

blue cross blue shield wellness

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

Are you a Blue Cross Blue Shield (BCBS) member looking to improve your health and well-being? Do you feel overwhelmed by the sheer number of wellness programs and resources available? This comprehensive guide dives deep into the world of Blue Cross Blue Shield wellness programs, offering a clear understanding of what's available, how to access these benefits, and how to maximize their impact on your health journey. We'll explore various wellness programs, their specific features, and strategies to make the most of your BCBS membership. Get ready to unlock the full potential of your Blue Cross Blue Shield wellness benefits!

Understanding Your Blue Cross Blue Shield Wellness Benefits

Before we dive into the specifics, it's crucial to understand that the exact wellness programs offered by Blue Cross Blue Shield can vary significantly depending on your specific plan and location. Your plan may offer a comprehensive suite of programs, or it might focus on a select few. The first step is to thoroughly review your plan documents or contact your BCBS provider directly. This often involves logging into your member portal online. This is where you'll find the most accurate and up-to-date information tailored to your individual coverage. Don't hesitate to reach out to customer service; they're there to help you navigate your benefits.

Key Wellness Programs Often Included with BCBS

Many Blue Cross Blue Shield plans incorporate a range of wellness initiatives designed to promote preventative care and healthy lifestyle choices. These commonly include:

Preventive Care Coverage: Most plans offer extensive coverage for preventative services like annual checkups, vaccinations, and screenings. These services are often covered at 100%, emphasizing the importance of early detection and proactive health management. Taking advantage of these services is a crucial first step in optimizing your health and potentially preventing serious illnesses down the line.

Health Coaching and Resources: Many BCBS plans include access to health coaches or online resources that can provide personalized guidance on weight management, nutrition, stress reduction, and more. These resources can be incredibly valuable for those seeking support and accountability on their health journey. Some programs even offer access to mobile apps that track progress and provide personalized recommendations.

Telehealth Services: Access to telehealth is becoming increasingly common, offering

convenient and affordable access to medical professionals via video conferencing. This can be particularly beneficial for routine checkups, follow-up appointments, and managing chronic conditions.

Fitness and Gym Reimbursements: Some BCBS plans offer reimbursement programs for gym memberships or fitness classes. This incentivizes regular physical activity, a cornerstone of a healthy lifestyle. Always check your specific plan details for eligibility criteria and reimbursement limits.

Mental Health and Wellness Programs: Recognizing the critical link between physical and mental health, many BCBS plans offer comprehensive mental health benefits. This can include coverage for therapy, counseling, and other mental health services. It's crucial to prioritize mental well-being as much as physical health.

Wellness Rewards Programs: Many BCBS plans include incentives for completing healthy activities like completing health screenings or participating in wellness programs. These rewards can be in the form of gift cards, discounts, or lower premiums. These programs are designed to encourage proactive health management and reward members for their commitment.

Maximizing Your Blue Cross Blue Shield Wellness Benefits

To fully leverage your BCBS wellness benefits, consider these strategies:

Regularly review your plan documents: Stay informed about your coverage, changes to programs, and any newly available benefits.

Utilize preventive care services: Schedule regular checkups, screenings, and vaccinations. This is the foundation of proactive healthcare.

Engage with available health resources: Take advantage of health coaching, online tools, and educational materials offered by BCBS.

Set realistic health goals: Break down your goals into smaller, achievable steps to maintain motivation and celebrate progress.

Track your progress: Monitor your health metrics and celebrate milestones to stay motivated and see the positive impact of your efforts.

Communicate with your healthcare provider: Discuss your health goals and any concerns with your doctor to ensure you are receiving the best possible care.

Finding Specific Information for Your Plan

Remember, the programs and benefits available to you are specific to your chosen BCBS plan. Don't rely on general information; always consult your plan documents, the member portal on the BCBS website, or contact customer service directly. They are your best resource for accurate, personalized information. Your plan details will outline eligibility criteria, coverage limitations, and how to access the various programs.

