



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



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❖ **Introduction**

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❖ **Well onTarget: Overview**

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

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❖ **Questions**

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Our mission is to  
**promote the health and wellness**

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



*Experience. Wellness. Everywhere.<sup>SM</sup>*



# Well onTarget Overview



# Wellness

A key part of Blue Care Connection®



Blue Cross Blue Shield

Blue Care Connection Program Portfolio



# Our Wellness Suite

Well onTarget<sup>SM</sup>



Illinois  
New Mexico  
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Texas

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

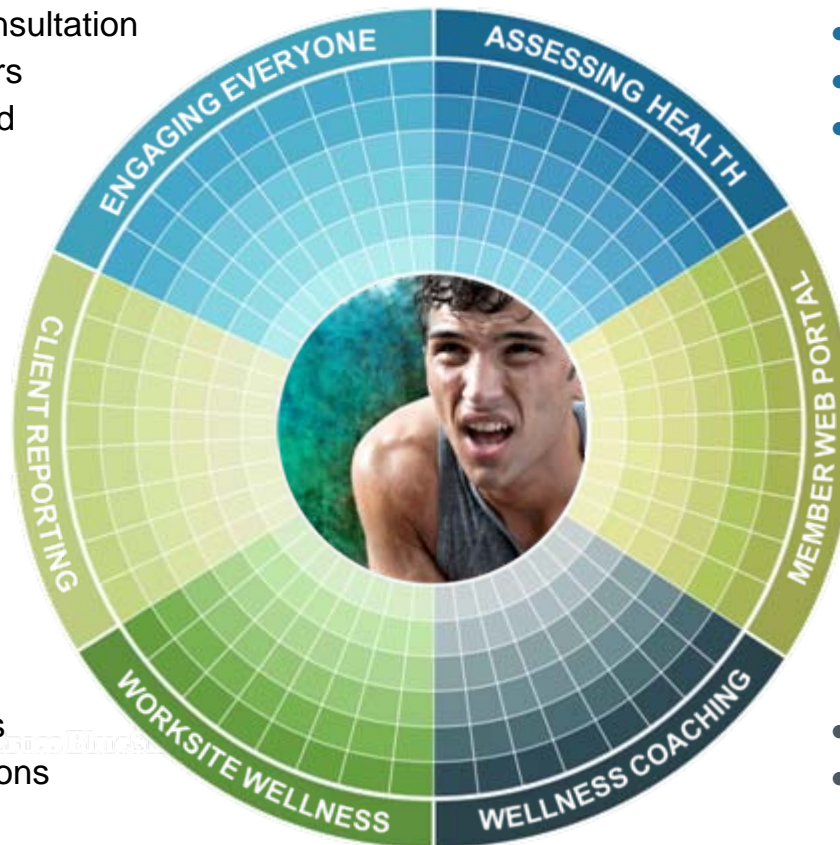
- Online access
- Weekly utilization reporting
- Aggregate reporting

