



#### Introduction of FHDA Wellness Champions:

Wellness Advisory Committee Members

Jim Haynes David Jones Rob Mieso Karen Smith Jean Wirth



Naomi Kitajima Mary Jo Lomax Rich Schroeder Ryan Tao Tina Woo

**Patience McHenry** 





#### **Presentation Agenda**

- Privacy and Confidentiality
- Health Risk Assessments Overview
- Personal Wellness Report
- Health Coaching
- Health Assessments Incentive





## Security and Confidentiality

Secure site login

• Participants choose their own secure User ID and Password

OptumHealth Online uses Secure Socket Layer technology

https://healthatoz.myuhc.com/portal/bridge/FHDA.

OptumHealth is HIPAA compliant

Confidential results

- FDHA will never see your results
- You have the option to send your results to your health plan so that they may inform you of additional services you may be eligible to receive.



# **Health Risk Appraisal Overview**



Health Risk Assessment Take our online health risk assessment to understand your personal risk factors

Health Screening Results Track your blood glucose, blood pressure, cholesterol and more









#### Health Coaching

Talk with our health coaches about your screening results or wellness goals

Incentive Program

Track your incentive points for getting and staying healthy





#### What is a Health Assessment?

#### **Health Assessment:**

The OptumHealth program is designed to modifiable health risks (risks they can reduce through changes in their everyday behaviors) and help them take successful steps to manage their health risks.





### Why Take a Health Assessment?

- Receive personalized and tailored results based on how you answer questions on the health assessment
- Learn which lifestyle areas are working for you as well as areas that may need attention
- Find out if you are up to date on your preventive exams
- Learn to better manage chronic conditions
- Use your results to set health goals for the year
- Get the opportunity to work with your own personal health coach if your results show you could benefit

Earn a \$100 gift card to your choice of 350 popular stores.





## **OptumHealth Health Assessment**

- Completely voluntary
- Approximately 52 questions
- Takes 15 minutes to complete
- Online or paper format
- Spanish paper and online version available
- Personalized results based on your answers





#### What is Wellness Coaching?

• Access to specially trained personal Wellness Coaches — at no cost to you, as part of your benefit plan!

•To fit your needs and busy schedule, coaching is offered by:

•Telephone •Online •Mail





#### **Wellness Coaching Process**

#### Collaborative vs Prescriptive

- •Stage-based motivational & behavioral support
- •Facilitation of self-change processes
- •Focus on empowerment & self-sufficiency
- •Coaching goal: independence

#### Success Factors

•Collaborative goal-oriented coaching approach

•Tailored interaction process based on participant's current Stage of Change, motivation, self-efficacy

- •Solution based strategies
- •Overcoming barriers/relapse
- •Program goal: behavioral risk reduction

**Will this program cost me anything?** No, wellness coaching is available at no cost to you, as part of your benefit plan.

#### What programs are available?

Wellness Coaching Programs are available for:

- Weight management
- 👌 🛛 Exercise
- ) Nutrition
- 🕴 🛯 Tobacco cessation
- Stress management
- 🔾 🛯 Heart health

ptumHealth | Optimizing Health and Well-Being- | www.optumhealth.com

Diabetes lifestyle



#### **Behavior Change Programs**

#### Delivery Options

- Online-based
- Mail-based
- Telephone-based wellness coaching

#### Multilingual

- Spanish, Mandarin Chinese, Hindi, Urdu and Punjabi
- TDD/TTY services for the hearingimpaired
- Language Line translation services (over 150 languages)

#### Behavior Change Stratification

One or more high risks





#### **Wellness Coaching Process**





## **Mail-Based Programs**

#### Educational Information sent over a 6-month period

- •Serial Mailings
- •Unlimited Access to Help Line
- •Personalized based on stage of change
- Action-oriented
- Informative
- •Planning & Tracking





#### **Online-Based Programs**

- Six-week to 12 month programs
- Integrated with the online Health Assessment

#### Personalized & Comprehensive

 $\checkmark$  10 lifestyle action plans tailored to an individual's risk profile, readiness to change, tastes, and lifestyle

✓ Personalized to engage individuals in managing their own health, including weekly email communications

✓ Includes tools such as Meal Planners, Fitness Planner, and Walking Trackers



### Wellness Portal: URL: <a href="https://healthatoz.myuhc.com/portal/bridge/FHDA">https://healthatoz.myuhc.com/portal/bridge/FHDA</a>

- Member arrives at the Landing Page (shown below)
- clicks on "Register/Log in"





# **Registration Page**

• Member fully completes Section 1 and 2. All fields in section 1 and 2 are required fields.

