

# State & Higher Education

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**Scott Money**

Director, Account Client Management

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# Program results

# Programs and resources available



## Disease management and lifestyle coaching

- One on one coaching with a nurse or health coach
- Private secure messaging with nurse or health coach via mobile app



## Weight management program

- 16-week group coaching program for anyone with BMI of 30 or above
- 8 monthly follow up sessions
- 45-minute sessions



## Online tools

- Health assessment
- Digital coaching modules
- Health Actions with health goals
- Health education library
- Secure messaging
- Device sync for tracking physical activity



## Cash incentives

- All voluntary activities with a variety of options
- \$250 maximum reward per individual, \$500 maximum per family

**31.7%**

Engaged of those identified

**>99%**

Member Satisfaction with Coach

**91%**

Member satisfaction with overall program

**79k**

Completed incentive activities\*

**\$1.1M**

Incentive rewards paid since 1/1/20

\*includes Health Assessment completions

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## Program results



I am feeling better than I have in years and my energy is good. I kept my very active two-year-old grandson for a weekend and didn't lose steam once! – Laura

I am raising my children, and I take care of my mom and grandmother. They have followed my lead with eating healthier, making healthier dietary choices and being more physically active. – Janelle

This has helped me so much, and you calling me has been worth so much. Thank you!  
– Nancy

A photograph of a woman with long dark hair, smiling warmly at the camera while sitting at a table. She is holding a fork and eating. Another person is partially visible in the foreground, also eating. The scene is set in a dining area with a white tablecloth and various dishes. The entire image is overlaid with a semi-transparent teal color.

## New resources and communications

# COVID-19 support



## Webinar

- Live, instructor-led sessions – more than 1,300 participants
- On-demand on the State of Tennessee YouTube channel – almost 1,200 views

## Restructured coaching

- Face-to-face video conference options
- Coach videos
  - Managing stress
  - Being active at home
  - Coping with quarantine
  - Eating healthy at home

## Online tools and resources

- Links to trusted resources
- Tips for managing stress, improving sleep, eating healthy at home and more

We also adjusted messaging imagery, content and timing to be appropriate for delivery during the pandemic.

# Member mailings – WMP letter and program booklet



Your wellness program also includes personalized coaching support just for you.  
**Call 888-741-3390 today to connect with a coach.**

#### For long-term health conditions

Do you have asthma, diabetes, coronary artery disease, congestive heart failure or chronic obstructive pulmonary disease (COPD)? You can talk one-on-one with a nurse about your condition. And if you have one of these conditions, ActiveHealth may contact you to explain this program to you. The wellness program doesn't replace your doctor or provide medical care. It's just a little extra help from a nurse on ways to better manage your condition.

