
Our New Wellness Programs
Agenda

1. Introducing New BCBS Wellness Initiatives
2. Description of the Programs
3. How Do BCBS Members Participate?
4. Other Resources BCBS Offers
5. How Can Your Practice Collaborate?
You want the very best for your patients. *So do we.*

Our Mission: *To promote the health and wellness* of our members and communities through accessible, cost-effective, quality health care.
Partnering with Providers: Focus on Wellness

• **Blue Care Connection® (BCC)** welcomes in the new year with three new programs to help BCBS members who want to quit smoking, lose weight, or just manage and improve their overall health.

  • If you have patients who are BCBS members and who could benefit from these programs, we want to encourage you to share this information – as appropriate.

  • BCBS will be furnishing your practices with communication materials on these new programs that you can offer your patients.
Program Description

Beginning January 1, 2008, **Tobacco Cessation**, **Weight Management**, and **Worksite Wellness** programs have been introduced as the newest additions to our medical management program – Blue Care Connection.

**Tobacco Cessation** provides resources and support for smokers who want to quit

**Weight Management** provides guidance, support, online tools and resources for members who want to lose weight

**Worksite Wellness** enables employers to offer employees on-site health education and health screenings
Who Can Participate?

• Any patient whose Blue Cross and Blue Shield employer group benefits include Blue Care Connection is eligible to participate in these wellness programs – at no additional cost.

• To verify, have your patient call the toll free Customer Service number on the back of the BCBS ID card.
Weight Management

Provides guidance and support for members who want to lose weight—personal or self guided

- Behavioral counseling, motivational coaching and personalized goal setting with action plans from licensed Wellness Coaches
- Online weight management tools
- Web-based nutrition and fitness plans and advice
- Secure e-mail support
- Motivational toolkit sent to members who are ready to change
- 24/7 Nurseline nurse support and AudioHealth Library®
- Members can earn Blue PointsSM for using the online weight management program, and for completing online fitness and nutrition plans in the Personal Health Manager
- BlueExtrasSM discounts at Jenny Craig, Curves and the Complementary Alternative Medicine network
Tobacco Cessation

Provides resources for tobacco users who want to quit—personal or self guided

- Behavioral counseling / personal coaching from licensed Wellness Coaches
- Online smoking cessation tool
- Secure e-mail motivational support
- Health information resources
- Motivational toolkit for eligible members
- 24/7 Nurseline nurse support and AudioHealth Library®
- Members can earn Blue Points℠ for using the online tobacco cessation management program, and for other activities completed in the Personal Health Manager
- BlueExtras℠ discounts: Complementary Alternative Medicine
Worksite Wellness*

**Health Education Classes / Health Fairs**

- **On-site health educator to discuss one health and wellness topic, including:**
  - Stress, Family Health, Fitness, Heart Health, Tobacco Cessation, Nutrition, Preventive Health, Men’s Health, Women’s Health

- **On-site health educator to provide:** educational information on wellness-related topics and services available to members

**Health Screenings**

- **On-site health screenings by health educator:**
  - Blood Pressure, Diabetes / Glucose, Cholesterol (finger stick), Biometric screenings (Weight / Height / BMI), Flu Vaccines, on-site Health Risk Assessment (HRA)

*Subject to offerings at specific worksites.*
What Other Resources Can BCBS Offer My Patients?  www.bcbstx.com

Personal Health Manager
Online Health Management System
  • Online portal to new wellness programs
  • Symptom checker and other health resources
  • Health encyclopedia, online medical records, condition tracking

Eat Right, Get Fit
Via the Personal Health Manager
  • Members can create fitness regimens and meal plans
  • Healthy recipes, shopping lists
  • Progress tracking

Blue PointsSM Incentives
Via the Personal Health Manager
  • Members earn Blue Points for healthy activities, redeemable for rewards
  • Special programs for teens and children

Be Smart. Be Well.®
Educational Web site
  • Topics updated quarterly
  • Educates members on preventable conditions
  • Articles, links to organizations, and videos of real stories
What Other Resources Can BCBS Offer My Patients? www.bcbstx.com

**Health Risk Assessment**
- User friendly
  - Examines a member's overall health and well-being
  - Provides a personal report highlighting areas of risk with steps for improvement

**BlueExtras**
- Discounts
  - Your patients can save money on health care products and services not usually covered by a benefit plan
  - Jenny Craig and Curves facilities
  - Complementary Alternative Medicine

**Cost and Quality Tools**
- Hospital Comparison
- Treatment Cost Advisor
  - Profiles of hospitals on over 150 procedures
  - Estimates of treatment costs help members make more informed care decisions

**Member Care Profile**
- New 2008
  - User-friendly “snapshot” of medical history over 12 months
  - Medical, laboratory, and Rx claims
  - Members can print PDF and share with physician
What Other Resources Can BCBS Offer My Patients? [www.bcbstx.com]

Blue Access® Online for Members
- Link to Personal Health Manager
- Check claims
- Print ID cards
- Hospital Comparison Tool
- Treatment Cost Advisor

‘Ask A’ Features Via the Personal Health Manager
- Self-management
- Secure online interaction with:
  - Blue Care Advisor
  - Trainer
  - Dietitian
  - Life Coach

Online Health Encyclopedia
- Symptom checker
- Drug Index to research prescription and OTC medications
- Health search to research conditions
- Articles and health news

My Health Topics Blue Access® for Members
- Topics updated monthly
- Educates members on health and wellness topics
- Coordinated with National Awareness campaigns
We are building awareness among our members and your patients who are covered by employer group plans

- We are collaborating with employers to create wellness awareness campaigns through posters, fliers, pay stuffers and e-mails
- Your patients may have seen general wellness communications at work, or materials promoting smoking cessation or weight management
- They may have seen the new smoking cessation and/or weight management tools online
- In addition, they may have benefit plans that reward them for getting a physical, participating in wellness programs, or completing a Health Risk Assessment
How Do My Patients Participate?

- Your patients can **call** the Customer Service number on the back of their BCBS ID card, or
- Members can link to the Personal Health Manager **online** via Blue Access® for Members, look for the wellness icons and begin!

Members can Log on to the Personal Health Manager and look for the Tobacco Cessation and Weight Management icons.

Experience. Wellness. Online.
What Can You Do?

- **Encourage your patients who are BCBS members to enroll today!**

  - Remember, no billing codes / no claims to file.
  - To help you promote the weight management and tobacco cessation programs to your patients and encourage BCBSTX members to participate, we will soon be providing Wellness posters and pads of tear-off sheets for use in your offices.
  - Refer to your provider newsletter, *Blue Review*, for additional Blue Care Connection® programs available to BCBSTX members. Log on to our Web site at [www.bcbstx.com](http://www.bcbstx.com) for more information.