

HealthyBlue®



The tools to live healthier lives.



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What part of your business plan provides tools for the health of your employees?



## About HealthyBlue

### What is HealthyBlue?

- Integrated programs and services that include one-on-one support, self-paced tools and online resources that encourage a healthy lifestyle
- Innovative services that educate and empower employees to make healthy choices
- Engaging programs for employees include online health assessments and behavior change programs
- Support through care management, disease management and health coaching
- Valuable employer support through worksite wellness services
- Provides a snapshot of company health through benchmark reports and employer measurement tools

***HealthyBlue is an integrated program that offers a total population health strategy to motivate employees to make healthier lifestyle choices.***



### HealthyBlue

- Total population health strategy
- Comprehensive health services program
- Wellness reporting
- Motivates participation through incentive programs
- Confidential

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

[azblue.com/HealthyBlueInfo](http://azblue.com/HealthyBlueInfo)  
1-877-MyHBlue



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### What is Worksite Wellness?

- Convenient, jobsite health services and programs
- Services include screenings, vaccinations, health education and more
- May be integrated with other HealthyBlue services
- Can have positive impact on workforce productivity

***Worksite Wellness removes the barrier between employees and convenient access to health tools by bringing a variety of programs to the workplace.***



### Worksite Wellness

- Health screenings
- On-site flu shots
- Convenient mobile mammography
- Health education sessions

## Nurse On Call

### What is Nurse On Call?

- Access to registered nurses via 24/7 phone line
- Available in English, Spanish and over 140 languages (via translation service)
- Identification, evaluation and assessments of symptoms
- Helping employees make informed health decisions
- Integrated with health coaching and disease management\*
- Access for all BCBSAZ-enrolled employees

***Nurse On Call provides phone access to nurses 24/7, directing employees to the appropriate level of care in addition to a wide variety of services online.***

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



### Nurse On Call

- 24/7 phone line
- Symptom evaluation
- Guide to appropriate care
- Ask-A-Nurse online (e-mail)
- English/Spanish

### What is HealthyBlue Online\*?

- 24-hour Web access to health tools
- Interactive and engaging online content
- Searchable for health information and resources
- Online program promotion tools for employers

***HealthyBlue Online provides an engaging way for employees and employers to use the Internet as a connection to better health.***

*\*Available to eligible BCBSAZ members*



### HealthyBlue Online

- MyBluePrint<sup>sm</sup> health assessment
- WalkingWorks<sup>®</sup>
- Access to the Healthwise<sup>®</sup> Knowledgebase
- Online health guides
- Pregnancy center
- Nurse On Call

### What is *WalkingWorks*?

- Web-based walking program
- Interactive and motivational fitness tool
- Employees can log and monitor progress
- Offers motivational tips and articles

***WalkingWorks is a simple, easy-to-use tool for employees to begin and maintain an exercise program.***



### WalkingWorks

- Log walking online
- Online articles and fitness tips
- Online reports for employers

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Encourage employees to  
account for their health.

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## My BluePrint

### What is My BluePrint?

- An online health assessment
- Gives employees immediate feedback and overall health score
- Allows employees to track and measure progress

***My BluePrint helps employees become more health aware and provides interactive tools for a healthy lifestyle.***



### My BluePrint

- Online health assessment
- Immediate, personal feedback
- Personal health score & report
- Employer measurement tool
- English/Spanish
- Confidential

## My BluePrint Reporting

### What is My BluePrint Reporting?

- Provides employers with measurable results
- Gives employers access to detailed information regarding overall workforce wellness
- Serves as a benchmark to help the employer provide programs and services
- Confidential – HealthyBlue programs are designed to comply with government regulations related to the privacy of personal health information

***My BluePrint provides information to help employers make data-driven decisions with regard to health and wellness offerings for their workforce.***



### My BluePrint Reporting

- Employee health benchmark
- Tool for data-driven decisions



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## Healthy Living Programs

### What are Healthy Living Programs?

- Tailored, online behavior-change programs
- Offer step-by-step reinforcement of healthy behavior
- Provide employees to-do lists and e-mails for continual program engagement
- Provide programs for many health topics

***Healthy Living Programs establish a personal health plan and provide motivation to remain engaged in healthy behavior change.***



### Healthy Living Programs

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



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## Health Coaching

### What is Health Coaching?

- Six-month personalized support via telephone for six areas of health
- A whole-person approach, addressing risk factors and conditions based on My BluePrint data
- Provides motivation for employees to take control of their health

***Health coaching\* provides one-on-one interaction, designed to guide your employees through integrated HealthyBlue tools to help them accomplish their overall health goals.***

*\*Available to eligible BCBSAZ members*



### Healthy Coaching

- Weight Loss
- Smoke Free
- Get In Shape
- Stress Relief
- Healthy Heart
- Diabetes Fighting



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## Health Discounts

### What are Health Discounts?

- Discounts on nationally recognized weight-loss programs
- Discounts on massage therapy, acupuncture, vitamins and more
- Available to your BCBSAZ-enrolled employees

***Health discounts provide that “something extra” to help your employees take the next step toward better health.***



### Health Discounts

- Weight loss
- Acupuncture
- Massage
- Vitamins
- Health products

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Advocates for employee health.

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### What is Disease Management?

- One-on-one nursing support and health management via the telephone for employees with chronic health conditions
- Support for diabetes, asthma, heart conditions and more
- Focuses on improving health and reducing medical cost trend over time
- Available in English and Spanish

***Disease management programs typically target the 15 percent of employees with conditions that tend to generate the greatest amount of medical costs – not the 85 percent of employees who are healthy.***



### Disease Management

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

### What is Care Management?

- One-on-one interaction with a nurse case manager
- Assists employees with acute, complex and catastrophic medical conditions
- Serves as a member advocate in navigating the health care system
- Optimizes health plan benefits and assists with community resources
- Helps employees develop healthier lifestyles through HealthyBlue services

***Care Management is an employee resource for counsel and advocacy during a sudden diagnosis or medical crisis.***



### Care Management

- One-on-one assistance
- Guides employees through the health care system
- Optimizes use of health plan benefits
- Member advocate in coordinating care
- English/Spanish

HealthyBlue provides a total population health strategy for companies just like yours.

Thank you.



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