

# Drop 10 in 10

Lose 10 pounds or 10% of your body weight in 10 weeks.

## What's your reason for taking control of your weight?

I will feel better.

I will have more energy.

I can be more active with my family.

I will sleep better.

I will improve my appearance.

I can improve my heart health, blood pressure, cholesterol, and/or better control my diabetes.

**Maintaining a healthy weight is important for overall health, well-being, and the prevention and management of medical conditions.**

The Drop 10 in 10 program is designed to help you build the skills needed to lose weight and keep it off. Whether you work closely with a personal wellness coach or on your own, you'll be guided step by step toward feeling your best.

**Throughout the program you will learn strategies and tools to assist with weight loss, including:**

- Weight management basics
- Balancing portions to create a healthy plate
- Tips to shop smart and plan meals
- Physical activity basics
- Stress management coping skills
- Planning for challenging situations

Whether you are looking to lose weight, maintain your weight, or simply develop healthier lifestyle habits, this program is right for you!



## How to Participate

Call a wellness coach to enroll in the program and you will receive a workbook to use as a guide. If you have questions or run into challenges along the way, you have the option to call your coach. **You have three options for completing the program:**

1. **By Phone:** You will work directly with a wellness coach to explore the program materials, set goals, and discuss your progress. This option includes scheduled follow-up calls with your coach.
2. **Self-Study:** You will work through the program at your own pace.
3. **Email:** Similar to the self-study option, you will work through the program at your own pace with the support of bi-weekly emails from your coach.

**Take the first step and we'll help you drop 10 in 10!** For more information or to enroll in the program, call Blues on Call<sup>SM</sup> at 1-888-258-3428 to talk to a wellness coach today.

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Blues on Call is a service mark of the Blue Cross and Blue Shield Association.

The Claims Administrator/Insurer complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si usted habla español, servicios de asistencia lingüística, de forma gratuita, están disponibles para usted. Llame al número en la parte posterior de su tarjeta de identificación (TTY: 711).

请注意：如果您说中文，可向您提供免费语音协助服务。请拨打您的身份证背面的号码（TTY：711）。

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