom line.

wellness blue cross blue shield: *Population Health: Creating a Culture of Wellness* David B. Nash, Alexis Skoufalos, Raymond J. Fabius, Willie H. Oglesby, 2019-11-11 Since the passage of the Affordable Care Act, the field of population health has evolved and matured considerably. Improving quality and health outcomes along with lowering costs has become an ongoing focus in delivery of health care. The new Third Edition of *Population Health* reflects this focus and evolution in today's dynamic healthcare landscape by conveying the key concepts of population health management and examining strategies for creating a culture of health and wellness in the context of health care reform. Offering a comprehensive, forward-looking approach to population health, the Third Edition's streamlined organization features 14 chapters divided among 3 major sections: Part I - Population Health in the U.S.; Part 2 -The Population Health Ecosystem: and Part 3 - Creating Culture Change.

wellness blue cross blue shield: *Make Workplace Wellness Programs Work for Your Company*, 1990

wellness blue cross blue shield: *Promoting Health Literacy to Encourage Prevention and Wellness* Institute of Medicine, Board on Population Health and Public Health Practice, Roundtable on Health Literacy, 2011-12-01 Health literacy has been shown to affect health outcomes. The use of preventive services improves health and prevents costly health care expenditures. Several studies have found that health literacy makes a difference in the extent to which populations use preventive services. On September 15, 2009, the Institute of Medicine Roundtable on Health Literacy held a workshop to explore approaches to integrate health literacy into primary and secondary prevention. *Promoting Health Literacy to Encourage Prevention and Wellness* serves as a factual account of the discussion that took place at the workshop. The report describes the inclusion of health literacy into public health prevention programs at the national, state, and local levels; reviews how insurance companies factor health literacy into their prevention programs; and discusses industry contributions to providing health literate primary and secondary prevention.

wellness blue cross blue shield: *Jump Start Health! Practical Ideas to Promote Wellness in Kids of All Ages* David Campos, 2015-04-18 This dynamic resource will help classroom teachers jump start their students on a path to a healthy lifestyle. The author helps us understand the obesity crisis and offers practical ideas for incorporating wellness initiatives into the elementary curriculum. Each idea presented has a clear learning objective, addresses federal health standards, and includes a step-by-step approach with activities for the classroom. This hands-on, comprehensive book provides a set of tools that will help teachers and health practitioners improve the eating habits and

exercise patterns of youngsters nationwide. Unlike other health curricula, *Jump Start Health!* is unique because it provides teaching materials that: Ask a range of critical thinking questions. Encourage collaboration and community building. Embody the National Education Standards and National Health Standards. David Campos is an associate professor of education at the University of the Incarnate Word in San Antonio, Texas. "In the rich tradition of a child-centered curriculum, David Campos presents a useful, comprehensive, and clear resource for keeping children physically and psychologically healthy. Providing a rich context for a 'well being' perspective, he guides teachers, parents, and the community through understanding the necessity for all adults to ensure a nurturing environment for every age child." —Mari Koerner, Professor and Dean, Mary Lou Fulton Teachers College, Arizona State University "This how-to manual is a panoply of original lesson plans and practical strategies for eradicating the poor dietary and exercise habits that are diminishing the health and wellness of our society. This book is a definitive guide for restoring and maintaining one of our most precious commodities: the health and well-being of our children." —La Vonne I. Neal, Northern Illinois University, Dean, College of Education "Dr. Campos has made a valuable contribution to the national discussion regarding how we, as a country, can effectively address the evolving tragedy of the childhood obesity epidemic." —Norman H. Chenven, M.D., Founder & CEO, Austin Regional Clinic

