University of Alaska
Joint Health Care Committee Meeting
June 18, 2014

Healthyroads™
Be great!
Agenda

• Healthyroads Program Overview
  o Web Portal
  o Lifestyle Coaching
  o Biometric Screening
• Member Identification
• Incentives
• Healthyroads Updates
• Questions/Answers
Healthyroads Program Overview
**Healthyroads Program Overview**

- Program effective date: Portal: 1/1/14, Full Launch: 2/1/14
- Employees/Spouses/FIPs enrolled in medical
- Program Components:
  - Comprehensive member portal
    - Employees access via Single Sign On; Spouses and FIPs via www.Healthyroads.com
  - Health assessment
  - Educational resources
  - Tools, trackers, and planners
  - Challenges and competitions
  - Biometrics
  - Member Identification
  - Incentive Discussion
  - Lifestyle Coaching
Onsite Biometric Screening

We've scheduled onsite screening events at the Fairbanks, Anchorage and Juneau main campuses. These are the last scheduled onsite screenings to qualify for the $300 health plan rebate in FY15. As a reminder, here are the dates and times. Registration is closed for all events, but there will be limited walk-in availability each day, especially in Anchorage and Juneau.

**Fairbanks (2 days)**
- **When:** Monday, June 15 and Tuesday, June 17
- **Time:** 7:30 a.m. to 1 p.m.
- **Where:** 130 Butrovich Building

**Anchorage (2 days, 2 locations)**
- **When:** Thursday, June 19
  - **Time:** 7:30 a.m. to 1 p.m.
  - **Where:** RN 114, University Center
  - **When:** Friday, June 20
  - **Time:** 7:30 a.m. to 1 p.m.
  - **Where:** RN 104, University Lake Building

**Juneau (1 day)**
- **When:** Tuesday, June 24
- **Time:** 7:30 a.m. to 1 p.m.
- **Where:** RN 224, Egbert Library

If you were unable to make an onsite screening, you can still get your biometric screening in a couple of ways. Employees in Anchorage and Fairbanks can visit a local Quest Diagnostics Service Center by following the steps here:

We're using the online scheduler to make appointments for this screening:

1. Go to my.bluecrossblueaid.com
2. Enter the registration key of UA Retiree

UA’s Wellness Program with Healthyroads

**Looking for easy Healthyroads sign on?**

The **Healthyroads Wellness Program** is part of your UA Choice Health Plan benefits.

Just click the SSO link below to use your UA username to log onto Healthyroads. Enrolled spouses and FPs are eligible for this program, too, and should use the Healthyroads link below to register.

Healthyroads offers a Personal Health Assessment (PHA), tools and trackers like cardio and strength exercise planners with animated videos, a meal/nutrition planner, more than 40 fitness and wellness trackers, health articles, videos, courses, blogs, podcasts and much more. Biometric screening results, either from your doctor's office with the health care provider form, a Quest Diagnostics service center or an onsite screening, will be added to your PHA to give you an up-to-date assessment of your state of health. Coaching is available to help you reach your personal health goals.

All information provided to Healthyroads is just for you and completely confidential. The university will get aggregate reporting to show us the overall state of our population’s health issues, so we can design programs better suited to you. No personal individual information will ever be seen by any UA staff.

Healthcare Provider **Form**

Healthyroads Single Sign-On (SSO) for employees

Healthyroads.com for enrolled spouses and FPs

**Wellness Q&A**

For more information on UA’s Wellness Program, click [here](#).

[Healthyroads brochure](#)
Wellness & Lifestyle Health Factors

- General health/medical care status
- Activity and exercise
- Nutrition and weight management
- Preventive health screening and activities
- Safety
- Tobacco use
- Sleep hygiene

Behavioral Health Factors & Skills

- Stress management/life coping skills
- Absenteeism/presenteeism and productivity
- ADL; functional capacity
- Behavioral readiness
- Personal empowerment; self-efficacy
- Workplace climate
- Healthy living goals

**personal health assessment**

Identify members whose health is at high or moderate risk
PERSONAL SCORECARD overview

BIOMETRIC screening

PERSONAL HEALTH assessment

PERSONALIZED action PLAN based on risk profile

SCORECARD IS UPDATED AS new data is received
Personal Scorecard

Personal Health Action Plan
Personal Scorecard

Personal Health Action Plan

HEALTH CONDITIONS

You reported that you do not have any diagnosed medical conditions listed in the Personal Health Assessment.

