

Highmark Direct Mobile Tour Makes Stop at Beacon Light

As employees continue to have greater involvement in their health insurance and care activities, Beacon Light Behavioral Health Systems is helping its employees better understand their health insurance and wellness options by bringing the Highmark Direct mobile tour to its location in Custer City, PA. The mobile tour visited the site on Wednesday.

The Highmark Direct mobile tour is visiting businesses and community events throughout Highmark's 49-county service area to engage individuals in one-on-one conversations about health insurance at their place of work or in the community.

At Beacon Light's location, Highmark's mobile marketing vehicle visited and provided employees with information regarding their Lifestyle Returns program, which includes a basic assessment of the employees' lifestyle and suggestions for improvement.

"It was really a great experience," said Jim Wiseman, VP, COO. "Our employees had the chance to learn more about their health and it will benefit the agency overall in the long run. John Marasco, broker with Anderson and Kime Employee Benefits, has been extremely supportive of Beacon Light's employees and their involvement in the Life Style Returns Program and was instrumental in bringing the tour bus to our agency."

About Beacon Light Behavioral Health Systems

Beacon Light, headquartered in Bradford, PA is a not for profit, social service agency, that provides individualized mental and behavioral health care to children and families from across the Commonwealth.

About Highmark Inc.

As one of the leading health insurers in Pennsylvania, Highmark Inc.'s mission is to provide access to affordable, quality health care enabling individuals to live longer, healthier lives. Based in Pittsburgh, Highmark serves 4.6 million people through the company's health care benefits business. Highmark contributes millions of dollars to help keep quality health care programs affordable and to support community-based programs that work to improve people's health. Highmark exerts an enormous economic impact throughout Pennsylvania. A recent study states that Highmark's positive impact exceeded \$2.5 billion. The company provides the resources to give its members a greater hand in their health.

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