World of health at your fingertips           SEARCH					
Home   Conditions AtoZ   Tools   Lifestyles   Drug Guide   Encyclopedia	My Topics   Online Health Coach   Personal Health Record				
Register   Log in	registration required				
* denotes required field	Already registered?				
Employer Epothill-De Anza Community College	Usemame:				
District	Password:				
Employee SSN: * Enter Employee SSN here.	Forgot your password? Sign in				
Username: *					
6-20 letters and/or numbers. Email: *	Reasons to Join				
Password: *	Online Heatrn Coaching Need help managing your health? The Online Health Coach provides plans to manage weight loss, stress, diabetes, and heart-healthy lifestyles.				
Password: * 2 Personalize your Experience First Name: * 3	Personal Health Record (PHR) Record information about immunizations, allergies, past surgeries and hospitalizations, medical history, contact information and more so it's always easy to locate.				



# **Registration Page**

• Member fully completes Section 1 and 2. All fields in section 1 and 2 are required fields.

World of health at your fingertips           SEARCH					
Home   Conditions AtoZ   Tools   Lifestyles   Drug Guide   Encyclopedia	My Topics   Online Health Coach   Personal Health Record				
Register   Log in	registration required				
* denotes required field	Already registered?				
Employer Epothill-De Anza Community College	Usemame:				
District	Password:				
Employee SSN: * Enter Employee SSN here.	Forgot your password? Sign in				
Username: *					
6-20 letters and/or numbers. Email: *	Reasons to Join				
Password: *	Online Heatrn Coaching Need help managing your health? The Online Health Coach provides plans to manage weight loss, stress, diabetes, and heart-healthy lifestyles.				
Password: * 2 Personalize your Experience First Name: * 3	Personal Health Record (PHR) Record information about immunizations, allergies, past surgeries and hospitalizations, medical history, contact information and more so it's always easy to locate.				



## **Registration Continued....**

• Member reads the Terms of Agreement and checks the box next to "I have read and understand the Terms of Agreement" to proceed. Member clicks the "Register" button at the bottom of the screen.

2 Personalize your Experience First Name: *	Record information about immunizations, allergies, past surgeries and hospitalizations, medical history, contact information and more so it's always easy to locate.	
Last Name: *	Customizable Home Page With HealthAtoZ, you're in the driver's seat. Personalize your home page to reflect your own health care needs and interests. Chonces tonics that	
Phone Number: * () (3)	interest you.	
Zip Code: *	Health Assessment Our comprehensive Health Assessment will help you determine your potential health risks. Find out more about what you are doing right and what you	
DOB: * Month 💌 Day 💌 Year 💌	could be doing better when it comes to your health.	
Gender: * O Male O Female		
Height * - 💌 ft 0 💌 in		
Weight * Ibs		
3 Optional Information		
I would like to receive personalized messages		
*  I have read and understand the <u>Terms of Agreement</u> .		
Register		



