



VESTIDO ROJO

BCBSOK is proud to empower Latina women in health and insurance education

Health care and insurance can be complicated topics for anyone, but for those who may not be primary English language speakers or who are new to the concept of insurance, there are additional challenges to overcome. Knowing how to navigate the health system is critical to accessing the right care at the right time in the right setting.

Blue Cross and Blue Shield of Oklahoma (BCBSOK) is investing in programs that enrich the health and well-being of Hispanic communities in Oklahoma. In 2017, BCBSOK partnered with the [American Heart Association](#), providing critical health and insurance information to empower Latina women at the Vestido Rojo conference.

Vestido Rojo, meaning red dress, is an outgrowth of the American Heart Association's popular heart health for women programming. In 2017, hundreds of women attended the health conferences held in Oklahoma City and Tulsa. The conferences specifically focused on Latina women's health by providing the tools and resources to educate and fight against heart disease for Latina women and their families. According to the [American Heart Association](#), heart disease is the number one cause of death in women. It also heavily impacts the Latina community.



“By supporting *Vestido Rojo*, we're empowering Latina women to make the positive health decisions.”

As part of the conference's educational outreach, women could participate in health screenings, attend a health cooking class or Zumba fitness class, attend a CPR workshop and participate in a series of Spanish language presentations on the importance of preventative health. BCBSOK's Latino Community Outreach Specialist Jessica Lozano also provided information to help individuals take advantage of wellness and preventative visits.

“By supporting *Vestido Rojo*, we're empowering Latina women to make the positive health decisions,” says Jessica Lozano.

“Women often put families first over their own personal health. Through this event, women learned that they owe it to themselves and to their families to take care of their health.”

Conference attendees could ask questions if they needed additional assistance. BCBSOK had a bilingual customer advocate on hand to assist with insurance questions and highlight the resources BCBSOK offers for Spanish language members.

“Often our Spanish language members are unaware of the bilingual resources BCBSOK offers,” says Lozano. “Instead of having to depend on a translator, members can reach a bilingual customer care advocate by phone who can assist them with a variety of health and insurance questions.”

BCBSOK seeks to serve the entire community to provide the best service available for the best health outcomes.





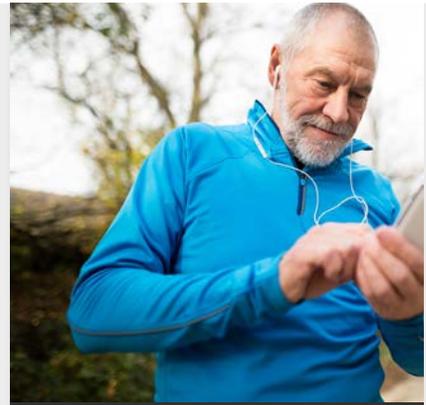
HELPING IN ALL SEASONS OF...

Offering a service you might not expect from an insurance company



MAKING WELLNESS E...

Engaging employees to take good care of their health



SHARING THE WELLNESS M...

