

## **Wage war on health care costs**

Research shows that for every healthy choice we make, the people around us make healthier choices too. The number of people we influence through our positive actions is called a Health Footprint. Calculate yours at [connects.anthem.com/](https://connects.anthem.com/), then leverage your good influence to improve your employees' health and drive down costs.

## **Study the enemy**

Examine where your company's health care dollars are going. Are many of your employees and their dependents overweight or obese? Does your workforce suffer from smoking-related complications? Are your employees using the emergency room for non-emergencies? This data will show where you can have the greatest impact.

## **Plan your attack**

Once you've identified where you're spending the most money, check out Anthem Blue Cross and Blue Shield's Time Well Spent<sup>SM</sup> tools at [anthem.com/timewellspent/](https://anthem.com/timewellspent/). You'll find articles, posters, payroll stuffers, charts, and more – everything you need to launch a health improvement campaign for your workforce.

## **Enlist help**

A small group of employees can brainstorm the best ways to involve the company at large. Select upbeat, energetic people who are friendly and socially involved with other employees. Ideas might include a "Biggest Loser" type competition, a company-wide smoking cessation program, or a mileage club for walkers or runners.

## **Rally the troops**

Whatever you come up with, make it fun for your employees. Anything that's too competitive or potentially embarrassing will discourage some. And be sure to get buy-in from the top – when company executives actively participate in wellness programs, employee participation goes up. Incentivize people to get involved. An extra paid day off for members of the team that loses the most weight, or a spa gift card for those who test negative for tobacco following a smoking-cessation campaign, can give your employees a target to shoot for.

The fight against high health care costs is a battle you can't afford to lose. There's no time like the present to shore up your employees' efforts toward achieving good health.