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**Capital BlueCross one of four companies nationally selected for
employer worksite best practice wellness pilot program**

Harrisburg, Pa. (March 9, 2011) – 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. The other three companies were Mayo Clinic Health Solutions, Healthways and StayWell Health Management.

Capital BlueCross participated in the pilot program through the nonprofit Health Enhancement Research Organization (HERO). The pilot helped evaluate the effectiveness of employers' Employee Health Management (EHM) programs based on the extent they incorporate best practices, or effective methods for garnering positive health outcomes.

Knowing that employers want a healthier workforce to help reduce their health care costs, Capital BlueCross embraced this pilot program to help groups measure where they are in changing their culture, improving the worksite environment and engaging employees.

Through the pilot, Capital BlueCross rolled out to its group members a best in class assessment tool referred to as the HERO Best Practice Scorecard, in collaboration with Mercer, a leading global provider of health benefits consulting. Comprehensive pilot survey results from 450 employers revealed that there is a direct correlation between

senior management support and higher levels of employee participation in programs ranging from blood pressure screenings to ongoing diabetes management.

Participation in this pilot program allowed Capital BlueCross to provide group customers with a report that showcases their accomplishments and opens dialog about strengthening their health management programming.

“Groups often ask us about how they can assess their wellness efforts, so being asked by HERO to participate in this pilot was an excellent opportunity for us,” said Amy Wixted, the clinical team lead heading the pilot for Capital BlueCross. “Now we have a definitive way to show our groups how they are performing and where they need to improve with their wellness initiatives.”

Prior to providing the assessment tool to group members, Capital BlueCross first used it to assess the company’s own EHM. The results mirrored those of the pilot in that Capital BlueCross’ successful employee wellness initiatives are related to excellent senior management support.

Capital BlueCross is the leading health insurer in its region, providing health insurance coverage to residents in central Pennsylvania and the Lehigh Valley. Capital BlueCross is committed to making health insurance simple for its customers and members through all the stages of life by offering nationally acclaimed customer service and a full range of innovative benefit programs for groups and individuals at competitive prices.

By establishing a culture of caring, Capital BlueCross constantly strives to do more in order to deliver more for the men, women and children who depend on the company for their health insurance needs. Capital BlueCross has been providing health security to the people and communities of central Pennsylvania and the Lehigh Valley for

more than 70 years and employs about 2,000 people in the region.

Headquartered in Harrisburg, Pa., Capital BlueCross is an independent licensee of the Blue Cross and Blue Shield Association.

More information about Capital BlueCross and its subsidiaries can be found by going to www.capbluecross.com.

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