PREVENTIVE HEALTH

Your responses on the Personal Health Assessment indicate that you are up to date with your preventive screenings.
**Personal Scorecard**

**Personal Health Action Plan**

---

### ACTION PLAN SUMMARY

#### Blood Pressure

**Last Updated 08/01/2013**

**Stage 1 Hypertension**

Your blood pressure is in the range of stage 1 high blood pressure, which is 140/90 to 159/99. Guidelines state to have your blood pressure checked once a year and follow your doctor’s advice about self-care and treatment.

- Talk to your doctor about getting your blood pressure checked annually.
- Enroll in Coaching.
- Update your Blood Pressure tracker.

**First Steps in Your Action Plan**

Things you can do **on your own, with your doctor, and a health coach** to better manage your medical conditions. Action items that are disabled are tracked by the system and cannot be self-reported.

#### Cotinine

**Last Updated 08/01/2013**

**Positive**

Your cotinine level suggests you are a tobacco user. Quitting tobacco use is the best thing you can do for your health.

- Talk with your doctor about your cotinine value.
- Enroll in Coaching.
- Complete the Living Tobacco Free Level 1 course.

**First Steps in Your Action Plan**

Things you can do **on your own, with your doctor, and a health coach** to better manage your medical conditions. Action items that are disabled are tracked by the system and cannot be self-reported.
Members can access a series of over 100 self-guided coaching classes (Flash, audio, or written presentations) to help them achieve their personal health goals, such as:

- Losing weight
- Beginning an exercise plan (weight lifting and building core strength)
- Quitting smoking
- Improving nutrition and becoming a vegetarian
- And others
Fitness & Wellness Tools

- Cardio and resistance planners
- Nutrition planner
- Over 40 health, wellness, and fitness trackers
- Online health, wellness, and fitness library
Personalized SMS and/or Email Health Tips

Personalize your own tips from six categories including:

- Fitness
- Nutrition
- Tobacco cessation
- Weight management
- Stress management
- General wellness

**How Do You Manage Stress?**

Some ways of dealing with stress are healthier than others. Taking a hot bath at the end of a long day is a healthy way to relax. Collapsing in front of the TV with a spoon and a tub of chocolate ice cream is not so healthy.

Take a moment to think about some of your current ways of dealing with stress. Are they working for you? Are they healthy?

If your stress management habits aren’t working so well, or they don’t support the healthy changes you want to make, it might be time to trade up. Here are some healthy ways to manage stress that you can try:

- **Reach out.** Talk to a friend or family member for support.
- **Remember to breathe.** Take several slow, deep breaths when you’re feeling stressed.
- **Get moving.** Exercise a little bit every day—enough to get your heart pumping. Exercise is a terrific stress-buster.
- **Tell it to the page.** Write your thoughts and feelings down in a journal.
- **Do something for you.** Set aside time each week to do something you enjoy. Don’t break this date with yourself.
Today's Challenge

You have completed 21 challenges!

Nutrition

Save money on your next supermarket shopping trip by including economical foods on your list.

Days left to complete this challenge: 5

Email a friend to do today's challenge!

How did everyone do with today's challenge?

Add a comment...
Employer-Promoted Challenges

Step Challenges
• Walk-the-Talk Challenge®
• I Stepped it UP with My Execs
• Go Green with Your Routine
• Put Your Best Foot Forward ™
• Step ‘N Go®
• Marathon-in-a-Month*

Relaxation Challenges
• Stress Less
• Stress Busters
• Relaxation Remedies®
• Holiday Challenge
• New Year’s Resolution

Healthy Eating Challenges
• Fruit and Veggie
• Gimme Five ™
• Five a Day, the Healthy Way™

Healthy Habits Challenges
• New Year’s Resolution
• Healthy Living Boot Camp
• Windows to Better Health
• Time to Move
• Building Blocks to Better Health
• Achieve Quality ZZZ’s

Weight Challenges
• Healthyroads Weight Loss Challenge®
• Holiday Challenge
• Holiday Holdout®
• Maintain Without Gain®

*Wireless fitness device only
Time to Move Challenge
July 7th – July 27th

Coming this summer: Healthyroads Time to Move
• Exercise 30 minutes/day, 4 days/week
• Enrollment opens June 23rd; Participants enroll on Healthyroads portal
• Participants who complete the challenge are eligible to enter a raffle!
Lifestyle Coaching
Healthyroads Lifestyle Coaching program addresses the following health risks:

- Nutrition
- Exercise / Activity
- Tobacco Use
- Stress Management
About the Coaches

Education/Experience:

