Coaching and Blue Rewards Wellness Training Module

Link to video: http://www.carefirst.com/wellness-training-module/coaching/

Slide	Slide	Description
1		*Video loads. No – Sound*
	Use the Table of Contents to quickly navigate between slides	Hide/Unhide Table of Contents Navigation: Use the Table of Contents to quickly navigate between slides
	CareFirst	Slide 1 Title: Enhanced Wellness Platform Coaching & Blue Rewards
	Click Next to move to the next screen Next	[Icons on slide] Plus sign, prescription bottle, microscope, heart, pyramid, computer monitor, mobile device, physician, telephone.
		[Logo] CareFirst BlueCross BlueShield logo
		Click Next to move to the next screen
2	Use the Table of Contents to navigate to previously visited slides Hello and welcome to module two, a comprehensive overview of the digital wellness platform, coaching program and Blue Rewards incentive program. By the end of this lesson you will be able to: I. Define key wellness digital product features II. Understand the new coaching program III. Identify enchanced Blue Rewards elements This course contains audio	 Slide 2 Title: Objectives This course contains audio. Narrator unknown. Narrator: Hello and welcome to module two, a comprehensive overview of the digital wellness platform, coaching program and Blue Rewards incentive program. By the end of this lesson you will be able to: Define key wellness digital product features Understand the new coaching program Identify enhanced Blue Rewards elements
		[Text appears] According to the Centers for Disease Control, productivity losses linked to health-related absenteeism cost employers \$225.8 billion annually in the United States, or \$1,685 per employee. <i>Click Back or Next</i>

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Slide	Slide	Description
3	* CareFirst 💩 👽	Slide 3 Title: Introduction
	<text><text><list-item><list-item><list-item><list-item><list-item><text></text></list-item></list-item></list-item></list-item></list-item></text></text>	Narrator: The goal of our Wellness and Disease Management program is to actively engage all members and to better identify members who would benefit from additional support from coaching and other TCCI programs, as needed. To help us achieve these goals, CareFirst has partnered with Sharecare, a digital health company, to enhance our: • wellness program • coaching strategy • and Blue Rewards program [Text appears] According to the Centers for Disease Control, productivity losses linked to health-related absenteeism cost employers \$225.8 billion annually in the United States, or \$1,685 per employee. [Icons on slide] Apple, telephone, badge <i>Click Back or Next</i>

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Slide	Slide	Description
4		Slide 4
		Title: Connecting Insight to Action
	Carefirst 💩 🗑	
	CONNECTING INSIGHT TO ACTION	Narrator:
	The Wellness and Disease Management program is built in to every health plan we offer.	The Wellness and Disease Management program is
	The program provides critical insight into our member's health and	built in to every health plan we offer.
	features	
	No Member The RealAge Personalized Member Engagement Rewards	The program provides critical insight into our
		member's health and features:
		No member per month cost The Declare test
		The RealAge test
	Back Next	 Personalized programs that reflect members'
		interests and needs
		 Motivating digital resources for an enhanced
		member experience
		 And rewards for engagement.
		Click each term to learn more.
		[Term- No Member Monthly Cost]
		The program issues claims-based billing, so groups only
		play for employees who have consented to and are truly
		engaged in wellness and/or disease management services.
		[Term- The RealAge Test]
		The first step to optimizing an individual's health. RealAge provides an accurate, actionable portrait of their body's
		physical age in comparison to their calendar age; a more
		tangible metric than the traditional health assessment.
		[Term - Personalized Programs]
		Wellness services are connected to every aspect of our
		care management program, enabling us to individually
		target communications, support and interventions based on
		internal analytics, comprehensive claims data, lab results
		and RealAge reports.
		[Term- Member Experience]
		Whether through the website or mobile app, the digital
		wellness platform delivers timely, meaningful and highly
		personalized content to cultivate sustained engagement
		and improve health outcomes.
		[Term -Engagement Rewards]
		Designed to help individuals make improvements over
		time, the Blue Rewards incentive program, promotes
		health status awareness and encourages participation in
		wellness activities.
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		Click Back or Next



