

# Workplace Wellness Website Live Demo

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Members & Visitors | Employers & Benefits Managers | Providers & Physicians | Brokers & Agents

Welcome to CareFirst! Text Size: medium

**Employers & Benefits Managers Home**

**Workplace Wellness**

- Get Started
- Determine Your Needs
- Implement Your Program
- Measure Your Success
- Resource Library
- Health Promotion Specialist Services
- CareEssentials
- WalkingWorks® Program
- Wellness Webinars
- Awards and Recognition

**Health Promotion Specialists**  
are available to help you start implementing

### Workplace Wellness

**Your Workplace. In Good Health.**

Whether you're starting a new program or evaluating one that's already in place, our Workplace Wellness information can be a resource to help you plan and implement health and wellness initiatives in the workplace.

The information and ready-to-use tools can support your health education campaigns, walking programs and even targeted health initiatives. We encourage you to use this material to jump start a health and wellness program for your employees.

**Plan Your Workplace Wellness Program**

- STEP 1 Get Started**  
Details outlining the first steps to create a program that is right for your company.
- STEP 2 Determine Your Company's Needs**  
Valuable information and resources to help define what wellness program would be right for your organization.

**Resources**

- WalkingWorks Employer Reference Guide
- Sample Business Case
- Return on Investment Example
- Health Tracker Card

**CareEssentials**  
Your workplace wellness & care management solution.  
Click here for more info

**WalkingWorks®**

Nancy Lesch and Meg Rothenstein  
Health Promotion Specialists  
CareFirst BlueCross BlueShield  
March 26, 2009

# *Agenda*

- Rationale for the Workplace Wellness website
- Walk-through of Workplace Wellness site
- WalkingWorks site/program launch
- Questions



## 4<sup>th</sup> Quarter CareEssentials Research Findings:

- CareFirst conducted research to better understand how to communicate the *CareEssentials* program to members and accounts in order to increase participation.
- Accounts need/want CareFirst to help them implement and communicate the *CareEssentials* program to their employees.
- They want “how to” kits to implement different programs, communication materials for their employees, face-to-face consulting.

## Wellness Webinar Research Findings:

- Beginning in 2008, Medical Management began offering educational monthly Webinars that covered health promotion and wellness in the workplace.
- From the participant surveys:
  - One-third of participants (32%) who had prior knowledge on the respective topics reported that the Webinar they attended highly impacted their knowledge.
  - The majority (85%) of participants indicated that the information presented was highly relevant to their company.
  - The majority of participants (86%) reported that they were highly likely to attend another Webinar in the future.

## **Response:**

- CareFirst's NEW Workplace Wellness Website is designed to help employers plan and implement health and wellness initiatives in the workplace, while featuring key CareFirst programs/resources.
- Goal: self-service tool for employers, consultative tool for Health Promotion Specialists, and sales tool for Sales reps/brokers

***Let's take a look at the new site***

***[www.carefirst.com](http://www.carefirst.com)***

# Questions?



Feel free to e-mail additional questions to: [healthpromotion@carefirst.com](mailto:healthpromotion@carefirst.com)

## *April Webinar*

***Meet me at the fair: Making the most of your worksite health fair***



Thursday, April 30<sup>th</sup>, 2009

2:00-3:00pm EST

# Take the Survey!

[www.carefirst.com/webinarsurvey](http://www.carefirst.com/webinarsurvey)

CareFirst Healthy Worksite Achievement Award

E-mail participant names if not registered to  
[healthpromotion@carefirst.com](mailto:healthpromotion@carefirst.com)