Coventry WellBeing

Programs for the complete wellness of your employees and your business
Coventry WellBeing℠ improves the health and quality of life for your employees through targeted support along with engagement and incentives. Supported by HealthMedia, Inc.*, our comprehensive wellness program helps your employees make healthy choices through online and optional services that:

- Are based on sound behavioral science
- Use employees’ information to help recruit them into wellness programs and other medical management programs
- Equip employees with effective self-management tools and information

Coventry WellBeing presents a wealth of tools and information to engage employees in their health:

- Confidential, online health risk assessment (HRA)
- Personalized coaching based on HRA results
- Tools and trackers to monitor program progress
- Health information, including topics specifically for kids and teens
- Discount programs—health clubs, vision services, weight loss programs

For additional fees, employers can further engage their employees with optional services, such as:

- On-site health screenings
- Telephonic health coaching
- Printable version of the HRA
- On-site one-on-one wellness coaching (for large groups)

Incentives inspire participation. Designed to empower and motivate employees to achieve results, incentive programs can be customized to meet the needs of each employer group. Optimal incentives can be based on a variety of factors, such as participation in:

- Disease management programs
- Online health improvement
- Preventive care services
- Health risk assessment
- Self-reported activity
- On-site biometric screenings

*HealthMedia® supports high-quality, Web-based interventions that help participants change behaviors.

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1. Source: HealthMedia Survey
2. Source: Tobacco Control State Highlights 2010

58 percent of tobacco cessation participants reported they quit smoking.¹

The Centers for Disease Control and Prevention (CDC) estimated that cigarette smoking was responsible for $193 billion in annual health-related economic losses in the United States ($96 billion in direct medical costs and approximately $97 billion in lost productivity).²
The starting point: Health risk assessment

The best way to begin any wellness program is by evaluating risk. The Succeed® health risk assessment (HRA) is a confidential online questionnaire that takes less than 20 minutes to complete. Participants answer questions about nutrition, weight, physical activity, stress, safety and mental health. Upon completion, the HRA generates an evaluation of members’ current states of health.

Completely confidential, the HRA is easy to access and presents many advantages and options:

- Integrated with online coaching tools to help set priorities
- Printable summary for members to share with physicians
- Helps your employees understand their motivation and confidence levels for changing behavior
- Usable data for employers to create incentive programs and other initiatives
- Spanish version available

Customized coaching and easy-to-use tracking tools set the stage for success

Based on the results of the HRA, participants are directed to personalized coaching programs to address their most prevalent risks, including but not limited to, the following areas:

- Balance® weight management
- Breathe® tobacco cessation
- Nourish® nutrition improvement
- Move® physical activity
- Relax® stress management
- Achieve™ cholesterol management
- Care® for Blood Pressure
- Care® for Sleep
- Care® for Depression

Digital coaching emulates a face-to-face session. Using expertise from health professionals in multiple areas, the programs are comprised of four components:

1. Consultation—During this phase, the program gathers information about the participants’ goals, needs, willingness to change and obstacles to reaching goals.

2. Planning—Participants receive a tailored plan created from their personal information. The plan is based on behavioral science to help change habits.

3. Tools and Resources—Participants have easy access to tools and trackers for physical activity and health status.

4. Follow-up—To support ongoing success, participants receive communications through tailored emails. Emails are designed to appeal to participants’ unique traits and lifestyles.
Trackers help members create and reach goals

Coventry WellBeing utilizes a proven tracking method to reinforce positive behavior from online coaching sessions. Users can track progress in the following areas:

- Physical activity (walking, running, swimming, cycling)
- Health statistics (blood pressure, cholesterol, calorie intake, fat grams, medical dosage and weight)
- Thinking patterns (emotions and negative thinking)

The tracking tools are compatible with the iPhone® and iPod touch®, allowing users to track distances on their phones and upload them to the website.

Local health and wellness educators support programs

Coventry Health Care’s* local health and wellness educators work with employers to create customized wellness programs tailored to their population. These educators are also available for on-site presentations on wellness topics. Inspiring people to healthier behavior and helping ensure program success are two key goals of these individuals dedicated to better health.

KidsHealth® features doctor-approved information about children

KidsHealth presents virtually everything anyone would want to know about the health of young people from before birth through adolescence. Parents and children can access age-appropriate information about parenting, general health, medical problems, development, emotions, fitness, nutrition and safety.

*Coventry Health Care of Illinois, Inc.
*Coventry Health Care of Missouri, Inc.
**Coventry Health Care scores well on preventive care**

Coventry exceeds the national benchmark for members receiving preventive screenings for:

- Cervical cancer screenings – exceeds the national benchmark score of 76%
- Breast cancer screenings – exceeds the national benchmark score of 70.26%
- Cholesterol management for patients with cardiovascular conditions: LDL-C control (<100 mg/dL) – exceeds the national benchmark score of 60.36%
- Comprehensive diabetes dare – poor HbA1c control (used < 9%) – exceeds the national average score of 26.69%

NCQA’s Quality Compass provides comparative and descriptive performance information on hundreds of Commercial and Medicaid health plan submissions as well as national, regional and state benchmarks. The online database features up to three years of performance trending of HEDIS and CAHPS® measures for publicly reporting plans. Coventry Health Care scores for 2011 in Illinois and Missouri.

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**Health Information Library**

With a wealth of clinical and health-related information, the online Health Information Library covers topics of all types. From asthma to X-rays, the Health Information Library has clear content to help members learn more about conditions and services.

