



Illinois
New Mexico
Oklahoma
Texas



February 2013

Employer Worksite Wellness Webinar

2013 Campaign Schedule



Month	Webinar Topic	Date and Time
January	2013 Wellness – An Overview of Well onTarget	1/29 10-11 AM
February	2013 Wellness – An Overview of Well onTarget	2/26 10-11 AM
March	Thrive to Stay Alive: Happiness in the Workplace	3/19 10-11 AM
April	Wellness Incentives in Workplace Cultures: Best Practices	4/23 10-11 AM
May	BCBS Incentives Program	5/28 10-11 AM
June	2013 Wellness - Well onTarget Online Challenges	6/25 10/11 AM
July	TBD	7/23 10-11 AM
August	TBD	8/27 10-11 AM
September	TBD	9/24 10-11 AM
October	TBD	10/22 10-11 AM
November/December	TBD	12/10 10-11 AM



February 2013 Agenda

❖ **Introduction**

❖ **Well onTarget: Overview**

❖ **Well onTarget: Liveon Member Portal Demonstration**

❖ **Questions**

Our mission is to

promote the health and wellness

of our members and communities through accessible,
cost-effective, quality health care.



Experience. Wellness. Everywhere.SM

Well on Target Overview

Wellness

A key part of Blue Care Connection®



Blue Care Connection Program Portfolio

Our Wellness Suite

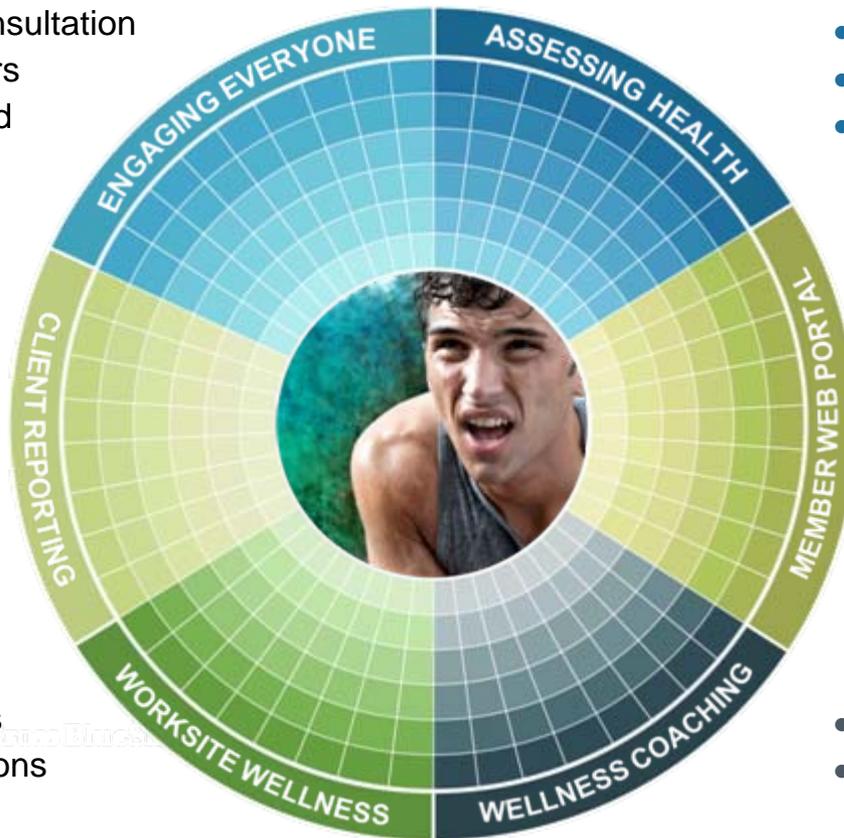
Well onTargetSM



- **ondemand** employer website
- Healthy Worksite consultation
- Wellness coordinators
- Member personalized communications

- Online access
- Weekly utilization reporting
- Aggregate reporting

- Events and seminars
- Workplace competitions
- Health fairs



- **onmyway**TM Health Assessment
- Personal Wellness Report
- Biometric screenings
- One-on-one coaching

- **Liveon** portal
- Health Assessment
- Self-directed courses
- Trackers
- Health articles
- Fitness program
- Social networking
- Text messaging
- **Life Points**

