

Welcome to the Wellframe® Toolkit

This toolkit provides everything you need to introduce and promote the Wellframe app to your employees. Wellframe offers personalized health support, educational resources and direct access to care teams. All through a convenient mobile app, helping employees stay engaged in their health and make the most of their Excellus BlueCross BlueShield benefits.

What's included and how to use it:

Item	Description	Format/Usage
For Employers		
Employer Flyer 	Flyer explains the benefits of Wellframe and how Wellframe can benefit your employees.	Reference Understanding the value of Wellframe
For Employees		
Ready-to-Send Employee Emails 	Three emails for you to send to your team, encouraging them to download the Wellframe app.	Microsoft Word Document Copy and paste the emails directly into your message. Feel free to edit.
Poster 	Poster outlining the benefits of the Wellframe app. Provides a QR code for easy navigation to download tab of wellframe.com.	Print-Ready PDF Hang around your organization in common areas.
Postcard 	Postcard (back and front) that explains the value of the Wellframe app to employees and provides a QR code for easy navigation to the App Store.	Postcard size Mail to employees to encourage them to download the Wellframe app.
Quick Start Guide 	Two-page document with instructions how to download the Wellframe app.	Print-Ready PDF Hand out or email to employees to use as a reference guide to get up and running.
Wellframe Programs 	Wellframe features 70+ interactive and personalized care programs that support the needs of employees.	Reference Listing of Wellframe programs

Supporting collateral

- Maternal Care
- Diabetes Management
- Smoking Cessation



Collateral showing employees how the Wellframe app can offer support to members during pregnancy, with diabetes management, and to quit smoking.

Print-Ready PDF's

Hand out or email to employees to use as a reference guide for help managing specific issues and conditions.

Printing Options All the materials in this toolkit have been formatted at a common size for most print vendors. You can print the files at a preferred partner or local print shop. Or, if you're currently part of an Excellus BlueCross BlueShield group, you can reach out to your Account Manager for more options.

Questions? If you have any questions, reach out to your Account Manager for more information or visit ExcellusforBusiness.com to get in touch.