



The North Dakota Public Health Insurance Trust
Wellness Program Overview



AGENDA

For today's discussion



















NDPHIT Employer 1% Discount

- + Sign a NDPHIT Employer Participation Agreement
- + All groups will receive by Monday February 8th and return by February 19th

+ Terms:

- Employer develops with Thriver Health an Employer annual Wellness Plan and Calendar of activities or events
- Support the BCBSND employee healthy rewards program
- Quarterly Thriver Webinars
- Allow employees to communicate with a Thriver employee wellness engagement specialists to provide an overview of the NDPHIT wellness program via email, zoom or phone
- Annual open enrollment with NDPHIT Bswift platform and counselors
- Offer Met Life voluntary benefits to employees
- Acknowledge that NDPHIT funds the employee reward incentives and the Trust employees process the employee tax to any qualified rewards



How to start the plan?



START YOUR PLAN

Enroll at NHPHITHealth.com

- required to be eligible for program

Complete Personal Health Assessment

~ 5-10 minutes 1000 points

Initial Appointment

with a Health Advisor Nurse Practitioner

1000 points



What is next?

NEXT OPTIONS



ONLINE

Earn points in the online wellness portal by participating in activities like challenges, habit trackers, and monthly educational sessions



AT YOUR DOCTOR

Schedule your
preventive health and
dental appointments.
Earn 2,500 points
with a signed
provider youcher



AT WORK

Participate in
workplace events
led by your site's
Wellness
Coordinator



AT THE GYM

Go to the gym 12 times a month and receive reimbursement for your membership fee, up to \$20 a month



ON THE MOVE

Sync your wearable
fitness device to the
online wellness
portal, or download
the mobile app to
earn points on the go



More Options



ONE-TIME ACTIVITIES

- Pregnancy Assistant Intake Box | 100 points
- Sign-up for the WebMD Newsletter | 100 points
- Sync a Fitness Device or App | 100 points



DAILY ACTIVITES

- Track Your Daily Steps | 15 points
- Track Your Daily Physical Activity | 90 points



WEEKLY ACTIVITIES

 Complete Weekly Pregnancy Assistant Interaction | 25 points



MONTHLY ACTIVITIES

- HCC Visit Participating Club
 12+Times | 2700 points
- View a Unique WebMD Health Topic | 100 points
- Complete Monthly Financial Wellbeing Topic | 100 points



MISCELLANEOUS ACTIVITIES

- · Challenges: Steps, Water, Fruits/Veggies, etc. | 100 points weekly challenge
- Complete ANY Daily Habits Plan | 600 points-max 5 times/year
- Complete a WebMD Health Topic Assessment | 25 points-max 10 times/year
- Complete a Pregnancy Assistant Activity | 10 points-max 10 times/week



Personalized Wellbeing Initiative

The NDPHIT Program is designed to provide personalized resources to each member based on their needs and health goals

- +Health Coaching
- +Prevention Specialist
- +Health Screenings
- +Covid Risk Management
- +Onsite & Virtual Access



NDPHIT Clinical Medicine Program Director Noelle Riehl MSN, APRN, FNP-C



Time-line

Program Critical Milestones

February 19th, Web portal will Employees will Program Program Employer Opt-In be available for be able to earn Promotion to Completion Deadline. Employees. employee points towards registration the program through October 31st February 19th February 22nd March 1st October 31 December 31





HealthyBlue

Welcome to WebMD ONE

How will my employees' access HealthyBlue?