• All coaches hold a minimum of a bachelor’s degree in a health-related field

• Supported by senior-level coaches:
  – Registered dietitians, registered nurses, licensed mental health professionals, and other professional staff
  – Hold a minimum of a master’s degree in a health-related field

Primary coach model:
Members work with 1 primary coach throughout the entirety of the program

Coaching hours of operation:
Monday – Friday 5 a.m. to 6 p.m. AKST
Saturday 6 a.m. to 3 p.m. AKST
How to Access the Coaching Program

Enroll online
Following the completion of the PHA members will be invited to enroll in coaching online

Enroll by phone
Team members may call Healthyroads Customer Service line at 877-330-2746 to schedule their first coaching session
Get Rewarded!

When you participate in the Healthyroads coaching program and complete a progress-review session (typically the 4th session) with a coach, you can choose one of 8 Milestone Kits.

Aquatic Kit  
Walking Kit  
Exercise Band Kit

Stress Kit  
Tai Chi Kit  
Pilates Kit

Yoga Kit  
Weight Band Kit  
NRT (available once quit date is established)
Healthyroads Telephonic Coaching Dashboard

Program to Date

University of Alaska Telephone Coaching Dashboard

Relationship: (All)  
1/1/2014 to 12/31/2014

Number of Unique Participants

- 68.0% Female
- 32.0% Male

- 86.0% Primary
- 14.0% Spouse

Program Utilization

<table>
<thead>
<tr>
<th>Program</th>
<th>Weight Management</th>
<th>Health Improvement</th>
<th>Stress Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilization (%)</td>
<td>68.0%</td>
<td>26.0%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Average Sessions</td>
<td>2.5</td>
<td>3.0</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Participation Source

- Engage Marketing Materials: 42.9%
- Outreach - Phone Call: 28.6%
- Other: 11.4%
- Outreach - Letter: 5.7%
- Worksite Education Class: 5.7%
- Company Intranet: 2.9%
- Health Fair: 2.9%

Participation by Age

- 18 to 24: 2.0%
- 25 to 34: 6.0%
- 35 to 44: 30.0%
- 45 to 54: 34.0%
- 55 to 64: 18.0%
- 65 or older: 10.0%

Participation by Initial Risk

- High: 66.0%
- Moderate: 22.0%
- Low: 12.0%
Healthyroads Telephonic Coaching Participation Intensity Program to Date

<table>
<thead>
<tr>
<th>Health Improvement</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>46.2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stress Management</td>
<td>66.7%</td>
<td>7.7%</td>
<td>23.1%</td>
<td>33.3%</td>
<td>15.4%</td>
<td>7.7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weight Management</td>
<td>32.4%</td>
<td>23.5%</td>
<td>26.5%</td>
<td></td>
<td>14.7%</td>
<td>2.9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Biometric Screening

Values measured:

• Blood pressure
• Blood lipid profile including: total cholesterol (LDL, HDL), triglycerides, and total cholesterol / HDL ratio
• Glucose
• Waist circumference*

* Not a standard test option for Quest Diagnostics

Participation (July 1, 2013 – June 13, 2014):

• Onsite Events: 304
• Health Care Provider Forms: 228
• Patient Service Centers: 628
Member Identification

Personal Health Assessment (PHA)
- Target individuals in high-risk areas (physical activity, nutrition, stress, tobacco, BMI)

Biometrics

Self Referrals

Warm Referrals/Introductions
- ComPsych
- Best Doctors
- Premera Nurse Line
- Disease Management Program (Premera)

Identify individuals’ area of risks and engage them in appropriate programs
targeted MESSAGING

Current capability
Email & one-way text messaging

• Health tips
• Appointment reminders
Incentives
Healthyroads Incentive Program Capabilities

Healthyroads can track activity and/or points.

<table>
<thead>
<tr>
<th>Healthyroads can track:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Personal Health Assessment (PHA)</td>
</tr>
<tr>
<td>• Biometric Screening</td>
</tr>
<tr>
<td>• Healthyroads Challenges</td>
</tr>
<tr>
<td>• Device Activity Tracking</td>
</tr>
<tr>
<td>• E-Coaching Courses</td>
</tr>
<tr>
<td>• Self-Reported Questionnaire Questions</td>
</tr>
<tr>
<td>• Telephonic Coaching Sessions</td>
</tr>
<tr>
<td>• Attestation Questions</td>
</tr>
<tr>
<td>• Inbound Data Files (Incentives, Disease Management, Biometric Screening, Claims Data)</td>
</tr>
</tbody>
</table>
## 2014 Current Members Overview

Participants must complete a PHA and a Biometric Screening by June 30, 2014, to be eligible for the $600 rebate on their health care contributions.

