Your Workplace Wellness Solution

The Healthy Directions Worksite Wellness Program has been designed to help all Health New England Employer Groups establish cultures of health at their workplace by removing the administrative burden of implementing health promotion and wellness programs.
We’re Here to Help!

Health New England’s Health Management Team will work directly with employers to set up the Healthy Directions Worksite Wellness Program. We’ll track participant health outcomes, program participation, medical and pharmacy claims, as well as any other data provided by the employer group, to generate a potential return on investment for employer groups with a minimum of 50 percent participation in the program.
Meet the Health Management Team

“We know the positive impact that comes from having active and healthy employees. We want to make sure you get the most out of the wellness programs Health New England has to offer.”

Katie Bruno, MPH
Public Health and Wellness Program Manager

Katie earned her bachelor’s degree in Exercise Science from Michigan State University, and completed her master’s degree in Public Health at the University of Massachusetts-Amherst. Katie has been involved in the development, implementation and evaluation of health promotion and wellness programs since 2011.

Maria Garrity
Health Management Program Coordinator

Maria serves as the program coordinator for the Healthy Directions Worksite Wellness Program and is an integral part of the implementation team. Maria is a certified wellness program coordinator. Her background is in nursing, and she brings over 15 years of health promotion and wellness experience to the program.

Julia Wilkins
Health Management Program Specialist

Since earning a bachelor’s degree in Applied Exercise Science from Springfield College, Julia has worked on wellness initiatives in municipalities, community centers, corporate fitness and hospital environments. She has over 10 years of experience as a personal trainer and group exercise instructor and is a certified exercise physiologist through the American College of Sports Medicine (ACSM).
At a basic level with no additional effort or action needed by employer groups, we offer all members access to the following wellness benefits as part of their health plans:

- ✔ An annual preventive well-visit, covered at no cost\(^1\)
- ✔ Age and gender appropriate screenings covered at 100%
- ✔ Yearly wellness/fitness reimbursement of $200 for individual plans and $400 for family plans\(^2\)
- ✔ Nutritional counseling with a certified nutritionist (no cost for up to 4 visits per year)\(^3\)
- ✔ Free help to quit smoking through our smoking cessation program
  (including CVS MinuteClinic – see page 18 for more details)
- ✔ Up to $50 reimbursement for attending a smoking cessation class or hypnosis session
- ✔ Unlimited access to wellness program materials and webinars at healthnewengland.org/wellness
- ✔ Discount programs including Working Advantage, HNEPlus discounts at select local businesses and discounts for online programs like Ompractice

In addition, members get free online access to the Healthy Directions web portal, powered by WebMD\(^\circledR\) Health Services. Members can take advantage of the many helpful tools to improve overall health and well-being in a private portal. At webmdhealth.com/hne, members will find a comprehensive health assessment, a digital health assistant, self-management tools, health trackers, healthy recipes and much more. The Healthy Directions portal can also be accessed via the Wellness by Your Side app.

\(^1\) When using an in-network provider.
\(^2\) Amount may vary depending on plan/group election; some groups do not offer this reimbursement.
\(^3\) Number of visits may vary by plan/group.
For employer groups who want to take their wellness program a step beyond the basic benefits, we offer a free opt-in program called Healthy Choices.

Healthy Choices is a free online program located on our Healthy Directions web portal at webmdhealth.com/hne that rewards members for being proactive about their health. Healthy Choices is designed to help members gain a better understanding of their health and learn ways to better manage it.

By registering for the Healthy Directions WebMD portal and completing a few simple health activities during the year, members earn points towards $25 - $500 in raffle rewards, which are funded by Health New England. Opt in and get your employees started with the Healthy Choices program by contacting our Health Management Team at healthydirections@hne.com.
Our customized Worksite Wellness Program offers employers three levels of participation.

The program is designed for employer groups that would like to partner with us more closely. Our Health Management Team will work with you to tailor a comprehensive program that is right for you and your employees – and we administer your program for free. Employers are encouraged to start where they can and gradually move into a more comprehensive program over time.
Customized 3-Tiered Worksite Wellness Program

1. Steps
2. Roads
3. Directions
Steps is our first program level and includes the following:

- Two (2) programs worth of printed materials, no onsite presentations/support
- One (1) small raffle prize provided per 10 program completions
- Biometric screenings are not included or required

**Steps Program Value**

Steps is available to you at no cost. Comparable program values are listed below.

- Based on 35 participants $4,000
- Based on 75 participants $5,000
- Based on 150 participants $6,500

All levels include the Basic Wellness Plan Benefits and the Healthy Choices Member Rewards Program described in the previous section. In addition, employers are eligible to apply for the Well Worth It Award, which recognizes an employer’s efforts to keep their employees healthy and well.
Roads is our intermediate program level and includes the following:

- Four (4) programs worth of printed materials
- Two (2) of the four (4) programs can include Health Management Team onsite support
- One (1) $10 raffle prize provided per 20 program completions
- Customized WebMD messaging
- Customized employee needs and interest survey
- Dedicated wellness consultant via phone/email
- Biometric screenings are not included or required

**Roads Program Value**

Roads is available to you at no cost. Comparable program values are listed below.

- Based on 35 participants: $7,500
- Based on 75 participants: $10,000
- Based on 150 participants: $14,000

A major benefit of healthy employees is increased morale and loyalty.
Our most comprehensive level and best program value is Directions. This level with full offerings includes:

- One (1) biometric screening event per year with aggregate reporting
- Twelve (12) programs worth of printed materials
- Six (6) of the twelve (12) programs can include Health Management Team onsite support
- One (1) $25 raffle prize provided per 25 program completions
- WebMD custom rewards building, reporting and messaging
- Vendor support
- Focus group and/or employee needs assessment
- Dedicated wellness consultant via phone/email/onsite

**Directions Program Value**

Directions is available to you at no cost. Comparable program values are listed below.