S

- + Visit <u>www.BCBSND.com</u>
- + Log into your BCBSND member account (will have to register first time)
 - ✓ Will need your BCBSND member card
- + Complete the 2021 Wellness Authorization to Release Information
- + Wellness tab with access to HealthyBlue Powered by WebMD will appear

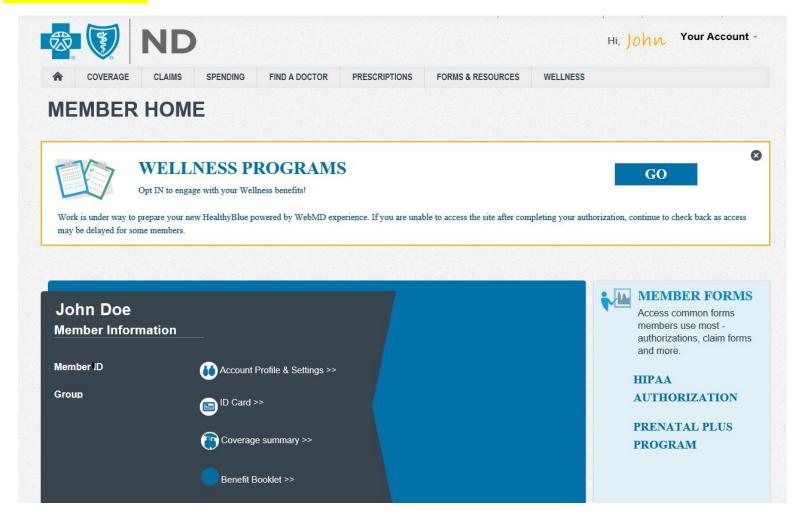
| - | BlueCross BlueShield of North Dakota | | | | pouses enrolled in the heal |
|---|--|---------------------------------------|--------------------------------------|---------------|-----------------------------|
| | Member Name ROBERTCA TESTCARD ID YQD123456 | | | | |
| | SvcType RxBIN RxPCN Plan Code | Medical, Rx 610455 NDCOM 821 | Office Visit Copay ER Visit Copay | \$20 \$150 | t l |
| | [| | | PPO | <u> </u> |



How will my employees access HealthyBlue?

