

WEIGHT WATCHERS® CORPORATE TESTIMONIAL

WELLPOINT – ANTHEM BLUE CROSS BLUE SHIELD GET EMPLOYEES ON POINT WITH WEIGHT LOSS



A company that practices what it preaches: a health insurance company that is looking to serve its mission of improving the health of the people it serves – starting from the inside out – with its own employees. WellPoint Anthem Blue Cross Blue Shield instituted a six-pronged associate wellness program for their employees two years ago, which continues to generate results throughout the organization. WellPoint wants to get and keep people healthy and is looking for the best ways to do just that.

The Six-Pronged Approach

In 2006, the company officially launched their associate wellness program, with Weight Management playing an integral part. The other prongs include Health and Fitness, Disease Management, Nutrition, Employee Assistance/ Well Being, and Smoking Cessation. To help achieve the goals of the weight management prong, the company put a number of services in place, ranging from offering onsite fitness centers at a number of the company fitness centers to subsidies towards gym memberships.

WellPoint also partnered with Weight Watchers® to offer At Work meetings*†, an Online subscription to Weight Watchers Online, Local Meeting vouchers*, and a Weight Watchers At Home kit – Corporate Edition* to their 40,000-plus associates. They also provide a 50 percent subsidy for the offerings because they want as many employees as possible to benefit. The only necessary qualification for participation is that the employee be either full- or part-time staff working up to 20 hours a week.

“Our entire company has made a commitment to the wellness of its employees with options like those offered by Weight Watchers,” explained Anne Cauthen, Program Manager, WellPoint. “With the Executive Leadership Team and CEO on board, and all of the Managers making sure that the employees are available to attend At Work meetings, the offerings are able to flourish. Furthermore, we allow people to enroll in more than one At Work meeting series since we know that different people have different amounts of weight to lose and sometimes it takes more than 18 weeks [the duration of one series] to reach a personal weight goal. We want everyone to be successful and know they can be with the help of the offerings we’ve chosen. Our philosophy is ‘start where you are today,’ which is very much in line with Weight Watchers philosophy, and allows our employees to reach their weight-loss goals.”

The Proof:

- ▶ Employees participating in Weight Watchers services – 5,020 – 12.5% participation in less than one year
- ▶ At Work meeting members (3,325) - have lost over 28,000 pounds to date
- ▶ There are currently 57 At Work meeting series taking place

* Available only in participating areas in the U.S.

† Minimum enrollment required.

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