- Dedicated coaching
- Multiple modalities

Engaged, Accountable Employees

**Package and buy-up dependent*

ondemand Client Resources

Employer Website



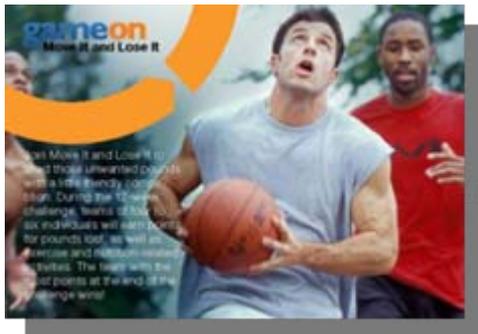
Newsletters



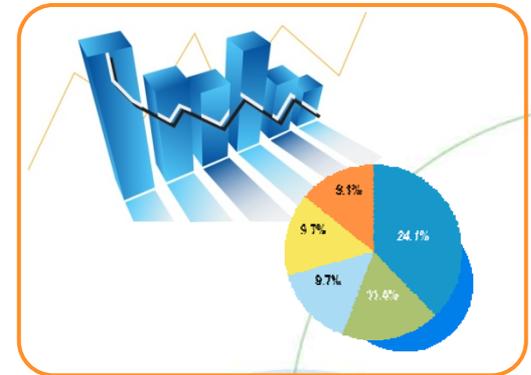
Engagement



Health Challenges



Reporting

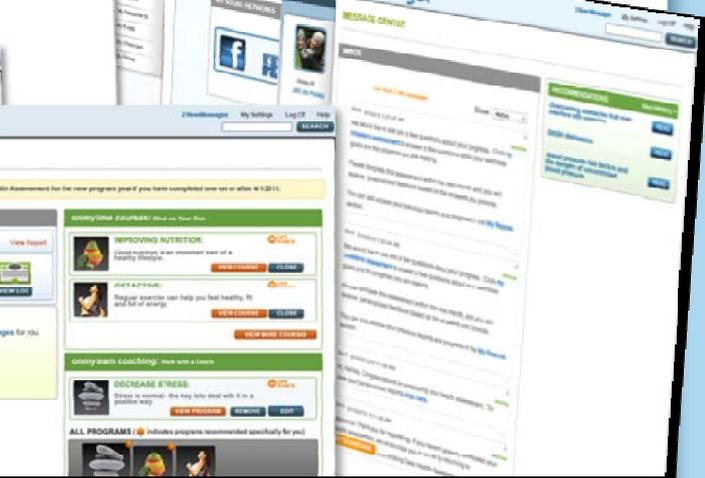


New Member Portal

Portal Highlights

- Health Assessment
- Member dashboard
- Self-directed courses
- Trackers and tools
- Health & wellness content
- Social networking
- Text messaging
- Life Points rewards
- Fitness program

Well onTarget



The Health Assessment

- Integrated within the portal
- Scientifically-based action steps
- Drives engagement with self-directed courses and coaching
- Adaptable
- Data collected at end of first module and at completion
- Personal wellness report

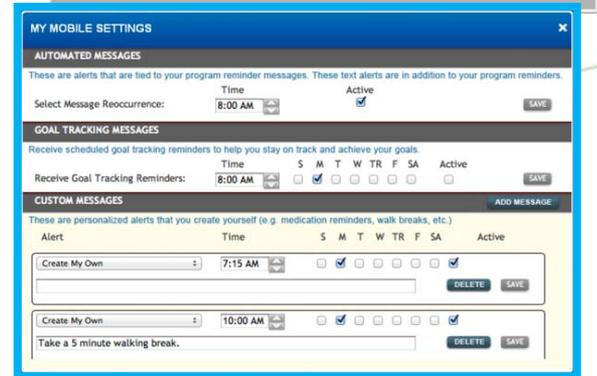
The image displays four overlapping screenshots of a health assessment application interface:

