

HealthyOptionsSM

Wellness resources for your valued employees

Your resource for living a healthier life.



BlueCross BlueShield
Kansas

[bcbsks.com/BeHealthy](https://www.bcbsks.com/BeHealthy)

Your resources for living a healthier life.



Hands-on health tools

HealthyOptions is a powerful set of services, tools and support neatly packaged to inspire your employees to be active and make informed lifestyle choices – and it's all included as part of your company's health plan. Building and supporting a culture of wellness can deliver results for your business and your employees. Workers that are healthy and maintain a positive outlook can lead your business to an even healthier bottom line.

An effective workplace wellness program enhances your employees' wellness and can boost company morale, decrease stress and control your overall healthcare costs.

Online resources at bcbsks.com/BeHealthy

Wellness through WebMD® – WebMD offers a wide selection of tools, information, recipes and support – all designed so your employees can live a healthier life.

Discounts through Blue365® – Exclusive discounts are offered in the following categories: fitness, healthy eating, lifestyle, personal care, financial health and wellness.

Healthy lifestyles – Members have access to information about programs that emphasize healthy living, including smoking cessation classes and a walking exercise program.

Preventive care – A convenient chart helping members see the preventive screenings men and women should have as they age.

Related resources – More than 60 health related websites are listed on the Blue Cross website.

Wellness media library – The Blue Cross and Blue Shield of Kansas wellness media library provides a selection of health-related pre-recorded webinars, videos, articles, learning modules and other resource materials*. Employees can document participation by answering questions at the end of each webinar, video or module, then printing a completion certificate. Visit bcbsks.com/WellnessLibrary.

*some resources available in Spanish.

Workplace wellness

Wellness educational sessions and webinars – Nurse health educators are available to work with employees on a variety of wellness topics onsite or via a webinar. Additional wellness education resources are available in our wellness media library.

Strive, powered by WebMD ONE – Strive is a health and wellness platform that provides relevant and personalized information to guide your employees toward their well-being goals, while generating data-driven insights and reporting about your population. It provides things like:

- Health risk assessment
- Daily habits tracker
- Text-based health coaching
- Device and app connection
- Well-being challenges

Learn more at bcbsks.com/strivetools

Disease, wellness and case management

Our nurses provide one-on-one support coaching and education for participating employees by phone.

Disease management – Our goal is to improve the overall health of members with chronic health conditions by providing one-on-one support, tools and educational materials. We work toward this goal by offering disease management programs focused on:

- Asthma
- COPD
- Diabetes
- Heart disease and heart failure
- High blood pressure and high cholesterol

Wellness management – Our registered nurses provide coaching for maternity, tobacco cessation, weight loss and stress management.

Participation in the disease and wellness management programs are strictly voluntary and confidential.

Case management – Our dedicated case managers are registered nurses who work closely with members, their families, and everyone involved from the healthcare team to deliver better outcomes and savings.

To achieve this, our case managers:

- Help members set and meet goals they want to achieve that align with the physician's treatment plan.
- Help members identify their own healthcare needs (to include medication adherence).
- Locate community resources and support
- Coordinate home health and hospice services
- Assist with discharge planning services
- Refer behavioral health services
- Look for gaps in care
- Help member access contracting providers

Case managers are available to help with complex wound management, head injuries, stroke, end-of-life-care, transplants, ventilator dependency and more.

Changes in attitudes, behaviors and lifestyle can go a long way to supporting good health.



Other resources

GuidedHealth® – A sophisticated analytics platform, powered by Prime Therapeutics, our pharmacy benefits manager. Pharmacy and medical data are integrated to identify potential health- and cost-related issues. This data creates a complete picture of every member's drug therapy and medical information. Issues identified can include overuse or underuse of drugs, or unsafe drug use.

Preventive care – These services, as defined by the Affordable Care Act, are paid at 100% with no deductible, copay or coinsurance. Some of the services include: routine screenings, preventive immunizations, well-woman visits/screenings and contraceptive methods. (May not be applicable to grandfathered groups.)

New Directions Behavioral Health® – As a member of Blue Cross, your employees have access to behavioral health services through New Directions. These include mental health services, substance abuse treatment and more.

New Directions Employee Assistance Program (offered for an additional fee) – The Employee Assistance Program (EAP) gives your employees a performance boost. Services include financial and legal benefits, child and elder care referrals, work/life resources and short-term counseling.



Blue365® offers access to savings on items that members may purchase directly from independent vendors, which are different from items that are covered under your policies with your local Blue company, its contracts with Medicare, or any other applicable federal healthcare program. To find out what is covered under your policies, call your local Blue company. The products and services described herein are neither offered nor guaranteed under your local Blue company's contract with the Medicare program. In addition, they are not subject to the Medicare appeals process. Any disputes regarding these products and services may be subject to your local Blue company's grievance process. Blue Cross Blue Shield Association (BCBSA) and local Blue companies may receive payments from Blue365 vendors. Neither any local Blue company nor BCBSA recommends, endorses, warrants or guarantees any specific Blue365 vendor or item.

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New Directions is an independent company that administers behavioral health benefits on behalf of Blue Cross and Blue Shield of Kansas.

Prime Therapeutics Specialty Pharmacy LLC (Prime Specialty Pharmacy) is a wholly owned subsidiary of Prime Therapeutics LLC (Prime), a pharmacy benefit management company. Blue Cross and Blue Shield of Kansas contracts with Prime to provide pharmacy benefit management and specialty pharmacy services. Blue Cross and Blue Shield of Kansas has minority ownership interest in Prime Therapeutics.

Visit us at bcbsks.com/BeHealthy

