



PREPARED FOR





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## HEALTH & WELL-BEING PROGRAM OVERVIEW

### Program Eligibility

#### Eligible Individuals

Individuals who are eligible to participate in the program include:

- Members: Policyholder
- COBRA, early retirees (participation only; no incentive)

#### Not Eligible

Populations that are not eligible to participate include non-members, covered spouse, or dependents

### Incentive Details

#### Benefit Differential

- Members – policyholder must complete the health assessment and one well-being program by 5/31/18 to receive the preferred benefit beginning on 9/1/18.
  - Benefit effective cutoff date: 3/1/2018 (new hires as of this date will receive the better benefit)
  - COBRA and early retirees are not eligible for the incentive

Engagement takes on many different forms in a comprehensive well-being program. We will provide the following engagement strategy to support meeting your participation goals and culture change.

### HEALTH ASSESSMENT

The health assessment is a critical well-being component as it identifies individuals at high risk for future disease. Incorporation of the health assessment uncovers behavior, lifestyle choices and readiness to change.

- Online access through [healthpartners.com/wellbeing](http://healthpartners.com/wellbeing)
- Quick, easy and confidential
- A robust individual report, available to participants immediately upon completion

### Goal Setting and Action Plan

- Goal setting helps participants recognize what they want to be healthy for and keeps them motivated.
- Participants will receive a personalized action plan laying out their path to well-being. The action plan will identify focus areas based on their areas of improvement and readiness to change.



## PHONE COACHING

Intrinsically trained coaches tailor each coaching experience to the needs of the individual. *Completion criteria: participant will speak with a health coach at least 3 times to complete program.*

Available health coaching topics:

- Back Health
- High Blood Pressure
- High Cholesterol
- Nutrition
- Physical Activity
- Stress
- Tobacco Cessation
- Weight Management
- Sleep
- Family Well-being

## Health Assessment outreach

The individuals most at risk for developing heart disease or diabetes in the next 2 ½ years will receive outreach from an engagement specialist to engage them in behavior change programs. This proactive outreach gives individuals the opportunity to ask questions and encourage them to take the next step in managing their health.

## VIRTUAL COACHING

Virtual Coaching is a fun and motivating way for participants to watch, listen and interact online as they work toward making behavior change within a specific area. *Completion criteria: participants complete all three online “conversations” within a topic.*

Program Name	Conversations: Bundled Topics
<b>Stress (Emotional Well-being)</b>	Dealing with Stress, Sleeping Well, Positive Thinking
<b>Weight (Healthy Lifestyle)</b>	Healthy Eating, Getting Active, Healthy Weight
<b>Quit for Good (Tobacco Cessation)</b>	Quit Smoking Again, Dealing with Stress, Getting Active

## ONLINE AND MEPLUS MOBILE PROGRAMS

Multiple points of access allow eligible individuals to participate in a way that works the best for them. Online programs are self-guided and provide a great interface for support. *Completion criteria: participant will track once per week for a full 8 weeks. Weeks run Sunday-Saturday.*

- Online and Mobile
  - 10,000 Steps®
  - Sleep program
  - Stress program
  - Tobacco program



## PARTICIPANT SURVEY

Data HealthPartners receives from the participant survey is used for program improvement purposes; a participant only receives one survey per program year. The survey is optional to complete and participants can opt-out from any future surveys.

- Survey is sent from the HealthPartners survey mailbox: [wellbeing.surveys@healthpartners.com](mailto:wellbeing.surveys@healthpartners.com)
- The survey is brief and takes about 2-5 minutes

## IMPLEMENTATION SATISFACTION SURVEY

The Implementation team appreciates the opportunity to partner with you and is committed to delivering the best possible experience to you and your well-being participants. Our satisfaction survey allows you to share your experience with the overall implementation process. The information you provide will help us make enhancements and improve the experience for all of our clients.

## HEALTH AND WELL-BEING WEB PORTAL

HealthPartners' unique well-being web portal is the gateway for individuals to access the programs you offer. A company name is used to log on to the site and the mobile application.

### Company Aliases

The following options will allow access for participants.

