**Program Philosophy**

Wellness integrates physical, emotional and spiritual vitality; creates balance among relationships, family, work and community; and supports a sense of stability and harmony. Each person's wellness story is unique and evolving, changing over the course of a lifetime.

Informed by this understanding, our approach to wellness is holistic; we recognize and respect that each of us is different, starting from a distinctive place, bringing with us our unique strengths.

Our wellness programs are designed to help our members create their own roadmap to optimal living, for themselves, for their families, and even for others.

We seek to inspire and motivate our constituents to engage in the practice of wellness, regardless of the challenges they may face.

Through our wellness programs, we help employers control their health care costs by actively engaging their employees and their families in promoting their personal wellbeing. Supporting a healthy lifestyle is by far the least expensive and simplest way to protect and maintain health. Above all, we hold ourselves to the highest standard: to be a trusted resource and ally for our members, employers, brokers and consultants, and keep their best interests at heart.

**Program Description and Summary**

Provides personalized, telephonic support services, where the health coach helps members make informed decisions about lifestyle management opportunities. The Lifestyle Management Program (LSMP) certified health and wellness coaches/nurse educators work collaboratively with members and their families to develop and embrace a healthy lifestyle. Areas of concentration include:

- Back Pain
- Blood Pressure Control
- Cholesterol Management
- Exercise
- Healthy Eating
- Smoking Cessation
- Stress reduction and life balance
- Weight Management

- All fully insured and self insured members over the age of 18 are eligible, excluding accounts that contract with vended programs for coaching.
- All Medicare Advantage members

**Program Goals**

The program goals are:

- Empower member to make informed healthy lifestyle choices
- Promote member self-reliance
- Inspire and motivate a commitment to wellness
- Identify ongoing resources and/or supports (community, family/friends, support groups)
- Provide the tools to manage health behaviors (on-line tools, self-directed techniques)
- Teach the skills necessary to successfully develop, implement and maintain a healthy lifestyle
- Support the consumer driven healthcare agenda

**Program Components**

**Telephonic Coaching:**

A dedicated team of certified health coaches/nurse educators provide real time personalized guidance and education to members. Coaches will use motivational interviewing techniques during one-on-one coaching sessions to enhance engagement in the attainment of behavior change. The coach will collaborate with a member and

- Provide telephonic support
- Assist in identifying barriers to wellness and/or healthy lifestyle through
  - Assessment for knowledge deficits
  - Health Assessment
- Collaborate with members to develop an individualized, healthy lifestyle roadmap through
  - Learning about and weighing what is important to them
  - Engaging family, friends and/or coworkers’ support
  - Developing community and social networks
- Promote member self-reliance through
  - Educational materials and online resources
  - Individualized coaching, utilizing stages of change
- Refer to appropriate resources to coordinate health care plans and services
- Establish realistic goals
- Monitor the member’s progress toward attainment of personal health goals and long term behavior change
Program Components (cont)

- Offer traditional and complementary life style management options including CAM and Mindfulness.
- Find and determine relevant cost, quality, and savings information

On-Line Support:
- Convenient, accurate and user friendly material to support members between health coach/nurse educator outreach calls, or to support members who chose to participate without interacting with a health coach/nurse educator
- Health Topics A-Z evidenced based, up-to-date health and wellness information written and designed to assist members in making informed, personal health decisions
- E-mail reminders and updates related to individual member lifestyle goals and health assessment responses
- Interactive condition and symptom assessments
- Interactive lifestyle assessments
- Tracking of management milestones and goals
- Health Library
- Your Member Savings
- Healthy Eating
- Mindfulness

Mailings:
- Regular mailings related to defined lifestyle goals
- General healthy lifestyle information

Members are identified through:
- Health Assessments
- On site employer health fairs
- HPHConnect
- Care Managers
- Disease Management Programs
- Member Services
- Medical Social Workers
- Providers
- Self-Referral

Member Identification

Reporting & Metrics

- Account-specific participation and outcomes report

HPHC Contacts

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