Slide	Slide		Description
5			Slide 5 Title: Digital Product
	This section discusses our digital product.	DIGITAL PRODUCT	Narrator: This section discusses our digital product.
		Back Next	Click Back or Next

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Slide	Slide	Description
6		Slide 6
	CareFirst 💩 🕅	Title: Connecting Health and Technology
	CONNECTING HEALTH AND TECHNOLOGY	Narrator:
	Accessible from any computer, tablet, smartphone, or the mobile app, the wellness platform connects members to tailored wellness	Accessible from any computer, tablet, smartphone, or
	resources. The platform analyzes the behavior patterns of each member to	the mobile app, the wellness platform connects
	determine the type of content they are most interested in to create a hyper-personalized experience and maximize engagement.	members to tailored wellness resources.
	Personalized Content Timeline	
	Health Trackers Challenges	Utilizing machine learning, the platform analyzes the
	AskMD	behavior patterns of each member to determine the type of content they are most interested in to create a
	Health Profile Back Next	hyper-personalized experience and maximize
		engagement.
		In addition to the RealAge test, the platform features
		 include: Personalized Content timeline
		 Health Trackers
		Challenges
		AskMD
		And the Health Profile.
		Click each term to learn more.
		[Term -Personalized Content Timeline]
		Based on their well-being goals, individuals receive
		customized articles, tips, videos and tools.
		[Term -Health Trackers] Participants can connect wearable devices or enter
		their own data to monitor daily habits like stress,
		sleep, steps, nutrition, biometric values and more.
		[Term - Challenges]
		A variety of challenges are available to help support
		and motivate members to achieve their health goals.
		[Term - AskMD] Prepares members for a productive visit with their
		doctor by offering answers to their questions.
		[Term- Health Profile]
		Provides members with easy access to important
		health details like biometric information, lab results
		and medications, all in one place.
		Click Back or Next

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Slide	Slide	Description
7		Slide 7 Title: Health Trackers
	Carefirst @ 17 HEALTH TRACKERS	Narrator: Apple Health, Google Fit, and FitBit (icons pictured) are integrated devices supported through the wellness platform
	Cholesterol Image: tension Alcohol Image: tension Smoke/Tobaco Image: tension Medication Image: tension Relationship Image: tension Filtness Image: tension	These trackers monitor health categories such as steps, sleep, stress, and diet.
		Data may be collected automatically, manually or persistently.
		"Persistent" trackers can last more than a single day if the value is in a healthy range.
		[Text appears in a chart showing an example of data collected automatically, manually and persistently]
		Click Back or Next
8		Slide 8 Title: Ceeching
		Title: Coaching
	This section provides a detailed walkthrough of the coaching experience.	Narrator: This section provides a detailed walkthrough of our coaching program.
	Back Next	
		Click Back or Next

Slide	Slide	Description
9	CareFirst ®♥ WELLNESS ENHANCEMENTS	Slide 9 Title: Wellness and Disease Management Enhancements
	<complex-block>Current Methodology (Comparing the point of the p</complex-block>	Narrator: Our approach to wellness and disease management will undertake a number of enhancements this year, specifically in the areas of identification and risk stratification.
		Notably, the illness burden score has been incorporated within the identification strategy, along with the updated RealAge test.
		Clinical segmentation improvements include the concept of member stability to determine the best method of intervention for each member.
		Members will be identified as either Stable or/self-directed or Unstable or/coach-directed
		[Text appears in a chart showing current methodology categories as medical claim, pharmacy claims, biometrics/lab results, well-being assessment at low risk, high risk and full expression. New methodology categories as medical claims, pharmacy claims, biometrics/lab results, real age assessment, illness burden score (IBS) at low risk, high risk, and full expression].
		Click Back or Next