### February 1, 2014 – June 30, 2014

<table>
<thead>
<tr>
<th>Activity</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Health Assessment (PHA)</td>
<td>Required</td>
</tr>
<tr>
<td>January 1, 2014 Look Back</td>
<td></td>
</tr>
<tr>
<td>Biometric Screening</td>
<td>Required</td>
</tr>
<tr>
<td>July 1, 2013 Look Back</td>
<td></td>
</tr>
</tbody>
</table>
2014 New Hires Overview

New Hires hired on or after June 1, 2014, must complete a PHA and get a Biometric Screening within 90 days of benefit eligible date to earn a $600 rebate on their health care contributions.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Health Assessment (PHA)</td>
<td>Required</td>
</tr>
<tr>
<td>Biometric Screening</td>
<td>Required</td>
</tr>
<tr>
<td><em>July 1, 2013 Look Back</em></td>
<td></td>
</tr>
</tbody>
</table>
2014 Healthyroads Incentive Program Participation

Current Eligible Population: 6,276
Employees: 4,115; Spouses/FIPs: 2,161

- **Personal Health Assessment**
  January 1, 2014 – June 15, 2014
  - Employees: 1,572 (38%)
    - High Risk: 1,019 (65%)
    - Moderate Risk: 577 (37%)
    - Low Risk: 472 (30%)
  - Spouses/FIPs: 495 (23%)
    - High Risk: 235 (47%)
    - Moderate Risk: 149 (30%)
    - Low Risk: 111 (22%)

- **Biometric Screening**
  July 1, 2013 – June 15, 2014
  - Employees: 1,107 (27%)
  - Spouses/FIPs: 376 (18%)
2014 Healthyroads Incentive Program Participation

Personal Health Assessment Drill Down

Biometrics Screening Drill Down
**2015 Proposed Incentive Design**  
**Points-Based Program**

Participants must complete a PHA and get a Biometric Screening to be eligible for the $600 rebate on their health care contributions.

In addition, if participants earn 500 points on or between January 1, 2015 – December 31, 2015, they will be entered into a raffle.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Health Assessment (PHA)</td>
<td>Required</td>
</tr>
<tr>
<td>Biometric Screening</td>
<td>100 points; 100 point max</td>
</tr>
<tr>
<td><em>July 1, 2014 Look Back</em></td>
<td><em>Complete by June 30, 2015</em></td>
</tr>
<tr>
<td>Annual Wellness Exam</td>
<td>100 points; 100 point max</td>
</tr>
<tr>
<td>Routine Exam Attestation Questions:</td>
<td>50 points each “Yes” response; 200 point max</td>
</tr>
<tr>
<td>• Flu Shot (July 1, 2014 Look Back)</td>
<td></td>
</tr>
<tr>
<td>• Dental Exam (July 1, 2014 Look Back)</td>
<td></td>
</tr>
<tr>
<td>• Vision Exam (July 1, 2014 Look Back)</td>
<td></td>
</tr>
<tr>
<td>Tobacco Cessation Attestation Question:</td>
<td>100 points for a “Yes” response; 100 points max</td>
</tr>
<tr>
<td>• Tobacco Free (for at least 6 months prior to January 1, 2015)</td>
<td></td>
</tr>
<tr>
<td>Complete E-Coaching Course (Class and Quiz)</td>
<td>50 points each course; 300 point max</td>
</tr>
<tr>
<td>Complete four Healthyroads Telephonic Coaching Sessions</td>
<td>400 points (must complete all four sessions); no point max</td>
</tr>
<tr>
<td>Complete a Healthyroads Challenge (Quarterly Challenges)</td>
<td>100 points per challenge; 400 point max</td>
</tr>
<tr>
<td>Device Activity Tracking: Step Data (per month); Fitness Facility Use</td>
<td># points per steps; # point max</td>
</tr>
<tr>
<td></td>
<td># points per visit; # points max</td>
</tr>
</tbody>
</table>
## 2015 New Hires Proposed Incentive Design

New Hires hired on or after June 1, 2015, must complete a PHA and get a Biometric Screening within 90 days of benefit eligible date to earn a $600 rebate on their health care contributions.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Health Assessment (PHA)</td>
<td>Required</td>
</tr>
<tr>
<td>Biometric Screening</td>
<td>Required</td>
</tr>
<tr>
<td><em>July 1, 2014 Look Back</em></td>
<td></td>
</tr>
</tbody>
</table>
2016 Proposed Incentive Design Outcomes-Based Program (Option 1)

