



# Blue Cross<sup>®</sup> Virtual Well-Being Employer session

## Program Design to Improve Preventive Care Participation



# The webinar will begin at noon

The **five-year survival rate is 90%** when colorectal cancer is found early and treated.  
— *CDC.gov*



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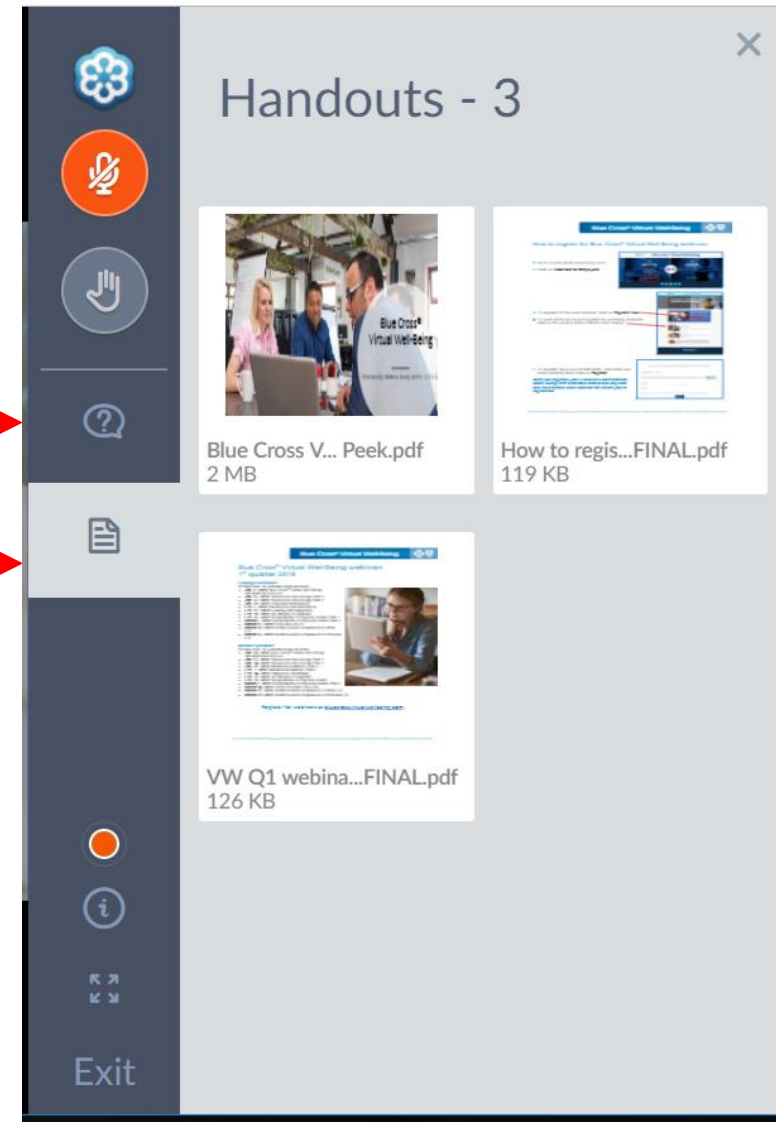
If everyone in the U.S received the recommended preventive care, **more than 100,000 lives could be saved yearly.**

— *CDC.gov*

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Submit a question or comment using the **Question** feature.

Download slides or handouts using the **Handout** feature.



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Almost **one-fifth of men over 55** say they have **never had a colon cancer screening.**

— *American Academy of Family Physicians*



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During the first quarter of 2020, the number of **telehealth visits increased by 50%**, compared with the same period in 2019.

— *CDC.gov*





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## Two-minute St. Clair Meditation

