

BLUE CARE NETWORK

Healthy *Blue Living*SM HMO

Your guide to help employees understand their plan

How to help employees complete their
to-dos for lower out-of-pockets costs

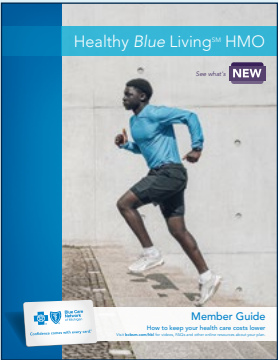


**READY
TO HELP**

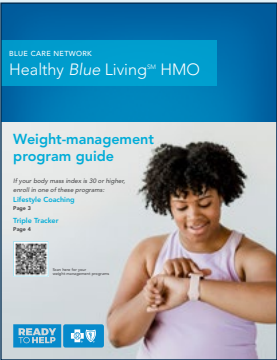


BROCHURES

For employees



Member guide



Weight-management program guide

For you

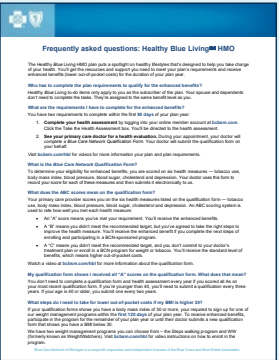


Administrator guide

FLYERS

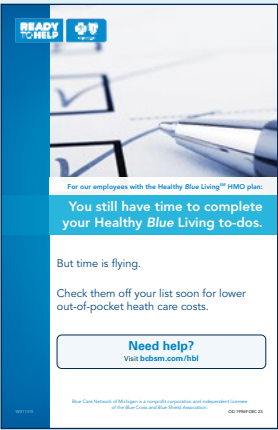


Tobacco Coaching program



Healthy Blue Living HMO FAQ

POSTER



Reminder: There's still time

EMAIL TEMPLATES



Email 1 reminder



Email 2 reminder

FORMS



BCN Qualification Form

HOW-TO-VIDEOS

Download [these videos](#) that offer a plan overview and step-by-step instructions for completing to-do tasks:



Health Assessment



Qualification Form



Plan Overview



Weight-management programs



Tobacco Coaching program

MAPPING OUT A COMMUNICATIONS PLAN

What to know: Communicating regularly with your employees about their plan requirements gives them added support and lets them know you want them to succeed. And, employees who complete their requirements are more satisfied with their health care plan.

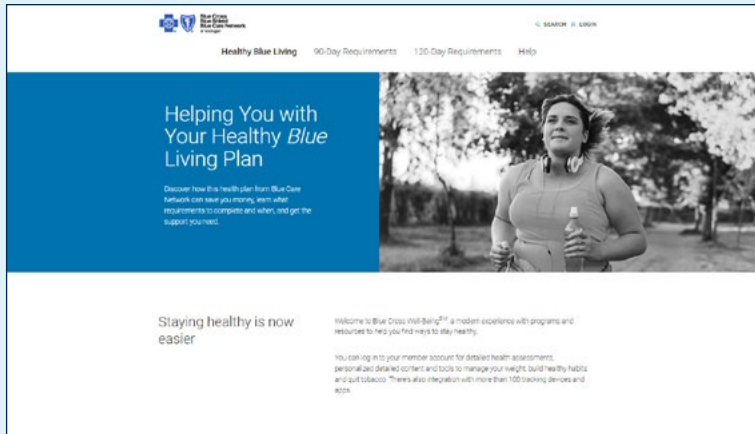
What to show: While we help your employees stay on track with reminders, you can help them stay on track, too. The following timeline serves as a guide for using your toolkit materials. Or tailor the timeline to your business based on what works best for engaging your employees.

WEEK 1			WEEK 6 AND UP TO WEEK 15	
ENROLLMENT			AFTER ENROLLMENT	
Use the guide to familiarize yourself with the plan and answer employees' questions.	Post these materials and videos on your internal website.	Share these materials with employees at virtual or in-person enrollment fairs.	Reintroduce the tobacco coaching and weight-management programs at virtual or in-person health fairs.	
Administrator guide	Member guide	Member guide	Weight-management guide	
	BCN Qualification form	Weight-management guide	Tobacco Coaching program flyer	
	Health assessment video	Tobacco Coaching program flyer	Weight-management programs video	
	Qualification form video		Tobacco Coaching program video	

WEEK 8		WEEK 12	
Use this email to remind employees to complete their to-dos.	Post throughout the office to reinforce the email.	Use this email to remind employees to enroll in a program.	Post throughout the office to reinforce the email.
Email reminder 1	Reminder: There's still time poster	Email reminder 2	Reminder: There's still time poster

ADDITIONAL RESOURCES

Microsite



Visit bcbsm.com/hbl for instructional videos, forms and resources in one convenient spot.

Healthy *Blue* Living toolkit

Visit bcbsm.com/engage regularly as we update the toolkit with new resources.



Blue Care Network of Michigan is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.