

Embrace Change



Healthy change is in the air. Businesses of all types are discovering the advantages of a long-term health strategy and the benefits of our customized MyBlueHealth wellness platform. MyBlueHealth is fully integrated, providing the guidance, support, and flexibility to help you manage health care costs, improve productivity, and lead your employees to healthier decisions. Working together, we can engage your workforce and deliver outcomes worth celebrating.

A Wellness Vision for a Healthier Workforce

Blue Cross Blue Shield of Massachusetts' comprehensive wellness solution combines in-house consultative expertise with tools designed in collaboration with respected partners. MyBlueHealth, for larger employers*, is a robust platform with a wide array of online, onsite, and telephonic services to help your employees set and reach their personal wellness goals.

Wellness Consultants

Blue Cross Blue Shield of Massachusetts recognizes controlling health care costs begins with helping our accounts support their employees in making wise health care choices. We do this by taking a consultative approach, working together to create a program for educating your employees about the connection between lifestyle habits and long-term health. We are committed to providing prevention and wellness programming that will deliver consistent, customized, targeted solutions for your entire population, regardless of their health plan.†

Our wellness consultants are available to support you, lending their expertise in the areas of:

- Population analysis
- Program design
- Incentive strategies
- Effective messaging
- Evaluation

* Employers with 51 or more subscribers

† There is an additional fee for accounts to have non-Blue Cross Blue Shield of Massachusetts members utilize mybluehealthma.com



The Tools for Better Health

As part of our integrated wellness strategy, MyBlueHealth offers:

Online Tools and Resources

Available at www.mybluehealthma.com.

MyBlueHealth
<p>Health Assessment</p> <ul style="list-style-type: none"> • Questions covering demographics, current conditions, and lifestyle habits • Information collected in the Health Assessment shapes each employee's evidence-based action plan for getting healthier
<p>Health Coaching</p> <ul style="list-style-type: none"> • Offers unlimited email access to a professional coach with specific expertise in the areas of exercise, nutrition, and life skills • Coaches provide extra motivation and support to members—questions are typically answered within 24 hours
<p>Lifestyle Management Programs</p> <ul style="list-style-type: none"> • Includes a series of interactive assessments that ask participants questions about their lifestyles to determine readiness to change unhealthy behaviors • Delivers personalized actionable guidance to support positive, long-term behavior changes related to smoking, emotional health, medication adherence, and weight management
<p>Get Fit: Customized Fitness Plan</p> <ul style="list-style-type: none"> • Recommends and tracks exercises, reps, sets, duration, and frequency • Calculates number of calories burned
<p>Live Fit: Stress Management Plan</p> <ul style="list-style-type: none"> • Helps participants effectively deal with life's challenges • Provides stress and anxiety management tools and tips
<p>Eat Fit: Personalized Nutrition Plan</p> <ul style="list-style-type: none"> • Recommends and tracks calories • Suggests daily meals and allows participants to create their own nutrition tracker
<p>Family Fit: Wellness Program for Kids and Teens</p> <ul style="list-style-type: none"> • Encourages children of all ages to engage in physical activity, proper nutrition, and good behavior in a fun, engaging manner
<p>QuitNet: Online Tobacco Cessation Program</p> <ul style="list-style-type: none"> • Delivers Quit Tip emails for motivation and encouragement • Includes 24/7 online support from other tobacco users trying to quit
<p>Health Trackers</p> <ul style="list-style-type: none"> • Participants have access to a suite of trackers that they can use to track key health information (i.e., weight, blood pressure, and cholesterol) over time • Participants can also "build" their own tracker
<p>Online Communities</p> <ul style="list-style-type: none"> • Provides a network of social support and encouragement to all participants
<p>Additional Resources</p> <ul style="list-style-type: none"> • Information on thousands of health and wellness topics, including alternative treatments and what participants need to do to be their healthiest • Features a collection of delicious, healthy recipes and alternative health menus • Links to other Blue Cross Blue Shield of Massachusetts health and wellness resources and discounts

Telephonic Health Coaching[‡]

In addition to online coaching MyBlueHealth offers lifestyle coaching by phone for major risk factors, such as nutrition, physical activity, stress management, weight management, and smoking cessation. MyBlueHealth coaches come from a variety of educational and experience backgrounds, including registered nurses, exercise physiologists, health educators, registered dietitians, and nutritionists. Behavior modification principles are based on Dr. James O. Prochaska's Transtheoretical Model[§] and are incorporated into every phase of the coaching experience. Coaching is also available in other languages including, but not limited to, Spanish, Portuguese, and Chinese.

Onsite Wellness Activities[‡]

MyBlueHealth offers the ability to deliver multi-component events, such as health screenings and seminars. At screening events, certified health care providers collect objective health information, such as cholesterol, blood pressure, and body mass index (BMI). This data helps quantify each employee's health status, serves as a baseline to measure program results, and helps evaluate wellness program success. Onsite seminars are available on a variety of topics, including fitness, nutrition, and stress management. A complete list of screenings and seminar topics is available upon request.

Wellness Culture Assessment

Our wellness consultants can assess your company's culture and environment to determine its readiness and ability to implement and support wellness programs. The Wellness Culture Assessment (WCA) examines components such as the physical worksite environment and both leadership and employee perceptions of wellness.

A quantifiable scorecard and report is generated with recommendations that are reviewed and analyzed by our wellness consultants.

Incentives

Blue Cross Blue Shield of Massachusetts wellness consultants work with employers to optimize an incentive strategy and implementation timeline. Appropriately structuring incentives can help to foster a level of employee engagement in your wellness programs that may lead to improved health outcomes and increased productivity. Our incentive engine tracks online activity and the completion of milestone events (i.e., Health Assessment completion, exercise/nutrition plan setup, participation in an online or telephonic program), and can assign points based on your company's incentive structure. These points can be redeemed for gifts and debit cards or employer-based rewards, such as paid time off, premium discounts, or Personal Spending Account contributions.

Reporting and Analysis

We offer consolidated reporting across all MyBlueHealth programs to enable your business to monitor its progress and measure results. Reporting capabilities will continue to evolve through future MyBlueHealth enhancements.

Examples of available reporting include:

- Aggregated Health Assessment results
- Employee web portal utilization
- Yearly Health Assessment comparisons
- Risk reduction

Our Commitment to You

Blue Cross Blue Shield of Massachusetts will continue to develop and provide easy-to-use programming that helps you to support your employees in managing their health and quality of life. If you have any questions about MyBlueHealth, please contact your account executive.

Note: The resources, tools, and services outlined throughout are for employers with groups with 51+ subscribers.

‡ Programming may have an additional cost.

§ A framework for achieving behavioral change based on stages individuals go through as they adopt healthier habits.

