



Healthy U 2011/2012

Important Information for Participants



Workplace Wellness – The Impact

- **Why are we concerned about wellness?**
 - 70% of the burden of illness is from preventable diseases
 - Physical inactivity doubles the risk of heart disease
 - 50% of deaths are related to preventable causes (i.e. tobacco use, diet, physical inactivity)
- Increasing your awareness and engagement about modifiable health risks now may result in significant improvements in your future health and well-being



“For years your teachers kept telling you to settle down and sit still. You can stop now.”

Healthy U 2011/12 – Overview

- **Timeline** – The Healthy U 2011/2012 qualifying period began on July 1, 2011 and ends May 31, 2012
 - Participants have 11 months to complete participation requirements
- **Participation Reward** – If both the employee and their covered spouse/same-sex domestic partner complete the requirements within the 11 month qualifying period, the employee will pay the lower, Healthy U Participant healthcare rates for the plan year 7/1/2012 – 6/30/2013
- **Participation Requirements** – Both the employee and covered spouse/same-sex domestic partner must earn **70 points each** for completing health and wellness activities (as tracked in the Highmark Lifestyle Returns system)



Healthy U 2011/12 – Overview

- **Participation Tracking – Points Based Program**
 - Highmark’s online system (Lifestyle Returns) will track total points accumulated – participants can easily monitor their own progress (as well as their covered spouse’s/same-sex domestic partner’s progress) against the 70 point goal
- **Participant Choices**
 - Participants will have many choices of activities and programs to meet their 70 point target
 - Only two of the activities are required – online Pledge and Wellness Profile (worth 30 of the total 70 points)

Participant Choices

- There are many programs and activities to choose from to earn points:
 - Preventive Exams
 - On-line health improvement programs
 - Telephonic health improvement programs
 - Programs at the worksite or at community centers
 - Flu shots
 - And many more!

Required: Pledge and Wellness Profile

- ❑ On 7/1/11, the Highmark online system (Lifestyle Returns) “reset” for all members
- ❑ Both the employee and covered spouse/same-sex domestic partner will be required to complete a Pledge (no points attached to this)
- ❑ Both the employee and covered spouse/same-sex domestic partner will be required to complete a Wellness Profile (**worth 30 points**)
- ❑ A new Wellness Profile is required every year, even if you completed one in the previous year
- ❑ It is important to complete these activities early in the program – they must be completed before obtaining your additional points



Wellness Activities and Programs to Earn the Remaining 40 Points

Physical Exams (30 points each)

- ❑ After an individual has completed the Pledge and the Wellness Profile, if, based upon their age, their recorded exam date (from the previous year), and the preventive screening schedule, they may have already met the Physical Exam requirement. If so, this field will be automatically populated, and the appropriate number of points would be added to the participant's point total
- ❑ If, based upon their age and last recorded exam date, they have not met the Physical Exam requirement, the exam date field will be blank - a participant could enter their new preventive exam date if they choose to earn points in this category
- ❑ Eligible exams in this category include a physical, annual gyn exam and mammogram (other preventive services are eligible for points in the Employer Custom Programs category).

Condition Management Programs

- Can complete and earn points for as many as are applicable (**25 points each**)
 - Asthma
 - Back Pain
 - Coronary Artery Disease
 - Congestive Heart Failure
 - Chronic Obstructive Pulmonary Disease
 - Depression
 - Diabetes
 - Maternity – “Baby BluePrints”
- These are Telephonic Programs via Blues on Call (BOC) (enroll and participate via phone)
- Member must fulfill requirements for each Condition Mgmt Program as listed on the website to get points - BOC will generate point credit within 24 hrs after member completes requirements
- The member must complete the requirements between 7/1/11-5/31/12

Lifestyle Improvement Online Programs (15 points each)



More Online Programs (15 points each)



HealthMedia[®]
achieve[™]
for Cholesterol

Take control of your cholesterol levels by making effective lifestyle changes and working in sync with your health care team.



HealthMedia[®]
stride[™]
for Hip Health

Discover how to move freely again and better manage hip problems to decrease pain, increase function and improve surgical outcomes.



HealthMedia[®]
move[™]

Build a customized activity plan using online tracking tools, from taking your first steps to making it a daily routine.



HealthMedia[®]
control[™]
for Blood Pressure

Develop a personalized plan to achieve and sustain a healthy blood pressure.

