



How To Do It

WELCOA's Seven Benchmarks for Success

1. Capturing CEO Support
2. Cohesive Wellness Teams
3. Collecting Data To Drive Health Efforts
4. Carefully Crafting An Operating Plan
5. Choosing Appropriate Interventions
6. Creating A Supportive Environment
7. Carefully Evaluating Outcomes

Best-in-Class Wellness Program

So much more than a "Health Fair"

- The Florida Market-Leader in Worksite Wellness
- NCQA Accredited – scored 98 out of 100!
- Triage to Physicians for Critical Values
- Integrated Reporting with Cost Trending
- Real-Time Actionable Results
- Certified by the Wellness Council of America (WELCOA).
- Offered at NO CHARGE to our Customers

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Collection Data

You Can't Change What You Don't Know

- Onsite Biometric Screenings
- Blood Glucose
- Blood Pressure
- Body Mass Index (BMI)
- Cholesterol Ratio
- Total Cholesterol
- High-Density Lipoprotein (HDL)

- Personal Health Assessments
- Health Risks
- Lifestyle Choices
- Risk Reduction Strategies
- Assessment in English or Spanish
- Overall Wellness Score
- Detailed Personal Wellness Report
- On-site Health Coach

Florida Blue

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Choose Appropriate Interventions

Guidance and Resources that Support Your Mission

Analyze the Data

Teach the Science

Address Issues



Determine which wellness interventions will best attend to top health needs and interests



Educate wellness team on the process of implementing successful wellness interventions



Ensure critical programming issues such as promotion, participation and incentives are effectively addressed

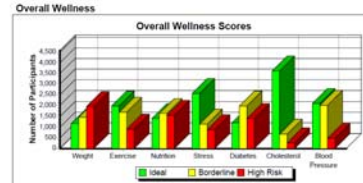
Then, from our extensive array of onsite, online and telephonic wellness initiatives, your team can **design a custom program that best suits the organizations' needs**

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Overall Risk Summary

The 2011 Wellness Score for Blue Cross Blue Shield of Florida was 74.

The graph below shows the results of several areas that contribute to chronic disease and factor into your final wellness score.



Risk Areas

The top four at-risk areas (high risk and borderline) for Blue Cross Blue Shield of Florida are as follows:

Risk Area	Number	Percentage
Weight	3,427	74.1
Diabetes	3,383	73.9
Nutrition	3,186	69.7
Exercise	2,506	57.0

Overall Risk Summary – Critical Values

CRITICAL VALUES REPORT								
<p>Members identified with blood pressure above 160/100 and/or blood glucose above 300mg/dl (those diagnosed with diabetes) and above 200mg/dl (those not previously diagnosed) are referred to an on-site BCBSFL nurse for immediate assistance and confidential counseling.</p> <p>A follow-up letter is sent to each member informing them of their own responsibility to urgently follow-up with a doctor. Members are offered health coaching by a Better You from Blue Next Stage nurse/health educator (not provided to non-members).</p>								
CRITICAL VALUES	NON-MEMBERS		MEMBERS		MEMBER FOLLOW-UP RESULTS			
Blue Cross Blue Shield of Florida	NON-MEMBER DIAGNOSED PRIOR TO ASSESSMENT AND FOLLOW-UP	NON-MEMBER BECAME AWARE OF CRITICAL VALUE DURING ASSESSMENT AND FOLLOW-UP	MEMBER DIAGNOSED PRIOR TO ASSESSMENT	MEMBER BECAME AWARE OF CRITICAL VALUE DURING ASSESSMENT	MEMBER VISITED NURSE 100 FOLLOWING ASSESSMENT	MEMBER CURRENTLY ON MEDICATION OR BEGAN PRE-OP/PON TREATMENT FOLLOWING	MEMBER ENROLLED IN NEXT STEP PROGRAM FOR FURTHER ASSISTANCE	MEMBER FOLLOWED UP OR WAS UNABLE TO BE REACHED
BLOOD PRESSURE	2	1	49	22	33	44	20	51
BLOOD GLUCOSE	1	3	10	13	13	13	13	10
BLOOD PRESSURE & BLOOD GLUCOSE	0	0	0	0	0	0	0	0
2011 TOTAL	7		94		46	57	33	61
2010 TOTAL	0		92		47	57	32	60
2009 TOTAL	0		122		66	78	64	58

PHA Risk Analysis Risk Profile

Studies report that individuals with multiple health risks incur higher costs than those with fewer health risks.