#### For help making healthy choices every day

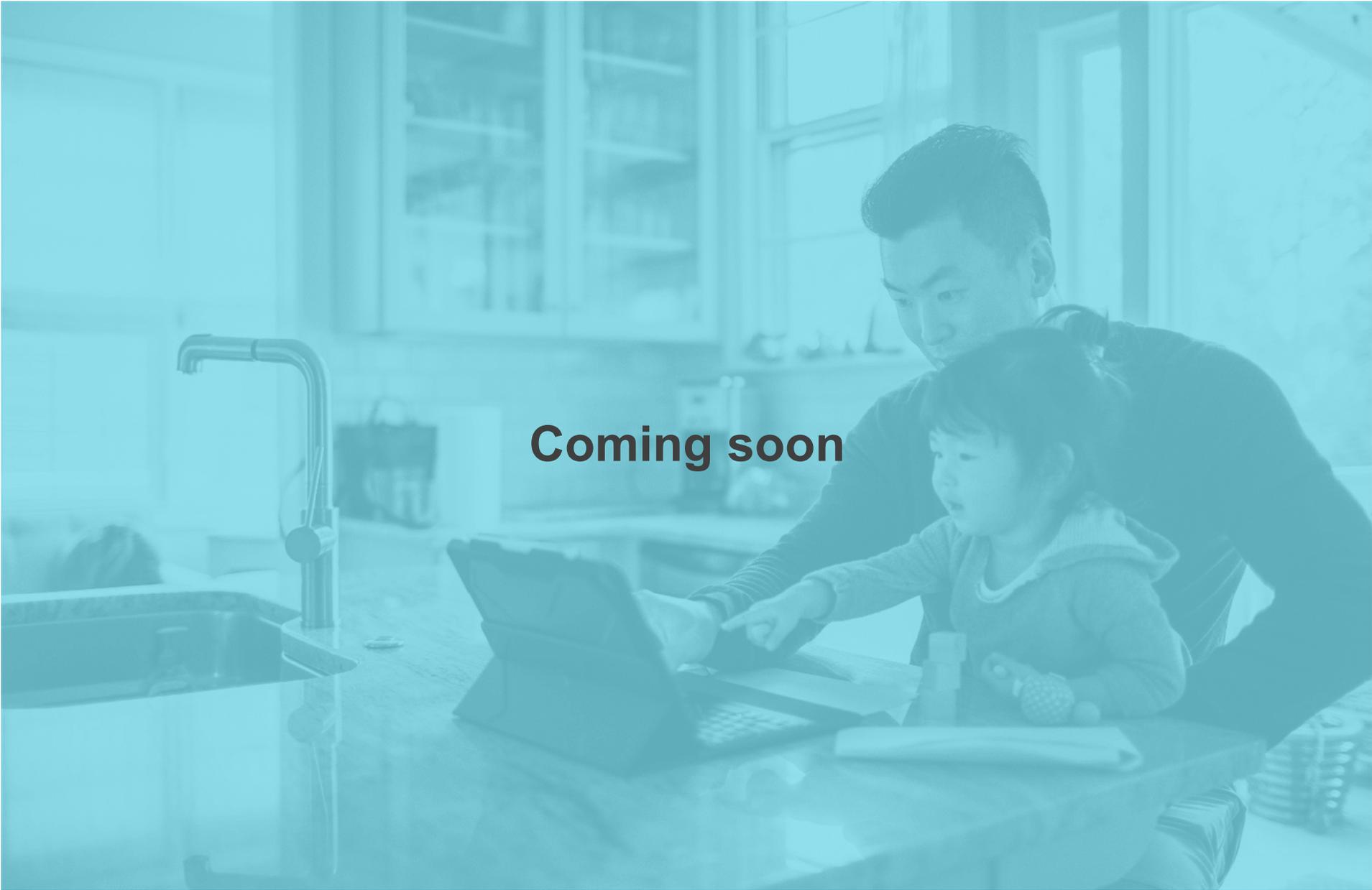
Ready to do something good for yourself? It's easier than ever when you work with a coach. You set the tone and pace. You also choose how and when to interact with us. We can work with you on back and neck pain, stress management, exercise and activity, healthy eating habits and more.

#### For weight management

Are you struggling with your weight? We can help. With our weight management program, you'll receive assistance to help you take control of your fitness and nutrition for long-term results. After you attend two classes, you'll even receive a scale and fitness tracker to help you reach your goals.

#### For help quitting tobacco

Ready to put out that last cigarette and say goodbye to tobacco? We can help you do it. Our programs and online tools can help you break the habit and live the healthy life you deserve.

A photograph of a man and a young child sitting at a kitchen counter, looking at a tablet computer. The man is pointing at the screen, and the child is looking intently. The scene is set in a kitchen with a sink and faucet visible on the left. The entire image has a light blue overlay.