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Slide	Slide	Description
10	Curefirst & 10	Slide 10 Title: Enhanced Wellness Program
	<complex-block></complex-block>	 Narrator: Members who are stable include those who are low risk, high risk, or experiencing the full expression of a disease or condition that is stable through treatment. These members use the personalized digital platform to self-direct their health and represent approximately 75% of our population. Unstable members include those who are low-risk, high-risk or experiencing the full expression of a disease and are showing signs of disease progression. These members have access to the personalized digital platform but will also be targeted for lifestyle or disease management coaching. These members represent approximately 20% of our population. A small percentage of the population falls into the clinically directed category. These members may benefit from additional support provided through our TCCI programs. Sharecare will warm transfer these members to CareFirst for assessment and review. These members represent less than 5% of our population. [Text appears in a chart showing Stable/Self-directed example of non-tobacco user at low risk, high risk, and full expression.] <i>Click Back or Next</i>

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Slide	Slide	Description
11		Slide 11
	CareFirst 🔹 🕅	Title: Wellness Program Overview
	<section-header> Automation Bubble Statistication, we target our most in-need members for concourse use use use use use use use use use u</section-header>	Narrator: Through this stratification, we target our most in-need members for personal outreach and one-on-one support. [Text appears in a chart showing categories medical claims, pharmacy claim, biometrics/lab results, real age assessment, and illness burden score for a Stable/Self-Directed non-tobacco user and Unstable/Coach-Directed tobacco user]
		Click Back or Next

Slide	Slide	Description
12		Slide 12
	CareFirst 💩 👽	Title: Lifestyle and Disease Management
	LIFESTYLE AND DISEASE MANAGEMENT	Narrator: Lifestyle coaching is conducted by trained health coaches using collaborative goal setting to connect an
	connect an individual's behaviors with their stated core values and individual health goals. Sessions are designed to address the focus areas that contribute to overall physical health, well-being, and lower the risk of disease.	individual's behaviors with their stated core values and individual health goals.
	Tobacco cessation - Weight management - Physical activity - Stress management - Healthy eating Astima - Diabetes - Coronary artery disease - Chronic obstructive pulmonary disease - Congestive heart failure - Chronic low back pain - Osteoarthritis - Atrial fibrillation - Irtitable bewei syndrome - Fibromyalgia Back Next	Sessions are designed to address the following focus areas that contribute to overall physical health, well- being, and lower the risk of disease.
		<i>Disease management</i> coaching is conducted by specially trained and licensed registered nurses.
		Individuals who are managing a chronic health condition are targeted for proactive outreach and intervention.
		Tailored coaching focuses on early identification and intervention, education, identifying gaps in care, healthy behaviors and better management of the following conditions.
		[Lifestyle coaching conditions: tobacco cessation, weight management, physical activity, stress management, and healthy eating. Disease Management Coaching Conditions: Asthma, Diabetes, Coronary artery disease, Chronic obstructive pulmonary disease, Congestive heart failure, Chronic low back pain, Osteoarthritis, Atrial fibrillation, Irritable bowel syndrome, Fibromyalgia].
		Click Back or Next

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		If the member is extended, this is called the high-risk
		extension phase.
		[Diagram of the high-risk or extension phase]
		Narrator:
		After month nine, if extended, the member will be transitioned to the self-management phase of the program where they will engage with the targeted, personalized digital resources.
		[Diagram of months nine self-management phase]
		[Text appears] Members age 18 and older have access to the coaching program and may be contacted for participation if identified as unstable /coach-directed. Additionally, any member 18 years and older can self- refer into the program by calling the 800 number. Members between the ages of 2 and 17 who have asthma and/or diabetes may also receive may also receive outreach to participate in the disease management program].
		Click Back or Next

