How’s Your Heart Campaign [group + individual markets]

Blue Cross and Blue Shield of Illinois proudly announces the launch of the Blue Access® for Members How’s Your Heart campaign, which runs through February 20, 2009. Heart disease is the number one killer in America. How’s Your Heart encourages members to complete their online Health Risk Assessment to learn more about potential risks, including heart disease, and get tips on how to improve their health.

Visit www.bcbsil.com/howsyourheart to view complete details.

During the promotional period, whenever one of your client’s employees, who is a BCBSIL member, completes an online Health Risk Assessment, we will donate $5 to the American Heart Association. Through our members’ support, the American Heart Association could receive up to $75,000.