

A Health Assessment and online coaching program make it easier than ever to help companies and members reach their full health potential

The Health Assessment is the entry point to a tightly integrated member health improvement strategy that delivers targeted, personalized health support.

The Health Assessment is the foundation for an integrated wellness approach that spans the entire wellness and care continuum to meet individual member needs, drive member participation and encourage individual behavior change toward overall better health. The BlueLink TPA solution connects members to the right programs, making it easier than ever to take care of themselves and their health.

BlueLink TPA offers a “no additional cost” online Health Assessment to commercially insured members to help them take care of their health.

BlueLink TPA offers an online Health Assessment to all commercial groups and individual members. The Health Assessment identifies an individual's potential health risks and integrates the results to identify practical health improvement opportunities and suggest programs based on each participant's situation. The link to the Health Assessment on **BlueLink TPA member service center** gives members convenient, secure access.

The BlueLink TPA Assessment identifies risk and suggests interventions based on each person's level of need. Content covers a broad range of topics such as alcohol and depression along with chronic conditions and a person's readiness to change. Online (no cost) and paper (for a fee) versions are identical, so results for all employees who submit the assessment are consistent. Easier than ever to access and complete, the confidential assessment is written at a sixth grade reading level, is available in English and Spanish and takes about 15 minutes to complete.

The Health Assessment is an employee's first step to better health.

Participants who submit the Health Assessment online receive feedback immediately and those who submit a paper Health Assessment receive their results by mail. All participants receive a complete personalized health analysis with feedback on 13 modifiable risk areas and 11 specific chronic condition risks, along with suggestions for follow-up programs such as interactive online health coaching. Employees can take advantage of online health coaching at no additional charge and receive the following benefits:

- **Expanded personalized content** – A compelling at-a-glance summary report gives visual, easy to read results in order of importance.
- **Interactive modeling tools** – The summary page includes real-time “what if” scenarios that let participants see what a difference they can make by modifying behaviors.
- **Report faxing** – Participants can fax a copy of the report directly to their doctor's office.
- **Consumer content** – A health care cost reports page illustrates the link between lifestyle behaviors and personal health care costs.

What sets the Health Assessment apart:

- ✓ **National Committee Quality Assurance content** – the core question set addresses all 12 risk areas specified in NCQA's Standards for Member Connections
- ✓ **Spanish offering** – both the online and paper surveys, as well as the user report, are available in Spanish
- ✓ **Stage of readiness to change** – the survey offers an expanded set of readiness-to-change items
- ✓ **Branching logic** – additional branching logic has been incorporated into the online survey in order to reduce the repetitiveness of non-applicable items presented to the participant
- ✓ **Depression items** – the two-item Whooley questionnaire has been added to provide additional insight into risk for depression
- ✓ **Alcohol items** – the survey incorporates a four-item assessment
- ✓ **Work productivity** – a work productivity item is available as an optional part of the core question set

Support for groups makes the program easy to offer and easy to support.

Groups will have access to the following at no additional cost:

- Online communication toolkit explaining the value of the Health Assessment and detailed instructions on how to access and participate in the assessment
- The online Health Assessment (English and Spanish)
- Group aggregate report (generated for groups with 20 or more participants completing the Health Assessment)
- Health Assessment completion tracking (supports incentive tracking for groups who include this benefit)

BlueLink TPA is offering at no additional cost, tailored online coaching to enhance the value of the Health Assessment and deliver a more robust service package that will benefit members and employers.

The BlueLink TPA Health Assessment and online health coaching package provides not only a snapshot of individual and population health status and risks, but also the appropriate health improvement and behavior modification programs to drive lasting change and produce optimal results.

BlueLink TPA has integrated online health coaching to deliver lifestyle management and behavior modification coaching based upon the responses provided in the Health Assessment. Integration of the Health Assessment results with the online coaching programs delivers a more complete experience for BlueLink TPA members – an experience we believe will result in more engaged consumers.

Online health coaching modules are comprehensive and user-friendly.

Online health coaching modules are available after a participant completes the online Health Assessment. Employees will be able to take advantage of these programs via any computer with Web access. The nine five-week modules are based on the member's readiness to change and include a personalized home page, program scorecard and weekly reminder e-mails — along with tailored action plans. Modules include:

- Fitness
- Nutrition
- Smoking cessation (may be used in addition to the stop-smoking program)
- Stress management
- Weight loss
- Diabetes
- Heart Disease

The Health Assessment and online health coaching package offers a great opportunity for members to be healthier and groups to offer health and wellness tools to employees

The Health Assessment is designed to be a turn-key program for the employer. The basic steps in the implementation process will be as follows:

- Employers have access to a toolkit posted on the employer page of **bluelinktpamn.com**.
- The employer develops a launch and communication plan using the information, templates and ideas provided in the toolkit.
 - BlueLink TPA recommends that process begins approximately two-three months prior to health assessment launch date.
- The employer promotes the availability of the health assessment via the "Plan details" tab of the **BlueLink TPA member center**. Once signed in, a member accesses the health assessment link in the "Health programs & discounts" section.
 - If members have difficulty logging in to the member center, they should call the customer service number on the back of their member ID card.
 - If needed, e-mail-based customer service is available while participants complete the health assessment (*healthassessment@webmd.net*).
- Employees complete the assessment and will immediately see their individual report. Referral programs such as the online coaching modules and links to specific health topics and resources are identified for each participant.
- If offered by the employer, employees also will be directed to additional health management services and support, including prenatal support, nurse support or the fitness discount program.
- Employers are able to request and receive their own reports. Specific report and instructions on how to request each report, including contact information, is included in the employer toolkit. Example of reports available to employers include:
 - Completion report - see who has completed the assessment for purposes of administering incentive programs.
 - Aggregate management report - identify key health behaviors, risks and disease conditions for future focus and planning. This report is generated for groups with 20 or more participants completing the assessment.