NEW USERS

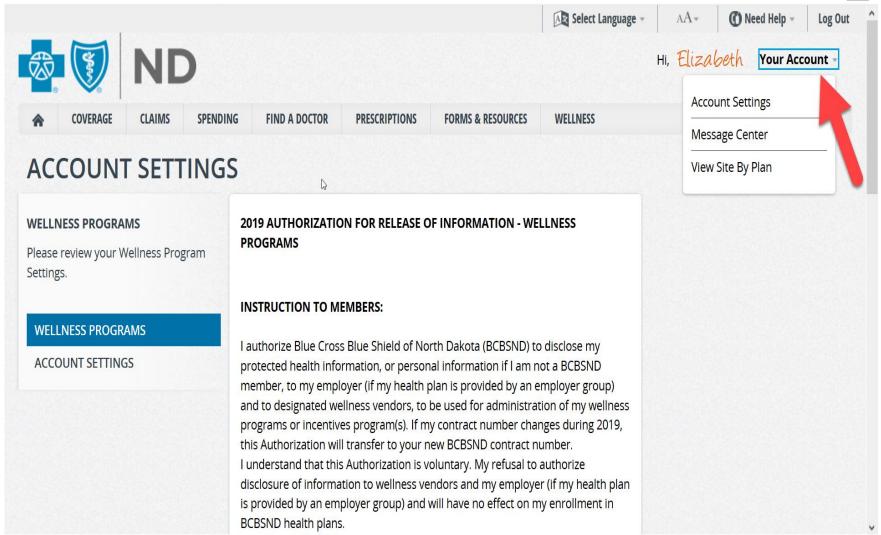




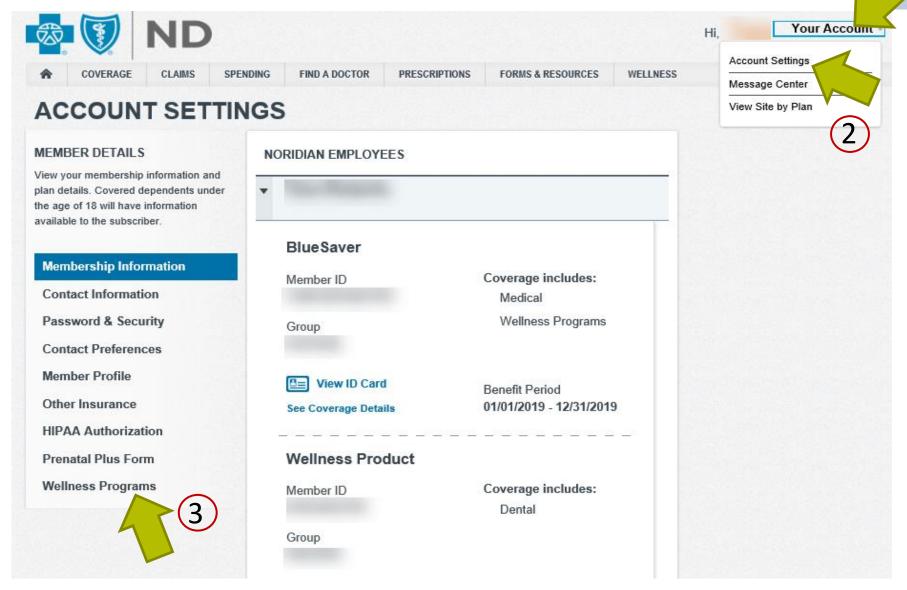


If the wellness programs box is missing...



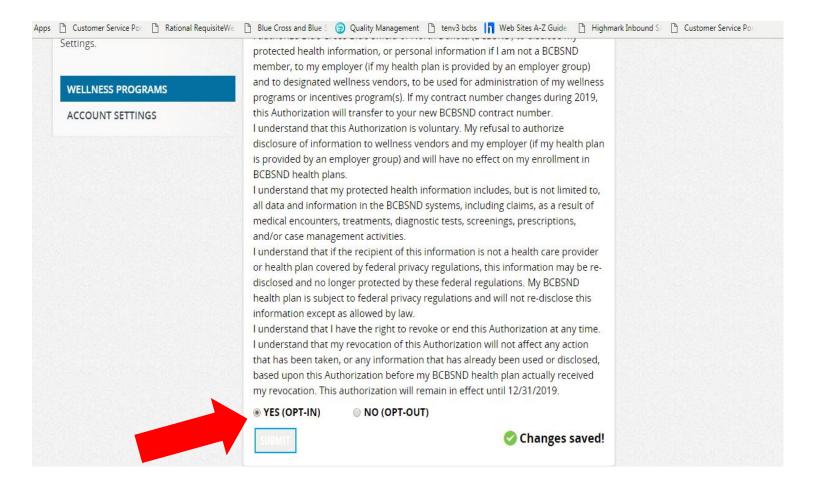


STEP 3: If Wellness Programs "GO" box is missing



How will employees' access HealthyBlue? NEW USERS

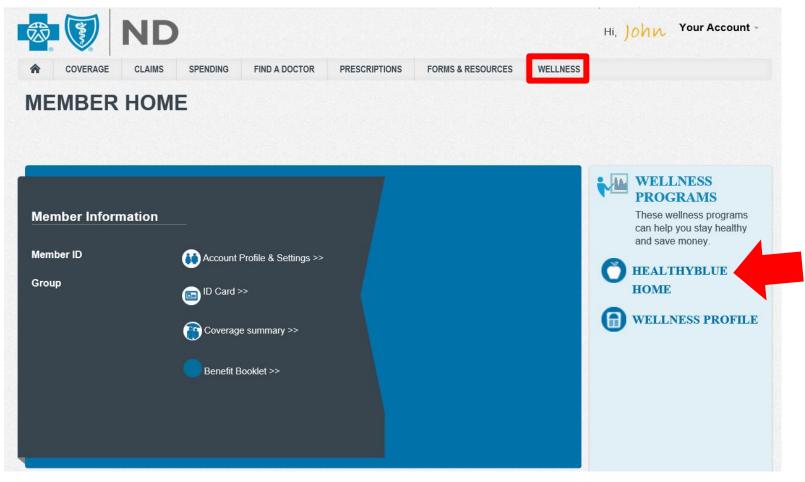






How will employees' access HealthyBlue?