**Email reminders for tests and screenings**

One way to maintain good health is to become aware of and adhere to recommended immunizations and preventive screenings for adults and children. We encourage members to sign up online for email reminders about scheduling important screening tests and immunizations.

**Reports give insight for future action**

To evaluate program results, Coventry WellBeing includes a suite of in-depth reports. The report package includes:

- **Activity reports**
  Display weekly, monthly, quarterly or yearly participation activity for each intervention.

- **Outcomes**
  An easy-to-follow report summarizes:
  - Prevalence data
  - Productivity impairment
  - Program outcomes
  - Participant satisfaction

- **Time-over-time comparison**
  Compares year-over-year risk prevalence, movement and cost impact for people who have used coaching programs.

- **Productivity dashboard**
  Generated by the Productivity Questionnaire, this instrument calculates lost productivity, projected productivity gains and return on investment by combining prevalence rates with productivity data. Validated algorithms estimate productivity impairment in lost dollars.

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**AT A GLANCE**

**Standard reports**

- Reveal participation
- Assess productivity
- Compare risk movement
- Gauge program satisfaction
- Present outcomes

*Minimum of 50 participants required.
OPTIONAL SERVICES

Employers wishing to invest more in specific areas may purchase additional programs as well as participation incentives. Coventry WellBeing offers a variety of options and formats to address areas of greatest concern, including but not limited to, weight management and tobacco cessation. Program formats include:

- Telephonic coaching
- On-site coaching and classes
- On-site screenings and immunizations

Weight management

Obesity is an ongoing problem in many workplaces. Two-thirds of adults and nearly one in three children are overweight or obese according to the CDC. A study released in 2010 by the Society of Actuaries estimated the cost of obesity in the U.S. to be $270 billion in health-related costs and lost productivity. People often struggle a lifetime with reaching a healthy weight. Our weight management programs help people make healthy changes in their lives by working one-one-one with health professionals. Integrated with online coaching, these additional programs can include customized planning, telephonic support, on-site programs and on-site coaching.

Tobacco cessation

Tobacco use is a top contributor to illness and disease. Quitting this addiction often requires additional support. You can give your employees a greater chance for success through additional tobacco cessation programs. Coventry WellBeing provides several options for tobacco cessation, such as telephonic coaching, on-site programs and more. All programs are integrated with standard online coaching.

On-site classes

No wellness solution would be complete without multiple ways to educate your employees. So Coventry WellBeing offers seminars on topics pivotal to good health, including:

- Cardio, strength and flexibility
- Personal training
- Weight loss
- Skin cancer
- Men’s and women’s health
- Stress management
- Many options to meet your employees’ needs

On-site screenings and immunizations

Lab results can fill in crucial gaps for assessing health risks. To effectively collect this information, Coventry WellBeing offers a full complement of laboratory screenings and certain immunizations. Standard biometric measures include:

- Glucose
- Cholesterol
- Blood pressure
- Body mass index (BMI)

Other screenings may be available such as:

- HbA1c – Diabetes
- Prostate specific antigen (PSA)
- Bone density
- Nicotine

About Coventry Health Care’s wellness partner, HealthMedia

HealthMedia, Inc. is a wholly owned subsidiary of Johnson & Johnson (J&J).

HealthMedia technology and behavior change methods are based on 30 years of research in both academic and commercial environments.

HealthMedia’s sole business focus is developing, delivering and supporting high-quality Web-based interventions that help individual participants change behaviors.

TAKE ADVANTAGE OF US

A customized wellness program plays a strong part in an effective health benefits plan. It can help reduce health care costs and increase the productivity and well-being of your workforce. Invest in your company by investing in a unique wellness program for your employees. Put Coventry WellBeing to work for you.

Your local representative or coordinator will support you through the process:

- Develop and implement a wellness program
- Assist with program benchmarking and consultation
- Help coordinate packaged programs and make recommendations
- Facilitate reporting review
- Advise you of additional resources to benefit the program

It’s easy to get started

Employers simply call your broker or account manager to find out about the Coventry WellBeing program difference.

Members use a single login through My Online Services to take advantage of all online wellness programs and tools. The wellness portal is a one-stop site for easy access.

AT A GLANCE

- Optional services invest resources in areas of concern
- One-on-one coaching provides extra motivation
- Seminars reinforce education and online health coaching
- On-site biometric screenings collect important health information

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Take the next step to total wellness for your employees and your company with Coventry WellBeing. To learn more, contact your Coventry Health Care representative.

Coventry Complete Care encompasses four integrated programs that work together to achieve optimal cost and quality outcomes for the health and wellness of your employees:

- **Coventry WellBeing**<sup>SM</sup> Comprehensive wellness program
- **Coventry PersonalCare** Condition Support
  - Disease and condition management
- **Coventry Compass Care**
  - Complex case management
- **Coventry Healthy Outcomes**
  - Utilization management and concurrent review

PPO plans are underwritten by Coventry Health Care of Illinois, Inc. HMO plans are underwritten by Coventry Health Care of Illinois, Inc. Chicagoland Area. PPO plans are underwritten by Coventry Health and Life Insurance Company and administered by Coventry Health Care of Illinois, Inc. PPO plans are underwritten by Coventry Health and Life Insurance Company and administered by Coventry Health Care of Missouri, Inc. HMO plans are underwritten by Coventry Health Care of Missouri, Inc. POS plans: Coventry Health Care of Missouri, Inc. is the underwriter for POS in-network plans, except MO DA POS DHL 2003 products.

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