- Top Right:** "YOUR SNAPSHOT REPORT" showing a progress bar at 30% and a list of health metrics with status indicators (e.g., "DIET YOU", "TOBACCO USE YOU", "BLOOD PRESSURE YOU").
- Middle Left:** A questionnaire titled "DIET: You are what you eat" with a progress bar at 30% and a "PROGRESS METRIC" indicator. It includes questions about fruit and vegetable servings and confidence in diet habits.
- Bottom Right:** "HEALTH ASSESSMENT: In Progress" with a progress bar at 10% and a "PROGRESS METRIC" indicator. It features a circular navigation menu with icons for DIET, YOUR HEALTH, ABOUT YOU, YOUR INFO, AT WORK, TRAVEL, EMOTIONAL HEALTH, ACTIVITY, and TOBACCO, along with a "Continue Assessment" button.

Integrated Wellness Coaching*, Goals & Trackers



- Coaches interact with members via Web
 - View participant trackers
 - Secure messages
 - Push digital content
- Mobile settings allow for text reminders



Built-in with BCC Enhanced level, or available with Custom

Comprehensive Wellness Coaching*



Health Topic		Clinical Assessment
Nutrition		<ul style="list-style-type: none">• Diet quality (balance, variety and overall consumption of food groups)• Nutrition score based on 2010 Dietary Guidelines
Physical Activity		<ul style="list-style-type: none">• Aerobic activity (moderate and vigorous intensity)• Strength training• Flexibility and stretching exercises
Stress Management		<ul style="list-style-type: none">• Self-reported stress level• Perception of stress (PSS-4)

Readiness to change, self-efficacy and barriers are also assessed.

Built-in with BCC Enhanced | Customizable with Custom

onmytime Self-Directed Courses



ONMYTIME: MANAGING STRESS COURSE

COURSE OVERVIEW

MANAGING STRESS

Welcome to the onmytime stress management program! Courses within have used the information in this course to become "stress managers." Complete the lessons to get the information and tools you need to become one of them.

Setting expectations

To get the most out of this course, we recommend that you complete one lesson per week. However, you can complete the lessons at your own pace. Each lesson requires about 10 minutes of study, and there are helpful activities to reinforce what you've learned.

You will also have the opportunity to continuously view your progress and revisit previously completed lessons while you continue through the course.

What is your level of Stress?

1 2 3 4 5

0 10 20 30 40 50 60 70 80 90 100

Evening Afternoon Morning Average

Show progress in Days Weeks Months

1. Building a Foundation **GET STARTED**

2. Creating Your " toolbox" **LESSON OVERVIEW**

3. Your Personal Blueprint **LESSON OVERVIEW**

LESSON 2: MOVING MORE: A MATTER FOR THE HEART

PREVIOUS PAGE **NEXT PAGE**

CARDIORESPIRATORY FITNESS

Improvement in cardiorespiratory fitness is achieved through exercise that strengthens your cardiorespiratory system (your heart, lungs and the surrounding blood vessels). This kind of exercise is called cardiorespiratory or aerobic exercise. It is the best exercise option to prevent or manage risk factors associated with heart disease. Two categories are used when referring to aerobic exercise: moderate and vigorous. Activity that raises your heart rate and causes you to break a light sweat, such as a brisk walk, is moderate-intensity aerobic exercise. More intense exercise that causes a rapid heart rate and makes it difficult to carry on a conversation, such as running, is referred to as vigorous-intensity exercise. Later you will have the opportunity to determine your intensity based on your heart rate during exercise, but for now, let's take a closer look at why cardiorespiratory exercise is important.

A Closer Look: Your Cardiorespiratory System

Your cardiorespiratory system refers to your heart and the connecting vessels that carry blood away from the heart to the rest of the body and back again. The heart is made up of cardiac muscle tissue and is strengthened or weakened in the same way as skeletal muscles. If you lift heavy weights, your muscles become bigger and stronger. Likewise, if you do cardiorespiratory exercise, your heart becomes bigger and stronger. The increase in both sizes is what that, if you don't exercise your heart and skeletal muscles, they will get weaker.

Get Fast Results

Isn't that what we all want? Results and "right now" that body was built for efficiency exercised regularly or how out of shape you have become. The greatest impact on additional benefit occurs between moderate and high activity, but not as great as before showing mortality rates at different activity levels.