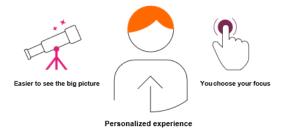
Welcome to WebMD ONE!





WELCOME TO WebMD ONE

Here's what's new...



Just finish on-boarding to get started with your personalized experience.





Blue Cross Blue Shield of North Dakota is an independent licensee of the Blue Cross & Blue Shield Association.

WebMD Health Services is an independent company assisting in the administration of BCBSND's health and wellness programs.

Non-Discrimination Notice



WebMD ONE Customization





| Tell us about your | health |
|---------------------------------|--------------------------------------|
| This helps us understa journey. | and where you are on your well-being |
| Overall, how would you ra | te your health? |
| O fair | |
| average | |
| O good | |
| O excellent | |
| What's your ethnic orig | iin? • |
| Some conditions and health ris | sks vary by ethnicity. |
| Height | Weight |
| ftin | lbs |
| | without clothes |
| | NEXT |





WebMD ONE Customization





| What are your interests | ? | |
|---|---------|-------------------------|
| Pick your top three now. You | can add | others later. |
| I want to | | |
| Get more exercise | | Get to a healthy weight |
| Eat better على الم | | Reduce stress |
| $\left[\frac{2}{3}\right]$ Sleep better | | Quit tobacco |
| | | |
| BACK | | NEXT |
| ND ND | | |

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WebMD ONE Customization



ND HealthyBlue

| ß | Can we help you with a | ny of th | nese conditions? | | |
|---|-------------------------|----------|------------------|------|--|
| | High Blood Pressure | | High Cholesterol | | |
| | Asthma | | Diabetes | | |
| | Coronary Artery Disease | | Heart Failure | | |
| | A® COPD | | | | |
| | | | | _ | |
| | BACK | | | SKIP | |
| | | | | | |

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New WebMD ONE Home Page & Navigation



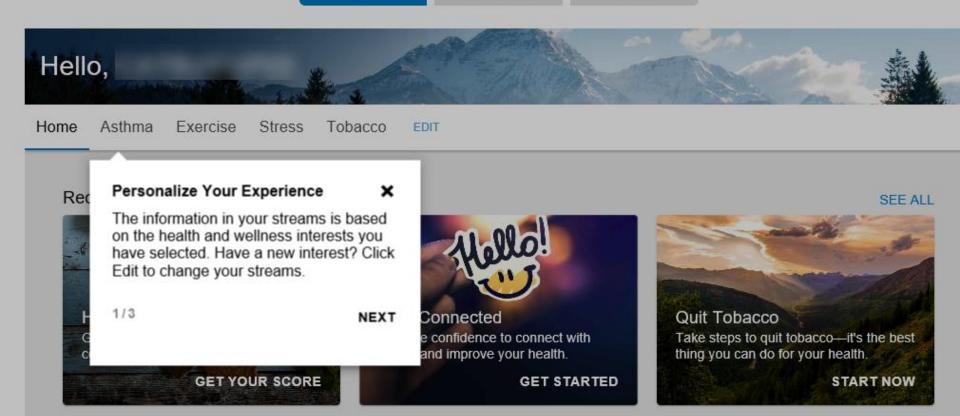




My Health

Daily Habits

Rewards





New WebMD ONE Home Page & Navigation





Home Asthma

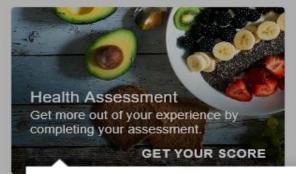
Exercise

Stress

Tobacco

EDIT

Recommended For You







Find Your Path

Streams help you track your current goals, get personalized recommendations for new ones and navigate your way to better health.

