

HealthyBlue®

HealthyBlue®

The tools to live healthier lives.

Put the tools for a healthy life
in the hands of your employees.

azblue.com/HealthyBlueInfo
1-877-MyHBlue



Availability of services and programs may vary depending upon the total number of individuals in your organization covered by your BCBSAZ health plan and your program administrator. Certain programs, such as health coaching, have eligibility requirements. Blue Cross Blue Shield of Arizona members should always consult with their physician or health care provider regarding medical care or treatment as recommendations, advice, services or online resources are not a substitute for the advice, opinion or recommendation of a member's physician or health care provider. Services or treatment options may not be covered under BCBSAZ benefit plans. Certain HealthyBlue program services are provided by Matria®, a Health Enhancement Company, an independent contractor of BCBSAZ. All logos, photos, illustrations, word marks, trademarks and service marks are property of their respective owners. © 2007 Blue Cross Blue Shield of Arizona



azblue.com/HealthyBlueInfo



An Independent Licensee of the Blue Cross and Blue Shield Association

When your employees come to work, do they have everything they need? They may have the workplace essentials like a



phone, computer and pens – but do they have the tools they need to live healthier lives? Where do you keep the resources that alert your employees to what health

challenges they may be facing or help them navigate the health care system? What part of your business strategy provides solutions for



the health of your employees? HealthyBlue, from Blue Cross Blue Shield of



Arizona, offers a total population health strategy that engages, educates and empowers your

employees to make healthier lifestyle choices while supporting your company's overall health.



HealthyBlue

HealthyBlue is an integrated program that offers employers a total population health strategy. It provides measurement tools including reports and benchmarks to assess your employees' wellness levels. Plus, the program provides assistance in locating the right HealthyBlue tools and services for your workforce.

At the core of HealthyBlue is My BluePrint, a health assessment tool that offers detailed reports for you and health information for your employees. This assessment is geared to help you evaluate employee wellness and provide the tools for healthier living. Also, individualized reports are created for each employee to guide them to healthy living choices.

HealthyBlue takes wellness to the next level, offering programs that not only integrate with the health assessment, but work with each other to form a comprehensive wellness program. These programs include Nurse On Call, 24/7 access to registered nurses, and HealthyBlue Online, comprehensive Web content which includes the My BluePrint health assessment and self-paced Healthy Living Programs. In addition, your eligible employees have access to health coaches who provide one-on-one health support. Care management and disease management programs may also be available.

As always, respecting the privacy of your employees is crucial. That's why HealthyBlue programs are designed to comply with government regulations related to the privacy of personal health information.

HEALTHYBLUE ONLINE

Listed below is a sample of the online health services available through the BlueNetsm member portal.

My BluePrintsm is an online health assessment that provides immediate feedback and results. Participants who complete the assessment receive an overall health score and proactive engagement with online Healthy Living Programs.

WalkingWorks[®] is a Web-based walking program that encourages employees to log their walking activity online. Plus, employees can find motivational tips and articles online that will help them continue to make strides with their physical activity.

Online Health Guides offer searchable health information and interactive tools, making it easy and convenient for employees to find the health information they are looking for.

Pregnancy Center is an online resource where expectant parents can find answers to common questions about pregnancy and childbirth and chart progress from pre- to post-pregnancy.

Hospital Comparison Tool helps employees compare hospitals based on specific procedures performed, the distance from their home, number of relevant procedures performed, rate of complication and average length of stay.

Nurse On Call provides employees any-time access to registered nurses who will answer health questions in English and Spanish and help employees take appropriate actions for their care.

Drug Encyclopedia offers employees access to information about prescription and over-the-counter drugs and their usage and includes a list of brand and generic alternatives.



Who's listening to the health concerns of your employees?



EDUCATION AND AWARENESS

Your employees invest their time at work. Why not make it a place that invests in their health? HealthyBlue helps your organization create an environment that offers tools, services and resources that provide your employees with access to a variety of healthy living tools.

WORKSITE WELLNESS

HealthyBlue worksite wellness programs bring many convenient programs to your jobsite. Worksite services range from preventive health screenings to flu/pneumonia vaccinations, on-site mammograms and health education courses. These programs can help your employees focus on making healthier lifestyle choices, likely improving workforce productivity and impacting medical cost trend for your business over time.

NURSE ON CALL

All of your BCBSAZ-enrolled employees have access to the Nurse On Call program at no cost. Available 24/7, registered nurses are standing by, ready to identify symptoms and provide information to help your employees make informed medical decisions – in English and Spanish. Nurse On Call is integrated* with other HealthyBlue services such as health coaching and disease management to ensure your eligible employees receive the appropriate level of support.

* The Nurse On Call service is integrated with certain services available to employers with over 100 employees enrolled in their BCBSAZ health plans.