**Coming soon**

# Incentive design 2021

## Summary of changes

- **Reward amounts:** \$250 per employee/\$500 Family
- **Preventive exams**
  - Lung cancer screening – If approved by USPSTF
- **Weight Management Program**
  - First class participation – Once per calendar year
- **Healthy You 30-min group coaching**
  - Separate card from 6-week group coaching
  - Single topics sessions
  - \$50 per single session with maximum of 3 sessions
- **Add additional language for target biometrics**
  - Improve member understanding of metabolic syndrome and target ranges for 3/5 biometric values
- **New quarterly challenges**
  - Q1/Q3: Eat Smart for Life
  - Q2/Q4: Better Blood Pressure

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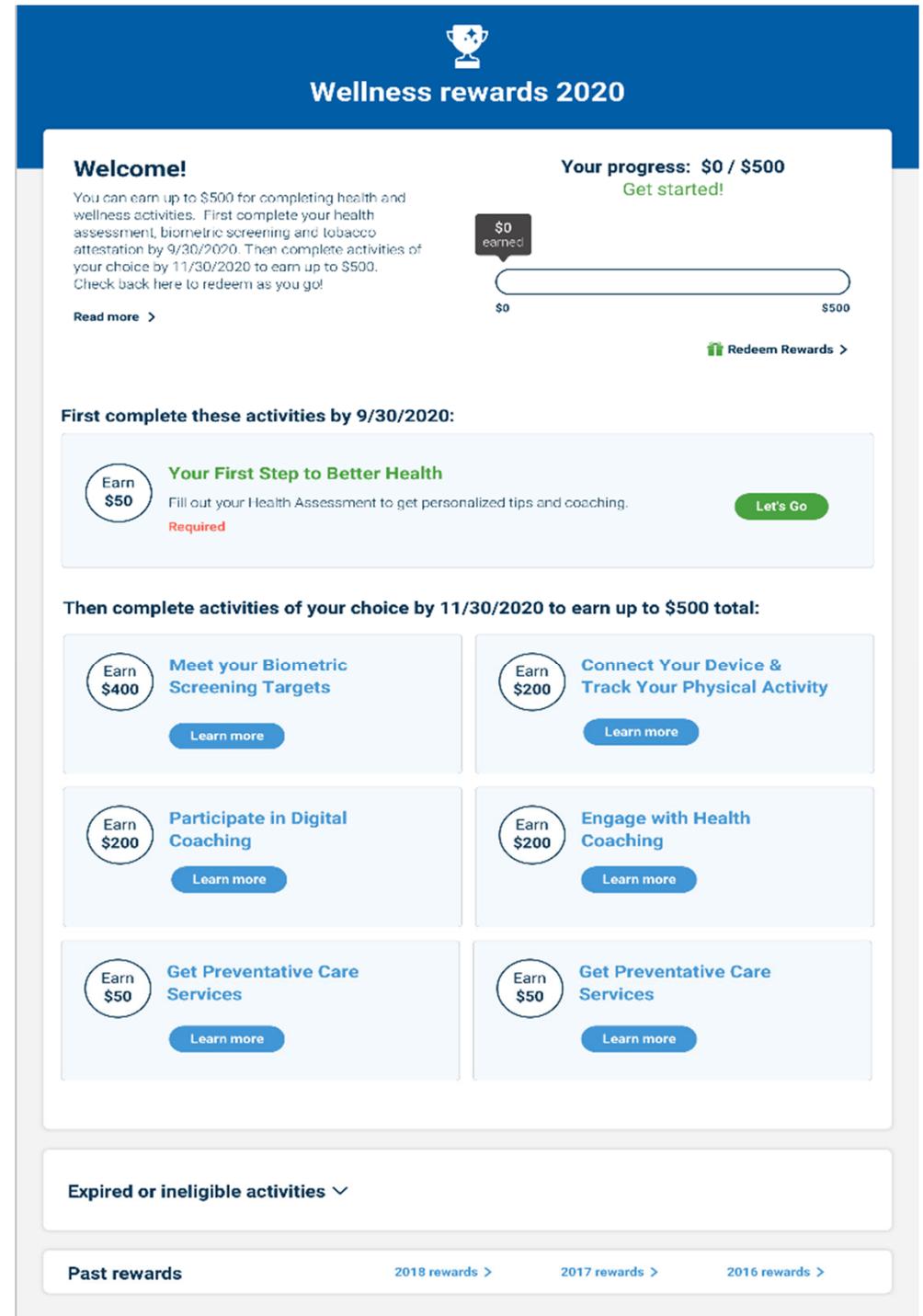
# Home page navigation