wellness blue cross blue shield: *Wellness East & West* Kathleen F. Phalen, 2012-10-23 In *Wellness East & West: Achieving Optimum Health through Integrative Medicine*, Kathleen F. Phalen explores the blending of the most effective aspects of medical practices from both sides of the globe. And it is not in curing but rather in healing discovered through integrating these polar medical practices that leads those suffering to a more peaceful place, a place where the heart is healed. Phalen gives us case studies on survivors of AIDS and ovarian cancer. Yoga, guided imagery, and meditation are combined with a daily dose of medication or a weekly session of chemotherapy to provide healing beyond what western medicine alone can offer. Kathleen masterfully joins the hemispheres by revealing the herbs and diet to ease everything from the common cold to cancer. Practical as well as informative, Phalen urges us to be active participants in our own health care. Here you can learn how to take your superficial and deep pulse to discover the efficiency of your organs. To gain further insight into your condition, read the color of your tongue. Most importantly, return to the basics of looking, listening and feeling to lead you and your physician to diagnosis and treatment.

wellness blue cross blue shield: *Wellness and Physical Therapy* Fair, Sharon Elayne Fair, 2010-10-22 The focus of *Wellness and Physical Therapy* will be the application of wellness, particularly fitness wellness, to the practice and profession of physical therapy. The book addresses all items related to wellness in the Normative Model of Physical Therapist Professional Education: Version 2004, the Guide to Physical Therapist Practice, and APTA's Education Strategic Plan. The text consists of foundational knowledge, theoretical models, empirical research and application of material to physical therapy practice. Evidence-based practice is emphasized through a mixed approach of formalist and reader-response. An important text for all physical therapy students! Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition.

wellness blue cross blue shield: *Making a Difference* Rebecca Meehan, John Sharp, 2023-08-31 *Making a Difference: Careers in Health Informatics* addresses everyday questions from people interested in working in health informatics. Typically, this includes people who work in health care, computer and technology fields, information science, finance / insurance and related areas. The book aims to tell students about various jobs that exist in the health informatics field, what credentials they need to qualify for those jobs, and a brief description about what people in those roles tend to do every day. As faculty members teaching in a Master of Science in Health Informatics program, the authors say that they are fortunate to have eager, bright, and talented graduate students who are invested in related health informatics areas. This could be their experiences in medicine, nursing, clinical care, software engineering, finance, business, library science, data

science, or caregiving. Common questions we hear from our students that may be similar to questions among readers include: 'what jobs are out there?', 'what can I do with this degree?' or 'what does a health informatics specialist do?' This book aims to answer some of these questions with a look into a day in the life of people working in this field. The book examines career options, roles, and skill sets important in health informatics across 6 related industries. We want readers to realize that their skills and interests can apply in many areas of the field, not exclusively hospitals. This book highlights 6 unique work segments (hospital systems, long term care, health IT / consumer health organizations, government, consulting, and payer / insurance companies) into which readers may look to expand their career opportunities. The hope is that this book will provide insight into career opportunities students and professionals may be qualified for, and interested in, but simply not aware of. Hiring managers and human resource professionals across the stakeholder groups across the stakeholder groups may also find the book helpful in learning about other roles that may benefit their organizations.

wellness blue cross blue shield: Workplace Wellness: Healthy Employees, Healthy Families, Healthy ROI ,

wellness blue cross blue shield: **Safety, Loss Control, and Risk Management** , 1989

wellness blue cross blue shield: **Corporate Wellness Programs** Ronald J. Burke, Astrid M. Richardsen, 2014-11-28 øCorporate Wellness Programs offers contributions from international experts, examining the planning, implementation and evaluation of wellness initiatives in organizations, and offering guidance on how to introduce these programs in to the workplace.

wellness blue cross blue shield: *Integrating Complementary Medicine Into Health Systems* Nancy Faass, 2001 Comprehensive and in-depth guide provides the expertise of more than 100 of the nation's top professionals.