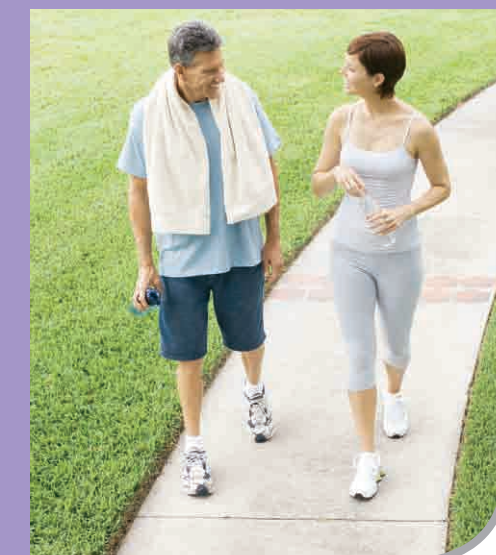
HEALTHYBLUE ONLINE

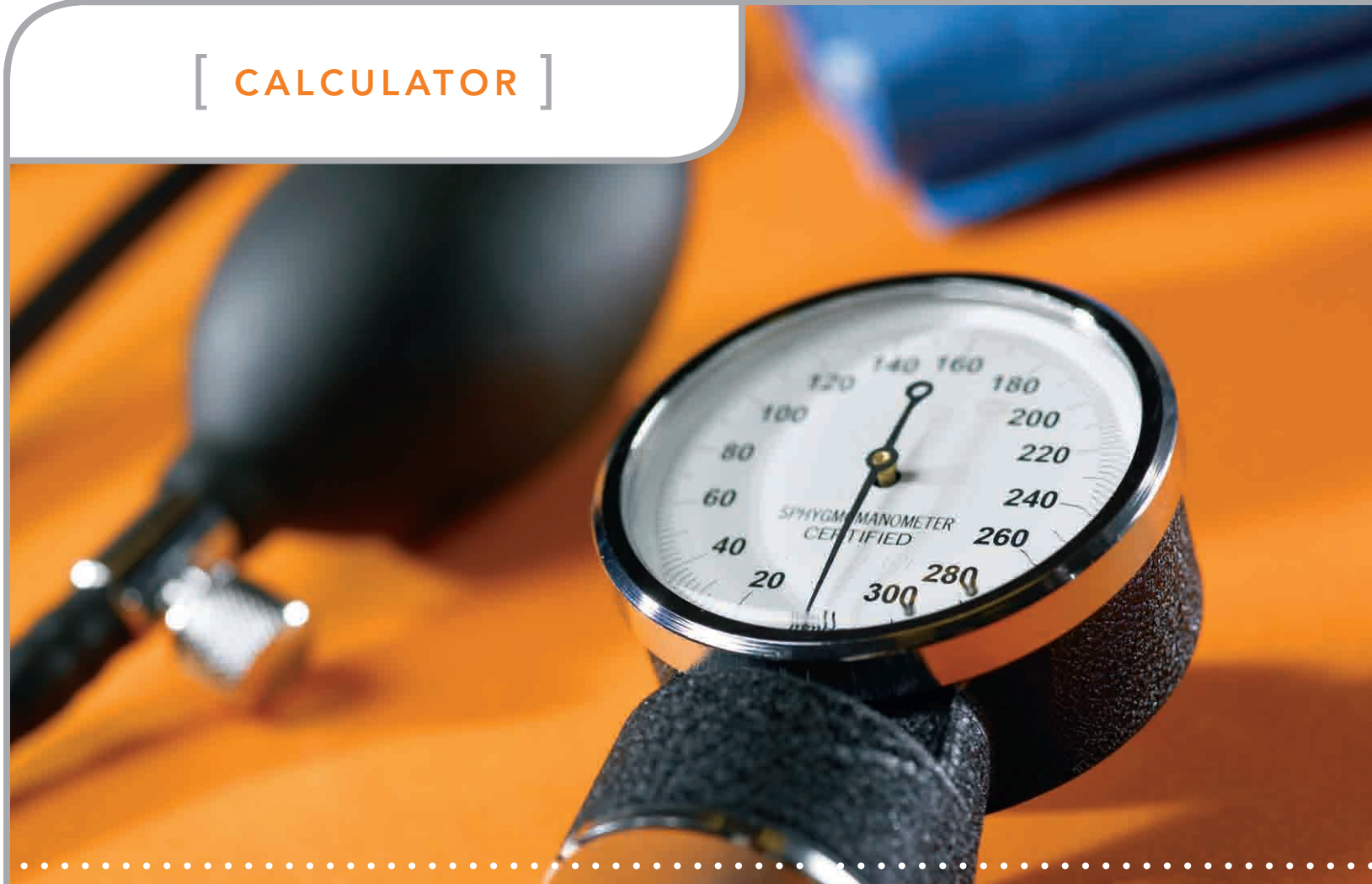
HealthyBlue Online provides interactive and engaging Web content that is available for employees to search health information and use resources, any time from anywhere they have Internet access. In addition, employers have access to online support tools** that help promote wellness programs to your employees.

** Available for employers with over 100 employees.

WALKINGWORKS

A Web-based walking program that encourages employees to log their activity online. Plus, employees can find motivational tips and articles online which can help them follow and reach their personal fitness goals.





