

DIABETES PREVENTION PROGRAM CONTENT BLURBS

Blurb #1

[Headline] **No-Cost Lifestyle Program from Blue KC**

Blue Cross and Blue Shield of Kansas City (Blue KC) is pleased to introduce a new preventive health benefit for Blue KC members. It's a program designed to help you lose weight, adopt healthy habits, and reduce your risk of developing type 2 diabetes. Take a one-minute quiz at solera4me.com/bluekc to see if you qualify.

The program meets weekly for 16 weeks, then monthly for the balance of a year. Those who qualify will choose from a range of in-person and virtual options, including Weight Watchers, HealthSlate and Retrofit. The program is available at no charge to Blue KC members who qualify.

Those who enroll and are active at 4 weeks will receive a free activity tracker*.

Visit solera4me.com/bluekc and take the one-minute quiz today.

*For participants starting after January 1, 2017 who complete four weeks of activity meeting Diabetes Prevention Program guidelines. Limited to one per person. While supplies last. Solera Health reserves the right to discontinue at any time.

Blurb #2

[Headline] **New Program Included with Your Health Insurance**

We hope you'll take one minute out of your day to see if you qualify for a new preventive health benefit for Blue Cross and Blue Shield of Kansas City (Blue KC) members.

The benefit is a lifestyle change program that's designed to help you lose weight, adopt healthy habits, and reduce your risk of developing type 2 diabetes. Take a one-minute quiz at solera4me.com/bluekc to see if you qualify.

The program meets weekly for 16 weeks, then monthly for the balance of a year, with the goal of introducing small, incremental changes to the foods you eat and your activity level. Participants aim to lose a modest amount of weight – 5-7% of their body weight – as that has been proven to dramatically reduce the risk of developing type 2 diabetes.

Active participants will receive a free activity tracker at 4-weeks.*

Just visit solera4me.com/bluekc to see if you qualify.

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