- School District of Glenwood City
- Glenwood City School District
- Glenwood City High School
- Glenwood City Elementary

## IMPORTANT PROGRAM DATES

- 09/01/17: health assessment and program open date
- 03/01/18: soft program enrollment deadline (8 weeks prior to deadline)
- 03/01/18: benefit effective/new hire date
- 05/31/18: incentive qualification end date (hard deadline to reach incentive)
- 06/30/18: program exemptions due to HealthPartners
- 08/31/18: last date to access health assessment and programs



## BENEFIT EXEMPTION PROCESS

The term **exemption** is used when a participant is placed in the preferred level of benefit without being required to complete the program requirements.

**New hires or newly covered employees** with coverage starting on or after the first day of the seventh month of the health and well-being program year are automatically exempt and placed in the preferred level of benefit. Exemptions do not need to be submitted for these individuals.

Listed below are recommended exemption criteria, but the employer makes the final decision.

- Severe or terminal illness or injury
- Certain medical conditions
- Long Term Disability
- Military Leave
- Leave of Absence
- Language translation assistance that cannot be accommodated
- Change of marital status

Exemptions submitted **after** the incentive qualification end date are processed at the policy level; however, an exemption must be processed for everyone on the policy. For example, if spouse/domestic partner are required to participate, an exemption must be submitted for the policy holder as well as the spouse/domestic partner.

Exemptions will not be granted beyond 30 days after the incentive deadline. For example, if the incentive deadline is May 31, exemptions will not be granted after June 30.

### Exemption Instructions

1. Complete the attached excel document. Please include the following: group number, first name, last name, date of birth, approver name, reason and preferred benefit effective date (for example, if you are a September renewal, enter 9/1/18 for an individual who is exempt from participating in 2017 for the 2018 preferred benefit).
2. Password protect the excel document to ensure confidential information is sent securely
3. Send the excel document to [WellnessProgramExemptions@HealthPartners.com](mailto:WellnessProgramExemptions@HealthPartners.com) and copy sales Rep.
4. Send the password in a separate email to the email address above
5. Receive verification from HealthPartners that the exemption has been processed
6. Notify employee of exemption status

It is recommended that exemptions are sent throughout the program year. To ensure your employees receive the correct health plan cards for the upcoming health plan year, be sure to submit all exemptions two months prior the end of your health plan year.

HealthPartners strongly recommends no more than 3% of your eligible population be processed as exemptions. A fee of \$150.00 will be charged for each exemption beyond 3%. The 3% excludes new hires and newly covered individuals, but does include any exemptions that occur.



## HEALTH AND WELL-BEING REPORTING SCHEDULE

- Standard reports to monitor participation and deliver incentive.

Report	Frequency	Date Range	Delivery Date
Status Reports	Monthly	9/1/17 – 8/31/18	First full week of following month
Health Assessment Dashboard Report	Once	9/1/17 - 5/31/18	2 weeks after incentive deadline

**Reports sent to:** Ron Johnson, Brian Rude, Joelle Lambert

**Status reports:** Summarizes activity level and involvement in your well-being program offerings from the program start date to a defined end date. This report provides regular program enrollment updates that can help tailor and drive communication efforts to ensure engagement targets are met.

**Health Assessment Dashboard:** Summary of aggregate results from the health assessment including: Participation, Average Health Potential Scores, Diabetes and Heart Disease Profile, Key Risk Factors, and Optimal Lifestyle Metrics.

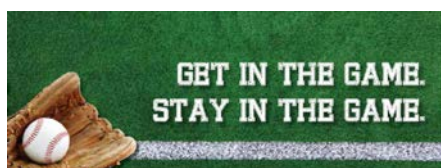


## HEALTH AND WELL-BEING COMMUNICATIONS

At the core of employee engagement is effective communications. That's why we want to make it simple and convenient for you to communicate to and motivate your employees. Use our effective, easy-to-use communications campaigns to engage your employees in well-being.