- Events and seminars
- Workplace competitions
- Health fairs

- **onmyway**<sup>TM</sup> 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



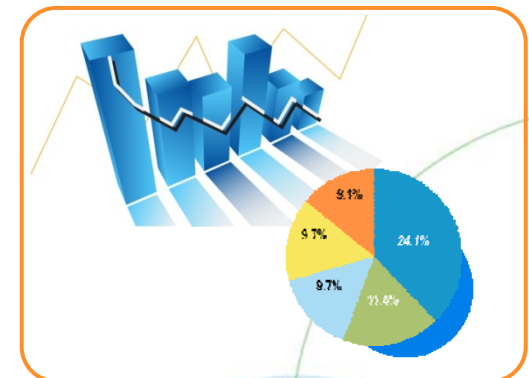
## Engagement



## Health Challenges



## Reporting



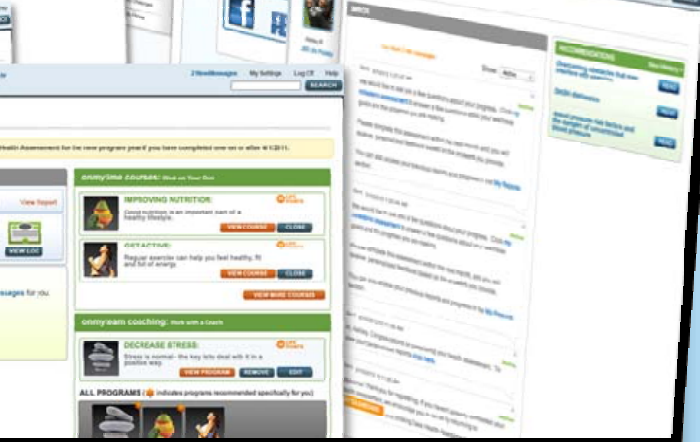
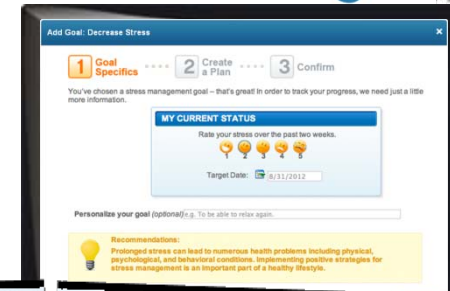


