



Time Well Spent Online Tool Kit Questions & Answers for Employers

What is Anthem Blue Cross Time Well Spent?

Anthem Blue Cross Time Well Spent (TWS) is part of 360° Health and is a turnkey solution to help create a culture of health to improve the health of your employees. It is a health and wellness communications campaign designed to foster a “cultural support system” and increase awareness of the need to change unhealthy behaviors. TWS has been well received by employer groups and is available online for use at your worksite to promote healthy behaviors. And no matter how long it takes, working to improve your employees’ overall wellness levels can be rewarding. That’s time well spent.

Time Well Spent helps create awareness of health news and issues that can impact employees’ lives – for better or worse. Then, it provides tools and information to keep good health top-of-mind, and motivate them to make healthier choices over time.

What types of information/tools are available?

Anthem groups will have access to all wellness educational/promotional materials, including:

- Health Articles
- Posters
- Payroll Stuffers
- Healthy Recipes and Cooking Tips
- “Healthy Bytes” – short, positive bits and facts meant to motivate employees to make healthier changes. Accessible on the main TWS web page.
- Links to the Anthem web site and other trusted resources for more health information.

How can Time Well Spent help my business?

Time Well Spent is more than just a lifestyle concept. It’s a business strategy. As an employer, you have an incredible opportunity to make TWS a health revolution right where your workers spend the majority of their time. The information provided in the education tool kits offers your employees basic, good-sense guidance on adopting healthier habits – habits that can also help produce a healthier, more competitive business.

What makes Time Well Spent unique?

- The content is universal. No matter where they are along the health continuum, every employee can benefit from positive lifestyle changes they learn and apply from TWS. And that helps to benefit an employer’s bottom line.

- Time Well Spent is available at no additional cost.
- Time Well Spent complements every 360° Health program – from ConditionCare to 24/7 NurseLine, Future Moms and more. Its purpose is to truly reach an entire population right where they are...whether managing a chronic condition or changing lifestyle habits to prevent future health issues.
- All content is housed on one site and is accessible to employers at any time. Promotional materials are sized conveniently for efficient printing in-office or through an immediate online link to FedEx Kinko's (see more about this under "Printing Options" below).

What is Anthem's business strategy for Time Well Spent?

- Time Well Spent isn't just a lifestyle concept. It's a business strategy. A strategy that employers can adopt to promote a culture of health within their organization. And when employees are their healthiest, they're likely to remain productive, on the job and less costly than unhealthy employees.
- Time Well Spent is a partnership between you and Anthem to encourage healthier choices – starting in the one place employees spend much of their time – the workplace.
- Employers have been eager for a tool/resource like Time Well Spent – where the research, trusted content and design are done for them, and information is continually reviewed/updated and available in a "click".
- Employees want this information, too. In fact, 80 percent of employees feel that employers should be involved in providing health care information to them. Those making big lifestyle changes are more likely than those not making changes to want employers to provide information (SOURCE: 2007 study by the National Business Group on Health).

Is there a cost for Time Well Spent?

TWS will be offered at no additional cost to all Anthem groups with 360° Health regardless of group size, product or funding arrangement:

- Any group size 2+
- Any Anthem product: HMO, PPO, Lumenos
- Any funding arrangement: Fully Insured, Administrative Services Only

How will I use the Time Well Spent information in my company?

The TWS educational/promotional content can help you create a culture of health right within the workplace. Here are some suggestions for sharing the good health news of TWS in your organization:

- E-mail blasts
- Company newsletter – i.e., wellness column/page.

- Posters in break rooms, employee lounges and other high-visibility areas. Don't forget elevators and stairwells!
- Payroll inserts
- Company intranet
- Handouts at benefits seminars and health fairs
- Onsite fitness centers and cafeterias

What are my printing options?

All TWS materials are designed for efficient printing. You may choose to:

- Print out any of the colorful TWS materials in your office (black and white or color). Most materials are designed for 8 ½" x 11" or 11" x 17" page sizes.
- Click the link to FedEx Kinko's Docstore online ordering system. If your in-house printers don't accommodate an 11" x 17" color output or if you want quick, multiple, professionally-printed copies, each TWS tool kit will have a direct link to Kinko's for online ordering. Discounted pricing and item descriptions will be displayed in each tool kit catalog for your convenience.

What are some of the health topics that are covered?

Time Well Spent covers these topics and more:

- Healthy Eating
- Increasing Physical Activity
- Know Your Numbers (BMI, Blood Pressure, Blood Sugar, Cholesterol)
- Heart Health
- Cancer Screenings and Prevention (Skin, Prostate, Colorectal, Oral/Lung, Breast)
- Diabetes Awareness, Prevention and Management
- Men's Health (health topics for men in their 20's, 30/40's and 50+)
- Stroke-Free Workforce
- Cold and Flu Prevention
- ...and more....

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