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Slide	Slide	Description
14		Slide 14
	CareFirst 💩 🕅	Title: Referrals Into TCCI
	REFERRALS INTO TCCI	Narrator:
	The wellness platform enables us to better identify, collect	The wellness platform enables us to better identify,
	important clinical data and triage members. Lifestyle and disease management coaches can refer members	collect important clinical data and triage members.
	with complex conditions or multiple risk factors for more intensive clinical intervention through our care management program.	Both lifestyle and disease management coaches can
		refer members with complex conditions or medical risk
		factors for more intensive clinical intervention through
	Guidelines Coach Service IAA Transfer and SOPs Referral Request Review to TCCI	our care management program.
	Back Next	When referring a member to a TCCI program, all
		TCCI clinical guidelines and SOPs are followed.
		The coach makes a referral recommendation based on their clinical judgement.
		To track and monitor engagement, a service request
		is generated for each request.
		The Intake Assessment and Appointment (IAA) team
		then reviews the referral for clinical validity.
		If approved, the member will then be transferred to the
		recommended TCCI program.
		[Icons on slide]
		Checkmark, coach, service request, IAA review, Transfer to TCCI].
		Click Back or Next
15		Slide 15
		Title: Blue Rewards
		Narrator:
		This section provides a detailed walkthrough of Blue
		Rewards enhancements.
	This section provides a walkthrough of Blue	
	Rewards enchancements REWARDS	
	Back Next	Click Back or Next

Slide	Slide	Description
16	CareFirst 💩 🕅	Slide 16 Title: Blue Rewards
	BLUE REWARDS INTRODUCTION CareFirst's strategic approach to wellness incorporates the use of financial incentives that encourage employees to take an active role in their own health. Through Blue Rewards, members can engaging in wellness programs — ultimately increasing the quality of their health and reducing medical costs.	Narrator: CareFirst's strategic approach to wellness incorporates the use of financial incentives that encourage employees to take an active role in their own health.
	Back Next 1	Through Blue Rewards, members can earn rewards for completing activities and engaging in wellness programs—ultimately increasing the quality of their health and reducing medical costs.
		[Text Appears] Financial incentives are associated with a significant increase in overall employee participation in wellness programs]
		[Icons on slide] Credit Card, Badge, Apple
		Click Back or Next

Slide	Slide	Description
17	CareFirst 💩 🛡	Slide 15 Title: Blue Rewards Changes
	BLUE REWARDS There are several proposed changes to Blue Rewards in 2019. These changes reflect data collected in account/broker surveys as well as member feedback and focus on maintaining ongoing engagement throughout the benefit period.	Narrator: Pending regulatory approval, Blue Rewards has a number of proposed changes for 2019.
	All Fully Insured Groups pendrg regulating agennel	These changes reflect data collected in account and broker surveys as well as member feedback and focuses on maintaining ongoing engagement throughout the benefit period.
	Back Next	Click each button below to learn more.
		 [Button – All Fully Insured Groups (pending regulatory approval)] Built-in to every fully insured plan, the Blue Rewards program will feature: A focus on participation-based rewards with the removal of results-based rewards The ability to earn partial rewards Additional wellness activities to promote sustained engagement Consistency among jurisdictions with the removal of the PCMH Plus incentive tier
		 [Button – 200+ Self-Insured Groups] 200+ self-insured groups that elect Blue Rewards will have: The 2019 fully insured enhancements Flexibility to select alternative rewardable activities such as using trackers or participating in challenges The option to offer additional incentive types such as HSA contributions, gift cards, and merchandise
		Click Back or Next

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Slide	Slide	Description
18		Slide 18
	CareFirst 💩 🛙	Title: Blue Rewards Incentives
	BLUE REWARDS INCENTIVES The 2019 Blue Rewards fully insured program will include a mix of activities to gather initial awareness, sustain engagement and encourage participation in health coaching.	Narrator: The 2019 Blue Rewards fully insured program will include a mix of activities to gather initial awareness,
	Each subscriber and spouse/domestic partner can earn up to \$175. Earn \$100 Select a PCP and a health screening Consent to receive wellness emails and taking the RealAge test	sustain engagement and encourage participation in health coaching.
	Visit a PCP or visit a CVS The RealAge test is a simple If the reward was earned for taking there is an additional reward was earned for taking the similarly, there is an additional reward for taking a taking the similarly, there is an additional reward for taking and taking an additional reward for taking an additional reward for taking an additional reward for taking	Each subscriber and spouse/domestic partner can earn up to \$175 by:
		[Icon on slide] Nurse
		[Text Appears] Selecting a PCP and completing a health screening to earn \$100]
		 Visit a PCP or visit a CVS MinuteClinic to complete screening <i>Must complete within 120 days of effective</i> date
		[Icon on slide] Pointing finger
		 [Text Appears] Consenting to receive wellness emails and taking the RealAge test to earn \$50] The RealAge test is a simple questionnaire that will determine RealAge versus actual age.
		Must complete within 120 days of effective date
		[Icon on slide] Heart
		 [Text Appears] Retaking the RealAge test to earn \$25] If the reward was earned for taking the test initially, there is an additional reward for taking it after six months. <i>Must complete before end of benefit period</i>
		Click Back or Next