#### Community College District WELLNESS

# HealthAtoZ Dashboard

A world of health at	AtoZ your fingertips SEARCH	ict
Home   Conditions AtoZ	Tools   Lifestyles   Drug Guide   Encyclopedia My Topic	Personal Health Center cs   Online Health Coach   Personal Health Record
Profile   Log Out 🛛 🖂 🤤	Secure Message Center 🛛 🔒 O Health Dollars	
ymptom Checker	Take a Health	Ask Our Experts
arn about what's 🛛 🥮	Assessment (	
ng on in your dy by using the mptom Checker	Or, if it's been 6 months since your last Assessment, re-take it today and check your progress!	Health Headlines • Drug May Help Against Inflammatory Breast Cancer • Outgoing Nature Could Get You to 100
dy by using the mptom Checker	Or, if it's been 6 months since your last Assessment, re-take it today and check your progress! CLICK HERE	Health Headlines • Drug May Help Against Inflammatory Breast Cancer • Outgoing Nature Could Get You to 100 • Study Rates Breast Cancer Risks Among Races More
ng on in your dy by using the mptom Checker to Symptom Checker ersonal Health Record	Or, if it's been 6 months since your last Assessment, re-take it today and check your progress! CLICK HERE Take a Health Assessment	Health Headlines • Drug May Help Against Inflammatory Breast Cancer • Outgoing Nature Could Get You to 100 • Study Rates Breast Cancer Risks Among Races More



#### Community College District WELLNESS

### **Take a Health Assessment**

Health A world of health at	AtoZ your fingertips SEARCH	
Home   Conditions AtoZ	Tools   Lifestyles   Drug Guide   Encyclopedia My Topics	Personal Health Center   Online Health Coach   Personal Health Record
Profile   Log Out 🛛 🔀 g	Gecure Message Center 🛛 🤱 O Health Dollars	
Symptom Checker Learn about what's going on in your oody by using the Symptom Checker	Take a Health Assessment! Or, if it's been 6 months since your last Assessment, re-take it today and check your progress!	Ask Our Experts Health Headlines • Drug May Help Against Inflammatory Breast Cancer • Outgoing Nature Could Get You to 100 • Study Rates Breast Cancer Risks Among
Go to Symptom Checker Personal Health Record	Take a Health Assessment	More
• Emergency Contacts • Medical History • drugs & Interactions more	My Health Improvement Plan Here are your latest personalized plan updates:	My Feature Article Being Overweight Is Risky Business Health risks of the site



## **Health Assessment**

•Member arrives at the Health Assessment launch page, selects Language and clicks the

"launch" button to begin:

HealthAtoZ A world of health at your fingertips SEARCH	ct
Harra I. Conditions Ata7 I. Tools I. Lifestyles I. David Ouida I. Ecovelandia My Tools	Personal Health Center
Profile   Log Out 🛛 Secure Message Center 🤉 0 Health Dollars Health Assessment	Ask Our Experts
C Spanish Health Assessment C English Health Assessment	Health Headlines • Walk 100 Steps a Minute for 'Moderate' Exercise
The Health Assessment, administered by the University of Michigan, gives you a head start on your Health Improvement Plan. When you're done, we'll go to work for you with instant feedback and home page personalization.	<ul> <li>Black Male Children Face Highest Risk for Food Allergies</li> <li>Using Music and Sports to Improve Kids' Asthma</li> </ul>
Quick Tip! Click the "Finish" button after reading your Health Assessment results. You'll return to your personalized home page where you can get started on your Health Improvement Plan.	<ul> <li>Exposure to Peanuts May Build Tolerance to Allergy</li> <li>Child's Food Allergies Take Toll on</li> </ul>
Launch University of Michigan Health Assessment Did you know? The health information you provide is only used to help you reach your health goals. By using the Health Assessment, you agree that the University of	Family Plans My Feature Article Not Orthog Bottor? It



#### **Health Assessment**

#### •Member arrives at the Health Assessment entry point and clicks on "enter".



University of Michigan Health Management Research Center Health Assessment HMRC Version 1/2007 Quit this Health Assessment and return to the Health Dashboard.

Before beginning this assessment, please have your medical information at hand, including your height, weight, approximate dates of most recent preventive services and health screenings, and blood pressure and cholesterol measurements, if known. While none of this information is required, including it will make your Health Assessment Results report more accurate and complete.

You may submit a assessment as frequently as every six months. You may return here to see your current results report whenever you wish.