Do your employees know whether they are at risk for developing certain health conditions? Could lifestyle factors be causing them to get sick? Do they need help learning the steps to avoid becoming ill in the first place? With HealthyBlue, employees are introduced to My BluePrint, an online health assessment that delivers a picture of an employee's health. Complete with interactive resources to guide employees toward behavioral changes, HealthyBlue gives your workforce the support they need to remain motivated.



HEALTH ASSESSMENT

Encourage employees to account for their health.

MY BLUEPRINT

The My BluePrint online health assessment is the starting point for almost every other HealthyBlue program. The personal survey your employees complete provides an overall health score and gives employees immediate feedback regarding their personal health. Plus, it allows them to track their progress. It's a health resource for them and a measurement tool for you.

REPORTING

You'll receive a detailed report focused on assessing the wellness of your employees. You can use this report as a benchmark to offer programs and services to improve the wellness of your employees and increase their productivity. As always, respecting the privacy of employees who complete the health assessment is very important. That's why all reports provided are anonymous, yet still provide crucial information.



HEALTHY LIVING PROGRAMS

These online health behavior change programs provide content tailored to the specific needs of employees. They offer step-by-step reinforcement of health choices, offering participants a pathway to healthy living changes. Your employees receive a to-do list of actions that can help them reach their health goals. Employees also receive weekly e-mail reminders – motivation to remain engaged in healthy behavior change.

The suite of action-oriented programs addresses a wide range of conditions and lifestyle factors including:

- Weight Loss
- Healthy Aging
- Cancer-Fighting
- Get In Shape
- Easy Start
- Healthier Diet
- Healthy Heart
- Stress Relief
- Diabetes-Fighting
- Smoke-Free
- And more





Give your employees the tools to manage their health.



LIFESTYLE CHANGE

Give your employees the tools and encouragement to take control of their own health. With HealthyBlue, your employees gain access to personalized support and discounts on health products and services that empower them to make changes to improve their health. Health coaching and health discounts can provide that something extra to help your eligible employees take the next step toward wellness – ultimately resulting in better health – leading to more productivity at work.



HEALTH COACHING

Interaction with a health coach* offers your employees appropriate health interventions based on an individual's risk factors as determined in combination with My BluePrint assessment and other self-reported information. This service is available in both English and Spanish.

Health coaches help participants set goals and provide ongoing support to inspire sustainable changes in behavior – helping participants learn to maintain their healthier habits independently.



HEALTH DISCOUNTS

With the HealthyBlue discount program, your BCBSAZ-enrolled employees can take advantage of discounts on nationally recognized weight-loss programs, massage therapy, vitamins, acupuncture and many other health-related products and services.

*Available to eligible BCBSAZ members

HEALTH COACHING CATEGORIES

- Weight Management
- Tobacco Cessation
- Physical Fitness
- Stress Management
- Heart Health
- Diabetes Prevention



DISEASE MANAGEMENT

Disease Management provides proactive, supportive condition management for an important group of your employees – those who currently manage a chronic health condition or are newly diagnosed with conditions such as diabetes, asthma and heart conditions. These conditions tend to generate higher medical costs and this approach to managing employees' chronic diseases is designed to improve their health, which can reduce medical cost trend over time.

This program provides one-on-one nursing support over the phone for targeted members that need additional assistance. Program features and benefits include:

- A systematic, population-based approach to identifying employees with a condition
- Whole-person approach to disease management
- Implementing interventions through the use of evidence-based guidelines, and measuring outcomes post-intervention
- Encourages employee to follow their prescribed care plan
- Impacts to employer medical cost trend over time
- Potentially reduces health risks and absenteeism for the employer, leading to higher productivity
- Included as a component of HealthyBlue reporting for groups over 100 employees
- Available in English and Spanish
- Confidential – HealthyBlue programs are designed to comply with government regulations related to the privacy of personal health information



Disease Management

- Diabetes
- Asthma
- Chronic Obstructive Pulmonary Disorder
- Coronary Artery Disease
- Congestive Heart Failure
- Arthritis
- Low Back Pain
- Depression



CARE MANAGEMENT

Care Management is here for those times when your employees are faced with a catastrophic event or a sudden diagnosis. The care management team is here to help your employees navigate the health care system and their health plan benefits.

- One-on-one interaction with a nurse case manager to manage complex and catastrophic medical situations
- Serves as a member advocate in coordinating and collaborating with health care providers
- Provides assistance in navigating the health care system
- Optimizes the utilization of health plan benefits and community health care resources
- Provides prior authorization, direction to the appropriate level of care, discharge planning and care coordination
- Empowers employees to become informed consumers by accessing and providing direction to appropriate resources
- Provides guidance in developing healthier lifestyles through HealthyBlue tools, resources and services

** Nationally accredited case management program*

What part of your business plan is planning for the health of your employees?

HealthyBlue – A total population health strategy for companies just like yours.

1-877-MyHBlue
azblue.com/HealthyBlueInfo