# New Member Portal

## Portal Highlights

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

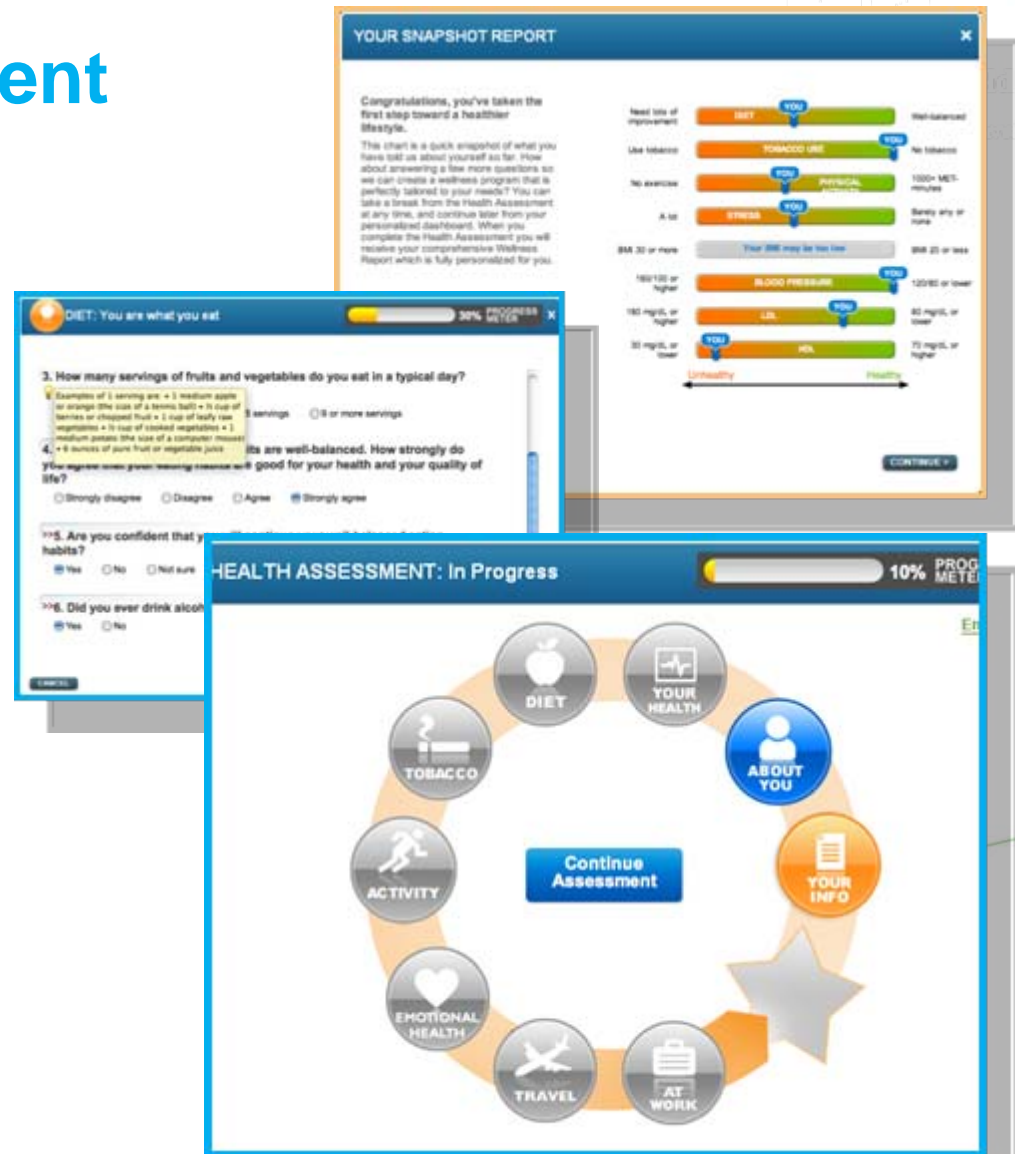
Well onTarget for Mexico





# 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

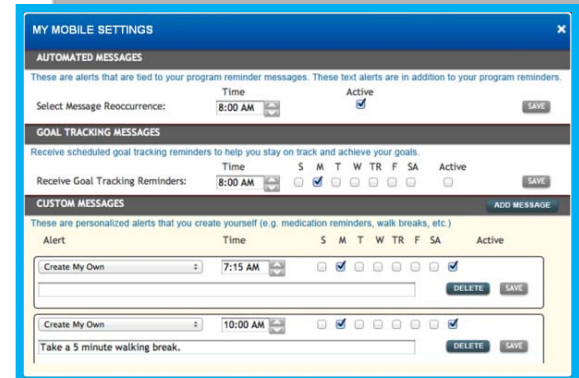




# Integrated Wellness Coaching\*, Goals & Trackers



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

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**

Reaching the onmytime stress management program's goals will help you understand the information in this course to become a "stress manager." 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 complete along the way.

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

Stress

What is your level of Stress?

1 2 3 4 5

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 1: BUILDING A FOUNDATION**

Ashley B Takes On Stress

6 Tips for Managing Stress

**THE STRESS REPORT**

AUGUST 8, 2015—INTRODUCTORY EDITION

**Your Stress Score**

HIGH \_\_\_\_\_

MEDIUM \_\_\_\_\_

LOW \_\_\_\_\_

**You Are Ready To Take On Stress**

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



**LESSON 1: 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 vigorous 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 also true 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!" Your body was built for efficient movement 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.

100%  
80%  
60%  
40%  
20%  
0%

Very Active  
Moderate Active  
Highly 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 health 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 past 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
- Obesity
- High blood pressure
- Diabetes
- Cholesterol
- Alzheimer's disease
- Autoimmune diseases
- Dementia and Parkinson's disease

**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

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## 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

**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	0/10000
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	500	0/10000
Fitness Center - 4th Visit	500	0/10000
Biometric Screening	2500	0/2500
Milestone Assessment Complete	500	0/3000
anytime Course Complete	1000	0/4000
Promotional Activity	2500	0/5000

**POINTS HISTORY**

POINT BALANCE: 34,200

DATE	POINTS EARNED
7/1/2012	2500
Fitness Program Enrollment	10
7/1/2012	2500
Milestone Assessment Complete	2500
7/1/2012	1000
anytime Course Complete	1000
7/1/2012	10
Track Your Progress	10

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**(DEMONSTRATION)**



# Questions?