

Capital BlueCross launches awards program recognizing member employer groups for their worksite wellness initiatives

HARRISBURG, PA. (Jan. 31, 2012) – Capital BlueCross is seeking applicants for its new *Capital BlueCross Worksite Wellness Award*, which recognizes employers who have incorporated successful health and wellness programs into their workplace environment.

The award is open to Capital BlueCross group customers who instituted a wellness program during 2011. A major eligibility requirement is that an employer completed the Health Enhancement Research Organization (HERO) Employee Health Management Best Practice Scorecard in collaboration with Mercer. This assessment evaluates the effectiveness of employers' Employee Health Management programs based on the extent they incorporate best practices, or effective methods for garnering positive health outcomes. Capital BlueCross will assist employers with completing the HERO scorecard if they have not yet done so for their 2011 programs.

Last year Capital BlueCross was one of four companies in the United States, and the only health insurer, chosen for a pilot program to evaluate the success of employer group worksite wellness initiatives through HERO. The HERO scorecard is done in collaboration with Mercer, a leading global provider of health benefits consulting.

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“Capital BlueCross has been a leading advocate and consultant for worksite wellness throughout the region for years,” said Kelly Shreve, Capital BlueCross manager of Health Education & Wellness. “We strongly believe that employers who have followed best practices while building their worksite health management programs should be recognized. They also have a wealth of experience to share with other employers who want to grow their programs.”

Shreve notes that employers who establish a culture of health can ultimately reap many benefits, including a more energetic workforce, less absenteeism, improved productivity, and a downward pressure on health care costs.

There will be four award categories based on the size of an employer’s employee base. Applications will be reviewed by a distinguished panel of external judges, including one representing HERO. Award winners will receive wellness credits to offset the cost of items and services such as pedometers, telephone coaching and biometric screenings.

The deadline for applications is July 31, 2012. There is no cost to apply.

For an application, or for more information about the program, such as all the eligibility requirements, please go to www.capbluecross.com/wellnessaward. Employers can also contact their Capital BlueCross Sales representative for assistance with applying.

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