#### Member ID Confirmed Authorization Confirmed

To personalize your assessment:

	0	Still Smoke
<i>Cigarette Smoking</i> How would you describe your <i>cigarette</i> smoking habits?	$^{\circ}$	Used to sm
field from you describe your eighteree smorting habitst	$\odot$	Never smol

Still smoke cigarettes
 Used to smoke cigarettes
 Never smoked cigarettes

The Health Assessment is not a substitute for a medical exam. If you have health concerns or if the report raises questions, please consult your physician or a health professional to review the results with you.

#### Health Assessment: Background and Security





We comply with the HONcode standard for <u>trustworthy health information</u>: verify here.

This Web site is designed so that you don't need to use your browser's [Back] button. But if you do ... for the privacy of your data, you may also need to click [Refresh] or [Reload] as instructed.

Enter



### **Health Assessment**

•Member accesses the Health Assessment, completes the health assessment and clicks

"submit to University of Michigan for Analysis" button at bottom of questionnaire.

myuhc.com <sup>®</sup> UnitedHealthcare <sup>®</sup>	
University of Michigan Health Management Research Center Health Assessment HMRC Version 1/2007	
(Do not use your browser's [Back] button.) The following questions remain without valid answers: 4, 7-24, 26-31, 34, 36-44, 46-52 Will you complete them? In particular, questions 7, 8, 10-15, 18, 19, 23, 24, 26-29, 37, 46 are recommended for a meaningful results report.	
(Do not use your browser's [Back] button.) You answered: • 38 years old • 5 feet 5 inches (165 centimeters) • 120 pounds (54 kilograms)	
Do you need to edit these or any other answers, or would you like to review all your answers? To save and finish your Health Assessment, click this button:	
Submit	
May 19, 2009; 15:29:30 EDT	Contact Corrections



## **Health Assessment**

•Member gets notification when HA submitted successfully and can review their personal

#### results profile.

	University of Health HMRC Ve	Michigan Health Management Reset Assessment Rest ersion 1/2007	arch Center Lits	information
Congratulations	ment!			
Last update: June 1, 2009 Next update: after December :	1, 2009			
This Health Assessment is not designed for p	eople who already have Heart dise	ase, Cancer, Kidney disease, or other se	erious conditions.	
Top 3 areas to improve or	maintain your health	right now!	Medical Problems Physical Activity* Weight*	
			* Keep up the good work!	
Wellness Score			* Keep up the good work!	
Wellness Score		Poor Fair Good	* Keep up the good work!	
Wellness Score		Poor Fair Good	* Keep up the good work!	
Wellness Score	0	Poor Fair Good	* Keep up the good work!	
Wellness Score Your Wellness Score comes from the informa your score in the future.	0 otion you gave on your Health Asse	Poor Fair Good Your score is 97	* Keep up the good work!	Age: 43 Sex: Female
Your Wellness Score comes from the informat your score in the future. What you You do n You do n You hav You hav You hav You hav You hav You hav You hav You hav You hav	0 outre doing well: not use tobacco. k little or no alcohol. e a regular breast exam. e a regular breast exam. e a regular mogram. tolic blood pressure is unc ight is within desirable rar a safety belt all the time.	Poor         Fair         Good           Your score is 97           assment. Improving your health and up           • You travel close to           • Your physical activ           • You at a low fat/l           • You have good ov           • Your cholesterol le           • Your cholesterol le           • You have a positiv           • You have your rou           • You have your rou	* Keep up the good work!	Age: 47 Sex: Female



## Incentive Process – Gift Cards: High-Level Process

- Member completes activity on Health & Wellness Portal
- Member receives email notification from our vendor notifying them of the issued award
  - Award subject and sender masked as "from UnitedHealthcare"
  - We encourage clients to add our vendor's information to their IT white list so that members who use company email addresses do not have their award emails blocked as junk mail.
- Member can click link within email to view certificate and proceed to on-line gift card redemption
- Member selects gift card(s) from retailer(s) of their choice. Rewards are always in stock and available in any \$5 denomination, starting at \$10.
- Member confirms shipping address, email and receives confirmation number upon completion of order
- Orders placed by 2 p.m. CT are shipped SAME DAY!



