



Contest details

Put your game face on and get in the action!

Be part of the excitement

The next round of the Win by Losing weight-loss challenge is Sept. 20 to Nov. 19, 2021. Registration opens Sept. 13. Encourage your employees to get in the game and join your team to strive for bragging rights, a team trophy, water tumblers for each winning participant and, of course, a healthier lifestyle — mentally and physically. More than 197,000 pounds have been lost since the first round of competition in 2009. You and your employees can keep the momentum going by adding the pounds they shed to the current total.

Take advantage of the competition toolkit

Check out and download the materials from the Win by Losing toolkit at bcbsm.com/yourhealth. Pieces include:

- A newsletter template to help promote the competition
- Diet and exercise tips
- More than 40 healthy recipes
- Info on how to set effective health goals
- Many health and wellness videos
- Meal plans for different calorie intake levels
- A Plus, Minus, Zero weight-maintenance program for after each round

The toolkit also includes the contest logo, banner and a certificate.

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WebMD Health Services is an independent company supporting Blue Cross Blue Shield of Michigan and Blue Care Network by providing health and well-being services.

Ready, set, get healthier

To get a head start on the competition, your employees should take the Blue Cross Health & Well-BeingSM online health assessment, powered by WebMD[®]. If you have employees who aren't Blue Cross or Blue Care Network members, encourage them to take advantage of the diet plan in the toolkit.

Your employees with Blue Cross Blue Shield of Michigan or Blue Care Network coverage should follow these steps to complete the health assessment:

Step 1: Visit bcbsm.com and log in to their account.

- Register for an online account, if they have not done so already. The Blue Cross or Blue Care Network ID card has the information they'll need to register.
- They should not use someone else's user name and password because the health assessment won't be recorded as their own.

Step 2: Click on the *Health & Well-Being* tab at the top of the page, then click on *WebMD Health Services*. This will take them to the WebMD One website. Members will need to register for this site on their first visit.

Step 3: Click on *Resources* in the left-side navigation box, then click on *Assess Your Health*. Click on the *Health Assessment* card.

Step 4: Complete each page of the assessment. Click *Save & Continue* at the bottom of each page before moving to the next set of questions. If they exit at any time, they can return later to complete the assessment. Any information entered will be saved if they click *Save & Continue* before they exit. Once they've answered all the questions, your employees can review their responses by clicking on *Review Answers*, or complete their assessment by clicking on *Finalize*.

Step 5: Complete the additional sections about healthy changes, contact information and feedback. Click *Finish*, then we'll receive the answers to the questionnaire, and they'll instantly be taken to the *Results* page. Now your employees have the tools they need to take control of their health.

- A health score based on an analysis of their modifiable health risks
- A list of their highest-risk areas
- A Modifiable Risk Report and a Condition Risk Report
- A list of the next steps they can take to improve their health

Step 6: After receiving their health assessment results, they can use our online Digital Health Assistant programs to get on their way to a healthier lifestyle. Remind your employees that there are many other resources on the Blue Cross Health & Well-Being site they can use to help them on their weight loss journey. These include a Device and App Connection Center where they can sync their favorite fitness devices and a variety of healthy recipes.

Gather and submit your company's weight-loss success

Step 1: Collect the starting weights of each participating employee. Keep the results private.

Step 2: Add everyone's starting weight to find the starting point of your company.

Step 3: Begin weekly weigh-ins. We recommend setting a regular day and time to help your employees plan.

Step 4: Add up your company's collective weight loss each week and submit to bcbsm.com/yourhealth. You need to submit your weekly weight-loss results by 5 p.m. Eastern time each Friday.

Track your progress using the weight loss leaderboard

Each week, we'll highlight the top companies with the highest percentage of weight lost on bcbsm.com/yourhealth.

Questions?

For more information about the *Win by Losing* contest, contact Catherine Passmore at 248-459-3301 or winbylosing@bcbsm.com.