

health risk assessment



Health Risk Assessment

Your Health Profile Implementation & Communications Plan

Event: Stand-alone event
Type: Online only

Description: The following implementation and communications plan is designed to support groups conducting a stand-alone, online health risk assessment (HRA) event.

Implementation & Communications Plan:

Timing	Action Item
90 days prior event	BCBSNC meets with group to review: How HRA fits into group's health and wellness program and goals Key decisions that need to be made (dates, eligibility, incentives) HRA implementation and communications plan
60 days prior to event	Group provides BCBSNC with final decisions: Event date(s) Eligibility Participation incentive Implementation & communications plan
45 days prior to event	BCBSNC provides group with communication pieces Group customizes communication pieces as necessary
30 days prior to event	Groups distributes Communication #1: Introduction to Your Health Profile
30 days prior to event	Group displays promotional posters/pieces
Start of event	Group distributes Communication #2: Instructions for taking Your Health Profile
One week after start of event	Group distributes Communication #3: Reminder to take Your Health Profile
A few days before the last day of event	Group distributes Communication #4: Last chance to take Your Health Profile
One week after end of event	BCBSNC provides group with Participation Report (if requested)
One month after event	Group distributes Communication #5: What's next BCBSNC schedules meeting with group to review Management Report*

* Management Report is available to groups with 50 or more Your Health Profile Participants.

Keys to the successful implementation of Your Health Profile:

- Educate employees about the importance of participating
- Engage leaders and champions within the organization and encourage them to vocalize support for the program
- Use multiple channels to communicate with employees about the program
- Assure employees that their responses will be kept confidential
- Reward participation

Additional Considerations & Tips

Participants may need to disable any pop-up blockers on their computers in order to take Your Health Profile and view their Personal Health Report. Some participants may be unsure how to disable a pop-up blocker. To help employees who may want to take Your Health Profile using their work computers, groups may want to consider working with their IT departments to provide employees with instructions for how to disable any pop-up blockers.

If you are planning to promote Your Health Profile during open enrollment, please consider the following recommendations:

- Try to ensure the messages about Your Health Profile are not lost in the numerous messages sent out during open enrollment. It can be helpful to send Communication #1: Introduction to Your Health Profile out separate from any other open enrollment communications. In addition, it is very helpful to discuss Your Health Profile during any planned employee meetings.

- If a participation incentive is offered that is tied to the employees' contributions/premiums for their health insurance coverage, plan accordingly to ensure the participation report is delivered in time to administer the incentive. BCBSNC can deliver the participation report approximately one week after the end of an event.

The following communications may be customized and used by employer groups to promote Your Health Profile to eligible members. Text requiring customization is highlighted in yellow.

Some communications refer to additional BCBSNC programs and services. Optional programs and services are highlighted in yellow and should be deleted if an employer group has chosen not to offer that program or service to their members.

Several additional communications are available (upon request) to help employer groups promote Your Health Profile to their members:

- Poster
- Information sheet
- Postcard
- FAQs

Communication #1:

Introduction to Your Health Profile

Dear Employee:

We all know how important it is to make healthy lifestyle choices. We know we should eat well and exercise, and that by doing so we can feel better, be more energetic, and even live longer.

But how do we know exactly what to do or where to start? At <Company Name> we believe that having a good understanding of your current health and wellness is the first step. That's why we've partnered with Blue Cross and Blue Shield of North Carolina (BCBSNC) to bring you Your Health Profile, a completely free and confidential personal health risk assessment.

Every employee who is covered by our BCBSNC health plan is eligible to participate. In addition, any family members over the age of 18 who are covered by the plan may also participate.

I encourage all eligible employees to complete the survey between <date> and <date>. It only takes about 15 minutes. You'll be asked simple questions about your health history and daily choices, and when you are done you'll instantly receive:

- A personalized assessment of your health
- Information about potential risk factors
- A preventive screening schedule
- Nutrition and fitness guidelines
- Tips to kick-start your overall plan for better health

<Insert information about any participation incentives>

<Company Name> will not have access to your individual responses or results. <Company Name> will only receive a summary report that can be used to determine what health resources will be most useful for employees in the years to come. Information from Your Health Profile may be used by BCBSNC to offer you additional health plan services and programs that are appropriate for you, and which are completely voluntary.

Look for an upcoming e-mail with information on how to take Your Health Profile soon!

Communication #2:

Instructions for Taking Your Health Profile

Take Your Health Profile between <date> and <date> and receive <incentive>!

