

Blue4U: THE FIRST STEP IN EMPLOYEE WELLNESS



Health screening made easy for business.

When it comes to your bottom line, your employees' health matters more than you might think. Missed time due to chronic illnesses hurts productivity and can have a devastating impact on your health care costs.

Our Blue4U biometric screening programs allow your employees to have baseline information about their health. More importantly, these screenings potentially detect illness earlier when it is more treatable and less costly for you and your employees.

Wellness made easy for employers

- Screenings can take place right at the employer work site
- Health evaluations are billed through claims as part of the employee's medical benefit
- For some plans, the cost of the program is part of the premium*
- Data reporting makes it easy to identify new wellness program opportunities
- Both fingerstick and venipuncture testing options available

Tools to empower employees

- Detailed personal health reports evaluate current health status and provide methods to maintain or improve it
- Individual risk assessment with health improvement recommendations
- Free access to online health coaching and support services and printed educational tools

Program options to fit your business

- **Blue4U Start** – Don't have a wellness program? This is great place to start. Designed to raise awareness of personal health status and encourage conversation with a primary care provider. Includes a brief coaching session at the time of screening.
- **Blue4U** – Designed to encourage engagement in existing employer wellness programs. Online results are available to members and come with access to health coaching and interactive web tools.
- **Blue4U Max** – Ideal for populations who do not engage with a primary care provider or who have limited access to health care. Includes all the benefits of the Blue4U program, plus expanded testing and additional targeted outreach to moderate and high-risk participants.

Not sure which program is right for your group?

Contact your Broker or Account Manager to find the best plan for your wellness program.

* Not available for Community Rated, Individual Market or Medicare plans