#### **Incentive Process continued....**

• Upon completion of incentive activity, member will see balance in reward balance indicator. By clicking on the indicator, member will see incentive interface

HealthAtoZ A world of health at your fingertips SEARCH Home   Conditions AtoZ   Tools   Lifestyles   Drug Guide   Encyclopedia My Topics   Online Health Coach   Personal Health Reco	ord
Christine Vo	
Profile   Log Out 🛛 Secure Message Center	
<%@ page errorPage="/Atoz/phr/re	gister/error.jsp" %
My Health Dollars Ask Our Experts	
My Health Dollars Earning Health Dollars Rewards & Redemption * Walk 100 Steps a Minute for 'Moderate'	
Exercise Black Male Children Face Highest Risk	
for Food Allergies Using Music and Sports to Improve	
Kids' Asthma Exposure to Peanuts May Build	
<%@ include file ="/Atoz/clients/optm/myuhc/custom/points/pointssummary.jsp"%> Tolerance to Allergy Child's Food Allergies Take Toll on	
Listed below are the activities and actions you can take to earn Health Family Plans Dollars.	
Action or Event Reward My Feature Article	
Complete Health Assessment \$50 Could be Mono Ger Att	*
Participate in on-site Health Fair \$50 the flu or some other getting better. Learn ho to recognize and care fi mononucleosis. continued.	w 5r
Health Exclusive Archiv	e
Health Information	
Conditions AtoZ	
Litestyles     Drug Guide	
Encyclopedia	
Healthwise en Espanol	



### **Electronic Award Notification**

• Email message is sent upon completion (24-48 hours from completion) to member's address informing them of award issuance

#### Dear Michael,

Congratulations! UnitedHealthcare has sent you a Premiere Choice Award via email in the amount of \$10.00. Your Premiere Choice Award is redeemable for gift card(s)/certificate(s) from more than 350 merchants available on PremiereChoiceAward.com. We've partnered with leading retailers, restaurants, entertainment and travel providers to give you a wide array of gift card/certificate choices.

1. To view your award\*, simply click here!

2. To select your gift card(s)/certificate(s), simply click on the link below the award.

If you are unable to view your Premiere Choice Award through the above link, simply copy and paste the following link into the address line of your Web browser.

http://www.hallmarkinsights.com/Optum/HealthWellness/UHC/Redemption/RedeemVirtual.aspx?key=%KEY% &PIN=%PIN%&M=1

If you have any questions or would like additional assistance, our Customer Service Consultants are available at 866.802.1117, Monday through Friday, between 7:00 a.m. - 7:00 p.m. Central time.

Again, congratulations on receiving a Premiere Choice Award.

Customer Service | UnitedHealthcare Award Center | 866.802.1117 <u>Customer.Service@HallmarkInsights.com</u> | Meaningful. Memorable. Measurable. %ORD\_NUM% %SEQ\_NUM%

\*Please note that the award you will view has no cash value and is redeemable only on the website above.



### **Online Certificate**

- Upon clicking link in email or link on portal, member is taken to web site
- Certificate is presented which is branded with UnitedHealthcare logo and default message.
- Member can download printable version
- Member proceeds by clicking "redeem now" button above certificate





- Member's available balance shown at right
- Member can search for retailer of choice or browse by name or category
- Member proceeds by selecting retailer or using search function



![](_page_29_Picture_0.jpeg)

- Member's available balance shown at right
- Member can search for retailer of choice or browse by name or category
- Member proceeds by selecting retailer or using search function

![](_page_29_Picture_6.jpeg)

![](_page_30_Picture_0.jpeg)

- Member can select denomination and quantity to add to cart.
- Member can also review individual retailer policies regarding gift card use.
- Member proceeds by clicking "add to cart" or "view full merchant list" to keep shopping.

![](_page_30_Picture_6.jpeg)

![](_page_31_Picture_0.jpeg)

- Upon "add to cart" member is taken to shopping cart
- Member can continue shopping if they have remaining balance or can check out, edit their order, etc.