<Company Name> is pleased to offer eligible employees an opportunity to complete an online health risk assessment to help you learn more about your health and steps you can take to improve it. Every employee who is covered by our BCBSNC health plan is eligible to participate. In addition, any family members over the age of 18 who are covered by the plan may also participate.

<Insert information about any participation incentives>

You may complete Your Health Profile online 24 hours a day, 7 days a week, from any computer with Internet access. It's completely free and 100% confidential. <Company Name> will not have access to your individual responses or results. <Company Name> will only receive a summary report that can be used to determine what health resources will be most useful for employees in the years to come. Information from Your Health Profile may be used by BCBSNC to offer you additional health plan services and programs that are appropriate for you, and which are completely voluntary.

Completing Your Health Profile is easy and takes only about 15 minutes. You'll be asked simple questions about your health history and daily choices, and when you're done you'll instantly receive:

- A personalized assessment of your health
- Information about potential risk factors
- A preventive screening schedule
- Nutrition and fitness guidelines
- Tips to kick-start your overall plan for better health

For the most useful report possible, you may want to have your recent medical information (such as most recent blood pressure, cholesterol and glucose readings) handy before you sit down to take Your Health Profile. If you don't have access to this information, however, don't worry - you can still take Your Health Profile and receive accurate results.

How do I take Your Health Profile?

It's easy. Simply visit BCBSNC's web site [HYPERLINK "http://bcbsnc.com"](http://bcbsnc.com) http://bcbsnc.com between <date> and <date>.

Please note: If you use a pop-up blocker on your computer you will need to allow pop-ups before taking Your Health Profile. For help disabling your pop-up blocker, please contact <insert>.

If you're already registered with My Member Services:

1. Log on to My Member Services.
2. Scroll halfway down the page to the Better Health section, Health Programs box.
3. Click on "Take a Personal Health Survey" to be redirected to the Health Risk Assessment.
4. Please note: If you use a pop-up blocker, please allow pop-ups from BCBSNC before you select START/CONTINUE YOUR HEALTH PROFILE.

If you are NOT already registered with My Member Services:

1. Make sure you have your BCBSNC member ID card ready.
2. Go to www.bcbsnc.com.
3. Go to the Member Login box on the right and click "Register Now!"
4. Enter the required general information from your ID card.
5. Create your user ID and password, then wait to be connected to the BCBSNC homepage.
6. Scroll halfway down the page to the Better Health section, Health Programs box.
7. Click on "Take a Personal Health Survey" to be directed to the Health Risk Assessment.
8. Please note: If you use a pop-up blocker, please allow pop-ups from BCBSNC before you select START/CONTINUE YOUR HEALTH PROFILE.

Why take Your Health Profile?

#1 There's nothing more valuable than your and your family's health.

#2 With Your Health Profile you'll get a free and completely confidential analysis of your personal health status so you can get started making positive, healthy changes right away!

#3 You'll have an outstanding overall summary of your health status you can share with your doctor at your next regularly scheduled visit. This information can help you and your doctor start the conversation about any health concerns you might have.

#4 Once you've completed the registration process to take Your Health Profile, you'll have instant access to all of BCBSNC's online health management tools to help you take charge of your health AND your health care. Things like:

- Online healthy living programs - Lose weight, quit smoking, learn how to make healthier choices when eating"
- Blue Extras - Get discounts on weight management programs, gym memberships, vitamins, and other tools for healthy living.
- Blue Points – Be active! Earn points! Just 30 minutes of activity each day earns you points for prizes like electronics, sports and camping equipment, clothing, and more!
- HealthLine Blue – Call our specially trained nurses 24 hours a day, 7 days a week to get support and answers to your medical questions. Call toll-free 1-877-477-2424

#5 And, of course, don't forget the <incentive> you'll receive just for taking the time to complete Your Health Profile! The incentive is only available to employees covered under <Company Name's> group health plan.

Need help?

- If you have questions about registering for My Member Services, call the customer service number on the back of your BCBSNC ID card.
- If you have general questions about Your Health Profile or about your results, call our helpline at 1-800-884-5044 between 8:30 a.m. and 8:00 p.m. EST Monday through Friday. If you're calling during non-business hours, you may leave a voice mail message and a representative will return your call; or, you may also e-mail helpline staff at HYPERLINK "mailto:yourhealthprofile@webmd.net" yourhealthprofile@webmd.net.

Remember to take Your Health Profile between <date> and <date> and earn <incentive>! All it takes is about 15 minutes! Don't miss this opportunity to get a free, completely confidential assessment of your health and get started on your plan for better health.

Communication #3:

Reminder to Take Your Health Profile

Only <days> left!

