



## Email Connection

### **New WebMD upgrades are driving healthy behavior change**

We are pleased to announce several upgrades to the WebMD<sup>®</sup> capabilities available to our members through [amerihealthexpress.com](http://amerihealthexpress.com) taking effect on October 12.

Members will enjoy a more personal experience through the launch of an innovative online coaching tool called the Digital Health Assistant (DHA). The DHA integrates with existing capabilities to help members become more engaged in making healthy lifestyle choices and sustaining long-term behavior change.

### **Redesigned homepage includes customized daily action steps**

Every time members visit their WebMD homepage through [amerihealthexpress.com](http://amerihealthexpress.com), they will see daily action steps that are customized based on their interactions with the DHA and with data from their Personal Health Profile (PHP) and Personal Health Record. This prominent "To Do List" reinforces the importance of taking small steps every day to achieve health goals.

### **Personal coaching tool encourages healthy choices**

The new DHA, which members see on the site as *MyHealthAssistant*, is a personal coaching tool that provides an interactive, targeted approach to healthy behavior change. It replaces the WebMD Lifestyle Improvement Programs.

After members complete their PHP and receive an action plan for better health, the DHA helps them select areas of focus based on identified risks - such as losing weight, increasing physical activity, or quitting smoking. Similar to a personal health coach, the DHA guides members in choosing relevant activities and creating weekly goal plans, while offering real-time encouragement as they complete activities.

## **Members will be notified about the updates by email**

Members who are registered on [amerihealthexpress.com](http://amerihealthexpress.com) will receive an email introducing them to *MyHealthAssistant*. Members who are currently using the Lifestyle Improvement Programs will continue to receive information from the programs in a more concise format for greater impact. Data saved in members' Health Trackers, such as weight or minutes of daily physical activity, will transfer to *MyHealthAssistant*. However, the program planners will be replaced with the easier-to-manage weekly goal plans.

We will share more information with you soon about how AmeriHealth New Jersey is working with WebMD to help your customers create customized solutions for employee wellness.

If you have any questions, please contact your Brown & Brown account manager.

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