

Capital BlueCross Recognized by American Heart Association as a Fit-Friendly Worksite

Health plan leads by example by promoting wellness in the workplace

Harrisburg, Pa. (July 21, 2016) – Capital BlueCross has been recognized as a Platinum-Level Fit-Friendly Worksite by the American Heart Association for helping employees eat better and move more. This is the fifth consecutive year that the association has named Capital BlueCross as a Fit-Friendly Worksite.

“Physical activity and employee wellness are important priorities at Capital BlueCross,” said Gary D. St. Hilaire, president and CEO of Capital BlueCross. “We are honored and excited to be recognized by the American Heart Association as a Platinum-Level Fit-Friendly Worksite. We’re committed to providing the best workplace environment possible to benefit our employees’ health and our worksite overall.”

Platinum-Level Fit-Friendly Worksite employers:

- Offer employees physical activity options in the workplace.
- Increase healthy eating options at the worksite.
- Promote a wellness culture in the workplace.
- Implement at least nine criteria outlined by the American Heart Association in the areas of physical activity, nutrition and culture.
- Demonstrate measurable outcomes related to workplace wellness.

The Fit-Friendly Worksites program is a catalyst for positive change in the American workforce by helping worksites make their employees’ health and well-being a priority.

Capital BlueCross leads by example by offering its employees workplace exercise facilities, personal trainers and nutrition counseling. Onsite cafeterias offer healthy meal options, including entrees under 550 calories. New additions this year to the company’s comprehensive employee wellness program include: brain health awareness, height-adjustable standing desks, and a financial well-being course.

“As more than an insurance company, Capital BlueCross is dedicated to providing tools and resources to improve the health and well-being of our employees,” said Kieran Hull, vice president, Human Resources and chair of the company’s Employee Wellness Committee. “Whether through our on-site gym, healthy cafeteria menu or incentives to make healthy lifestyle choices, Capital BlueCross promotes health and wellness as part of our employees’ everyday lives.”

Capital BlueCross also earned its second Innovation Award from the American Heart Association for its wellness program, specifically the company’s new Anti-Cancer Lifestyle Program. The groundbreaking 12-week program provides cancer survivors important information to help prevent a re-occurrence of cancer. It focuses on a healthy diet, physical activity, lowered exposure to toxins, stress management, and social support. All are components to help maximize the body’s natural defenses to fight cancer.

American employers are losing an estimated \$225.8 billion a year because of health care expenses and health-related losses in productivity, and those numbers are rising. Many American adults spend most of their waking hours at sedentary jobs. Their lack of regular physical activity raises their risk for a host of medical problems, such as obesity, high blood pressure and diabetes.

Employers face \$12.7 billion in annual medical expenses due to obesity alone. The American Heart Association is working to change corporate cultures by motivating employees to start walking, which has the

lowest dropout rate of any physical activity.

For more information about the Fit-Friendly Worksites program and how it's helping to improve the health of Americans by focusing on the workplace, call 717.730.1783 or visit [American Heart Association External Site Disclaimer](#).

About Capital BlueCross

Capital BlueCross, headquartered in Harrisburg, Pa., is the leading health solutions and insurance company in central Pennsylvania and the Lehigh Valley. A partner in the community's health for nearly 80 years, Capital BlueCross offers health insurance products, services and technology solutions that provide peace of mind to consumers and promote health and wellness for our customers.

More than a health insurer, the company delivers innovative solutions through a family of diversified businesses that is creating a healthier future and lowering health care costs. Among these solutions are patient-focused care models, leading-edge data analytics, and digital health technologies. Additionally, Capital BlueCross is growing a network of Capital Blue stores that provide in-person service and inspiration to help people reach their health goals. Capital BlueCross is an independent licensee of the BlueCross BlueShield Association.

About the American Heart Association

The American Heart Association is devoted to building healthier lives, free of cardiovascular diseases and stroke. Our mission drives everything we do. To improve the lives of all Americans, we provide public health education in a variety of ways. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or join us, call 1.800.AHA.USA1 or any of our offices around the country, or visit [American Heart Association External Site Disclaimer](#).

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