- Navigation bar
- Rewards module



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Proprietary



# Examples of progress bar messaging

Messaging below the progress bar changes based on member activity status and program requirements. For example,

- Member has not completed any activities
- Member must complete gateway activity
- Member completes all activities
- In addition, when members complete all activities a “Congratulations” message appears



# Streamlined design organizes activities

- Activities are organized within section headers
- Required activities display first as these are ordered by desired completion. Progress will not show unless required activities are completed first.
- Other section headers include:
  - Available activities
  - Completed activities
  - Upcoming activities
  - Expired activities
- Clicking on the “Learn More” opens to a specific activity details page

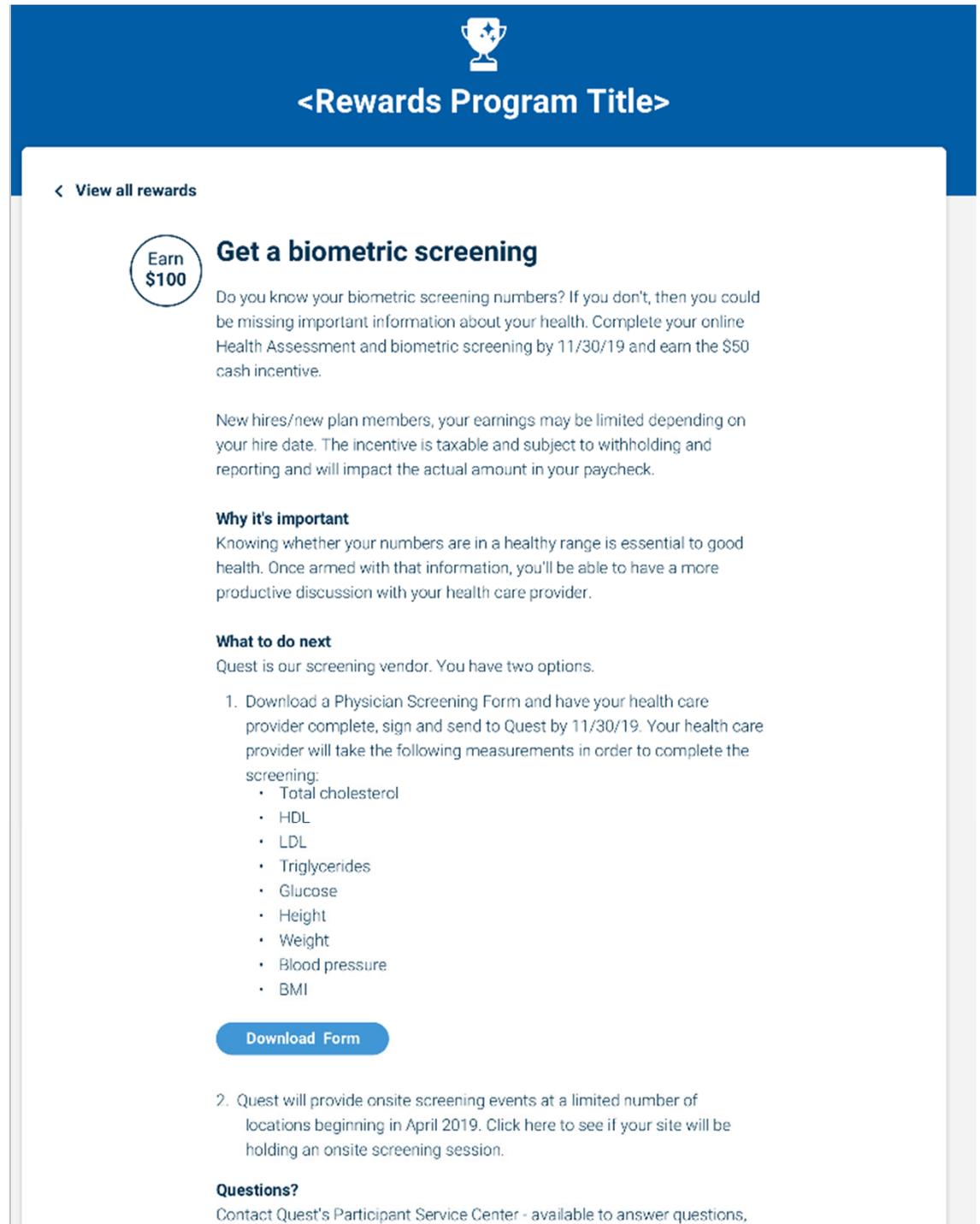
Past rewards can be accessed at the bottom

