

My Health EssentialsSM

Weight Management

Those extra pounds your employees carry often can mean extra healthcare costs for you. Give them the tools to help them manage their weight, and it just might help you manage your bottom line.



**BlueCross BlueShield
of South Carolina**

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Weight Management

Today more than half of Americans are either overweight or obese. Studies have shown that as employees' waistlines increase, so do their sick days, medical claims and healthcare costs. Give them the tools to help them manage their weight, and it just might help you manage your bottom line. When you offer **Weight Management** to your employees, you'll help them achieve and maintain a healthier weight. BlueCross offers this confidential program for adult members.

Weight Management is a confidential program designed to help your employees shed unwanted pounds. How does this optional benefit work? Your employees can self-refer to **Weight Management** simply by calling us. When they enroll, your employees receive a customized guide and tool kit containing a book outlining a 12-week eating plan and a pedometer.

Approximately one week later, a registered nurse will follow up with your employees to administer a survey. They also receive two health counseling calls for goal setting and follow-up. Participation is voluntary and confidential, and survey results are confidential, too.

We can help your employees:

- Understand their weight.
- Assess their weight and set goals.
- Manage their weight.
- Learn how to design their weight management programs.



By losing just 10 percent of their body weight, your employees could see significant health benefits like the following:

- Lower blood pressure
- Lower cholesterol levels
- Reduced risks for:
 - Heart disease
 - Type II diabetes
 - Cancer
 - Sleep apnea
 - Gallbladder disease



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For more information about **Weight Management**, please call your BlueCross representative:
Columbia: 1-800-288-2227, ext. 42793 • Greenville: 1-800-922-1185, ext. 21306 • Charleston: 1-800-476-8231, ext. 22103

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Need to Shed Unwanted Pounds?

Would you like to shed some unwanted pounds? Want to feel better about yourself? Tired of yo-yo dieting? You are not alone. Approximately 65 percent of adult Americans are overweight or obese, according to the American Obesity Association. Each year, obesity causes at least 300,000 deaths in the United States. The Board of Benefit cares about you and your health. We want to provide you with the tools to help you live a long, healthy life.

By taking advantage of BlueCross[®] BlueShield[®] of South Carolina's My Health EssentialsSM — *Weight Management* program, you have support to help you lose weight. The program is personally tailored to help you succeed in losing weight. The *Weight Management* program can help you take control of your life and health by losing weight. By losing just 10 percent of your body weight, you can lower your risks for many health issues like type II diabetes, heart disease, sleep apnea and cancer.

Weight Management gives you access to expertise from a registered nurse. The nurse will assess your eating and exercise habits, help you set goals and check up on you to see how you are doing. When you enroll in the program, you will receive a weight-management guide and a tool kit of materials designed to help you stay on track between calls.

We at value the quality of your life. There is no better time than right now to lose weight. For more information about *Weight Management* or to enroll in the program, call today.

Columbia-area residents call (803) 264-3100
Outside Columbia, call 1-800-327-3238