



Kansas City

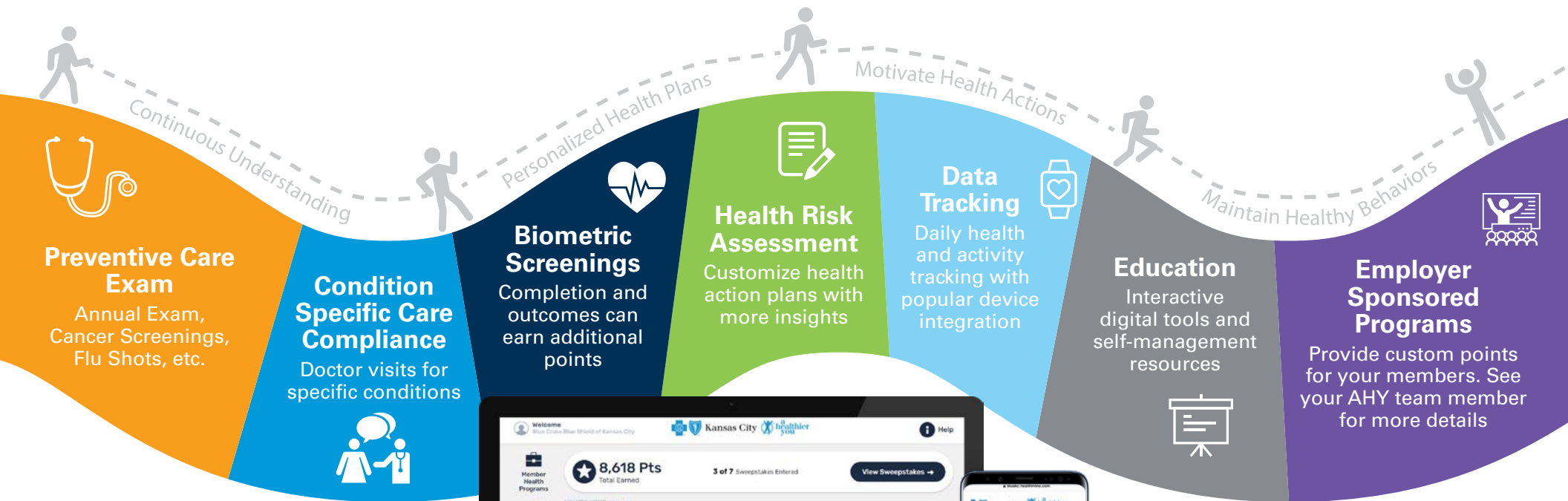


Learn more about our expanded solutions to offer the best in healthcare engagement.

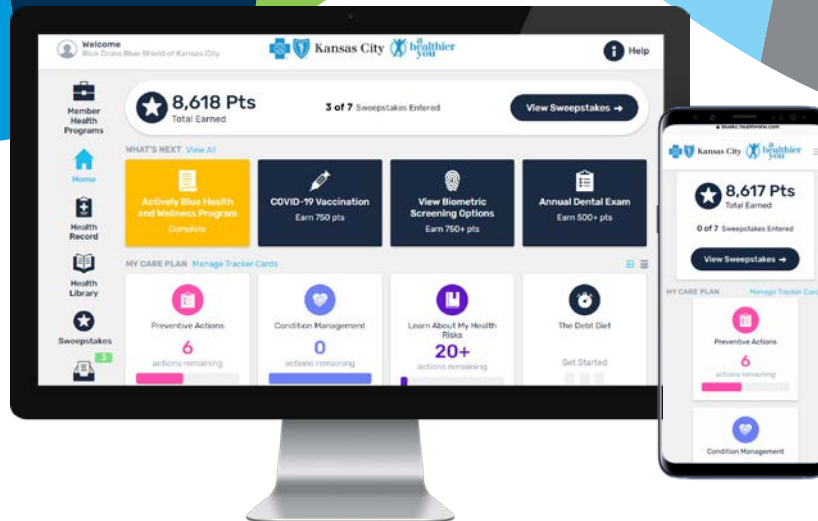


# Offer Your Employees a Comprehensive Health Engagement Solution

**A Healthier You** is Blue KC's health and wellness program focused on achieving outcomes by improving the health of our members. Our engaging solution offers helpful tools and resources, as well as a personalized empowerment portal and mobile experience, uniquely designed to learn more about each individual and provide the appropriate support, incentives, and interventions for their health journey. This simple and comprehensive core program can be made accessible to your entire employee population from wellness to condition management.



Dynamic Digital Experience (web, mobile)



Claims data is automatically collected and provides insight into employees' next health action.



# Help Your Employees Get Healthier and More Productive

There are a number of ways to further personalize your wellness experience with Blue KC. Our team will review these options with you, and compile a program to meet your employees' health needs.\*

“ A HealthierYou gives you a wealth of information about everything. I didn't expect it but I love it. ”

## Reporting

Participation and aggregate reporting is available to clients

## Incentive Tracking

Features easy access and progress tracking for employer-specific incentive programs to individual employees

## Gift Card Sweepstakes

Employees earn points for all items completed in A Healthier You and use those points to enter for a chance to win gift cards sweepstakes drawings sponsored by Blue KC

## Health Risk Assessment (HRA) Summary

Members will receive a summary about their HRA answers with actionable feedback for each health risk

## Tobacco Cessation Digital Coaching

Designed to reduce the risk of tobacco-related diseases feedback for each health risk

## Personalized Dashboards

Automatically updates so employees can see their total points earned, and next steps to reach health goals

\*Pricing and participation minimums may apply.

**Get Started Today! For more information, contact [AHY@bluekc.com](mailto:AHY@bluekc.com) or visit [BlueKC.com/AHYToolkit](http://BlueKC.com/AHYToolkit).**