

Health coaching encourages healthy behavior

A partnership between you, your employees, their primary care physicians and Blue Care Network provides a solid foundation for promoting healthy behaviors that can save you money.

To help your employees reach their health goals, Blue Care Network offers unique support to those enrolled in Healthy Blue LivingSM — health coaching.

Research conducted by the Centers for Disease Control and Prevention estimates that medical care costs for people with chronic conditions such as heart disease and diabetes account for more than 75 percent of the nation's medical care costs. A health coach's goal is to encourage healthy behaviors **before** employees develop these chronic conditions.

The CDC states that “individual coaching may be the critical component for effective worksite health promotion programs.”

Our health coaching focuses on several high-impact health measures:

- Blood pressure
- Cholesterol
- Weight, nutrition and physical activity
- Blood sugar

These are things employees can control that have a big impact on health.

Dedicated health coaches can develop a relationship of trust with an employee and help them with information and support to make positive lifestyle changes — and there is no cost to the employee.

A dedicated health coach:

- Is available once an employee has completed Blue Care Network's health assessment and *Qualification Form*
- Partners directly with a participant for the four- to six-week program
- Schedules a 10- to 30-minute telephone coaching session each week based on the participant's availability

The health coach can create a personal plan that may include:

- Telephone support
- Mailings to help the employee better understand and manage health challenges
- Nutritional counseling and meal planning
- Weight management goals
- Tips on stress management
- Information about online and community resources

Blue Care Network is dedicated to helping your employees meet their health goals.

By calling 888-772-7147
or sending an e-mail to
hblhealthcoach@bcbsm.com,
a Healthy Blue Living member
can request the services of a
certified health coach.



**Blue Care
Network**
of Michigan

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