

WONDERING WHERE TO GO FOR WELLNESS?

Your Personal Coach Has the Answers



It can be hard to motivate yourself to get healthy and even harder to choose the wellness programs and activities that are right for you.

A PERSONAL WELLNESS COACH CAN GIVE YOU THE GUIDANCE YOU NEED BY:

- Connecting you to resources available through your health plan, your employer and your community
- Helping you to select the options that can have the greatest impact on your health
- Giving you the push you need to get started
- Empowering you to make healthy, sustainable lifestyle changes

NO PHYSICIAN REFERRAL REQUIRED

Although a referral is not required for you to participate in personal coaching, we encourage you to collaborate with your physician to learn how to get the most from your coaching sessions.

To take advantage of free personal coaching sessions, call 1-888-BLUE-428
Monday – Friday from 9 a.m. to 9 p.m. EST.

GETTING STARTED WITH PERSONAL COACHING

A personal wellness coach, registered dietitian or exercise physiologist is ready to:

- Review your Wellness Profile and how it relates to your health risks
- Discuss your health screening results and what the numbers mean
- Help you set goals for improving your health through lifestyle changes
- Help you overcome the obstacles that interfere with making healthy choices every day
- Connect you to appropriate resources to support sustained wellness challenges
- Provide expert information on how to better manage weight, quit tobacco and increase physical activity
- Provide nutrition coaching to help you improve your diet to better control weight management, heart health, diabetes and other health issues
- Keep you motivated to eat healthy and stay active — like a personal trainer who is only a phone call away!

Highmark Blue Cross Blue Shield West Virginia is an independent licensee of the Blue Cross and Blue Shield Association.

The Plan complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si usted habla español, servicios de asistencia lingüística, de forma gratuita, están disponibles para usted. Llame al número en la parte posterior de su tarjeta de identificación (TTY: 711).

请注意：如果您说中文，可向您提供免费语言协助服务。
请拨打您的身份证背面的号码（TTY：711）。