High Risk assumes five or more risk factors.

- 16.9% of the participant population falls into this category.
- These individuals typically have associated diseases amenable for disease management programs.

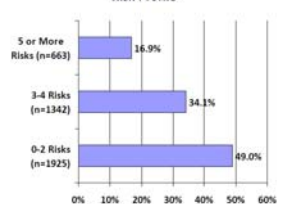
Medium risk assumes three or four factors.

- 34.1% of the participant population falls into this category.
- These individuals are most likely to escalate into disease conditions and may be suited for behavior modification programs.

Low risk assumes zero to two risk factors.

- 49.0% of the participant population falls into this category.
- This group shows fewer risks, either because of healthy behaviors or youth. These individuals are well suited for health promotion and education programs to delay or prevent movement to the Medium risk group.

Risk Profile

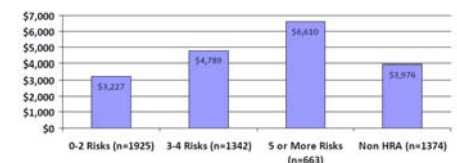


Eight areas are identified in the PHA: Diabetes, Blood Pressure, Cholesterol, Depression, Exercise, Stress, Tobacco, and Weight.

PHA Risk Analysis Per Member Per Year by Health Risks

- Normally as the number of health risks increase in a population, so do excess health care costs. For this population, those in the 5 or More Risks population had the highest PMPY cost.
- Our findings also highlight the importance of intervening with the moderate group as well as continuing to focus on keeping low risk individuals from moving to a different risk status.
- There remains a significant opportunity to engage those who are not participating in the PHA.

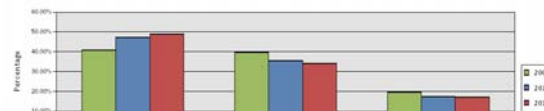
PMPY Costs by Health Risks



Eight areas are identified in the PHA: Diabetes, Blood Pressure, Cholesterol, Depression, Exercise, Stress, Tobacco, and Weight.

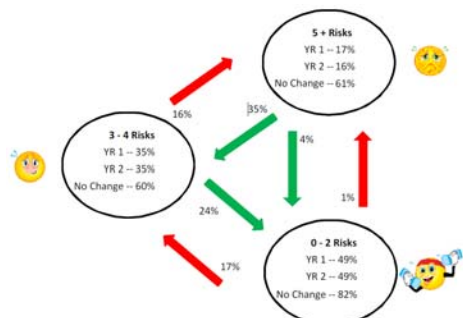
Risk Group Migration Overall Risk Groups by Year (cont.)

- 5 or more risk: intervene before a catastrophic event such as a heart attack or stroke occurs. Utilize disease management/health promotion programs for chronic condition management, reduction of lifestyle risks
- 3-4 risk: utilize lifestyle risk reduction programs (smoking cessation, weight loss) and/or medication adherence for chronic conditions (hypertension) to reduce risk and help the employee migrate to the low risk category
- 0-2 risk: reinforce healthy behaviors, utilize employees as wellness champions



Many areas are identified in the PHA, including: Diabetes, Blood Pressure, Cholesterol, Depression, Exercise, Nutrition, Stress, Tobacco, and Weight. Population includes BCBSF members only with at least 6 months enrollment in the PHA periods.

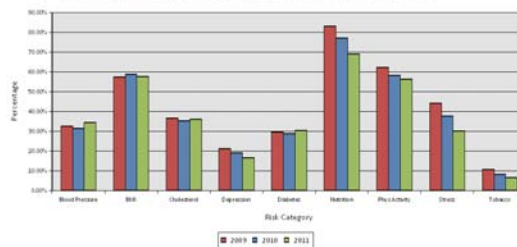
Risk Group Migration Percentages and Movement Between Groups



Eight areas are identified in the PHA: Diabetes, Blood Pressure, Cholesterol, Depression, Exercise, Stress, Tobacco, and Weight. Population includes BCBSF members only with at least 6 months enrollment in each period. Total claim allowed amount for each participant (all locations combined) is capped at \$75,000.

Risk Group Migration Overall Risk Groups by Year

- This information includes participants from each year, regardless of previous participation.
- The chart shows the percent of participants considered 'At Risk' within each of categories followed.
- This can give additional insight toward programs to consider or show impact of existing programs.



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