The screenshot shows a user interface for a health and wellness program. At the top, a 'Welcome!' message explains that users can earn up to \$500 by completing health and wellness activities. A progress bar shows '\$0 earned' out of '\$500'. A red warning states 'You must complete the required activity to earn'. Below this, a section titled 'First complete these activities by 9/30/2020:' features a card for 'Your First Step to Better Health' (Earn \$50, Required) with a 'Let's Go' button. The next section, 'Complete these activities to earn up to \$500', contains three cards: 'Meet your Biometric Screening Targets' (Earn \$400), 'Connect Your Device & Track Your Physical Activity' (Earn \$200), and 'Parent activity name' (Earn \$100). The parent activity card lists two completed child activities. A 'Coming soon' section includes 'Track your steps: Quarter 3' (Earn \$50). At the bottom, there is a section for 'Expired or ineligible activities' and a 'Past rewards' section with links for 2018, 2017, and 2016.

Green arrows in the image point to the 'Your First Step to Better Health' card, the 'Learn More' button on the 'Parent activity name' card, and the 'Expired or ineligible activities' section.

# Activity detail page

- Click on “Learn More” under each activity to arrive at the Activity Detail page.
- Organizes all the information members need to know to complete their activity and earn their reward.



The screenshot shows a mobile application interface for a rewards program. At the top, there is a blue header with a trophy icon and the text "<Rewards Program Title>". Below the header is a white content area with a blue back arrow and the text "< View all rewards". The main content is titled "Get a biometric screening" and includes a circular badge that says "Earn \$100". The text describes the benefit of completing a health assessment and biometric screening by 11/30/19 to earn a \$50 cash incentive. It also includes sections for "Why it's important" and "What to do next", which lists a list of measurements to be taken during the screening. A blue button labeled "Download Form" is visible. The bottom of the page includes a "Questions?" section with contact information for Quest's Participant Service Center.

**<Rewards Program Title>**

[< View all rewards](#)

**Earn \$100**

### Get a biometric screening

Do you know your biometric screening numbers? If you don't, then you could be missing important information about your health. Complete your online Health Assessment and biometric screening by 11/30/19 and earn the \$50 cash incentive.

New hires/new plan members, your earnings may be limited depending on your hire date. The incentive is taxable and subject to withholding and reporting and will impact the actual amount in your paycheck.

**Why it's important**

Knowing whether your numbers are in a healthy range is essential to good health. Once armed with that information, you'll be able to have a more productive discussion with your health care provider.

**What to do next**

Quest is our screening vendor. You have two options.

