

DIABETES PREVENTION PROGRAM CONTENT BLURBS

Blurb #1

[Headline] **No-Cost Lifestyle Program from Blue KC**

Blue Cross and Blue Shield of Kansas City (Blue KC) is pleased to introduce a new preventive health benefit for Blue KC members. It's a program designed to help you lose weight, adopt healthy habits, and reduce your risk of developing type 2 diabetes. Take a one-minute quiz at solera4me.com/bluekc to see if you qualify.

The program meets weekly for 16 weeks, then monthly for the balance of a year. Those who qualify will choose from a range of in-person and virtual options, including Weight Watchers, HealthSlate and Retrofit. The program is available at no charge to Blue KC members who qualify.

Those who enroll and are active at 4 weeks will receive a free Fitbit Flex 2 or Zip*.

Visit solera4me.com/bluekc and take the one-minute quiz today.

*For participants starting after January 1, 2017 who complete four weeks of activity meeting Diabetes Prevention Program guidelines. Applies to only Fitbit Zip® or Fitbit Flex 2®. Limited to one per person. While supplies last. Solera Health reserves the right to discontinue at any time.

Blurb #2

[Headline] **New Program Included with Your Health Insurance**

We hope you'll take one minute out of your day to see if you qualify for a new preventive health benefit for Blue Cross and Blue Shield of Kansas City (Blue KC) members.

The benefit is a lifestyle change program that's designed to help you lose weight, adopt healthy habits, and reduce your risk of developing type 2 diabetes. Take a one-minute quiz at solera4me.com/bluekc to see if you qualify.

The program meets weekly for 16 weeks, then monthly for the balance of a year, with the goal of introducing small, incremental changes to the foods you eat and your activity level. Participants aim to lose a modest amount of weight – 5-7% of their body weight – as that has been proven to dramatically reduce the risk of developing type 2 diabetes.

Active participants will receive a free Fitbit Flex 2 or Zip at 4-weeks.*

Just visit solera4me.com/bluekc to see if you qualify.

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