

Health Advocate **Wellness Advocate™**





# Boost health

## **A total wellness solution to help your employees get—and stay—healthy**

Wellness programs have gained popularity as a strategy to control spiraling healthcare costs.

But many are stand-alone programs with no connection to other aspects of care management. Our innovative Wellness Advocate program takes a total approach. As a complement to Health Advocate's Core Advocacy service, our Wellness Advocate program, offered at an additional cost, is part of our unique approach that integrates wellness and healthcare help. We provide two-way support and engagement for employees across a continuum of healthcare help and wellness needs. They receive a convenient program featuring personalized coaching to improve their health and, if needed, can be easily transitioned to personalized help for healthcare and insurance-related issues.

**The result is better health outcomes and maximization of your benefits investment**



# Integrating health and wellness for greater savings

## A single source of support, a unique Wellness approach

Health Advocate, Inc., the nation's leading independent healthcare advocacy and assistance company, has been helping employees and their families, as well as clients nationwide, navigate the healthcare system since 2001.

Our program is organized around our Core Advocacy team of Personal Health Advocates, typically registered nurses supported by medical directors, and benefits and claims specialists.

Our highly personalized services begin when employees call our toll-free number. Their assigned Personal Health Advocate works to resolve a range of time-consuming clinical and insurance issues, from deciphering claims to locating the right providers and quality care, assisting with eldercare, untangling medical bills and much more.

This one-on-one Core Advocacy service saves time and money and offers a host of other benefits including:

- Increased productivity, reduced claims
- Eases burden on Human Resources staff
- Helps employees get the most out of their healthcare experience

## Wellness Advocate adds value

Now, for an additional charge, when you add Wellness Advocate to Health Advocate's Core Advocacy service, our highly personalized assistance can also help your employees and your company get—and stay—healthy.

Our program is comprehensive. Each member calling our toll-free number or logging on to their own secure website has access to: their own personal Wellness Coach for guidance to reach set goals; a Health Risk Assessment; a comparative Medical Decision Support tool; a full library of health information and online Wellness tools; and an electronic Personal Health Record to safely store medical information. Our “add-on” options, that include on-site biometric screening and outbound calls, complement these programs.

## Packaged for maximum utilization

Wellness Advocate is packaged for easy presentation to employees. Our management reports, turnkey communications materials and incentive planning all help maximize utilization.



## The total Wellness solution

Our comprehensive and confidential Wellness solution is a complement to our Core Advocacy service, and features a team of personal Wellness Coaches. Coaches educate, motivate and guide employees to make healthy changes. Coaching is enhanced by a range of supportive online resources. The complete Wellness Advocate package includes:

**Wellness Coaching.** Employees have unlimited access to a highly trained personal Wellness Coach through telephone, email and online chat sessions. The Coaches provide ongoing, positive support toward helping them lose weight, stop smoking or reach other personal health goals. Coaching is augmented by a robust website that includes reliable health information and interactive Wellness tools, such as a body-mass index calculator.

**Health Risk Assessment (HRA).** This confidential, online questionnaire helps employees identify their risks for leading diseases, from cancer to diabetes. Their personal risk profile, categorized from high to low, provides easy-to-read graphs along with suggestions for reducing risk. HRAs can be repeated to compare results, and can also encourage participation in Wellness Coaching.

**Personal Health Record.** This online tool electronically stores medical history, insurance coverage, medications and more, in one secure place that employees can easily share with their health providers.

**Medical Decision Support™.** This comparative, interactive tool guides employees step-by-step through key decisions about tests, treatments, procedures and medications. The tool combines authoritative medical information with practical, personal assessments that can lead to a decision to choose more appropriate care that may be less risky, less complicated and less costly.

**Turnkey communications.** Electronic and print communications help effectively launch Wellness Advocate, and provide ongoing reinforcement to maximize utilization and promote better outcomes.

**Management reports.** Aggregate HRA summaries of employee risk factors and unhealthy habits, such as smoking, can help identify opportunities to tailor Wellness Advocate to address these factors. Reports—also available for Wellness Coaching—reflect participation levels, support the annual benefits review process, etc.

**Incentives.** We offer support for new incentive plans and tracking and reporting services to support established plans, at no cost. An add-on incentive administrative program featuring online gift redemption through a secure, proprietary website is also available.

**“Add-On” workplace options.** As additional options to the Wellness Advocate solution, we offer on-site biometric screenings for high blood pressure and other disease indicators. We also offer outbound calls and on-site education.

# Double the value, **double the support**

## Benefits to employees

- Personalized help across the spectrum of healthcare and wellness issues
- Unlimited communication with Wellness Coach
- Convenient access to online health tools
- Medical Decision Support tool helps with smart healthcare decisions
- Easy transition to Core Advocacy service

## Benefits to employers

- Seamless integration with Core Advocacy
- Reduces risk, illness, absenteeism
- Lowers costs, improves health outcomes
- Personalized, convenient; helps employees more easily reach health goals
- Increases employee satisfaction
- Lowers healthcare costs
- Empowers employees to take charge of health
- Easy-to-install
- Turnkey communications

## 2-way support

When employees contact Health Advocate for healthcare help, we can leverage the powerful personal connection to encourage them to join the Wellness program. Conversely, employees who join Wellness Advocate can use our Core Advocacy service at any time.

Examples of how the 2-way support helps:

**Weight loss.** The Wellness Coach helps with steps to slim down, and a Personal Health Advocate (PHA) can also determine if smoking cessation aids are covered by insurance.

**Exercise.** The Wellness Coach reinforces regular workouts and a Personal Health Advocate can clarify if health benefits cover gym memberships.

**Smoking cessation.** The Wellness Coach helps the employee stay on track and a Personal Health Advocate (PHA) can also determine if smoking cessation aids are covered by insurance.

## Your Wellness Coach and PHA: A winning team

### There for you in every way

Georgia's stress level was sky-high after a cross-country job relocation and having a parent recently diagnosed with cancer. Her Wellness Coach suggested stress management techniques that fit into her busy schedule and helped her stay with the strategies. The Coach also suggested that Georgia talk with a Personal Health Advocate who helped her locate a top cancer specialist for her father. As a result of the all-around support, Georgia was better able to focus on her new job.



## Get started today

### Maximize the value of your benefits with Health Advocate

If you already offer Health Advocate, we would be happy to tell you more about adding our Wellness Advocate program and the advantages of offering our integrated program for total health. Or, if you do not currently offer Health Advocate, we would like an opportunity to introduce you to both our Core Advocacy service and our add-on Wellness Advocate program, plus our full spectrum of other solutions.

### Contact us at:

Health Advocate

866.385.8033, prompt #2

Or, send an email to:

[info@HealthAdvocate.com](mailto:info@HealthAdvocate.com)





## The Total **Solution**

### Core Advocacy

- Personal Health Advocates handle a range of clinical and healthcare insurance issues
- Interacts with providers and insurance
- Gets the right answers at the right time



### Complementary Solutions

- Wellness Advocate™
- Benefits Gateway™
- Health Information Dashboards™
- EAP and Work/Life Program™
- NurseLine™
- Chronic Care Management™
- Medical Bill Saver™
- Medical Decision Support™
- FMLA Support™
- Independent Appeals Administration™
- Enrollment Advocate™

### About Health Advocate

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, serves more than 5,300 clients including the nation's leading companies—providing more than 16 million Americans with expert, personalized help to resolve healthcare and insurance-related issues. The company offers a spectrum of add-on time- and money-saving solutions designed for both employers and employees.

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