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Slide	Slide	Description
19	* CareFirst 💩 👽	Slide 19 Title: Blue Rewards Health Coaching
	BUEE REWARDS HEALTH COACHING To engage the coach-directed population, incentives will be offered and communicated via the platform. Members identified by CareFirst as coach-directed will be eligible for additional Blue Rewards incentives – up to \$200. Larn \$10 Larn \$10 Larn \$100 Larn \$10 Larn \$100 Larn \$10	Narrator: To engage the coach-directed population, incentives will be offered and communicated via the platform. Members identified by CareFirst as coach-directed will be eligible for additional Blue Rewards incentives – up to \$200.
	Back Next	 They can earn: \$30 for the first coaching session \$70 for completing session number two, and \$100 for completing a third session. Although members may complete multiple coaching sessions per month, only one session each month counts toward earning the incentive. <i>Click Back or Next</i>

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Slide	Slide	Description
20		Slide 20
	CareFirst 💩 🕅	Title: CareFirst Blue Rewards Incentive Card
	CAREFIRST BLUE REWARDS INCENTIVE CARD	
	For 2019, the reward type remains the CareFirst Blue Rewards Visa* Incentive Card (administered through Further as of April 1, 2018). Members will receive their card about 10-14 days after completing at least one of the activities. The card can be used toward a member's annual deductible or other out-of-pocket costs like copagy or coinsurance related to eligible expenses under the member's CareFirst health plan. Future earned incentives are automatically added to the same card.	Narrator: For 2019, the reward type remains the CareFirst Blue Rewards Visa [®] Incentive Card which is administered through Further as of April 1, 2018.
	Eligible Expenses: medical, prescription drug, dental and vision expenses under a member's CareFirst health plan. Rewards can used until the end of the benefit period, plus an additional 90 days to reimburse themselves for any eligible expense that occurred within that benefit period.	Members will receive their card about 10-14 days after completing at least one of the activities.
	Back Next -	The incentive card can be used toward a member's annual deductible or other out-of-pocket costs like copays or coinsurance related to eligible expenses under the member's CareFirst health plan.
		Additional incentives they earn will be automatically added to the same card.
		[Text Appears] Eligible Expenses – medical, prescription drug, dental and vision expenses under a member's CareFirst health plan.
		Rewards can be used until the end of the benefit period, plus an additional 90 days to reimburse themselves for any eligible expenses that occurred within that benefit period.]
		[Icons on slide] Nurse, medical capsule, tooth, and an eye
		Click Back or Next

Slide	Slide	Description
21	[®] Carefirst ⊕♥	Slide 21 Title: Marketing Materials
	<text><text><text><image/><image/><image/><image/></text></text></text>	Narrator: Certain marketing materials are also available pre- login on CareFirst's broker portal and employer portals to help communicate the new wellness and Blue Rewards program. [Text Appears] On the Broker portal, materials are available under the
		Resources tab.] [Screenshot of Broker Portal shown]
		*Click screenshot to visit website
		[Text Appears] On the Employer portal, materials are available under the <i>Employee Resources</i> tab.]
		[Screenshot of Employer Portal shown]
		*Click screenshot to visit website
		Click Back or Next
22	* CareFirst & V ASSESSMENT INTRODUCTION	Slide 22 Title: Assessment Introduction
	A quiz begins on the next slide. Press Next to begin. You will be unable to navigate to previously visited slides while taking the quiz.	Narrator: A quiz begins on the next slide (quiz has no audio)
		Click Next to begin.
	Back Next	You will be unable to navigate to previously visited slides while taking the quiz.
		Click Back or Next



