

Safe. Secure. Private.

- Your employees' health information will be handled by a proven vendor that is fully HIPAA-compliant.
- All individual health evaluation results will be kept confidential.
- Results are available online, or can be mailed to employees and faxed to their physicians, typically within seven days.

Learn more about the wellness program that can keep your business healthy.

Talk to your broker or
Excellus BlueCross BlueShield consultant

Visit ExcellusBCBS.com/engage



powered by Interactive Health Solutions, Inc.



Some data drives your business. Ours keeps it healthy.

Introducing Blue4U. A powerful, clinically based, data-driven health awareness and preventive care program.



powered by Interactive Health Solutions, Inc.



Blue4U: When it comes to staying healthy, knowledge is power.

Our role as your health insurance company is not just paying claims; it's also finding innovative ways to help you and your employees stay healthy. That's why we developed Blue4U.

Blue4U is a new program, powered by Interactive Health Solutions, Inc., the nation's premier health and wellness company. Blue4U employs a special tool to keep your employees healthy: *knowledge*. Employees who participate in the voluntary health evaluations will receive data about their key indicators for their current health status, such as cholesterol, glucose, triglycerides, and blood pressure.

Employees can then educate themselves on what blood pressure and cholesterol numbers should be, and learn techniques to reduce their risk for developing chronic diseases related to these numbers. Providing this proactive program to prevent illness is a strong way to minimize health care cost increases and keep your business healthy.

Easy for everyone.

- The hassle-free process bills the health evaluation through claims as part of your employees' medical benefit.
- The cost of the program is part of the premiums for most plans.
- The turnkey solution makes it easy to offer your employees financial incentives for participation and performance.

Increased productivity and savings for you.

- Allows you to focus on wellness programs based on specific data about the health status of your employee base.
- Increases long-term productivity and work quality.
- Reduces absenteeism.
- Reduces potential long-term health care and workers' compensation costs.

Information and support for employees.

- A detailed personal health report provides actionable facts about their health and how to maintain or improve it.
- Free access to a wide array of health coaching and support services including a member website, online and printed educational tools.
- Individual risk assessment and assignment of personal health goal to achieve the following year.



What is a health evaluation?

A health evaluation is a short health examination, including blood tests, that determines the risk level of a person for certain diseases and medical conditions.