Conclusion

Blue Cross Blue Shield wellness programs offer a fantastic opportunity to prioritize your health and well-being. By understanding your specific benefits, actively engaging with available resources, and setting realistic goals, you can unlock the full potential of your BCBS membership and embark on a path toward a healthier, happier life. Remember to take proactive steps, utilize the resources at your disposal, and celebrate your progress along the way. Your health is your greatest asset – invest in it wisely!

FAQs

1. How can I find out which wellness programs are included in my Blue Cross Blue Shield plan? Log in to your member portal on the BCBS website or review your plan documents. You can also call BCBS customer service.
1. Are all wellness programs free for BCBS members? The cost and coverage of wellness programs vary depending on your plan. Many preventive services are covered at 100%, but other programs may have cost-sharing. Check your plan details.
1. What if I don't have internet access to utilize online resources? Contact your BCBS provider. They can often provide alternative ways to access information and support, such as phone consultations or printed materials.
1. Can I get reimbursed for gym memberships through my BCBS plan? This depends entirely on your specific plan. Review your plan documents or contact BCBS to confirm eligibility and reimbursement limits.
1. How do I access health coaching services through my BCBS plan? The process varies depending on your plan. Look for information on health coaching within your member portal or contact BCBS customer service for guidance.

blue cross blue shield wellness: 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.

blue cross blue shield wellness: 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. Table of Contents Winning Ideas in Health Plan Wellness and Health Improvement Programs *Case Study: HealthPartners Tackles Risk Factors with A Call to Change Anatomy of a Phone Line Program Curriculum Structure Improving Health Step by Step Program Evaluation *Case Study: Health Alliance Plan Goes On-Site to Impact Employee Health Work Site Health Promotion Program Coping With Flu Season Walking for Better Health Purchasers' Demand for Health Promotion Surges Sharing Best Practices in Work site Wellness Forum iStrive for Better Health Program Employer Partner Provides \$75 Reward for HRA Completion *Case Study: Mandatory HRAs and Wellness Interventions Reap Rewards for Highmark Blue Cross Blue Shield Employers Division Organization Choosing Interventions Embedding a Healthy Philosophy Into the Product Line HRAs Mandatory for Highmark Employees Outcomes *Healthy Competition: Taking the Team Approach to Wellness The Benefits of Teaming Up at Work Planning and Implementation Incentives Reduce Risk Selling the Program and Making it Work Setting the Price of Participation Real Team Competitions An Optimistic Outlook *Case Study: Meridian Health System Promotes a Healthy and Productive Workforce Changing the Employer Culture Fit to Win Weight Loss Program a 12-Week Effort Keep Programs Simple and Entertaining *Case Study: Washoe County School District Gets Good Grades in Health Promotion The Purpose of Wellness Programs: A Deeper Look Programs and Process Generate Progress Reading to Lose Weight, Improve Mental Health The Payback on Wellness Programs Some Encouraging Results *Case Study: Excellus Blue Cross Blue Shield Steps Up Web-Based Wellness Efforts Targeting Marketing to Multiple Audiences Free Step Up Program Open to Members and Non-Members Alike Putting Together a Healthy Competition Measuring Activity, Results and Awareness Incentives for Healthy Lifestyles Designing Incentives to Boost Outcomes Behavior's Role in Health Status Incentives Influence Behavior, Corporate Culture Refining Requirements A Bona Fide Wellness Program The Challenges of Sustaining Participation Incentive Programs Behind-the-Scenes A Promising Prognosis *Case Study: ACIPCO Incentives Stimulate Gains in Productivity, Compliance and Safety The Building Blocks of Success Approach to Wellness at

ACIPCO Important Indicators Incentive Insight from Experience*Case Study: Onus on THR Employees to Be Healthy A Unique Role Strategic Goals and Measurements THR's Long-Term Strategy Program Vision Impacting the Bottom Line Looking Ahead*Q&A: Ask the Experts More Medical Behavior Integration Incentives for HRA Participation Making HRA Completion Mandatory The Legal Ramifications of Incentives Assessing Readiness for Telephonic Coaching Who's Online Counseling for Occupational Traumatic Stress Role of Communications in Engaging Employees Employers Reaction to Workplace Wellness Engaging the Workforce Implications of the Selection Process Program Development and Decision-Making Getting on Board with Healthy Competition Programs Looking Ahead Most Effective Communications Tools Getting Participants to Track Their Progress Opening Programs to Non-Members Incentive Program Time Frame Sustaining Motivation Calculating Improvement in Complex Measures Self-Reported Behavior Change Software for Health Screenings Getting into the Wellness Game Employee Coverage Reporting ROI*Glossary *For More Information *About the Authors

blue cross blue shield wellness: 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.