Participants must complete a PHA and get a Biometric Screening by June 30, 2016, to be eligible for the $600 rebate on their health plan contribution. **In addition, if participants earn 600 points on or between January 1, 2016 – December 31, 2016, they will be entered into a raffle.**

*Denotes additional charge.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Health Assessment (PHA) and Biometric Screening <em>(Biometric Screening: July 1, 2015 Look Back)</em></td>
<td>Required</td>
</tr>
<tr>
<td>BMI &lt;30 kg/m² <em>or</em> any improvement from 2015 Biometric Screening</td>
<td>200 points each; 600 point max</td>
</tr>
<tr>
<td>Total Cholesterol Ratio &lt;5.0 <em>or</em> any improvement from 2015 Biometric Screening</td>
<td></td>
</tr>
<tr>
<td>Blood Glucose (Fasting) &lt;126 mg/dl <em>or</em> any improvement from 2015 Biometric Screening</td>
<td></td>
</tr>
<tr>
<td>Blood Pressure &lt;140 <em>or</em> any improvement from 2015 Biometric Screening</td>
<td>100points; 100 point max</td>
</tr>
<tr>
<td>Blood Pressure &lt;90 <em>or</em> any improvement from 2015 Biometric Screening</td>
<td>100points; 100 point max</td>
</tr>
<tr>
<td>Cotinine Testing*</td>
<td>100points; 100 point max</td>
</tr>
<tr>
<td>Annual Wellness Exam*</td>
<td>100points; 100 point max</td>
</tr>
</tbody>
</table>
| Attestation Questions: *• Flu Shot (July 1, 2015 Look Back)  
  • Dental Exam (July 1, 2015 Look Back)  
  • Vision Exam (July 1, 2015 Look Back)*                                                                                                          | 50 points each “Yes” response; 150 point max|
| Complete E-Coaching Course (Class and Quiz)                                                                                                                                                                  | 50 points each course; 200 point max       |
| Complete four Healthyroads Telephonic Coaching Sessions                                                                                                                                                     | 500 points (must complete all four sessions); No max |
## 2016 Proposed Incentive Design
Outcomes-Based Program (Option 2)

Participants must complete a PHA, get a Biometric Screening, and earn 3 out of 6 credits to be eligible for the $600 rebate on their health care contributions. Participants who do not earn 3 credits must either complete 4 Telephonic Coaching calls or earn step/fitness facility activity.

Participants who complete their PHA and get a Biometric Screening by March 31, 2016, are entered into a raffle.

*Denotes additional charge.

### Activity | Credit
--- | ---
Personal Health Assessment (PHA) | Required
Biometric Screening  
*July 1, 2015 Look Back* | Required
BMI <30 kg/m²  *or* any improvement from 2015 Biometric Screening | 1 credit
Total Cholesterol Ratio <5.0  *or* any improvement from 2015 Biometric Screening | 1 credit
Blood Glucose (Fasting) <126 mg/dl  *or* any improvement from 2015 Biometric Screening | 1 credit
Blood Pressure <140  *or* any improvement from 2015 Biometric Screening | 1 credit
Blood Pressure <90  *or* any improvement from 2015 Biometric Screening | 1 credit
Cotinine Testing* | 1 credit

**Participants who do not earn 3 credits:**

- Complete four Healthyroads Telephonic Coaching Sessions *or*
- Earn step or fitness facility credits
2016 New Hires Proposed Incentive Design

New Hires hired on or after June 1, 2016, must complete a PHA and get a Biometric Screening within 90 days of hire date to earn a $600 rebate on their health care contributions.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Health Assessment (PHA)</td>
<td>Required</td>
</tr>
<tr>
<td>Biometric Screening</td>
<td>Required</td>
</tr>
<tr>
<td><em>July 1, 2015 Look Back</em></td>
<td></td>
</tr>
</tbody>
</table>

January 1, 2016 – June 30, 2016
Healthyroads Incentive Tracking

**Healthyroads Portal**
- Healthyroads will track participant incentive progress on the Healthyroads portal

**Monthly Incentive Reports**
- Healthyroads will track participant incentive progress on the Healthyroads portal
Healthyroads Updates
Interactive Personal Health Assessment
Personal Scorecard

Personal Health Action Plan

Personal Scorecard

Personal Health Action Plan

Guidelines

Body Mass Index (BMI) is a screening tool that can show you if you might be overweight. Being overweight or obese raises your risk for many health problems. Guidelines state the ideal range for BMI is 18.5 to 24.9. Your BMI may be obese at this time. Ask your doctor how much weight you should lose, and which weight loss methods are right for you.