Slide	Slide	Description
23	* CareFirst 💩 🕅	Slide 23 - Quiz Question 1 - True or False
	True/False The Wellness and Disease Management program is built into every health plan CareFirst offers.	The Wellness and Disease Management program is built into every health plan CareFirst offers.
	 A) True B) False 	A) True B) False
	Correct - Click anywhere or press 'y' to continue. Question 1 of 7 Submit	Submit
24		Slide 24 – Quiz Question 2 - True or False
	CareFirst. ● ♥ True/False The wellness platform is accessible from any computer, tablet, smartphone, or the mobile app.	The wellness platform is accessible from any computer, tablet, smartphone, or the mobile app.
	 A) True B) False 	A) True B) False
	Question 2 of 7 Submit	Submit
25	CareFirst 💩 🖲	Slide 25 – Quiz Question 3 – Multiple Choice
	Multiple Choice	The wellness platform included which of the following?
	The wellness platform includes which of the following? A) Personalized content outline B) Health trackers C) Challenges D) AskMD 	 A) Personalized timeline content B) Health trackers C) Challenges
	 F) All of the above F) All of the above Incorrect - Clitch anywhere or press ty to continue. 	D) AskMD E) Health profile F) All of the above
	Question 3 of 5 Submit	
		Submit



Slide	Slide	Description
26	Carefirst 💩 👽	Slide 26 – Quiz Question 4 – Multiple Choice
	Multiple Choice In the first three months of coach-directed engagement, how often do the member and coach connect?	In the first three months of the coaching program, how often do the member and coach connect?
	 A) Once only B) At least every 14 days C) At least daily D) None of the above 	 A) Once only B) At least every 14 days C) At least daily D) None of the above
	Question 4 of 5 Submit	Submit
27	CareFirst. 👁 🕅	Slide 27 – Quiz Question 5 – Multiple Choice
	Multiple Choice Which of the following is required to achieve the \$175 incentive under the 2019 Blue Rewards full insured program?	Which of the following is required to achieve the \$175 incentive under the 2019 Blue Rewards fully insured program?
	 B) Consent to receive wellness emails and take the RealAge test C) Retake the RealAge test D) All of the above 	 A) Select a PCP and complete a health screening B) Consent to receive wellness emails and take the RealAge test
	Question 5 of 5 Submit	C) Retake the RealAge test D) All of the above
		Submit



Slide	Slide	Description
28	* CareFirst ● ♥ True/False Apple Health, Google Fit, and FitBit are integrated devices supported through the wellness platform. ○ A) True ○ B) False	 Slide 28 – Quiz Question 6 – True or False Apple Health, Google Fit, and FitBit are integrated devices supported through the wellness platform. A) True B) False
	Question 6 of 7 Submit	Submit
29	<image/> <page-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></page-header>	 Slide 29 – Quiz Question 7 – Multiple Choice Clinical segmentation is used to determine the best method of intervention for each member. Members will be identified as: A) Health or Unhealthy B) Fit or Overweight C) Stable/Self-Directed or Unstable/Coach-Directed D) Low Risk or High Risk End of Quiz <i>Click Submit</i>



Slide	Slide	Description
30		Slide 30 - Quiz Results
	Carelinst.⊚⊽ Quiz Results	Correct Questions:
		Total Questions:
	Correct Questions: {correct-questions} Total Questions: {total-questions} Accuracy: {percent}	Accuracy: (percent)
	Attempts: {total-attempts}	Attempts: (total-attempts)
	Review Area	Click Retake Quiz or click Continue
31		Slide 31 Title: Conclusion
	<section-header><section-header><section-header><text><text><text></text></text></text></section-header></section-header></section-header>	Narrator: This concludes the Enhanced Wellness Platform Coaching and Blue Rewards training. Please close your browser to exit the program. [Icon on slide] Checkmark]
		Click Back to Exit