2/3

PREVIOUS

NEXT

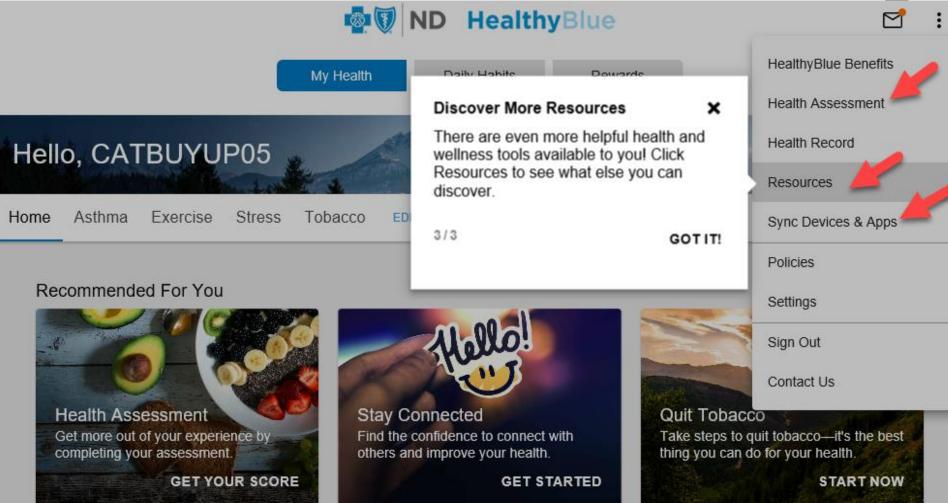
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New WebMD ONE Home Page & Navigation







Resources



Resources

All Resources

Assess Your Health

Information

Self Improvement

Achieving well-being is easier with the right resources. To successfully reach your health goals — take advantage of motivational apps, weight management tools, health surverys and much more.

Self Improvement

Daily Habits

Take control of your chronic conditions today!

Self Improvement

Device and App Connection Center

Automatically upload your info - just sync up a fitness device or app. Assess Your Health

Health Assessment

Take 10 minutes to learn about your health and how to improve it.

Assess Your Health

Health Record

Manage your health information from a single, private and secure location.

Information

Health Topics

Find info on everything from specific conditions to general well-being.

Self Improvement

Health Trackers

Keep track of your health measurements, exercise, sleep and more.

Resources



Information

Message Board Exchanges

Connect with others and discuss health topics that interest you.

Self Improvement

My Pregnancy Assistant

Find resources that are helpful during pregnancy and track your baby's progress.

Self Improvement

Recipes

Get step-by-step instructions for making simple, healthy and delicious meals.

Self Improvement

Rewards

Take action on your health and earn rewards.

Information

WebMD Interactives

Take advantage of helpful calculators, quizzes, health topics and more.

Assess Your Health

WebMD Symptom Checker

Easily identify possible conditions related to your symptoms.

Information

WebMD Video

Watch videos and learn about a variety of health topics that interest you.

Self Improvement

Wellness At Your Side

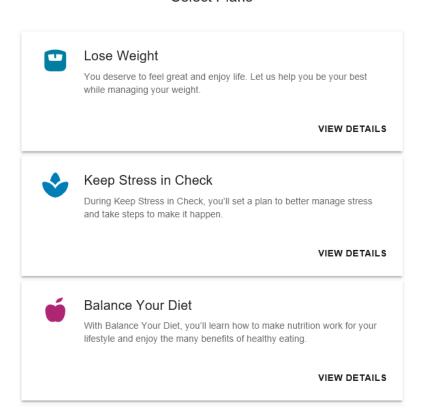
Download the WebMD ONE app to track goals and access benefits anytime, anywhere.

