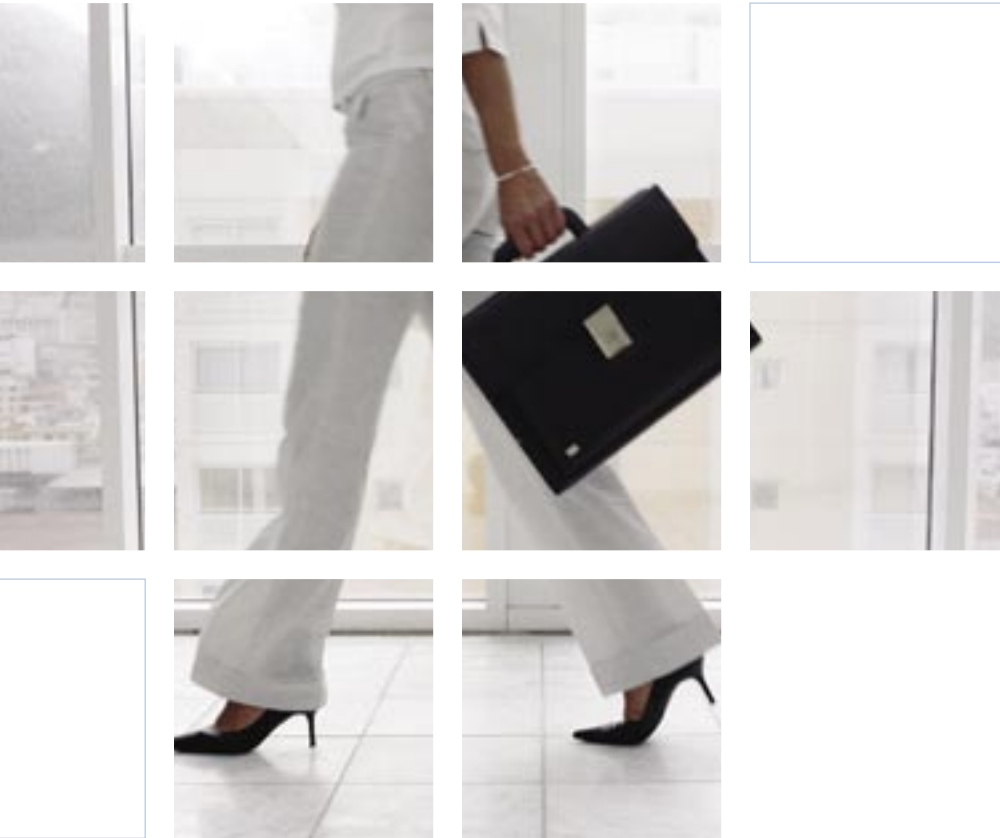


Blue Cross Blue Shield Rhode Island Investing in a Healthy Workplace

Case Study



Enabling work force agility

In today's competitive business market, companies must empower their work force to learn as they go by providing readily accessible information when and where needed.

The Books24x7 On Demand Platform offers an information resource that supports performance at the speed of business. In partnership with industry's foremost publishers, industry vendors, analyst firms, business thought leaders and senior executives of Fortune 500 companies, the Books24x7 On Demand Platform offers on-demand, instant access to the complete text of thousands of best-in-class books, book summaries, research reports and best practices.

The challenge:

Easily accessible professional development and wellness resources

Blue Cross Blue Shield Rhode Island (BCBSRI), a nonprofit health insurer that serves customers in Rhode Island and nationwide, prides itself on providing the same quality of wellness to its employees as it does to its customers.

To complement various existing professional development and employee wellbeing initiatives, BCBSRI sought an easily accessible resource that could be utilized by all employees. Additionally, the solution had to offer functionality that would allow management to add its learning events and content as well.



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I find Books24x7 useful because it brings a library of books directly to me. The search capabilities make it easy for me to locate information on a specific topic, or to browse through all the available resources relating to a more general topic.

BCBSRI USER

The solution:

Online access to informative content

BCBSRI chose the Books24x7® On Demand Platform, offering employees online access to the Books24x7 BusinessPro™ Collection, covering all aspects of corporate performance support, professional development and key business topics; the OfficeEssentials™ Collection, focusing on the most common computer functionality issues; and the Well-BeingEssentials™ Collection, a key tool in ensuring the health and well-being of your employees. Senior management also has access to the ExecSuite™ Collection, designed for executives and senior managers. This collection includes the functionality to download certain titles to MP3 players.

The Books24x7 Well-BeingEssentials™ Collection was a key piece of the solution for BCBSRI, due to its hundreds of physical fitness, health, work-life balance, personal finance and parenting skills titles that promote wellness at work and work/life balance.

The results:

Reduced absenteeism and stress

By investing in professional development for its staff, BCBSRI has empowered its clinical and support staff by increasing awareness of health related topics. “Our nurses and other clinical staff have access to extensive resources relating to disease management, an issue that they assist our customers with on a daily basis,” said Tom Rich, performance consultant, HR Solutions and Development for BCBSRI. “The more that our employees know about issues that our customers are contending with, they will be able to provide a higher level of service to all stakeholders.”

In addition to the professional development benefits, as anticipated, a number of employees have accessed the Well-BeingEssentials Collection to search for topics related to their health and wellness including fitness, diet, parenting, stress reduction, home ownership and healthcare industry trends. “By increasing knowledge of topics related to work/life balance, we hope to see a reduction in absenteeism and on the job stress,” said Rich.



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About Books24x7

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users to access the company’s broad range of content from their internet-enable PDA devices. Books24x7’s product offerings support workers across the enterprise in acquiring knowledge when and where needed. Customers that have adopted Books24x7 solutions include global enterprises, government, education and small to medium-sized businesses spanning over 50 industries.