If you haven't already, don't forget to take Your Health Profile by <date>!

You have just a few more days to take control of your health and earn <incentive>! Complete Your Health Profile: BCBSNC's health risk assessment, before 5 p.m. on <date>.

Every employee who is covered by our BCBSNC health plan is eligible to participate. In addition, any family members over the age of 18 who are covered by the plan may also participate.

Completing Your Health Profile is easy and takes only about 15 minutes. You'll be asked simple questions about your health history and daily choices, and when you're done you'll instantly receive:

- A personalized assessment of your health
- Information about potential risk factors
- A preventive screening schedule
- Nutrition and fitness guidelines
- Tips to kick-start your overall plan for better health

For the most useful report possible, you may want to have your recent medical information (such as most recent blood pressure, cholesterol and glucose readings) handy before you sit down to take Your Health Profile. If you don't have access to this information, however, don't worry - you can still take Your Health Profile and receive accurate results.

How do I take Your Health Profile?

It's easy. Simply visit BCBSNC's web site [HYPERLINK "http://bcbsnc.com"](http://bcbsnc.com) http://bcbsnc.com between <date> and <date>.

Please note: If you use a pop-up blocker, you will need to allow pop-ups before taking Your Health Profile. For help disabling your pop-up blocker, please contact <insert>.

If you're already registered with My Member Services:

1. Log on to My Member Services.
2. Scroll halfway down the page to the Better Health section, Health Programs box.
3. Click on "Take a Personal Health Survey" to be redirected to the Health Risk Assessment.
4. Please note: If you use a pop-up blocker, please allow pop-ups from BCBSNC before you select START/CONTINUE YOUR HEALTH PROFILE.

If you are NOT already registered with My Member Services:

1. Make sure you have your BCBSNC member ID card ready.
2. Go to www.bcbsnc.com.
3. Go to the Member Login box on the right and click "Register Now!"
4. Enter the required general information from your ID card.
5. Create your user ID and password, then wait to be connected to the BCBSNC homepage.
6. Scroll halfway down the page to the Better Health section, Health Programs box.
7. Click on "Take a Personal Health Survey" to be directed to the Health Risk Assessment.
8. Please note: If you use a pop-up blocker, please allow pop-ups from BCBSNC before you select START/CONTINUE YOUR HEALTH PROFILE.

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- If you have questions about registering for My Member Services, call the customer service number on the back of your BCBSNC ID card.
- If you have general questions about Your Health Profile or about your results, call our helpline at 1-800-884-5044 between 8:30 a.m. and 8:00 p.m. EST Monday through Friday. If you're calling during non-business hours, you may leave a voice mail message and a representative will return your call; or, you may also e-mail helpline staff at [HYPERLINK "mailto:yourhealthprofile@webmd.net"](mailto:yourhealthprofile@webmd.net) yourhealthprofile@webmd.net

Remember to take Your Health Profile by <date> and earn <incentive>! All it takes is about 15 minutes! Don't miss this opportunity to get a free, completely confidential assessment of your health and get started on your plan for better health.

Communication #4:

Last chance to take Your Health Profile

It's not too late to learn important information about your health! Complete Your Health Profile by <date>. Every employee who is covered by our BCBSNC health plan is eligible to participate. In addition, any family members over the age of 18 who are covered by the plan may also participate.

Remember, this is your last chance to complete Your Health Profile. Take it before <date> to get your completely free and 100% confidential personalized assessment of your health.

Please refer to <insert Communication #3> for instructions on how to complete Your Health Profile.

Communication #5:

What's Next

Dear Employee,

<Insert timing> <Company ABC> partnered with Blue Cross and Blue Shield of North Carolina (BCBSNC) to bring you Your Health Profile, a free and confidential personal health risk assessment. Over <percent> of you participated and received your Personal Health Report. Congratulations! Understanding your current health status is an important first step toward making healthy lifestyle changes.

We recognize that there was a lot of information in your Personal Health Report and that you may have questions. We encourage you to review your report with your personal physician. In addition, if you are a member of our BCBSNC health plan, you may call HealthLine Blue at 1-877-477-2424 and speak with a specially trained nurse 24 hours a day, 7 days a week. <If available, insert information about services provided by employee health clinic.>

Whatever your current health status, we can all take steps to maintain and improve our health. <Company ABC> is committed to supporting your health and wellness goals and we are excited to tell you about the many programs and services available to you.

