



Debra L. Sears

Merry Christmas & Happy New Year!

As we near the end of 2013 it is a time to give thanks, reflect on our past and set new goals for our future. I have been in the health insurance business for 35 years and in that period of time I have watched many, many individuals and businesses to see how they achieve happiness. Each and every time there are

three segments that I come back to...and they are mind, body and spirit.

We start the New Year with resolutions and good intentions. Somewhere along the time line we allow our priorities to be realigned, not keeping to our original intention. I strongly feel that if we are not happy and healthy we cannot offer our best to our families and the people that we work with each day. I am very much a believer in the philosophy demonstrated by Dan Buettner and the Blue Zones principles.

In August 2011, Iowa Governor Terry Branstad announced the Healthiest State Initiative, where he challenged all Iowans to rally together to make Iowa the healthiest state in the nation by 2016 as measured by the Gallup Healthways Well-Being Index®. Iowa recently moved from 16th in 2011 to 9th in 2012, so we're headed in the right direction. But there is still work to be done to reach number one.

Wellmark is proud to play a major role in the effort to reach No. 1 status through the Blue Zones Project — a cornerstone of the Healthiest State Initiative. Brought to Iowa through an innovative sponsorship by Wellmark in collaboration with Healthways and Blue Zones®, the Blue Zones Project is a community-by-community well-being improvement initiative designed to make healthy choices easier through permanent changes to environment, policy, and social networks.

The Blue Zones Project is based on Blue Zones® principles developed by author and researcher Dan Buettner. Blue Zones employs evidence-based ways to help people live longer, better lives by taking a systematic, environmental approach to well-being, which focuses on optimizing policy, social networks and the built environments where people spend their time.

Every Iowan has the opportunity to help make his or her community a happier, healthier place to live, work and play by supporting the Blue Zones Project. Simple lifestyle changes can make lasting benefits to your physical health, emotional health, and social relationships.

“With myWellmark, you have all your health and benefits information at your fingertips. The latest addition? **The Wellness Center, powered by WebMD.** It is a personalized online health and wellness experience. Changing lifestyle habits can be difficult. The Wellness Center can help you make meaningful daily actions to improve your health.

Simply log into **myWellmark** and go to the **Wellness Center, on the My Health tab.**

STEP 1: Take a wellness assessment

Click on the Wellness Center button. This tool will help you look at your current health status and habits. You will receive personalized feedback identifying your potential health risks and providing suggestions for actions. Wellmark's Wellness Help Desk is here to help with any questions you may have about completing the assessment. Call 877-252-8412 for 24/7 phone assistance.

STEP 2: Get the latest health, fitness & nutritional information

Find in-depth medical news, features, and reference materials from the most recognized and trusted brand of health and wellness information, WebMD.

- **Health and medical news and information** to help you control your weight, stop smoking, reduce your stress and make smart choices about nutrition.
- **Health topics** provide in-depth assessments and information about specific health conditions such as asthma, high cholesterol, depression, chronic fatigue and diabetes.
- **Search for information** on any health topic from A to Z, and get fast results from reliable, up-to-date sources.

STEP 3: Use health trackers and tools

Whether your goal is to keep track of daily glucose levels, lower your blood pressure or keep a regular exercise schedule, trackers are an easy way to chart your activity and mark your progress.

*Sears Insurance would like to take this opportunity to express our appreciation for your business and your referrals. Be sure to call us with any and all of your insurance questions. Have a safe and happy Holiday Season! **

Learn about us on our website www.searsinsurance.info. We have an RSS feed and/or feel free to “like” us on Facebook to receive the most current information.

Sears Insurance has been recognized again in 2012 as being in the Top 1% for Wellmark Blue Cross and Blue Shield in Iowa.

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