

Purpose


For those we serve, to improve the quality of health care and clinical outcomes, and bend the cost curve.


Mission

To empower individuals to live healthier and longer.

Values

- Honest, integrity and ethics
- Culture of both entrepreneurship and discipline
- Change paradigms, be part of something special
- Meritocracy and opportunity
- Careful financial stewardship





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what is healthroads



- **Healthroads collaborates with you** to build on existing wellness efforts and help achieve a **healthier workforce**
- **Healthroads is a leading health management company** that provides population driven wellness programs to assist members with healthy living
- Reaching more than 5.7 million members nationwide, **Healthroads** provides a comprehensive and fully integrated health management platform, including award-winning **personal health coaching programs** and an integrated **online health improvement portal**



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Healthroads Program Overview

- Program effective date: Portal: 1/1/14, Full Launch: 2/1/14
- Employees/Spouses/Domestic Partners enrolled in medical
- Program Components:
 - Comprehensive member portal (www.healthroads.com)
 - Health assessment
 - Educational resources
 - Tools, trackers, and planners
 - Challenges and competitions
 - Biometrics
 - Member Identification
 - Incentive Discussion
 - Lifestyle Coaching



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About **Healthyroads.com**

- Personal Health Assessment
- Biometric screening data
- Incentive information
- Health improvement plan
- Exercise planner
- Nutrition planner
- Online courses
- Health trackers
- Educational resources
- Medical library



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

goal Identify members whose health is at high or moderate risk

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PERSONAL SCORECARD
overview


BIOMETRIC screening

PERSONAL HEALTH assessment

PERSONALIZED action PLAN
based on risk profile

SCORECARD IS UPDATED AS new data is received

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Personal Scorecard

Personal Health Action Plan

YOUR PERSONAL SCORECARD AS OF 07/03/2013

Summary
Biometrics
Lifestyle
Conditions & Preventive Health
Action Plan

Your summary lists your scores in all areas. Click on an area below to learn more. Use the navigational icons on the top to explore all your scores and view detailed information.


BIOMETRICS

Blood Pressure Last Updated: 05/01/2013 Stage 1 Hypertension	Cotinine Last Updated: 05/01/2013 Positive	LDL Last Updated: 06/01/2013 Borderline High
Triglyceride Last Updated: 05/01/2013 High	Blood Sugar (Fasting) Last Updated: 05/01/2013 Borderline	Body Mass Index Last Updated: 06/01/2013 Overweight
Cholesterol Last Updated: 05/01/2013 Desirable	Waist Circumference Last Updated: 05/01/2013 Normal	

LIFESTYLE

Activity Last Updated: 05/20/2013 Low Risk	Diet Last Updated: 05/20/2013 Low Risk	Sleep Last Updated: 05/20/2013 Low Risk
Stress Last Updated: 05/20/2013 Low Risk	Tobacco Last Updated: 05/20/2013 Low Risk	

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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.

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Personal Scorecard
Personal Health Action Plan

ACTION PLAN SUMMARY

Blood Pressure
Last Updated: 05/01/2013
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.

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.

- Talk to your doctor about getting your blood pressure checked annually.
- [Enroll in Coaching](#)
- [Update your Blood Pressure tracker.](#)
- [View all Action Items](#)

Cotinine
Last Updated: 05/01/2013
Positive

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

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.


- Talk with your doctor about your cotinine value.
- [Enroll in Coaching](#)
- [Complete the Living Tobacco Free Level 1 course.](#)
- [View all Action Items](#)

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Personal Scorecard
Biometrics

Personal Scorecard
Biometrics


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Online Coaching Courses

Home
Coaching
Planners
Tools
Resources
Online Competitions
My Programs
Calendar

Online Courses




Featured Course:
Weight Loss and Weight Control - Choosing a Weight Loss Plan

This course will help you explore different weight loss plans. See why fad diets don't work. Learn what it means to lose 10, 25, or 50 pounds.