100000
80000
60000
40000
20000
0

Very Active
Moderate Active
High Active

LESSON 1: THE SECRET TO STAYING YOUNG

PREVIOUS PAGE **NEXT PAGE**

HOW YOUNG ARE YOU?

The good news is that no matter what your body has been or how old you are now, exercise can slow or reverse these effects of aging. In other words, if you have been sedentary for the past 10 years or the last three months, if you are 22 or 72, it isn't too late by beginning, maintaining or enhancing your fitness, you will slow the effects of aging and feel younger longer. If that isn't enough, regular exercise also lowers your risk of many health problems and aids in the management or reversal of many others. Below are a few of the conditions impacted by regular physical activity.

- Coronary artery disease
- Cholesterol
- High blood pressure
- Obesity
- High cholesterol
- Autoimmune diseases
- Diabetes
- Dementia and Alzheimer's disease

100000
80000
60000
40000
20000
0

Very Active
Moderate Active
High Active

Page 1 of 3 **PREVIOUS PAGE** **NEXT PAGE**



LESSON 1: BUILDING A FOUNDATION

Ashley B Takes On Stress

6 Tips for Managing Stress

THE STRESS REPORT

AUGUST 8, 2013 - INTRODUCTORY EDITION

Your Stress Score

HIGH _____

MEDIUM _____

LOW **2**

You Are Ready To Take On Stress

Even though your stress level is low, you don't feel confident about managing stress that might occur in the future. It's great that you are ready to learn more about...

Page 1 of 9 **NEXT PAGE**

MILESTONE ASSESSMENT

Take a few minutes to complete the questions below and find out how your current physical activity stacks up to Physical Activity Guidelines for Americans.

1. Moderate activities
On average, how much time do you spend each week (in hours and minutes) participating in moderate activities that raise your heart rate and make you break a sweat, but still allow you to carry on a conversation?

Hours Minutes

2. Vigorous activities
On average, how much time do you spend each week (in hours and minutes) participating in vigorous activities that cause rapid breathing and a substantial increase in your heart rate?

Hours Minutes

3. On average, how many days per week do you do muscle-building activities that leave your muscles tired afterward?

0 days

CONTINUE

Milestone Assessments

Life Points

- Instant recognition and rewards with Life Points
- Enhanced member experience
- Offerings that earn points:
 - Biometric screenings (voucher and on-site)
 - Health Assessment
 - Self-directed courses (5 courses)
 - Fitness Programs
 - Tracking





Electronics
TV & Video
iPod & MP3 Players
Camers & Photo



Rewards On Sale
Click to see daily deals!



Kitchen
Small Kitchen Appliances
Cookware & Baking
Cooks Tools & Gadgets



Home & Garden
Home Appliances
Outdoor Living
Lawn & Garden



Books
Cooking, Food & Wine
Literature & Fiction
Mystery & Crime



Movies
Action & Adventure
Comedy
Television



Video Games
See 360

points for millions of merchandise including electronics, sporting goods, books, music downloads. If you do not have a gift card to pay the difference, you can add a credit card to pay the difference.

[CLICK HERE](#)

POINT SCHEDULE

Life Points are awarded for taking healthy actions. Points are assigned to activities that have been proven to have a positive impact on health.

ACTIVITY	POINT VALUE	POINTS AVAILABLE
Track Your Progress	10	0/15000
Emergency Assessment	2500	0/5000
Fitness Program Enrollment	2500	0/2500
Fitness Center - 1st Visit	500	0/5000
Fitness Center - 2nd Visit	500	0/5000
Fitness Center - 3rd Visit	200	0/10000
Fitness Center - 4th Visit	500	0/5000
Biometric Screening	2500	0/2500
Anytime Course Complete	500	0/3000
Anytime Course Complete	1000	0/4000
Promotional Activity	2500	0/5000

POINTS HISTORY

NEW LOG LEARN POINTS

DATE	ACTIVITY	POINTS EARNED
7/19/2012	Fitness Program Enrollment	2500
	Track Your Progress	10
7/15/2012	Milestone Assessment Complete	200
7/14/2012	Anytime Course Complete	1000
7/12/2012	Track Your Progress	10

Showing 1-5 of 45

(DEMONSTRATION)

Questions?