Wednesday, Jan. 27, 2020

12 p.m. Eastern time

**Join before noon.**



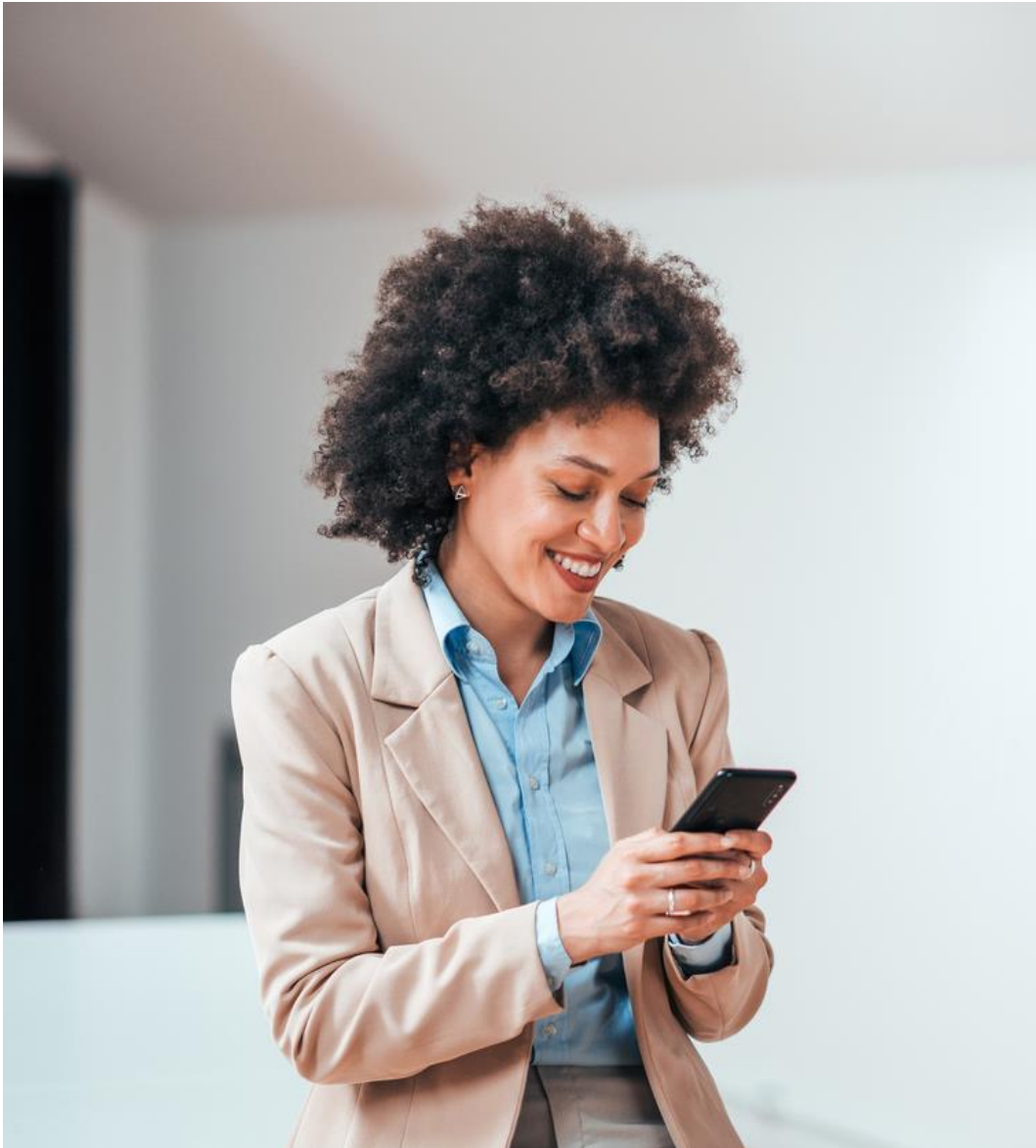
## February Challenge - Nutrition

Tuesday, Feb. 2, 2021

12 to 12:30 p.m. Eastern time

Meditations are also available on demand at [bluecrossvirtualwellbeing.com](https://bluecrossvirtualwellbeing.com).

# Receive weekly registration reminders



Text **MOTIVATE** to **222764**.

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## Program Design to Improve Preventive Care Participation



# Why preventive visits matter

- Empowers people with knowledge of their current health status.
- Helps people identify issues to avoid future health problems.
  - High blood pressure
  - Colon polyps
  - Elevated blood sugar
  - Cancer cells (prostate, skin, breast, cervical, etc.)
  - Depression
- Gives people the opportunity to work with their physician to monitor the situation and develop an action plan to avoid or manage a chronic condition.



# Leverage program design to increase participation

- Link an annual exam compliance to an incentive.
- Link preventive screening compliance to an incentive.
  - HSA with employee contributions
  - Co-pay/deductible contributions
  - Monetary reward such as a gift card or raffle
  - Offer an additional PTO day coded for preventive screenings
- Promote a culture where preventive care is the norm.
  - Targeted communications
  - Educate employees on their benefits during onboarding and throughout the year
  - Leadership models behavior and promotes
  - Health observance campaigns



# For more information

- Virtual Well-Being site:  
**bluecrossvirtualwellbeing.com**
- Virtual Well-Being email:  
**BlueCrossVirtualWell-Being@bcbsm.com**