Browse by Category: Please Select One Priority Recommended

Exercise

- **Exercise and Active Living - Level 1**
This course will help you learn more about exercise and active living. Explore the benefits of active living. Learn how to exercise safely. Get tips for home exercise. Know how to get fit in 10 minutes a day.
Start this course
- **Exercise and Active Living - Level 2**
This course will help you get started with exercise and active living. Know how to get started with aerobic, strength, flexibility, and balance training. Understand the importance of core exercise. Start tracking your progress.
Start this course
- **Exercise and Active Living - More Types of Exercise**
Looking to shake up your exercise routine? Or improve your balance, flexibility, and strength? Take this course to learn about three types of exercise. Discover yoga. Get to know Pilates. Explore tai chi.
Start this course




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Online Coaching Courses

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

Goal: Weight Loss
 Meal Plan Type: 40-50-30 (0:00) View Plan Summary

Day 8

Breakfast	Food Item/Portion	Serving(s)	Cal	Carbs(g)	Fat(g)	Protein
Tuesday	Food Item/Portion	Serving(s)	Cal	Carbs(g)	Fat(g)	Protein
Day 8	Breakfast	1/2 serving	254	22	7	19
	New Total		254	22	7	19

Exercise Type: Strength


Area of Focus: Performance

Goal: **20 minutes** 2 exercises for 12 weeks View Plan Summary

Week 2 Day 1

Warm-Up	Exercise	Sets	Reps	Duration	Intensity	Tempo	Rest	Fat(g)	Protein
DM	Warm-Up	1-2	NA	30 sec	NA	NA	NA	0	0
DM	Card	1-2	NA	30 sec	NA	NA	NA	0	0
DM	Strength	1-2	NA	30 sec	NA	NA	NA	0	0

Chest Press Machine




Note: This exercise can be performed using Resistance Machine.

Start Position

1. Select desired weight.
2. Grasp in both hands and lock pins.

Movement

1. Press weight forward, fully extending arms, hold.
2. Return weight to start position.



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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

YOUR WELLNESS E-TIP

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.

Personalize your own tips from six categories including:

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



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daily challenges

Home Coaching Planners Tools Resources Online Comp

My Account | Log Out

Today's Challenge

Healthroads TODAY'S CHALLENGE

You have completed **21** challenges!

Nutrition
Explore everyday ways to get more of the foods that are healthy—and less of those that aren't.

April 20, 2012 Healthyroads Today's Challenge

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

Days left to complete this challenge: **5**

Done!
197,239 co-workers completed today's challenge

Share!
Tell your friend

Email a friend to do today's challenge!
Email:

Challenge emails:

How did everyone do with today's challenge?
Add a comment...


Comment using...

Connected!
Incentives Program
Worksite Education
Challenges
Today's Challenge
Past Today's Challenge
Biometrics Screening



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challenges



Healthyroads® **health challenges** are designed to engage the entire population in healthy activities.

Eligible participants are challenged to practice healthy behaviors throughout the challenge and incorporate those activities into their daily routine once the challenge ends.

competitions



Employees compete with each other and **there is only 1 winner**

Teams of employees compete with each other in which **there is only 1 winning team**

Individuals organize the competition including the rules and formation of teams

what is the difference?

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challenges



Employer-Promoted Challenges

(Included in Web Portal)

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

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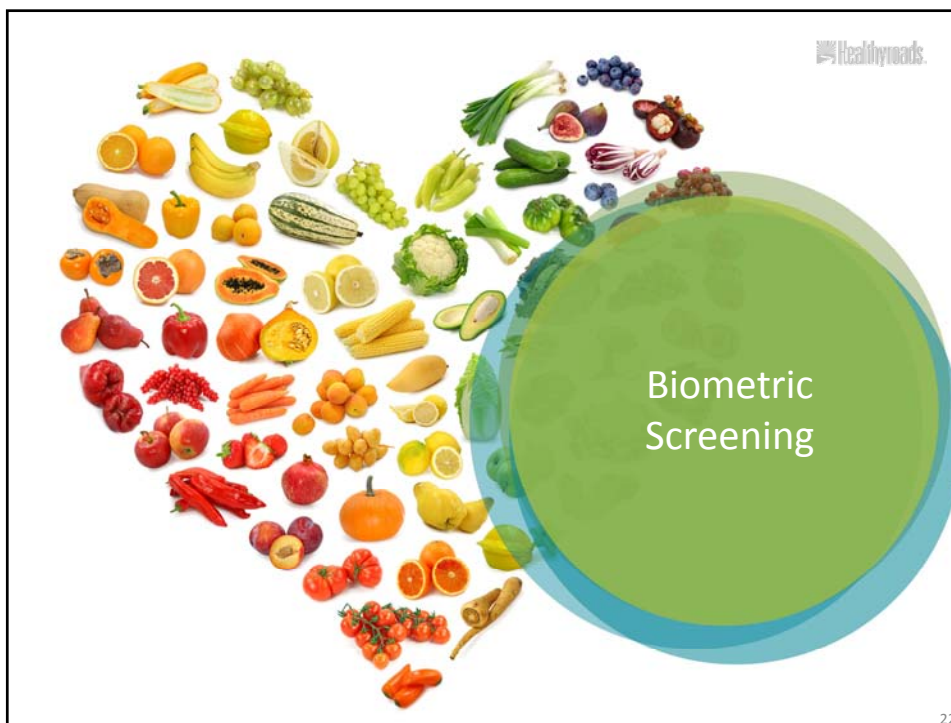
Competitions



Whether you want to challenge someone to a **weight loss contest** or just see who can **walk the most** within a month, Healthyroads competitions **give you the control to get fit** and have fun in the process.



