

[View this email as a web page](#)



Group Broker Update



It seems like you can't turn on the TV without being inundated with advertisements for popular weight loss drugs. It's not surprising they've exploded in popularity. Obesity is a chronic condition impacting more than 40 percent of Americans, who in turn pay twice the annual medical costs compared to the other 60 percent. It's easy to see the appeal of effective weight loss drugs ... but are they as good as they sound?

Our featured article takes a closer look at this new generation of drugs – types, brand names, intended uses, coverage, etc. – so you can educate your clients on when these medications are the best and safest option.

While these new medications work for some, it's essential to remember any weight loss drug is meant to supplement healthy, tailored lifestyle changes like diet and exercise. Blue Shield's Wellvolution platform has diverse and customizable programs your clients can offer their workforce to support sustainable weight loss. Be sure to read the full article below for more on the great services available on Wellvolution.

Thank you for all you do for Blue Shield.

A handwritten signature in black ink, appearing to read "Jon Blum".

Jason Bleau
Vice President & General Manager
Core Accounts and Small Group

[Learn more](#)

Combined Topics

- [What to know about GLP-1 weight loss drugs](#)
- [Watch these on-demand webinars and pro tips for your enrollments](#)
- [Annual Medical Loss Ratio \(MLR\) employer survey due March 2024](#)
- [Prescription drug cost data collection for employer groups](#)

Small Business

- [Holistic health and Q1 2024 rate pass for dental and vision](#)
- [Tools for the trusted advisor](#)

Large Group

- [Tools for the trusted advisor](#)

Follow us:    

This is a required email from Blue Shield of California, an independent member of the Blue Shield Association. Please note that you may receive required emails as part of doing business with Blue Shield of California, whether or not you have unsubscribed from promotional emails.

Don't miss out on future emails from us - [learn how](#) to add us to your address book.

Nondiscrimination Notice

The company complies with applicable state laws and federal civil rights laws and does not discriminate, exclude people, or treat them differently on the basis of race, color, national origin, ethnic group identification, medical condition, genetic information, ancestry, religion, sex, marital status, gender, gender identity, sexual orientation, age, mental disability, or physical disability. La compañía cumple con las leyes de derechos civiles federales y estatales aplicables, y no discrimina, ni excluye ni trata de manera diferente a las personas por su raza, color, país de origen, identificación con determinado grupo étnico, condición médica, información genética, ascendencia, religión, sexo, estado civil, género, identidad de género, orientación sexual, edad, ni discapacidad física ni mental. 本公司遵守適用的州法律和聯邦民權法律，並且不會以種族、膚色、原國籍、族群認同、醫療狀況、遺傳資訊、血統、宗教、性別、婚姻狀況、性別認同、性取向、年齡、精神殘疾或身體殘疾而進行歧視、排斥或區別對待他人。

%%Member_Busname%% | %%Member_Addr%% | %%Member_City%%, %%Member_State%%
%%Member_PostalCode%% | %%Member_Country%%