

Brief Notes

News for
Brokers and Consultants

October 26, 2016

Applies to: All markets

Horizon BCBSNJ Implements New Approach to Wellness

Horizon Blue Cross Blue Shield of New Jersey knows that when employees are healthy, they're more likely to be happy, motivated and engaged in their work. It's with that idea that we are introducing our redesigned Horizon Wellness program. Our new offering takes our existing wellness programs and puts them in an easy-to-understand, three-tier framework. This enables your clients to select the solution that's right for them – and that solution can then evolve and change right along with them, as needed.

Our three Wellness tiers are:

- **WellnessStart** – Our foundational program supports employee health and productivity with health assessment tracking, educational resources and healthy living discounts.
- **WellnessEngage** – In addition to our foundational program outlined above, our clinical, data and incentive capabilities can be leveraged to engage employees in and out of the office. Employers can bring wellness directly to employees with on-site biometric screenings and flu shots. Our gym reimbursements, tracking tools and rewards are attractive incentives for talent recruitment and employee retention.
- **WellnessImprove** – Our most robust offering builds on the first two tiers, and takes risk evaluation and assessment as well as coaching to the next level. Employers making this level of investment in the wellness of their employees are committed to driving a culture of wellness and seeing results that last long after the plan year ends.

We encourage you to become familiar with the new Horizon Wellness program so you can advise group clients who either are interested in implementing a new wellness program or enhancing an existing one.

For a more detailed description of each wellness offering, please visit our *Horizon Wellness Programs* page.

If you have questions, please contact your Horizon BCBSNJ sales executive or account manager.