<Insert information about Company ABC programs and services, i.e. walking program, healthy options in cafeteria, take the stairs campaign, employee exercise facility, etc.>

In addition, if you are a member of our BCBSNC health plan, you have access to several great BCBSNC programs and services, including:

Member Health Partnerships

Create a customized plan just for you! The Member Health Partnerships program can help you work on conditions like asthma, diabetes, heart disease, pregnancy, tobacco cessation, weight management and more. Once enrolled, you'll receive:

- A customized program to help you manage a specific health condition
- Educational materials and resources specific to your customized plan
- Access to one-on-one nursing support
- Information and tools

To enroll, call 1-800-218-5295 or visit bcbsnc.com and log in to Member Services. Click on Member Health Partnerships under the Health Programs section.

Online Healthy Living Programs

Whether you'd like to lose weight, quit smoking or learn to reduce the stress in your life, our customized online programs are your guides to a healthy and vibrant life. Our unique approach tailors each program to your individual needs.

To enroll, visit bcbsnc.com and log in to Member Services. Click on Online Healthy Living Programs located under the Health Programs section.

Blue Points

Be active. Earn points. Get stuff. Just record your activities in an online activity log. You will earn points for each day you exercise at least 30 minutes. Accumulate points and earn prizes like camping equipment, coolers, and fun stuff for the kids.

To participate, call 1-877-258-3334 to receive a starter kit by mail or visit bcbsnc.com and sign in to Member Services.

Blue Extras

Save up to 25% on alternative medicine services and receive discounts and information on nutrition and fitness.

To learn more, visit bcbsnc.com and sign in to Member Services. Click on Blue Extras located under the Health Programs section.

Whether or not you participated in the health risk assessment, we encourage you to take advantage of these free programs and services and start on your plan for better health.

What are you waiting for?

Your Health Profile, BCBSNC's Health Risk Assessment, is provided by Blue Cross and Blue Shield of North Carolina through an association with Summex Corporation, a subsidiary of WebMD Inc., a leading provider of health and wellness programs. The purpose of this health risk assessment is to provide you with information to assist in maintaining and improving your health. Information from Your Health Profile may also be used to offer you additional health plan services and programs that are appropriate to your health condition, and which are completely voluntary. This information will not be used to establish your coverage rates, eligibility for coverage or for any employment decisions.

We believe that health information is privileged. This information is considered Protected Health Information (PHI) and will be protected as required by federal law and as described in the "Notice of Privacy Practices" provided to you at enrollment or in your benefit booklet. If you have any questions about completing the questionnaire, please call 1-800-884-5044 Monday through Friday, between 8:30 a.m. and 8 p.m. Eastern Standard Time or e-mail us at [HYPERLINK "mailto:yourhealthprofile@webmd.net"](mailto:yourhealthprofile@webmd.net) yourhealthprofile@webmd.net.

Blue Cross and Blue Shield of North Carolina (BCBSNC) provides the Member Health Partnerships program for your convenience and is not liable in any way for the services received. BCBSNC reserves the right to discontinue or change the program at any time. [Some employers have elected not to make the BCBSNC Member Health Partnerships program available to their employees.] [group only] Benefits available through MHP are subject to your current benefit plan and pre-existing waiting periods. Additionally, some of the MHP benefits may be different for members of BCBSNC's high-deductible health plans. Check with your benefits administrator to determine your eligibility.

Blue Cross and Blue Shield of North Carolina provides the Miavita Healthy Living Programs for your convenience and is not liable in any way for the goods and services received. These programs provide tools to aid you in improving your health, results are not guaranteed. BCBSNC reserves the right to discontinue or change the program at any time. Your decisions regarding your medical care should be made with the advice of your doctor.

BlueExtras discounts on certain goods and services may not be provided directly by Blue Cross and Blue Shield of North Carolina (BCBSNC), but may instead be arranged by BCBSNC for member convenience. Any discounts are outside your health plan benefits. BCBSNC is not liable for problems resulting from goods and services it does not provide directly, such as goods and services not being provided or being provided negligently. BCBSNC provides the Decision Support Tools for member convenience. These are meant to be reference tools only and are not intended to provide legal, medical or tax advice. BCBSNC provides the Member Health Partnerships program for your convenience and is not liable in any way for the services received. BCBSNC reserves the right to discontinue or change these programs at any time.

Blue Cross and Blue Shield of North Carolina (BCBSNC) reserves the right to discontinue or change this program at any time. BCBSNC provides this program for your convenience and is not liable in any way for the goods or services received. Decisions regarding your care should be made with the advice of your doctor. Due to specific contracts, selected programs will not be participating in Blue Points at this time. Contact your benefits administrator or BCBSNC Customer Service to determine your eligibility.

Samples

Please contact your Group Representative to get these files

Physical Activity Wellness

