

## Meet Joe Martinez

**Joe is a 45-year old foreman.**

He grabs fast food lunch with his crew and has a couple of candy bars around 3:00PM to keep going. Over the years, he's found that it's not as easy to maintain his weight as it used to be. Even though his job is physical, Joe has gained weight.

Joe decided to try HealthMedia® Balance™, a weight management and exercise program that was being offered. He decided to give it a shot—he didn't have anything to lose but the extra weight!

He sat down for ten minutes and completed the Balance questionnaire. By analyzing the information that is unique about Joe, Balance was able to craft a personal plan just for him. This customized plan helped him lose weight. It gave him feedback on his major weight management concerns, including tips about how to make healthy choices at restaurants, and find healthy snacks to satisfy his afternoon and evening cravings. Joe's plan also recommended physical activities that he enjoys and included strategies for how to fit exercise into his busy schedule.

The Balance program helped Joe to understand how gaining weight made him feel less energetic and motivated. By understanding his barriers, Joe got on the track to successfully overcoming them. In addition, the Balance plan provided follow-up support newsletters to help Joe stay on track throughout the program. He realized that weight loss is not about finding the right diet; it's about changing his mindset and learning new behaviors. Armed with a plan that was designed specifically for him, Joe began to feel confident that he could lose the weight.



Joe juggles a donut and a thermos of coffee in one hand, while digging for his keys in his pocket with the other hand as he rushes to work.



Now six weeks later, Joe steps off the scale, smiling at the changes he sees in the mirror. Over the past six weeks, Joe has lost 15 pounds.

HealthMedia's programs start by learning about you, and create a personalized plan for you that is as unique as your fingerprint. HealthMedia's programs are developed by medical experts to analyze your unique habits, motivations, confidence levels and personal life issues and then provide you with a personal plan and the support you need to help you achieve your goals.

When you decide to take steps to take control of your health with HealthMedia programs, you won't receive Joe Martinez's guide, because at Healthmedia, we know you are not Joe Martinez. You are...you. HealthMedia programs start by understanding you, and then they give you the tools you need to meet your goals.

## GET STARTED ON THE PATH TO SUCCESS.

- Go to [www.highmarkbcbs.com](http://www.highmarkbcbs.com).
- Complete the login process, entering your user name and password.
- If you do not have a user name and password, create one as instructed.
- Click "Your Health."
- Click "Improve Your Health."
- Choose HealthMedia Balance.