wellness blue cross blue shield: **Workplace Wellness** Rick Csiernik, 2014-06-20 In this book, contributing scholars, practitioners, and researchers offer their practice experience and findings related to creating workplace wellness with emphases on the intellectual, vocational, physical, social, psychological, and spiritual needs of workers and the structures and policies within their workplaces. The first section of the book, The Hazardous Workplace, addresses the stressful workplace, workplace violence, bullying, and counselling in an environment where stress is high and work entails more than the usual amount of risk. Workplace Responses, the second section, examines the history of occupational assistance, several models of employee assistance practice, the workplace management of dis/abilities, complications around drug testing on the job, the relevance of spirituality to the workplace, an Aboriginal perspective on work, and an evaluative mechanism for occupational programming. Intake and assessment, crisis intervention, critical incident stress management, brief treatment, counselling employees suffering from depression or experiencing grief, and the role of mediation inside and outside of the workplace are explored in the third section, entitled Practice to Create Well Workplace. And finally, four Case Studies comprise the final section, spanning the country while representing five very different work sites, including a child welfare organization in Ontario, the workforce of the University of Saskatchewan, a Canadian public sector employee assistance program, and a religious site where occupational assistance has been applied to a church community.

wellness blue cross blue shield: Casebook of HSA Public Affairs Materials , 1978

wellness blue cross blue shield: The Rotarian , 1985-08 Established in 1911, The Rotarian is the official magazine of Rotary International and is circulated worldwide. Each issue contains feature articles, columns, and departments about, or of interest to, Rotarians. Seventeen Nobel Prize winners and 19 Pulitzer Prize winners – from Mahatma Ghandi to Kurt Vonnegut Jr. – have written for the magazine.

wellness blue cross blue shield: **Wellness Centers** Joan Whaley Gallup, 1999-04-26 Bringing together the best aspects of ambulatory care, complementary medicine, and fitness clubs under one roof, wellness centers are poised to become an essential vehicle of healthcare delivery for the 21st century. Although wellness-based programs have been instituted by nearly every hospital system in

North America, very little has been published on this rapidly emerging building type. Wellness Centers enables design professionals and others to understand the fitness and healthcare requirements of these facilities, and to address them effectively in their work. Providing essential insights into balancing the healthcare and retail demands of wellness centers, Joan Whaley Gallup reviews every step of the planning and development process, addressing project assessment, financing, programming, and marketing. She draws on her extensive expertise in creating wellness centers to cover a full range of development and design considerations, including design guidelines for lobby/waiting areas, clinical space, administrative areas, pools, saunas, and indoor gardens. Finally, an inspiring project portfolio profiles an impressive roster of successful wellness centers from around the world. With useful information on code compliance, plus floor plans, schematic designs, and more, this book is a vital professional resource for anyone involved in wellness center design, planning, or management. The wellness center is the most positive, nurturing, life-affirming building type ever to evolve in the history of healthcare facilities design. . . . By turning inside out the trends of past centuries, we can now focus on wellness. We can create buildings that will nurture and sustain us, healing environments that will serve to support happy, life-enhancing activities. Centers for wellness are centers for life.-from the Preface The first book of its kind, Wellness Centers offers design professionals and others complete cutting-edge coverage of these complex new facilities, from planning and development issues to design guidelines and case examples of successful wellness centers from around the world. Written by an architect with extensive experience in the field, this book provides a firm foundation in wellness center design, planning, and management-essential reading for anyone involved in this rapidly growing area of healthcare design.

wellness blue cross blue shield: *Worksite Wellness* , 1998

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wellness blue cross blue shield: **The Wellness Revolution** Paul Zane Pilzer, 2002-03-05

Identifying a future mega-trend for entrepreneurs, marketers, and investors, this book is a step-by-step guide to making a fortune through the wellness industry and its products.