More about Lifestyle Improvement Online Programs

- ❑ Members will earn **15 points for each** online program completed – multiple programs can be completed
- ❑ Members enroll in these programs online and participation is completed online (no health coaching phone calls are generated by program participation)
- ❑ At the time of enrollment, members complete a questionnaire, completion of the questionnaire generates the points credit
- ❑ Members must enroll in programs and complete the questionnaire between 7/1/11-5/31/12

Wellness Coaching Programs (Blues On Call)

- Interactive, telephonic coaching programs delivered via Blues on Call (BOC) unit – **20 points each**
 - Simply Well (nutrition)
 - Aim for Change (weight mgmt.)
 - Get Moving (physical activity)
 - Restoring Balance (stress mgmt.)
- Member enrolls in program with a call to BOC, and receives credit for the program after enrollment is complete
- BOC sends member program materials and follows-up with regularly scheduled coaching calls
- Programs generally last 3 months

Miscellaneous Programs (points vary)

- **Call to Blues on Call (BOC) Health Coach** – 10 points (call for any health reason, member must enter call date and topic category on Lifestyle Returns, call must occur between 7/1/11-5/31/12)
- **Use On-Line Health Information/Tools** – 10 points (member accesses and reads health information on-line and completes on-line survey)
- **Flu Shot** – 15 points (for credit, member enters date of flu shot into Lifestyle Returns, date must fall between 7/1/11-6/30/12)

***Please note** – You can only receive points once in each of these categories (e.g. one call to BOC Health Coach, one use of on-line health tools, one flu shot)*

Educational Campaigns –(10 points each)

- These newsletter based promotions may be offered at the worksite, dependent upon interest levels
 - Color Your Plate (nutrition)
 - Diabetes Awareness/Prevention
 - Maintain Don't Gain (weight management)
 - Yes I Can Quit Tobacco
 - Eat Well for Life (nutrition)
 - Prevention 101 (health awareness/self-care)
 - Maintain Your Mind (memory)
- At the conclusion of the campaign, participants must complete and return a survey in order to receive the points for participation

Lifestyle Improvement Worksite & Community Programs

- Highmark Lifestyle Improvement programs may be available at the worksite and selected community sites in the following subjects **(25 points each)**:
 - Fitness and Exercise
 - Diet and Nutrition
 - Tobacco Cessation
 - Health Awareness

- More details will be provided by your HR Benefits office and/or Wellness Committee



Employer Custom Programs (points vary)

- ❑ These are employer-specified programs/activities and have been approved by PASSHE for points under Healthy U
- ❑ **Not all campuses will offer all of the programs**
- ❑ More information about programs available at your location will be shared soon by your campus
- ❑ Three programs/activities that could be available to any member for points:
 - Other Preventive Screenings
 - Fitness Workouts
 - Weight Watchers

See the following slides for more information about each of these activities

More About Employer Custom Programs

- **Other Preventive Screenings – 30 points**
 - Earn points for obtaining one of the following preventive screenings (as recommended by your physician):
Colonoscopy; PSA test; Clinical Skin Exam; Dental, Vision or Hearing exam; Male Mammogram; Mammogram for female member under the age of 40
 - Some screenings recommended by your physician may not be covered under your benefit program. Before obtaining any recommended screenings, you or your physician are encouraged to contact Highmark Member Services for clarification of coverage. You are responsible for payment for any services not covered under your benefits program.

More About Employer Custom Programs

□ **Fitness Workouts – 25 points**

- Attend a fitness center on a regular basis (a minimum of 85 times) throughout the Healthy U qualifying period, track the dates of your visits, and after attaining 85 visits record your completion on the website to earn 25 points
- Attend an on-campus fitness center or other non-university fitness centers (e.g. YMCA, Gold's Gym, Curves, etc.)
- More detailed information on qualifying for points under this custom program are available from your campus HR/Benefits office

More About Employer Custom Programs

- **Weight Watchers – 25 points**
 - Participate in a Weight Watchers @ Work group or attend Weight Watchers group meetings in your community
 - Record the dates of your attendance at 10 meetings to earn the 25 points
 - Meeting dates attended need to be entered into the Lifestyle Returns system in order to earn the points

More Information Coming Soon!

- Information will be shared with participants in a variety of ways – emails, Healthy U website, employee meetings, etc.
- **Questions?**
 - Contact your Campus Benefits Office
 - Call Highmark Member Services **1-866-727-4935**
 - For login, website or other technical issues:
Highmark Technical Support **1-877-298-3918**