Providing reliable sources for health and benefits information



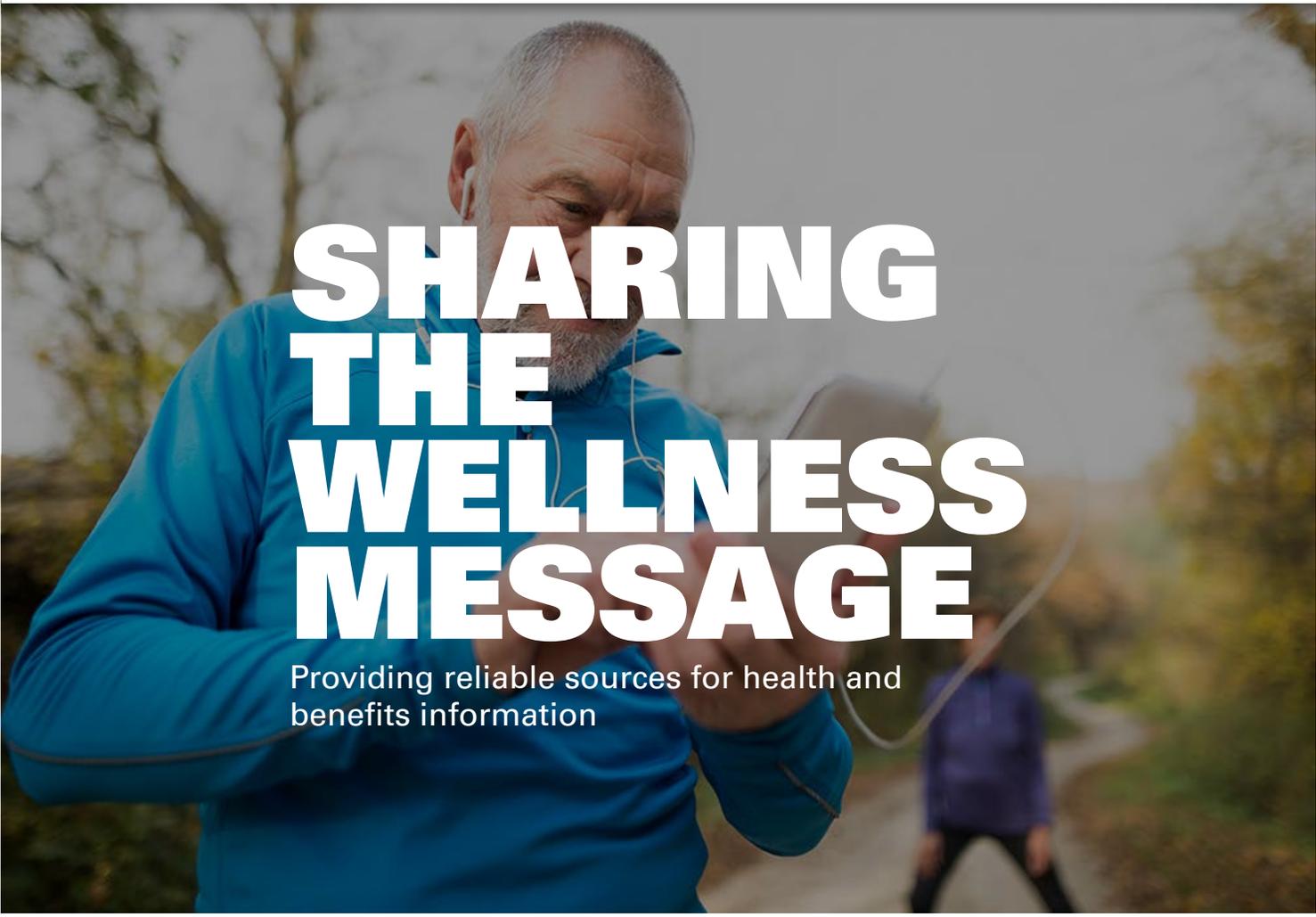
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A photograph of an older man with a grey beard and hair, wearing a bright blue jacket, looking down at a smartphone he is holding in his hands. He is outdoors, with trees and a path visible in the background. Another person in a purple jacket is visible in the distance, also looking at a phone.

SHARING THE WELLNESS MESSAGE

Providing reliable sources for health and
benefits information

The web is full of misinformation about health and wellness.

Having an accurate, timely and reliable source cut through the noise is vital. That's why we empower our members with a variety of digital resources that help them take an active role in their health and get the most out of their health plan.

On Connect, we host a social community featuring blogs, videos and infographics that engage members and prospective members in conversations around health, wellness and coverage. Registered Connect users can follow their favorite topics, like posts, add comments and ask questions.

Connect also provides culturally relevant content in Spanish for our Latino communities, as well as articles and resources on topics that are important to our Medicare members.

In 2017, Connect increased its reach, sharing community updates, health and wellness information, health insurance coverage guidance and more with over one million views.



Visit [Connect](#), and join the conversation. Connect en [Español](#).

“

The site is easy to navigate and it's easy to find what I need - very helpful, especially with my busy schedule.

”

LifeTimes®



LifeTimes

Our award-winning [LifeTimes](#) newsletter is emailed to more than 2 million members each month. The articles, videos and interactive tools help members improve their health and learn how to use their benefits to get the most for their health care dollars.

Anyone can find current and past articles on the LifeTimes website. Visit LifeTimes [online](#).

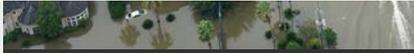
LifeTimes in [Spanish](#).



IS THERE A SECRET
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HELPING IN ALL SEASONS OF LIFE

Offering a service you might not expect
from an insurance company

Every day, a special group at our company assists families

dealing with the loss of a loved one. The Seasons of LifeSM team takes on the burden of medical paperwork during this difficult time, ensuring claims are filed properly, resolving billing issues with providers and other insurance companies, and handling details like transferring other family members to a new policy.

The team is also on point during disasters such as fires and floods to make sure members who suffered losses, or were injured or displaced, have help with medical and insurance needs such as finding medical providers, getting prescriptions filled and obtaining new insurance cards.