The good news is that losing as few as 5-10% of your body weight is good for your health. Being active for an extra 30 minutes each day and eating a piece of fruit instead of a candy bar can get you started on the road to weight loss and better health.
Interactive Online Classes and Courses

- Expanding to over 300 online classes with associated quizzes
- Classes grouped into 78 courses
- Certificate of completion given at completion of the course
Challenges

Types

• Self challenges
• Individual against individual
• Group against group (department against department or location against location)
• Enterprise-wide

Features

• Configure name, length, type of activity, and goal
• Interactive graphics showing progress towards goal
• Leader-board to display ranking
• Dashboard to show enterprise progress/results
• Interactive social networking for motivation and accountability
• Built-in text and email reminders for encouragement and standings
• Fun health tips throughout the challenge experience
CHALLENGES

CURRENT CHALLENGES

RUN 5 MILES A DAY

YOUR TEAM RANK
1. Step Studs
2. QBABs
3. Dub Step
3 days left

4

BOOT CAMP

YOUR RANK
1. John F.
2. Mark S.
3. Justin D.
15 days left

22

STRESS LESS

YOUR RANK
1. John D.
2. Mark S.
3. Justin D.
60 days left

1

START/JOIN A NEW CHALLENGE

Create a new custom CHALLENGE

RISE TO THE OCCASION

RUN 5 MILES A DAY CHALLENGE

TAKE IT TO THE trails challenge

The eye of the TIGER

30 minutes a day
Accountabilities

Ability to designate an eligible friend, coworker, spouse, and/or partner to keep the member on track with fitness goals

- Personal accountability board to pin goals, motivational pictures, and affirmations (your friend(s) could also pin to your board)
- Push messaging to members and friends with updates on goals achieved or if falling short
- Congratulatory messaging and badges when member achieves goals
Four Ways Members Track Activity

1. 70+ Wearable Fitness Devices and Apps

2. Healthyroads CheckIn! App at nation’s 30,000+ fitness centers

3. 8,000+ contracted fitness centers provide auto reporting and discounts

4. Manual options: Logs and print outs
Data Standardization: Points Calculator

Point Value Table:
1 step = 1 point
1 minute biking = 250 points
1 minute swimming = 250 points
1 fitness facility visit = 10,000 points

Maximum Daily Totals:
Maximum of one fitness facility visit per day.
When member accesses a fitness facility in a day, the total number of points will be 10,000 points for the fitness facility visit or the total points from steps and activity, whichever is higher.

Minimum Points Requirement:
Multiple Options, including:
Option 1: 150,000 points per month
or
Option 2: Tier 1: 100,000 points per month, and;
Tier 2: 200,000 points per month
Engagement Messaging Initiative

- Provide a comprehensive messaging platform to clients for the specific goal of engaging their members in Healthyroads products and services.
- Provide client with recommendations for messaging.
- Target messages at various trigger points throughout engagement continuum; messages are only sent based on the member’s status along the continuum.
- Customize messages based on member and client attributes – leverage Engage resources for more targeted communications.
- Allow clients to opt-out of messaging entirely or at various trigger points.
- Evaluate the success of messaging campaigns in achieving engagement metrics. Allow for testing of message content.
# Messaging Strategy to Engage Population Along Engagement Path

<table>
<thead>
<tr>
<th><strong>Incentive Design</strong></th>
<th>• Monthly incentive statement</th>
</tr>
</thead>
</table>
| **Assessments**     | • Encourage member to take PHA  
                        • Remind member to take PHA  
                        • Confirm PHA completion |
| **Risk Review**     | • Encourage member to read Score Card, after PHA completion  
                        • Encourage member to read Score Card, newly arriving information |
| **Engagement**      | • Encourage member to engage in telephone coaching  
                        • Remind Member of upcoming **first** telephone coaching call  
                        • Remind Member of on-going coaching calls,  
                        • Re-engage Member in telephone coaching after missing call  
                        • Activity device  
                        • Challenge |
Engagement Messaging

Messaging Design E-mails

Content can be customized at member and client level.
RESPONSIVE DESIGN & mobile capabilities
University of Alaska
Joint Health Care Committee Meeting
June 18, 2014

Healthyroads™
Be great!

A PRODUCT OF
American Specialty Health