Choose the look and feel that your employees will best identify with. There are five annual campaigns to choose from. Once you make your selection, be sure to use it for the entire year. If you have a health and well-being brand in place, add your logo to your program communications for consistency. Review the campaigns at [HealthPartners.com/employer](http://HealthPartners.com/employer)

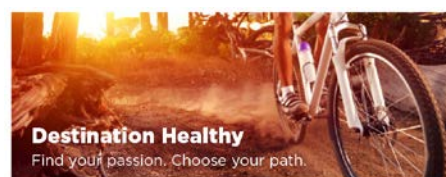
### Campaign look



### Campaign description

#### Get in the game

Appeal to your employees' sense of competition with our game campaign. Whether they're fans, serious athletes or just enjoy a little friendly competition, they'll appreciate this sports-themed campaign. Includes images of baseball/softball, basketball, football and soccer. Appropriate for male or female populations, but skews slightly male.



#### Destination healthy

Appeal to the outdoor enthusiast with the Destination healthy campaign. Images focus on people in motion – biking, running, skiing and kayaking – getting active in their health and well-being. Images represent both men and women; but skews slightly younger.



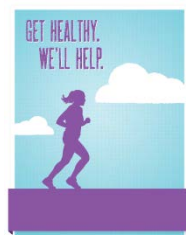
#### What do you have to be healthy for?

People are motivated to get healthy for a variety of reasons. This campaign captures those moments and inspires people to get healthy for loved ones like spouses, children, grandchildren, friends and pets. We've included special events, too, like weddings, graduation, retirement and more. Appropriate for male or female populations, but skews slightly female.



#### Discover healthy

Move employees to action by focusing on quality of life messaging built on the four pillars of: discover, explore, live and choose. Encourage your employees to live the life they want by getting and staying healthy. Bright, engaging, light-hearted and fun.



#### Get healthy

Inspire your employees to action with images of people in motion. This simple, straight-forward campaign focuses on being healthy and getting healthy. Images represent both men and women being active.





## COMMUNICATIONS TOOLKIT

At the core of employee engagement is effective communications. That's why we want to make it simple and convenient for you to communicate to and motivate your employees. Use our effective, easy-to-use communications campaigns to engage your employees in well-being.

### Communications Toolkit

To access the online toolkit follow the steps below.

**Step 1:** Go to [www.healthpartners.com/employer](http://www.healthpartners.com/employer).

The screenshot shows the HealthPartners Employer website. At the top, there is a navigation bar with tabs for Home, Health Plans, Dental Plans, and Health & Well-being. Below the navigation bar, the main content area features a 'Welcome' section with a 'Web and mobile accolades' announcement, a 'Log on now!' login box, and three featured e-books. At the bottom, there is a 'Resources' section with a list of links, including 'Communication toolkits' which is highlighted with a red box. Other links in the Resources section include Literature, Forms, Newsroom, Member, Broker, and Provider. The footer contains copyright information for 2013 HealthPartners and links for Privacy and Terms.

**Step 2:** Click on “Communication toolkits” at the bottom of the page.

**Step 3:** Click on “Well-being toolkit” under Communication toolkits.

**Step 4:** Explore the toolkit and review the different marketing materials.



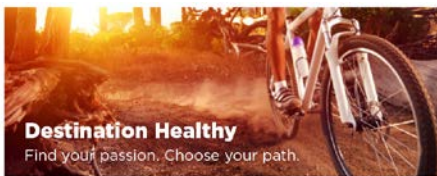
## Campaign Look



## Campaign Description

### Let's get real...

Making a change can be intimidating, but small steps can make a difference. Motivate your employees and their eligible spouses to participate in health and well-being activities.



### Destination Healthy

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### What do you have to be healthy for?

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### I want to be...

There are many ways to be healthy. Whether it's physical, mental, social, financial, or a career, nearly everyone has something they like to be. This campaign inspires people to be healthy for you and those you love. It is appropriate for male and female populations, but skews younger.



### Choose Your Adventure

Where do you want to go? An adventure doesn't have a set definition. It could be a camping trip or a cooking class, but the idea is to set goals, meet them and then set new ones. This campaign is set from the point of view of a camera, and you taking your adventure where you want it to go. Representative of both men and women of all age groups.