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benefitNEWS

New Educational Wellness Website

A new educational website has been launched by several Blue Cross Blue Shield Plans. The site, www.besmartbewell.com, includes objective information and educational videos on key issues like: childhood asthma, childhood diabetes, teen driving, sexually transmitted diseases and mental health conditions. The site uses a combination of video, other tools, and on-line resources to provide powerful and simple information on these important topics. The site is jointly managed by the Blue Cross Blue Shield plans in Illinois, New Mexico, Oklahoma and Texas.

If you would like information on designing a wellness program custom-made for your organization, contact your Conner Strong & Buckelew account representative to ask about our unique services.



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