



Lifestyle Management: Putting Wellness to Work

Improving health is smart business. Across the country, a growing number of insurance plans and employer groups are establishing on-site lifestyle management programs to keep their populations healthy and help them prevent costly chronic diseases in the future.

LifeMasters is committed to improving the health of individuals who are looking to make lifestyle changes to lead a healthier life. In partnership with a leading wellness vendor, LifeMasters now offers Lifestyle Management programs designed to identify people who may be at risk of developing a chronic condition and to help those who are healthy stay that way.

Medical risk factors such as high cholesterol, increased blood lipids, hypertension, and insulin resistance may lead to serious chronic disease. Behavioral risk factors such as smoking, having a poor diet, and a sedentary lifestyle may make these conditions worse. But research shows participants in lifestyle management programs—which aim to identify and manage these factors early—will get sick less often, miss fewer days of work, and have fewer workers' compensation claims.

Our Lifestyle Management programs will show that investing in human capital is one of the best ways to improve your bottom line.

Program Overview: A Healthier Approach

The Lifestyle Management suite offers a set of programs and resources aimed at reducing both medical and behavioral risk factors in healthy and at-risk populations. The programs are offered through telephone coaching, online services, and printed materials to reach a wide range of participants. Personalized behavior change programs cover a wide range of health risks and topics including:

- Weight Management
- Exercise
- Blood Pressure Management
- Smoking Cessation
- Nutrition
- Stress Management
- Cholesterol Management

Participants enrolled in any of the programs using telephone coaching benefit from a personal relationship with a trusted, experienced health care professional who assesses their motivation and ability to self-manage, as well as their clinical needs. Similarly, participants who use the suite's web-based portal will benefit from personalized content focused on their particular health needs and goals for improvement.

To determine which programs participants should engage in, the Lifestyle Management suite offers a variety of health risk screenings methods. These include claims data analysis, HRA (health risk assessment) surveys, biometric data evaluation, and online mini-surveys and status updates. Periodic re-assessment is used to track participants' progress, facilitate

triage to additional programs as needed, and provide participants with feedback to continue their health improvement.

Program Benefit

- Increases participants' engagement in healthier lifestyle behaviors
- Prevents or slows the progression toward disease among those with risk factors
- Reduces unnecessary care, avoidable hospitalizations, and emergency department visits
- Reduces net cost of care

Target Population

The Lifestyle Management suite is designed to benefit participants 18 years of age and older with no health risks who wish to maintain their health, those with health risks but no diagnosis who wish to avoid progression toward disease, and those with one or more diagnoses who can benefit from a combination of LifeMasters' traditional condition management programs and Lifestyle Management programs.

Enrollment follows a screening process to identify health needs, risk factors, and diagnoses to determine which programs or combination of programs will best benefit an individual.

Program Components

LifeMasters' Lifestyle Management suite supports a comprehensive population health management strategy by offering the following services tailored to each participant depending on their health needs and preferred type of engagement:

- *Promotion and Engagement:* Tailored communication programs encourage members to participate in appropriate lifestyle intervention programs.



- **Analytically-driven Triage:** Participants are triaged into different program options based on a variety of factors, including risk level, and health needs.
- **24/7 Health Professional Access:** Program participants can communicate with health care professionals 24/7 via telephone or online chat
- **Languages:** Translation is available for Spanish to English, as well as an additional 150 languages
- **Health Risk Assessment:** Online HRA with paper as an option for those who request it. When participants retake the HRA in subsequent years, results clearly show progress in improving or maintaining health.
- **Lifestyle Behavior Change Programs:** A variety of programs (listed above in the Overview) are available to assist individuals in improving their health behaviors. Programs can be delivered via personal telephone counseling, mailings, or interactive online health improvement programs.

- **Reporting:** Robust reporting on clinical outcomes, operational processes, and financial performance delivered on customized schedules.
- **Online Services feature a Personalized Web Portal:** Our participant website offers a personal, welcoming experience. Content, resources, and messages are delivered through personalization technology to maximize meaning and relevance for participants to encourage them to use the site more frequently, stay longer, and engage in more content and programs. Each participant's home page offers personalized action items, interactive tools, and resources and serves as a hub from which they can explore a variety of personal health tools and information. Content is personalized based on a number of factors including age, gender, lifestyle risks, and chronic conditions.

Key features of the Web portal include:

- **Action Plans:** Online health guides to help participants access resources, tools, and activities relevant to their personal health needs.
- **Your News & Views:** Rotating news feeds, recipes, and articles relevant to participants' top priority health behavior.
- **Health Centers:** information, quizzes, and articles about important health behaviors and conditions.
- **Your Toolbox:** Personalized tools based on age, gender, lifestyle, and chronic conditions; includes goals, reminders, online programs, behavior change campaigns, quizzes, and calculators for long-term healthy behaviors.
- **Goals and Reminders:** Participants can set specific behavioral goals and get online reminders of behavior change activities.
- **Take Care References:** Resources for health emergencies, symptoms, drug references.