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July 15, 2008

## CareEssentials July Wellness WebEx for Employer Groups

**MARKET: All**

Below are details for this month's Wellness WebEx, offered at no cost to our employer groups:

**July 31<sup>st</sup>  
2:00 pm - 3:00 pm E.D.T.  
Creative Wellness Strategies with Limited Resources**

In last month's WebEx, we talked about how to plan wellness programs for worksites of all different sizes and budgets. Now we are focusing on employer groups that are passionate about implementing worksite wellness programs but have few resources to get started. Our July WebEx will help employer groups carry out wellness strategies with limited resources.

### Did you know?

- The American Lung Association has a 'quit' line and free online tools and resources.
- The American Heart Association offers a MyStart! online tool where employees can track their activities, distance traveled and what they're eating.
- The American Diabetic Association can provide a 'Message in a Box' kit with materials to increase employees' awareness of diabetes risk factors.

Meg Rothenstein, a CareFirst Health Promotion Specialist, will discuss these and other valuable programs and resources during our July WebEx. She'll also talk about how to implement health risk assessments, screenings and evaluations with limited resources. Additionally, she'll provide a quick overview about the communications materials and health education brochures that CareFirst BlueCross BlueShield offers to employers at no cost!

Please pass along this month's [invitation](#), which is also posted on the Employers section of [www.carefirst.com](http://www.carefirst.com). To register, visit [www.carefirst.com/webex](http://www.carefirst.com/webex). There is no limit to the number of participants who may register.

The next WebEx event is scheduled for August 28, 2008. The planned topic is *"Kick Start Your Wellness Program at a Company Health Fair."* Look for a Sales Flash with additional details next month.

If you have any questions, please contact your Broker Sales Representative.



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