Blue Cross Blue Shield of Massachusetts Offers Innovative Wellness Solutions for Individuals and Businesses

New secure website designed to help members become 'ahealthyme' and reach their wellness goals

BOSTON — March 3, 2014 — Blue Cross Blue Shield of Massachusetts (BCBSMA) recently launchedahealthyme, an innovative wellness website designed to be interactive and fun while helping members reach their personal wellness goals.

"Everyone has different wellness goals. Whether their goals are to be fit, improve their eating habits, or better manage stress, ahealthyme is designed to engage each individual in their own wellness journey," said Cathy Hartman, Vice President of Health and Wellness at BCBSMA. "There is no magic bullet – so we need to offer choices and a variety of triggers to help members take small steps on a path toward healthier habits. Our new ahealthyme site infuses motivation with built-in features like challenges, dynamic behaviour change programs, points and rewards trackers, feedback loops, and social support."

ahealthyme assesses, informs and tracks what members specifically want to know about their health. It offers an interactive health assessment tool that looks at eight different areas of health and results in a health index score. ahealthyme also serves up a personalized action plans and offers self-paced workshops on a wide-range of topics such as getting active, weight loss and mind-body health as well as nutrition. Workshops include a wide range of tools including exercise logs, meal planner, recipes and grocery lists, and interactive videos. Many of the tools and trackers are also available via mobile application.

"We work hard to offer comprehensive wellness programming for our team members. Blue Cross has given us a site that provides valuable wellness tools to help our team members live healthier lives and make smarter wellness choices," said Brooke Cusson, Human Resource Benefits Specialist, Imperial Distributors, Inc. "We are excited about ahealthyme's capabilities, from tips and tools to workshops and progress tracking. We feel theahealthyme site is an exceptional asset to our overall wellness program."

The site is customizable for a number of employers and delivers a rich and easy to understand experience for members. ahealthyme provides a differentiated platform for employers because it can integrate their logo, employee resources, incentive programs, and health management and wellness coaching services.

"ahealthyme is the wellness website of the future, but available today. It has been instrumental to me in pitching my clients on the robust Blue Cross product offerings," said Chris Powers, Senior Vice President, Benefit Development Group. "Blue Cross gives my clients a site with one stop shopping for all their wellness initiatives, from incentive programs to fitness challenges. They could not be happier with ahealthyme's capabilities."

Currently ahealthyme is available for more than 1.6 million BCBSMA members. For a firsthand look at some of the site's great features, check out the ahealthyme sneak peek. The new site is just one of the many ways BCBSMA is the market leader in health and wellness. BCBSMA also offers a team of wellness consultants who help to strategize and execute comprehensive wellness programs on behalf of its accounts, as well as cutting edge reporting and data analysis to help accounts with their health and medical management.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are the trusted health plan for more than 31,500 Massachusetts employers and are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube and Linkedin.

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