INTRODUCING THE

Alaska Wellness Academy

Premera Blue Cross Blue Shield of Alaska is offering a comprehensive wellness training curriculum for employers: the Alaska Wellness Academy.

This curriculum addresses a key challenge facing employers in Alaska: “How do you get employees to practice healthy habits and love doing so?”

The Alaska Wellness Academy—with its expert knowledge, practical lessons, and clear pathways—will enable you to work to take appropriate steps towards creating a healthy, productive and cost-effective workforce at businesses large and small, remote and urban.

The curriculum consists of eight modules designed to give you a thorough understanding of each topic, as well as hands-on experience applying the knowledge you’ve learned. Modules include:

1. **The state of our health** The real causes of good and bad health, and the impact of poor health on companies
2. **Changing habits** How we change them and what it takes to elicit changes
3. **Personal motivation** The root of what truly motivates people
4. **Self-efficacy** The importance of setting the right goals and choreographing failure to build resilience
5. **Self-motivation** Support from others makes changing habits easier than going at it alone
6. **Social efficacy** The value of group activities and the power of stories to support changes
7. **Reward science** What we really find rewarding, and how, when, and why rewards work and don’t work
8. **Environmental efficacy** The paths, permissions, nudges, and signs in workplaces and the world at large, and how they affect the way people think and develop habits
Alaska Wellness Academy creator and Chairman of Health At Work Wellness Actuaries, Andrew Sykes, brings zeal about wellness and workplace productivity to every training session. So you receive an exciting, interactive learning experience where you’ll gain the know-how to cost-effectively build a healthy, productive workplace.

**Employer reward opportunity**

The Alaska Wellness Academy is an important part of Premera’s Alaska Wellness program, which helps create a healthier and more productive workplace. We believe that encouraging healthier habits is good for employees and also benefits employers. Employers of grandfathered groups 2–50, all 51–99, and fully insured 100+ groups may earn credit toward their renewal rate by participating in the Alaska Wellness Academy.

**How employers earn the full rate credit toward your next renewal period with the Academy:**

- Reach at least 50% participation rate in the biometric and health assessment components of the wellness program
  AND
- Participate in two Alaska Wellness Academy modules by the end of the group’s wellness engagement period

**The schedule of live presentation modules is as follows:**

1. June 13, 2014
2. August 20, 2014
3. November 4, 2014
4. February 20, 2015
5. May 15, 2015
6. August 14, 2015
7. November 13, 2015
8. February 19, 2016

For more information about our wellness offerings, contact Alaska Wellness or your Premera account manager.