![](_page_31_Picture_5.jpeg)

![](_page_32_Picture_0.jpeg)

# **Gift Card Redemption Process**

- Final checkout process is to • confirm user entered information. Upon completion of order, user is provided a confirmation number.
- User will be emailed with status • updates once award has shipped.

![](_page_32_Picture_5.jpeg)

STEP 4: Review Cart STEP 5: Checkout Need More Help? Visit our <u>Help</u> section or contact our Customer Support by email or call 866-802-1117.

ILLE POWERED BY HALLMARK INSIGHTS

(s), click on the merchant name(s) below. Once you have confirmed your order, check the box indicating that you have read the terms and conditions and click "Place Order.

ttems Shipping To: <u>Edit</u>	c r 1234 aplace, MN 55378		Shipp USPS	oing Metho S First-Clas	d: ss Mail	<u>Upgrade</u> Shipping
RECIPIENT	MERCHANT	PRODUCT	AMT	QTY	TOTAL	OPTIONS
Members Name	Target	Gift Card	\$25	1	\$25	CHANGE ADDRESS
		SUB TOTAL		1	\$25	
		SHIPPING CH.	ARGE		\$0	

Order Total: \$25.00

I understand and agree with the terms and conditions of the gift card(s) I've selected. (To view gift card terms and conditions, click on the merchant name(s) above.) I have verified that my address and merchant selection(s) are correct. Lunderstand that gift card selections are final. Gift cards are non-refundable, cannot be exchanged and are not replaceable if lost or stolen, except where required by law.

Cancel Order Place Order

![](_page_33_Picture_0.jpeg)

#### **Receipt of award**

- Member will receive mailer in plain envelope labeled with "important information from UnitedHealthcare"
- Orders placed by 2 p.m. CT will be shipped same-day.

![](_page_33_Picture_5.jpeg)

![](_page_34_Picture_0.jpeg)

![](_page_35_Picture_0.jpeg)

# **Gift Card Assistance**

 Members can visit the online help section at any time for FAQ's

		このこのこの たいたいたいたいたい	カレスしょうしょうしょうしょうしょうしょうしょうしょう	a start at an
	HALLMA Business	R K Insights		
Answers Ask	a Question My Previous Questions			
		Search by Category 🕄	Search by Keyword	Search Tips Search Poweredby RIGHT NOW
36 Answers Ava	ailable 🔊			
Su	ummary			
1 Re	edemption - Shipping Times			
2 Re	edemption - VIRTUAL certificate			
3 Re	edemption instructions			
4 Me	erchant List			
5 Dif	ifference between the Premiere Choice Award and a gift ce	ertificate		
6 Pre	remiere Choice Award - Redemption			
7 Pro	remiere Unoice Award - Expiration			
0 US	edemotion - both PHVSICAL certificate and VIPTUAL cert	ificate		
10 Re	edemption - PHYSICAL certificate	mouro		
11 Vir	irtual Certificates - How they work			
12 Re	edemption - More than one merchant			
13 Re	edemption - More than one award			
14 Pre	remiere Choice Award - Description			
15 Pro	remiere Choice Award - Redeemed for more than one gift (	certificate		
米米米米米米	K.Ж.Ж.Ж.Ж.Ж.Ж.Ж.Ж.Ж.Ж.К.Ж.Ж.М	****		****

![](_page_36_Picture_0.jpeg)

#### Help Line Call Center

•Provides full-time, front-line help desk support services to participants who need assistance.

- •Questions regarding how to answer the health assessment questionnaire
- •Questions regarding health assessment results
- •Questions regarding Health Coaching programs
- •Security and confidentiality concerns
- •Log-in problems
- •Forgotten passwords

#### **Questions?**

Please contact the Health and Wellness Technical Support: 1-866-868-5484, or email: portalsupport@healthatoz.com

and

Wellness Coaching Program: 1-800-478-1057

![](_page_37_Picture_0.jpeg)

![](_page_37_Picture_1.jpeg)

#### **Thank you!**