1. Download a Physician Screening Form and have your health care provider complete, sign and send to Quest by 11/30/19. Your health care provider will take the following measurements in order to complete the screening:
  - Total cholesterol
  - HDL
  - LDL
  - Triglycerides
  - Glucose
  - Height
  - Weight
  - Blood pressure
  - BMI

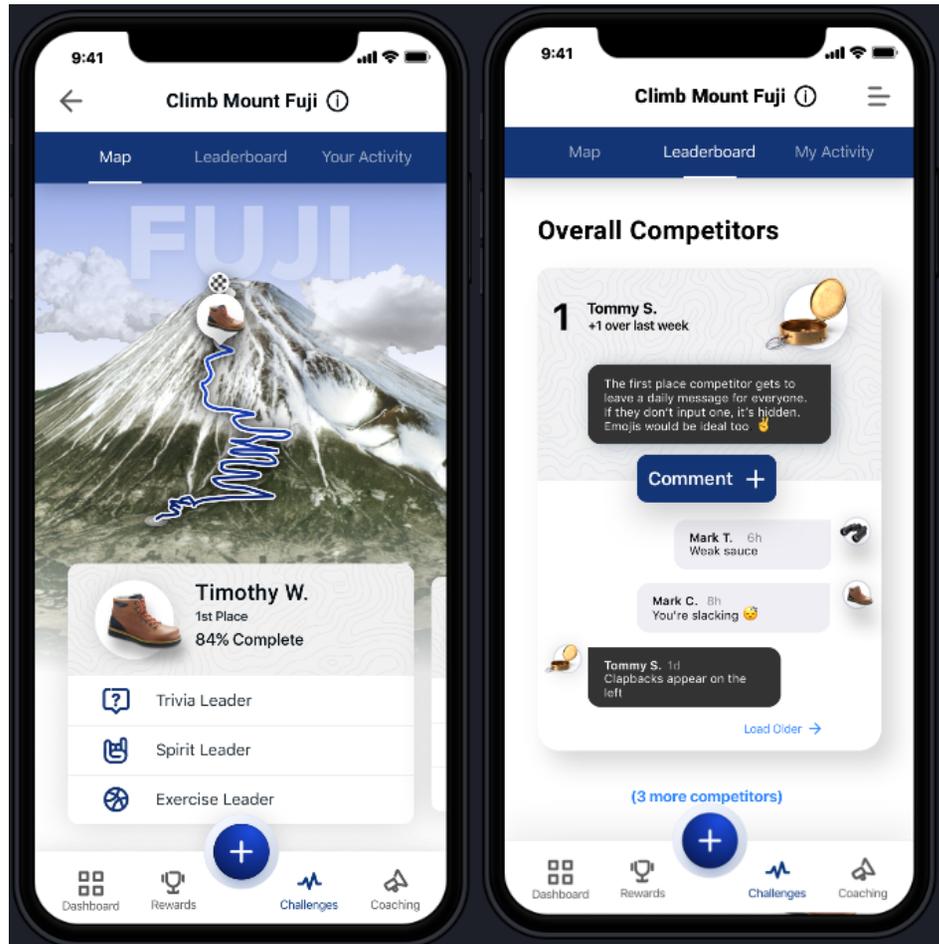
[Download Form](#)

2. Quest will provide onsite screening events at a limited number of locations beginning in April 2019. [Click here](#) to see if your site will be holding an onsite screening session.

