

Columbia, S.C. – Just washed your hands and think they are clean? In most cases, they are not and you are a walking, talking vehicle for nasty, deadly germs.

In a bid to help ward off the flu, BlueCross BlueShield of South Carolina and BlueChoice® HealthPlan of South Carolina are taking a “Grime Scene Investigation: South Carolina” (GSI: SC) kit into the workplaces of some of their group accounts and are making some of the hand-washing campaign tools available for downloading by their customers.

This is part of an overall statewide campaign being conducted in partnership with the South Carolina Hospital Association, Mothers Against Medical Error, Palmetto AIPC (the state professional organization for infection prevention nurses), and the University of South Carolina.

When they go into the workplace, BlueCross and BlueChoice HealthPlan representatives will have the full representation of tools used in crime scene investigations. This includes a body outline of the “deceased,” tape to cordon off the affected “grime” scene, a black light to be used to assess the cleanliness of the “suspects” hands, and instructions for the 11 steps that must be taken to ensure complete disinfection. Everyone is a “suspect” who must be examined to determine who caused the “grime” scene.

“It’s a clever, fun way to get across an extremely important point — that the majority of people who think they’ve washed their hands properly have not. We are our own worst enemies in terms of proper hygiene,” said Dr. Laura Long, BlueCross vice president of clinical quality and health care management.

“This is part of our efforts as an insurance company to add value to our services by going into workplaces to help South Carolina employers reduce absenteeism and save money in their own health plans. For the employees, increased knowledge about their own health care means better health and quality of life for them and their families,” said Dr. Long.

BlueCross’ workplace visits began last week at companies in Charleston and Columbia and will include Greenville in a few weeks. Visits also will be planned in other parts of the state.

Headquartered in Columbia, S.C., BlueCross BlueShield of South Carolina ([www.SouthCarolinaBlues.com](http://www.SouthCarolinaBlues.com)) and BlueChoice HealthPlan of South Carolina are independent licensees of the Blue Cross and Blue Shield Association. The only South Carolina-owned and operated health insurance carrier, BlueCross BlueShield of South Carolina and its family of companies include more than 20 subsidiaries involved in health insurance services, U.S. DoD health program and Medicare contracts, and other insurance and employee benefits services.