



healthyblue**outcomes**SM

A plan that **rewards** your employees for being **healthy**.



drive *your work force forward*

Every journey begins with a single step.

Take yours with

healthyblueoutcomesSM



Healthy Blue OutcomesSM rewards your employees for embracing total health, so you experience lower health care costs. This new concept in health care will motivate your employees to live healthier and make wellness a priority.

As your partner in health care, the Blues are here to support you every step of the way.

A healthy work force saves you money through:

- Increased productivity
- Reduced absenteeism
- Lower health care costs

That's why we're rewarding employees who choose a healthier path.

protect your employees with comprehensive benefits

Healthy Blue Outcomes provides quality health care coverage for illness, injuries and important wellness benefits such as immunizations, health screenings and health maintenance exams.

Make **healthy living** an **employee incentive** and you'll reap the rewards of a healthier bottom line.



advance that *commitment*

step 1

Decide that you want to reward your work force for living well, and reward yourself with a healthier bottom line.



step2

Choose the Michigan Blues as your health care partner, and make **Healthy Blue Outcomes** your health care plan of choice during open enrollment.

step3

Encourage your employees and their covered spouses to use our support tools and do the following within the first 90 days of the plan year:

- Complete our online health assessment at bcbsm.com.
- Choose a doctor from our broad network, and make an appointment with that doctor to complete the *qualification form*.

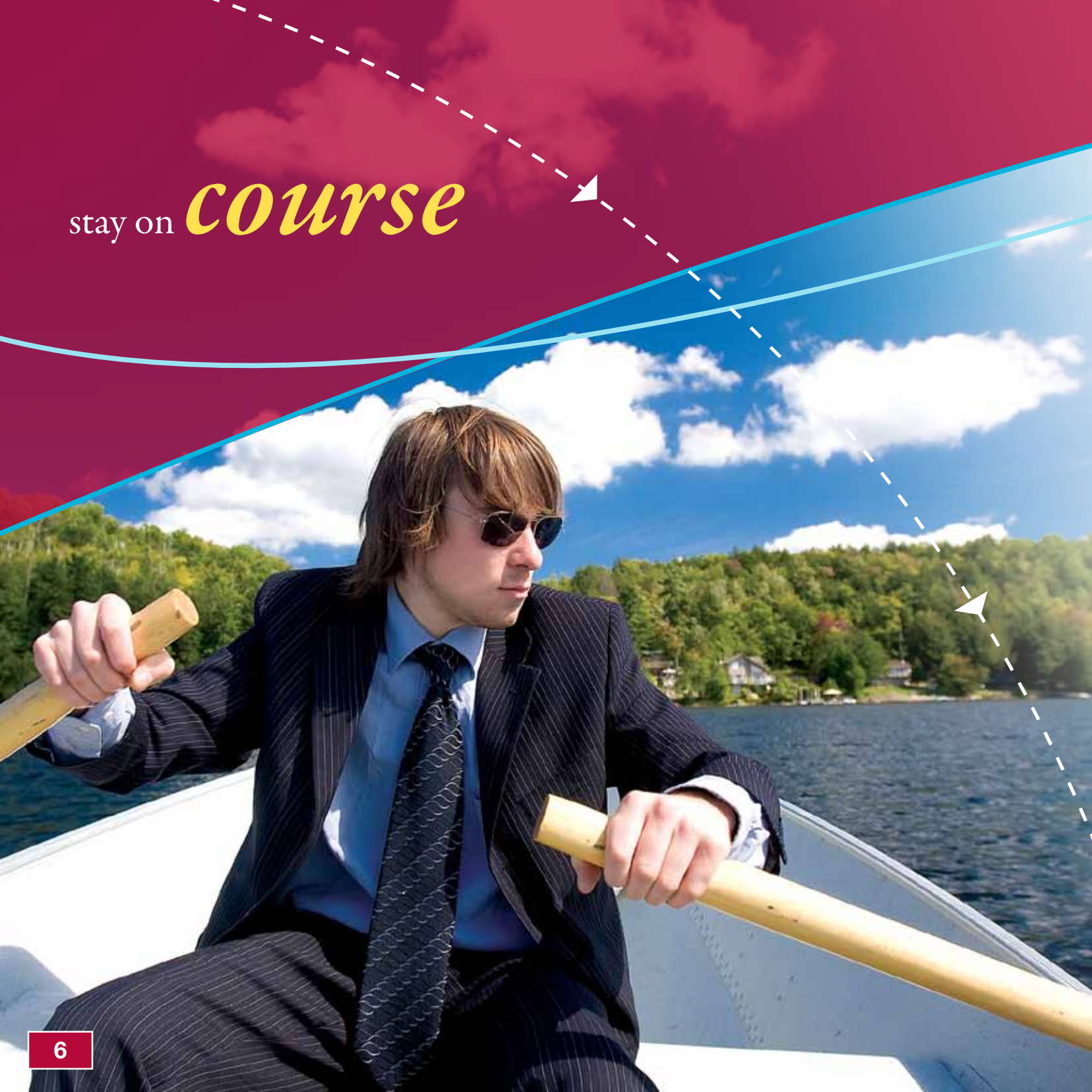
step4

Go the extra mile and reward healthy outcomes.

This new, innovative health plan actually rewards members for achieving healthy outcomes.

Employees who meet certain health targets and maintain healthy lifestyles can earn a **Healthy Reward**.

stay on *COURSE*



To be eligible for the Healthy Reward, employees and covered spouses must meet the plan's compliance requirements.

Compliance requirements

- Employees and covered spouses must complete the online health assessment and the *qualification form* within 90 days of the plan effective date each year.
- They must both meet all of the Category 1 requirements and two of the three Category 2 requirements shown below.

