



Balance

Balance is an online wellness program from Alberta Blue Cross that supports your employees and your business, helping you all make wellness a priority.

WE TAKE WELLNESS SERIOUSLY

We take your employees' health, wellness, engagement and productivity seriously. Balance provides unique wellness support tailored to each employees' needs and provides incentives to increase employee engagement and productivity through information, action and rewards.

BALANCE FOR YOUR BUSINESS

TOOLS FOR A TARGETED APPROACH.

- Our Balance reporting provides you with data-driven insights into the health of your organization so that you get the best return on your investment in wellness.
- Balance prevents you from guessing what your organization needs, by showing you the areas for improvement and how to set organizational health and wellness goals and measure your progress.

HEALTHY EMPLOYEES CREATE HEALTHY ORGANIZATIONS.

- Balance helps your employees build a healthy work-life balance, allowing them to be happier, and more focused both on the job.
- A strong culture of wellness can help your organization increase productivity, boost morale and attract and retain talent.

A FRAMEWORK TO BUILD YOUR BUSINESS ON.

- Balance is the only platform that combines individual and organizational wellness through Excellence Canada's Healthy Workplace Essentials certification. This guided approach helps you embed wellness into your organization's culture, strengthening wellness for your employees and your business.
- Balance helps you establish a health baseline, so you can prioritize your organization's wellness concerns and target specific areas in need.

BALANCE FOR YOUR EMPLOYEES

SMALL STEPS BUILD BETTER HABITS.

- Balance gets to know your employees, helps them set their health goals and provides personalized content so they can focus on what matters most.
- With Balance, employees know where to start on their health journey. They can define what wellness means to them and how to achieve their goals.

ENGAGING AND EASY TO USE.

- Balance offers a great online and mobile experience; our technology is designed to make wellness easy to understand and fun.

WELLNESS THROUGH BALANCE

TRUSTED, HOLISTIC AND RELEVANT MATERIALS.

- Hundreds of mental, physical, financial and social resources from Canadian health and wellness authorities so you can always find what you're looking for.
- All Balance content is tailored to the Canadian health care landscape that your organization and employees operate within.

CONSTANTLY INNOVATING.

- We are always adding new technologies, information and tools on Balance to meet your changing needs and ensure a seamless experience on all devices.
- With the latest updates and information at your fingertips, your employees can stay on top of their health and make educated decisions about their wellness.

THE IMPACT

"It's interesting to see where your health risks are. I like that it's confidential and is a tool to increase your health and quality of life."

GARRY R., EDMONTON, AB

"The Health Risk Assessment is so helpful in guiding me in which areas of improvement are the most important to focus on! The most recent update I did helped me realize that I need to be more active, and now I've made a SMART goal to get started on that right away!"

AUBREY P., RED DEER, AB

"In March 2018, I completed the Health Risk Assessment which assessed me as high risk. Today I am considered low risk. I have made lifestyle changes resulting in a 60-pound weight loss, regular exercise and a much healthier diet. My mental and physical health is excellent. The tools on Balance help quantify changes, provide educational resources and motivation when needed."

MEGAN R., ARDROSSAN, AB

*To learn more about Balance, visit us at
ab.bluecross.ca/employer-balance.php
or contact your Alberta Blue Cross representative.*



Benefits are underwritten by Blue Cross Life Insurance Company of Canada®

®The Blue Cross symbol and name are registered marks of the Canadian Association of Blue Cross Plans, an association of independent Blue Cross plans.

Licensed to ABC Benefits Corporation for use in operating the Alberta Blue Cross Plan. ®Blue Shield is a registered trade-mark of the Blue Cross Blue Shield Association. WL19-022 2020/05