Daily Habits





Select Plans



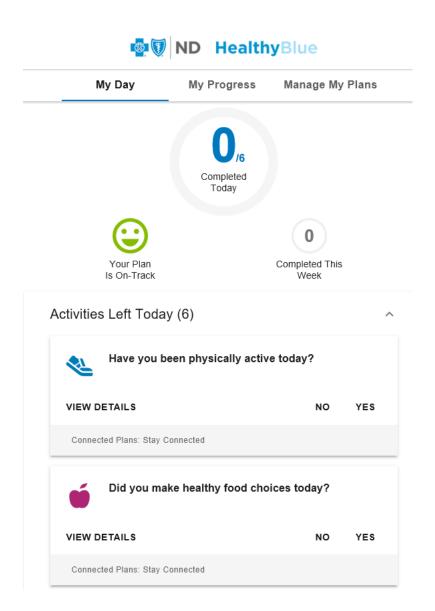
Plans Include:

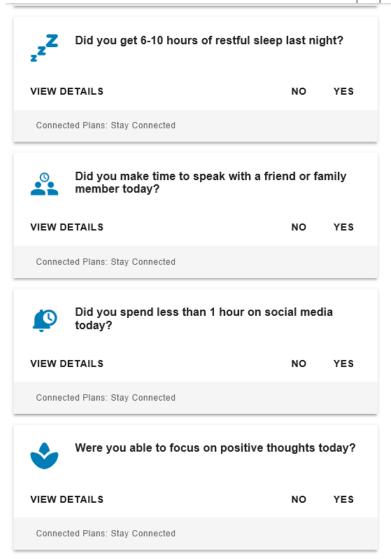
- Lose Weight
- Keep Stress In Check
- Balance Your Diet
- Enjoy Exercise
- Diabetes
- CAD
- Hypertension
- COPD
- Asthma
- Heart Failure
- ☐ Coping with the Blues
- Quit Tobacco
- ☐ Sleep Well
- ★ Stay Connected



Daily Habits







One Time Activity:

Initial Health Appointment with Health Coach



| One Time Activities | | 400 |
|---|---------------------------------------|--------------------------|
| Points will be awarded ONCE for activities in this group. | | O points earn |
| Complete the Personal Health Assessment On this by 10/31/2021 | 1000 points | роп |
| Attend an Initial Appointment With a Health Coach less to this by 10/31/2021 | 1000 points | |
| | | |
| kttend an initial appointment with a health coach to earn 1000 NDPHIT Wellbeing poin | rts. | |
| hese points will be loaded the month after you attend the appointment. For example, | | ch appointment during ti |
| These points will be loaded the month after you attend the appointment. For example, nonth of March, you should see those points loaded by the end of April. Complete the "Start Here" Box in Pregnancy Assistant (if applicable) | | ch appointment during to |
| Attend an initial appointment with a health coach to earn 1000 NDPHIT Wellbeing point These points will be loaded the month after you attend the appointment. For example, month of March, you should see those points loaded by the end of April. Complete the "Start Here" Box in Pregnancy Assistant (if applicable) To this by 10/31/2021 Register Your Fitness Device with HealthyBlue To this by 10/31/2021 | if you attend your initial health coa | |

Monthly Activities: Provention Specialist 8

Prevention Specialist & Health Coach



| Points can be awarded ONCE PER MONTH for activities in this group. | | 100 points earned |
|--|--|-----------------------------|
| Meet With a Prevention Specialist Once Per Month Do this by 10/31/2021 | 2500 points | |
| You can do this once every month for credit. | | |
| Earn 2500 NDPHIT Wellbeing points for each month in which you meet with your F | Prevention Specialist at least once. | |
| These points will be loaded the month after the session. For example, points for a | March prevention session will be a | warded by the end of April. |
| Meet With Your Health Coach Once Per Month | 2500 points | |
| 50 010 07 1010 17 2021 | | |
| You can do this once every month for credit. | | |
| You can do this once every month for credit. | nealth coach at least once. | |
| You can do this once every month for credit. Earn 2500 NDPHIT Wellbeing points for each month in which you meet with your h | | arded by the end of April. |
| You can do this once every month for credit. Earn 2500 NDPHIT Wellbeing points for each month in which you meet with your hat the points will be loaded the month after the session. For example, points for a Learn and Earn - View a Unique Health Topic Monthly | | arded by the end of April. |
| | March coaching session will be aw | |
| You can do this once every month for credit. Earn 2500 NDPHIT Wellbeing points for each month in which you meet with your hat the points will be loaded the month after the session. For example, points for a Learn and Earn - View a Unique Health Topic Monthly more Do this by 10/31/2021 February Topic - Review Credit Score Workbook more | March coaching session will be aw 100 points | рон |

Where do I locate my rewards program?