Health measurement	Measures	Required measurement
Category 1 Member must meet standards	BMI	< 30
	Tobacco use	None
Category 2 Member must meet two out of three standards	Cholesterol (low-density lipoprotein)	≤ 160 mg/dl
	Blood pressure	≤ 140/90
	Blood sugar	Normal fasting blood sugar nondiabetic A1C < 8% diabetic

If it is unreasonable difficult or medically inadvisable due to a medical condition for an employee or covered spouse to achieve the health measures for the reward under this plan, they can speak with their physician about a medical waiver during their initial visit. For additional questions on compliance status, an employee or covered spouse may call Blue Cross Blue Shield of Michigan at 1-866-726-4359.

Creating a culture of wellness in your workplace will benefit your employees and your bottom line in more ways than one.

Reward your employees for getting on the road to good health.

We will help them get on that path. And we'll support them along the way with tools, resources and services, so they can achieve ultimate rewards: healthier lifestyles and futures.

We provide:

Dedicated health support

BlueHealthConnection®, our comprehensive wellness solution, includes an online health assessment, online health coaching programs, personalized information with multimedia components and health improvement programs.

Valuable Web resources

Your employees can view their account, benefit and claims information online. They can also find and compare the cost and quality of doctors, hospitals and drug treatment options based on criteria that matter to them with **Healthcare Advisor™**, powered by WebMD®.

Significant member discounts

With our **Healthy Blue XtrasSM** and **Blue365®** savings programs, your employees can save money on a variety of healthy products and services from companies across the great state of Michigan and businesses around the U.S. From groceries and fitness gear to yoga and gym packages, they'll find the things they need to support a healthy, balanced lifestyle.

Informative publications

We send **Living Healthy** magazine to our members three times a year. It's loaded with health tips, wellness ideas and lifestyle advice.



get where you *want to be*

We'll also send your employees **support materials** when their plan begins, so they can reach their **healthy destination**.

Outstanding customer service

Our dedicated representatives are trained to answer your employees' health care questions and are just a toll-free phone call away.


Enhanced care delivery

We offer unmatched access to doctors and hospitals in the state, nation and world. With such a strong PPO network, your employees can create and maintain relationships with doctors they choose and value.


Value Partnerships

We partner with doctors who deliver quality patient care, so your employees experience:

- Better coordinated care
- Better relationships with their doctors and specialists
- Better health outcomes



Visit valuepartnerships.com to learn more about how we're working with doctors and hospitals to improve quality and reduce health care costs.



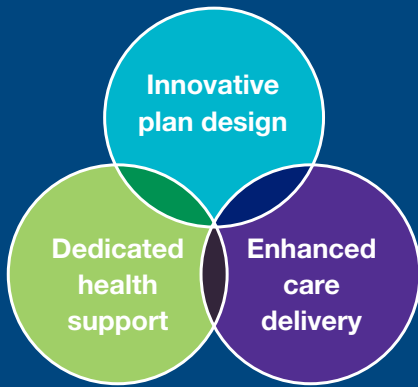
Ready to **lead** your employees
to a *healthier future?*

Visit **bcbsm.com** or call your Blues account manager,
contracted agent or sales representative for more
information about rewarding your employees for living well.



healthyblueoutcomesSM

healthyblueoutcomesSM is the newest addition to the Healthy Blue Choices product suite.



Healthy Blue ChoicesSM is our game-changing, integrated approach to health care that addresses employers' most challenging issues:

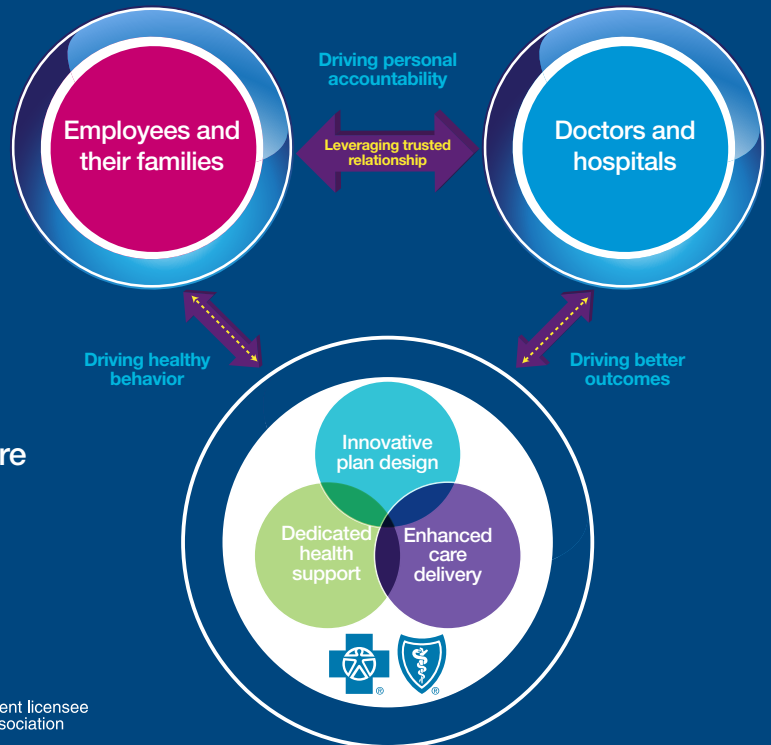
- Ever-increasing health care costs
- Deteriorating employee health and productivity

Our **Total Health Engagement Model** addresses some of your most challenging issues:

- Ever-increasing health care costs
- Deteriorating employee health and productivity

It is transforming health care by aligning goals and rewards for members and their doctors to drive better health, maximize quality and lower costs.

The Total Health Engagement model integrates:



As your partner in health care, the Blues are here to support you every step of the way.



A nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association