

# Premera Blue Cross

## Health Risk Management Toolkit

### Guidelines for Employer Communication

The WBBA Health Risk Management (HRM) program equips employers and employees with helpful tools to identify and reduce personal and workforce health risks. This program provides employers the opportunity to help create a culture of well-being and foster improved health and productivity among their employee population.

Program services are provided through WebMD Health Management, a national leader in Health Risk Management.

#### Premera's Health Risk Management Program

To achieve better health, people need to understand their health risks and make the behavioral changes necessary to reduce and manage these risks. The Health Risk Management program was created to help people take these important steps. The program has been designed with the following main components:

##### 1. Employer Promotion

Employers have several motivating factors for offering Health Risk Management (HRM) program. These include the reduction of absenteeism, managing health insurance costs, and the promotion of healthcare consumerism. However, simply offering an HRM program is not enough. Building a communication campaign and an incentive based participation system ensures that the useful tools and resources available will be utilized. **As noted in the WBBA Participation Agreement, to offer HRM services, the employer agrees to meet participation requirements equal to 50% of the enrolled eligible count; which includes: covered employees, spouse(s) or domestic partner(s). Additionally, employers are required to offer a cash incentive of no less than \$75 to all enrolled eligibles and who initially participate in the HRM program by completing the Personal Health Assessment (PHA) within 45 days from enrollment.**

##### 2. Personal Health Manager<sup>sm</sup>

The Health Manager Home Page is a dynamic, personalized home base for access to WebMD's suite of health management tools. The personal home page is customized to include: news feeds and articles, alerts and reminders. Additionally, the suite of management tools includes:

- § Lifestyle Centers – convenient, centralized lifestyle resource areas intuitively directs participants to all risk-specific resources designed to drive behavior change and thus improve each of the 12 modifiable health risk factors as analyzed by HealthQuotient<sup>sm</sup>, Personal Health Assessment.
- § Trackers – Graphical tools that track important health measurements. Participants can create their own trackers or use one of the 21 tracker templates.
- § Standard Content: WebMD Medical News, WebMD Features, Alerts and Recalls, Cleveland Clinic, Merriam-Webster® Medical Dictionary, Healthfinder®, MEDLINE<sup>plus</sup> and Symptom Checker.

##### 3. HealthQuotient<sup>sm</sup> Personal Health Assessment

Designed to elicit health risk information, this confidential questionnaire provides the key metrics for health planning and evaluation. Each participant completing a voluntary questionnaire receives a personal health summary. The summary includes an overall wellness score, information about identified health risks and conditions, and a personal summary to share with a doctor if desired.

## Health Risk Management Toolkit

Health Risk Management works by educating, empowering, and providing on-going support to employees to improve their current state of health and become more productive. In addition to providing the right tools at the right time, active employer support, leadership, and participation are critical to the success of the program.

The Health Risk Management Toolkit includes customizable materials to increase awareness and promote employee participation at the workplace.

The resources can be tailored to meet the specific needs of the target audience and:

- § Inform employees about the Health Risk Management program overall
- § Execute a communication plan to raise awareness and interest in better personal health management
- § Communicate and promote the opportunity to participate in the Personal Health Assessment.

## Communication Toolkit Components

The Health Risk Management communication materials include tools to create communications for display, print, and electronic use. These materials may be used to meet specific business objectives.

Objective	Tool
Strategy & Communications Plan Development	<u>Employer Presentation</u> : provides an overview of the program and its benefits to the company. <u>Guidelines for Employer Communication</u> : designed to guide the planning of an effective communication strategy that introduces and sustains employee interest in the program.
Program Education	<u>Employee Presentation</u> : introduces the health risk management concept, free online personal health assessment and telephone health coaching.
Awareness, Education and Promotion	§ CEO Letter § Personal Health Assessment Poster § Personal Health Assessment Flyer § Announcement Email § Go-Live Email § Reminder Email § Voicemail Scripts

The table below provides suggestions for use of the communications to increase participation in the Personal Health Assessment—the first step to creating a healthier, more productive work environment.

<b>Timing</b>	<b>Activity</b>	<b>Purpose/Intent</b>
30-45 Days prior to the predetermined live assessment period	Printed Material: Customize and distribute CEO letter	Communicates to employees that company is committed at the senior executive level to improving the health and productivity of its employee population. If a goal for participation has been set, make it known.
	Electronic Communications: Distribute kick-off email and/or voicemail Display Materials: Customize and display posters; distribute flyers.	Generate excitement immediately before the online assessment period begins. Reinforce the effort with closely staggered and varied types of communications. The more often employees see the message, the more likely they are to take advantage of the opportunity to participate.
Live Day	Electronic Communications: Send “go-live” email and voicemail	The first day the assessment is available online, remind employees to complete the Personal Health Assessment. This will provide another opportunity to supply the log-in instructions.
During the live assessment period	Electronic Communications: Send reminder email and voicemail	Let employees know that time to take the Personal Health Assessment and earn the incentive reward is running out.