wellness blue cross blue shield: Clearinghouse Review , 1995

wellness blue cross blue shield: **Next-Generation Wellness at Work** Stephenie Overman, 2009-09-15 Fact: Wellness programs benefit the bottom line. Motorola, for example, found that each dollar invested in wellness benefits returned \$3.93 in health and disability cost savings. Next-Generation Wellness at Work tells how to get in on the action. A nuts-and-bolts, how-to guide for managers, it delivers the latest thinking on how to take full advantage of the benefits that wellness programs can offer both employees and companies. And the effort couldn't be more important. With the soaring cost of medical care and the increase in obesity and lifestyle-related illnesses, there is growing recognition that companies must build a culture of health and enable employees to become better guardians of their own well being. This book illustrates, in detail, exactly how to accomplish those goals. Good health saves in ways that go beyond smaller insurance premiums. It also has a direct relationship with employee productivity, making wellness a matter of high-level strategy. However, many workplace wellness programs are not as effective as they could be. They are not comprehensive, not long-term, and not marketed to the people who could benefit most. Wellness expert Stephenie Overman helps managers take practical steps to overcome these deficiencies and build successful workplace wellness programs that result in tangible, bottom-line benefits for organizations. And the book starts from the ground up, first by explaining how to take a company's temperature, get management buy-in, and design a program that fits a company's unique needs and situation. Building a program is one thing, but will they come? That's where Overman's expertise is essential: She shows how to motivate workers to take advantage of the program and reap its many benefits. And she explains how to partner with local health providers and integrate methods to promote psychological well being, two key ingredients for success. Not many corporate programs benefit both employees and the company equally, but a well-planned wellness initiative

will boost the health and productivity of employees, leading to a happier—and more competitive—workplace.

wellness blue cross blue shield: Marketing for Health and Wellness Programs James Busbin, Donald Self, 2013-01-11 Learn useful strategies for marketing health and wellness programs. This important new book presents a cross-section of current research and commentary on wellness and prevention issues. The 17 authors--representing 11 different institutions--are some of the most active health care consultants in the academic community. They discuss studies for hospital based programs, workplace programs, and governmental and educational institutions. Important marketing concepts are used to segment the work into several sections. Included are chapters which help to define the actual product lines which should be grouped into wellness and prevention programs, studies that define several important market segments, and chapters on channels of distribution. This timely volume concludes with an analysis of current research efforts and directions for future research. Marketing for Health and Wellness Programs is essential reading for hospital administrators, faculty physicians at teaching hospitals, public health professors, government health service administration employees, corporate managers and personnel administrators, insurance industry managers, independent health and wellness consultants, and staff members of health trade publications.

wellness blue cross blue shield: Beyond the Hype: Make Wellness Work for Your Workplace ,
wellness blue cross blue shield: The Sociology of Health and Illness Peter Conrad, 2005 This collection of 49 readings offers an integrated analysis of the most important issues regarding health and health care from a critical and sociological perspective. Substantive introductions provide context for the readings. With ten new and two revised essays, the Seventh Edition contains more coverage of key areas such as alternative medicine, the pharmaceutical industry, and the relationship between healthcare and politics.

wellness blue cross blue shield: Unwinding Anxiety Judson Brewer, 2021-03-09 New York Times and Wall Street Journal bestseller A step-by-step plan clinically proven to break the cycle of worry and fear that drives anxiety and addictive habits We are living through one of the most anxious periods any of us can remember. Whether facing issues as public as a pandemic or as personal as having kids at home and fighting the urge to reach for the wine bottle every night, we are feeling overwhelmed and out of control. But in this timely book, Judson Brewer explains how to uproot anxiety at its source using brain-based techniques and small hacks accessible to anyone. We think of anxiety as everything from mild unease to full-blown panic. But it's also what drives the addictive behaviors and bad habits we use to cope (e.g. stress eating, procrastination, doom scrolling and social media). Plus, anxiety lives in a part of the brain that resists rational thought. So we get stuck in anxiety habit loops that we can't think our way out of or use willpower to overcome. Dr. Brewer teaches us to map our brains to discover our triggers, defuse them with the simple but powerful practice of curiosity, and to train our brains using mindfulness and other practices that his lab has proven can work. Distilling more than 20 years of research and hands-on work with thousands of patients, including Olympic athletes and coaches, and leaders in government and business, Dr. Brewer has created a clear, solution-oriented program that anyone can use to feel better - no matter how anxious they feel.

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