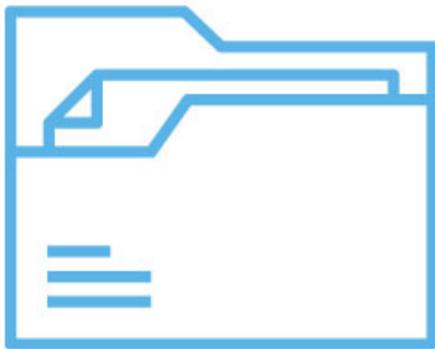
In 2017, the Seasons of Life team had more than 6,300 cases and made more than 11,000 outreach phone calls during [Hurricane Harvey](#) relief efforts alone.

The Seasons of Life team's work goes hand in hand with our company's purpose, to do everything in our power to stand with our members in sickness and in health.

[Read more](#) about how the Seasons of Life team helps our members in their time of need.

6,300

cases worked



11,000+

outreach calls in response
to Hurricane Harvey





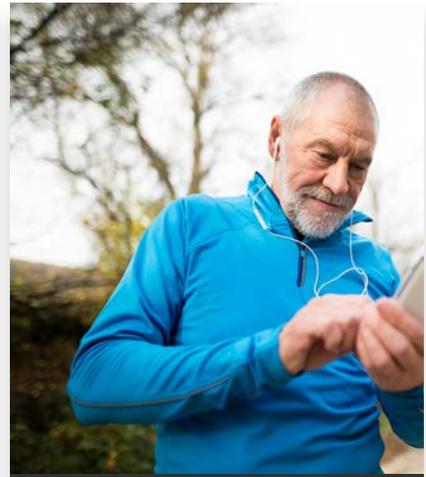
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MAKING WELLNESS EASY

Engaging employees to take good care of their health

Motiva[®], our company's employee wellness program, engaged

employees last year with monthly educational campaigns centered around the five pillars of well-being. Each month, Motiva encouraged them to practice self-care, eat mindfully, be present, save money and live a purposeful life.

The Motiva[®] team collaborates with divisions across the company on opportunities for employees to participate in their own health and well-being by:

- Coordinating screenings and shots to help prevent illness
- Sharing weekly news, healthy recipes, tips and webinars with more than 14,000 employees
- Providing employees with healthy cafeteria and vending food

- Planning events and walks to get people moving
- Encouraging volunteerism to enhance community and well-being

Motiva® reminds us that the most important thing we can do is take good care of our health so we can, in turn, take care of our families, perform our jobs well and feel good at the end of the day.

Core to our program is a network of employee health and well-being champions who spread positive messages and brought them to life with wellness celebrations, meditation sessions, walks, community service projects and more.



Our Motiva® team collaborates with divisions across the company on opportunities and ideas to engage our employees in their own health and well-being.



Some highlights from 2017 include:

- **San Angelo, Texas:** Employees transformed an old training area into a creative, high-energy break space where team members can de-stress through exercise and activities.
- **Quincy, Illinois:** Champions organized a “Pounds with a Purpose” challenge. They awarded “Purpose Points” for challenges focused on physical, financial and community well-being. As a result, teams contributed more than 4,000 nonperishable food items to a local community food bank.
- **Marshall, Texas:** “Tracks to Fill Backpacks” combined physical activity with a fundraiser. Teams were challenged to walk 20 miles each week, and the team with the least number of miles each week donated \$10 worth of school supplies to two elementary schools. Employees accumulated 4,500 walking miles during the challenge.
- **Danville, Illinois:** “Leap into Walking” encouraged employees to reduce stress by pairing walking challenges with mindfulness-based stress management activities. They

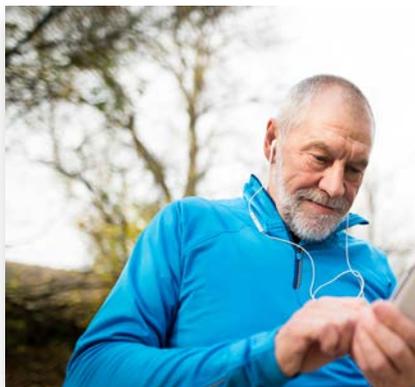


emphasized kindness, social support and lifelong learning.

- **Albuquerque, New Mexico:** Champions organized a “Salad in a Jar” activity with more than half the staff participating.
- **Tulsa, Oklahoma:** Employees partnered with a local farm to have fresh produce delivered to the office weekly.
- **Helena, Montana:** A bike-share program provided bikes for employees to get lunch, run errands and ride after work.

As a result of our well-being efforts, we received the Gold Level Award from the National Business Group on Health as a “**Best Employer for Healthy Lifestyles.**”

Watch how our employees at Blue Cross and Blue Shield of New Mexico learned to make healthy salad in a jar.





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