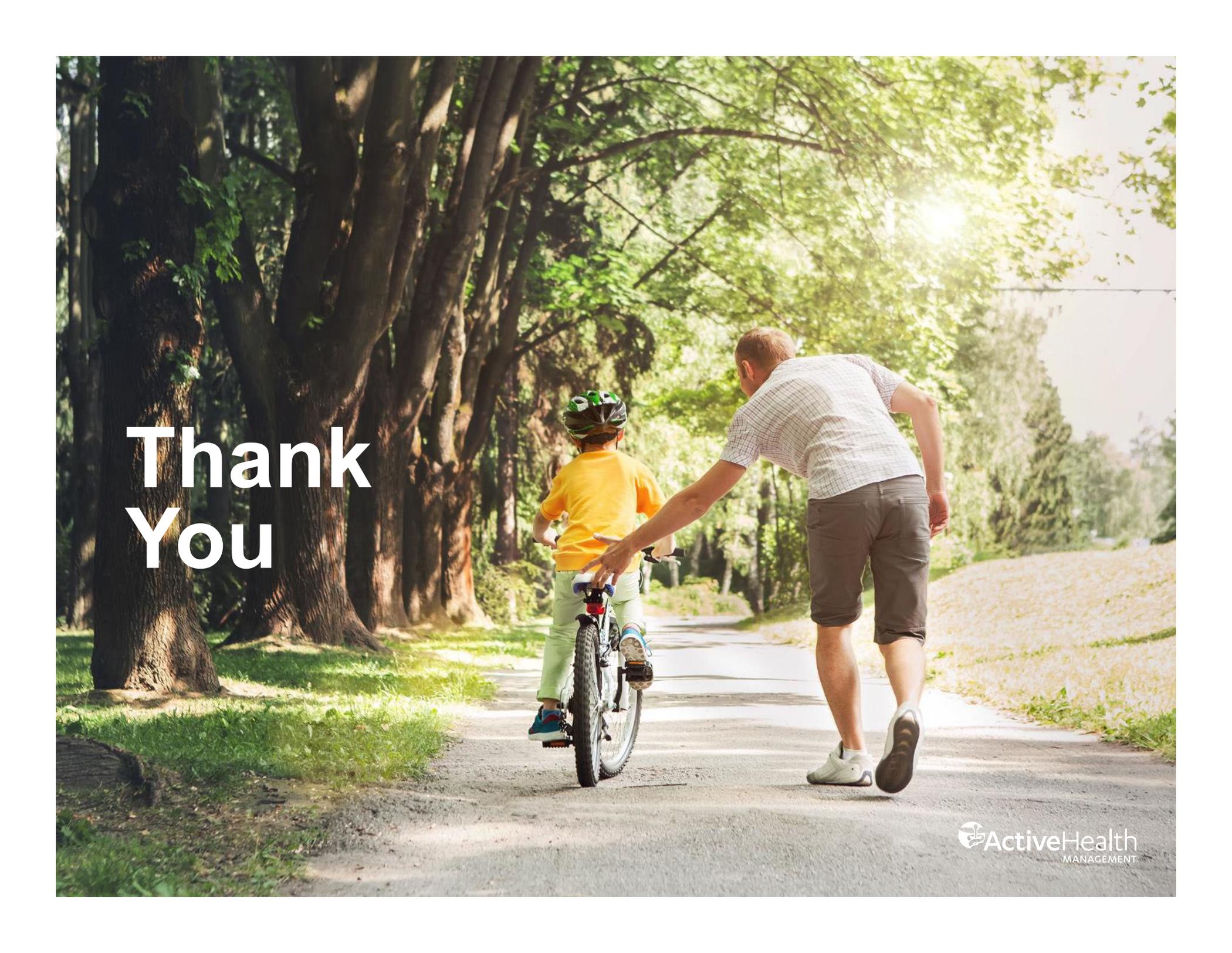
**Questions?**

Contact Quest's Participant Service Center - available to answer questions,

# New feature – Challenges (web and mobile)



- Allows members to choose individual challenges of interest to them and invite other team members to a group challenge
- Keeps individuals motivated with rich graphics and creative themes that offer multiple ways for members to engage by tracking steps, activity minutes, and more.
- Members unlock recipes, articles, and fun trivia
- Optionally tie engagement to rewards
- Encourage social connectedness, members can cheer on team members by posting comments and inviting others into the challenge
- Supports real time integration of data from a member's device

A photograph of a man in a light-colored checkered shirt and dark shorts walking alongside a child on a bicycle. The child is wearing a yellow shirt, light green pants, and a green and black helmet. The man is leaning forward, with his hand on the back of the bicycle seat, assisting the child. They are on a paved path lined with large, mature trees. The scene is brightly lit, suggesting a sunny day. The text 'Thank You' is overlaid on the left side of the image.

**Thank  
You**