Based on 35 participants $15,000

Based on 75 participants $23,000

Based on 150 participants $38,000

The Directions level has the highest rate of behavior change. Employers are encouraged to work their way up to this level.
Free Biometric Screenings
Health New England will provide the following biometric screenings free of charge regardless of the employee’s insurer:
- Body Mass Index
- Body Composition (% Body Fat)
- Blood Pressure.

Laboratory Screenings
In addition, Health New England partners with laboratory vendors to provide the following biometric screenings that require a blood draw:
- Total Cholesterol
- HDL Cholesterol
- LDL Cholesterol
- Triglycerides
- Glucose

There is no fee for Health New England members. A minimal charge of $40 per non-Health New England member will be billed to the employer.

Free Onsite Programs
The Health Management Team will conduct educational programs and quarterly activity challenges on site for all employees free of charge.

Guidance on Rewards/Incentives
We’ll work with employers to set up appropriate reward/incentive structures and can integrate these programs into the Healthy Directions web portal, powered by WebMD® Health Services, for easy tracking purposes. Employers will be responsible to fund their reward/incentive programs.*

*Additional costs for program materials may apply (e.g., pedometers). Health New England will purchase items in bulk and extend our discounted rate to employers.

### Healthy Directions Program Rewards Example

<table>
<thead>
<tr>
<th>Health Assessment and Biometric Screening</th>
<th>$125.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete Health Activity</td>
<td>Reward</td>
</tr>
<tr>
<td><strong>Health Assessment and Biometric Screening</strong></td>
<td>$125.00</td>
</tr>
<tr>
<td>Must be completed by April 30</td>
<td></td>
</tr>
<tr>
<td>Completion necessary for program entry, quarterly events reward(s), and health outcome/maintenance reward</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarterly Wellness Events</th>
<th>$100.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete one or more events</td>
<td></td>
</tr>
<tr>
<td>$25.00 per quarter</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Health Outcome Maintenance or Improvement</th>
<th>$100.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Possible</td>
<td></td>
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</tbody>
</table>

Above is an example of a Healthy Directions incentive structure that supports continued participation and maintenance.
All Healthy Directions programs support the overall health improvement of your employee population. The programs are based on clinical evidence and behavior change theory and are offered through a number of methods.

Health Assessment
Another activity is for employees to complete the WebMD® Health Assessment* online. Biometrics from the Directions screening event will be automatically uploaded into employees’ Health Assessment and online personal health records. Upon completion of the assessment, a report is generated for each participant highlighting opportunities for health improvement. In addition, a baseline report utilizing aggregate data will be created and shared with the employer.

*Due to HIPAA regulations and cost considerations, only Health New England members will have access to the Healthy Directions web portal, powered by WebMD® Health Services.

Let’s Get Started Today!
To learn more about any of our Wellness offerings or to schedule an introductory meeting, contact the Health Management Team at (413) 233-3391 or send us an email to healthydirections@hne.com.

Additional annual program support from the Health Management Team will vary depending on level. Buy-ups are available and can include health coaching, massage and physical activity programs.
The following Healthy Directions programs and activities directly support changing behavior in modifiable lifestyle risk factors.

**Nutrition**
What we eat every day plays a big role in our ability to manage illness, or prevent it, and manage our energy levels. Some examples of Healthy Directions nutrition programs include:

**Nutrition Challenges**
- You Are What You Eat - Carbs
- You Are What You Eat - Fats
- You Are What You Eat - Fruits/Vegetables
- You Are What You Eat - Lean Proteins
- You Are What You Eat - Rethink Your Drink
- Nutrition Label 101
- Eating on a Budget
- Vitamins and Minerals

**Physical Activity**
Physical activity not only helps us maintain a healthy weight, it also has many other benefits. For example, physical activity helps reduce:
- high blood pressure
- risk for developing type 2 diabetes
- risk of heart disease
- symptoms of depression and anxiety

**Physical Activity Challenges**
- Turkey Trot
- 10,000 Steps Challenge
- Core Challenge
- Associate of Steel
- Strength Training Challenge
- Couch to Finish Line 5K Training Program
- Jump Start

**Smoking Cessation**
Break the tobacco habit with START TO STOP, the CVS MinuteClinic® smoking cessation program.
- There are no out-of-pocket costs for Health New England members. All you have to do is stop by one of the MinuteClinic® locations in our Health New England service area to get started.
- For more information, call (866) 389-2727 or visit minuteclinic.com.
The costs of managing chronic conditions are astronomical, not only financially to the health care system and health care consumers, but also to the patient and his or her family and caregivers.

Prevention

Through good preventive health practices, we can avoid many chronic health conditions and live a healthier, more productive life. Some examples of Healthy Directions preventive health programs include:

Prevention Activities

- Biometrics*
- Annual Physical
- Age/Gender Appropriate Health Screenings**
- Flu Shots**
- Blood Pressure Challenge
- Carbon Monoxide (Smokers)
- The StressLess Challenge
- A Goodnight’s Sleep
- Life in Balance

As the chart at right shows, many chronic diseases are preventable.

* $40 fee charged for non-Health New England members
** Copay/deductible may apply

Source: CDC, HHS, 2005 Data, Safeway analysis
Where you matter.

At Health New England, our mission is to improve the health and lives of the people in our communities, and we are deeply committed to the individuals we serve every day. Based in Springfield, Massachusetts, we have been meeting the health care needs of our members for more than 30 years.