blue cross blue shield wellness: 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 be come 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.

blue cross blue shield wellness: 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.

blue cross blue shield wellness: 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.

blue cross blue shield wellness: 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.

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

blue cross blue shield wellness: *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 Açaí 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.

blue cross blue shield wellness: *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.

blue cross blue shield wellness: The Federal Fit Kit , 1985

blue cross blue shield wellness: *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.

blue cross blue shield wellness: *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

blue cross blue shield wellness: *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.

blue cross blue shield wellness: *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.

blue cross blue shield wellness: Advances in Personality Assessment J. N. Butcher, C. D. Spielberger, Charles D. Spielberger, 2013-12-19 First published in 1987. This is Volume 6 of Advances in Personality Assessment and includes articles on personality in the U.S. Foreign Office, the interview questionnaire technique, assessment of shame and guilt, assessment of cognitive affective interactions in children and holistic health, amongst others.

blue cross blue shield wellness: 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.

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

blue cross blue shield wellness: Corporate Wellness Programs Ronald J. Burke, Astrid M. Richardsen, 2014-11-28 Corporate 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.

blue cross blue shield wellness: 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.

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

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

blue cross blue shield wellness: 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.

blue cross blue shield wellness: *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.

blue cross blue shield wellness: HR Networking Lori Rosen, 2004-01-01 Today's employee is torn more than ever between work and home-life demands. This is largely caused by the number of two-income and single-parent families represented in the workplace. By working with employees to create useful and meaningful work-life programs, employers have both helped employees achieve a satisfactory work-life balance and furthered the goals and growth plans of their organizations. Work-life programs presented in *HR Networking: Work-Life Benefits* are ones that successful employers have used in their own workplaces. They include convenience benefits (onsite ATMs), financial benefits (college scholarships), wellness programs (workout rooms), family-fun programs (picnics), flexible work arrangements (job sharing) and many more. Learn what the best are doing. Get ideas for new programs to try. Find out what drives work-life programs at top organizations. Network with large, medium and small employers from a variety of industries and geographic locations---all without leaving your office.

blue cross blue shield wellness: *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.

blue cross blue shield wellness: *Kiplinger's Personal Finance* , 1991-01 The most trustworthy source of information available today on savings and investments, taxes, money management, home ownership and many other personal finance topics.

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

blue cross blue shield wellness: *Beyond the Hype: Make Wellness Work for Your Workplace* ,

blue cross blue shield wellness: 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.

blue cross blue shield wellness: Smartphone Apps for Health and Wellness John Higgins, Mathew Morico, 2023-01-06 Smartphone Apps for Health and Wellness helps readers navigate the world of smartphone apps to direct them to those which have had the best medical evidence in obtaining the users' goal. The book covers the history of apps, how they work, and specific apps to improve health and wellness in order to improve patients outcomes. It discusses several types of apps, including apps for medical care, sleeping, relaxation, nutrition, exercise and weight loss. In addition, sections present the features of a good app to empower readers to make their own decision when evaluating which one to use. This is a valuable resource for clinicians, physicians, researchers and members of biomedical field who are interested in taking advantage of smartphone apps to improve overall health and wellness of patients. - Summarizes smartphone apps with the best evidence to improve health and wellness - Discusses the most important features of an app to help readers evaluate which app is appropriate for their specific needs - Presents the typical results expected when regularly using an app in order to assist healthcare providers in predicting patient outcomes

blue cross blue shield wellness: 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.

blue cross blue shield wellness: The New Wellness Encyclopedia , 1995 Contains authoritative information on illness and disease, cholesterol, weight control, diet, exercise, back pain, medical tests, and more.

blue cross blue shield wellness: 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.

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