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Biometric Screening

Values measured:

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



Biometrics are loaded on the Personal Scorecard

- Go to "Scorecard"
- Click on "Biometrics"
- View your results

* Not a standard test option for Quest Diagnostics



Personal Scorecard Biometrics





Member Identification

Personal Health Assessment (PHA)

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

Biometrics

Self Referrals

Warm Referrals/Introductions

- Disease management
- Case management
- Utilization management
- Nurse lines
- EAP
- Onsite clinics
- Health advocates
- Physicians
- Other appropriate vendors

goal

Identify individuals' area of risks and engage them in appropriate programs




targeted MESSAGING

Current capability
Email & one-way text messaging

- Health tips
- Appointment reminders
- Incentive fulfillment messaging (e-mail only)

Future enhancements

- Targeted messaging
 - Multi-modal approach for engaging, re-engaging or informing participants of where they stand in the Healthyroads program



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Incentives

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1 know your numbers

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1 know your numbers

Biometrics Screening

Learn your total cholesterol, HDL, LDL, triglycerides, glucose, cotinine, blood pressure, and waist circumference.

100% confidential — University of Alaska will not receive any reports on *individual* results



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2 get assessed

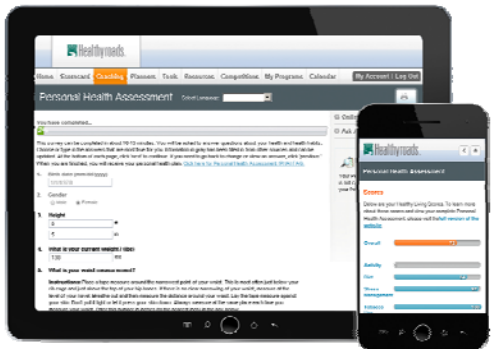
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2 get assessed

Personal Health Assessment (PHA)

- Short questionnaire about your health status, nutritional & fitness habits, tobacco usage, etc.
- Overall health score and recommendations
- **100% confidential** — University of Alaska will not receive any reports on *individual* results



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Confidentiality & Privacy

Although **University of Alaska** will receive aggregate/population information about the data collected in order to help identify the current and future health risks in our employee population, the company will NOT be provided with any individually identifiable medical information about your health screening results or the information supplied in completing the PHA.

University of Alaska will only receive the participation information necessary to administer the wellness program incentives described in this webinar.


Coaching calls may be monitored by Healthyroads® staff for training and quality assurance purposes.

The results of your individual screening and PHA are protected by HIPAA privacy laws and will not be shared with **University of Alaska**.



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where do i start?

www.healthyroads.com

computer tablet smartphone

1. Click on "sign-up"
2. Accept terms of use
3. First name, last name, date of birth
4. Create unique user ID and password


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Lifestyle Coaching | Program Overview

Healthyroads Lifestyle Coaching program addresses the following health risks:

- 
Nutrition
- 
Tobacco Use
- 
Exercise / Activity
- 
Stress Management

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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



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How to Access the Coaching Program



Enroll by phone

Team members may call Healthyroads Customer Service line at **877-330-2746** to schedule their first coaching session



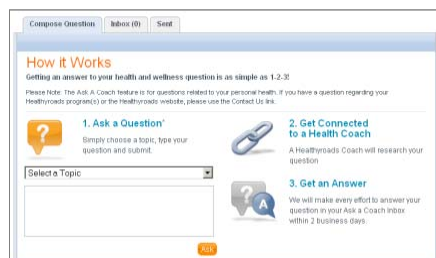
Enroll online

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



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ask-a-coach and message center



Ask-A-Coach

1. Accessible to all coaching-eligible members
2. Secure online message box
3. Members can ask a general personal health question from any of our coaches

Message Center

1. Accessible to members enrolled in coaching
2. Secure online message box
3. Members can connect with their personal coach to ask any health or coaching questions



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)