Health Club Credit



Health Club Credit Points



Health Club Credit Program

Earn 2700 points (\$27) for each month in which you visit a participating health club 12+ times. Points are awarded the month following the month in which the visits took place (i.e. Points for 12+ January visits are awarded in Febraury). Visit MIHCARewards.org to see if your health club is participating and/or to enroll to receive Health Club Credit points.

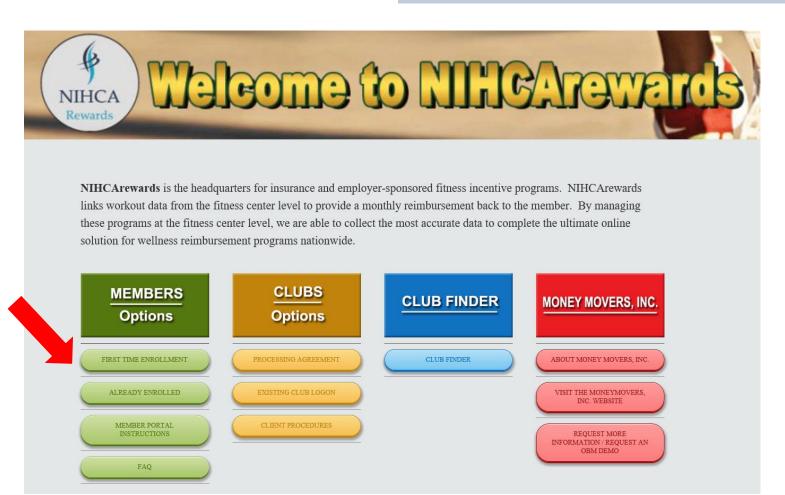
| Health Club Credit - Jan Activity | 2700 points | |
|-------------------------------------|-------------|--------|
| Do this by 10/31/2019 | 2,00, | |
| Health Club Credit - Feb Activity | 2700 points | |
| Do this by 10/31/2019 | | |
| Health Club Credit - March Activity | 2700 points | |
| Do this by 10/31/2019 | | O DONE |
| Health Club Credit - April Activity | 2700 points | |
| Do this by 10/31/2019 | | O DONE |
| Health Club Credit - May Activity | 2700 points | |
| Do this by 10/31/2019 | _, _, | |
| Health Club Credit - June Activity | 2700 points | |
| Do this by 10/31/2019 | 2100 ps5 | |
| Health Club Credit - July Activity | 2700 points | |
| Do this by 10/31/2019 | 2700 points | |
| Health Club Credit - Aug Activity | 2700 points | |
| Do this by 10/31/2019 | 2700 550 | |
| Health Club Credit - Sept Activity | 2700 points | |
| Do this by 10/31/2019 | 2700 points | |

■ Months in which you meet the 12+ visit minimum and earn the 2700 point (\$27) credit will display the DONE symbol.



Health Club Credit Enrollment



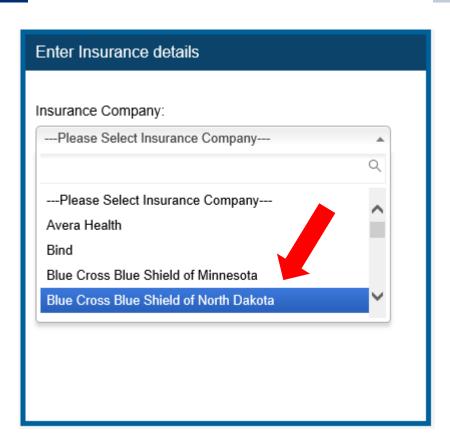


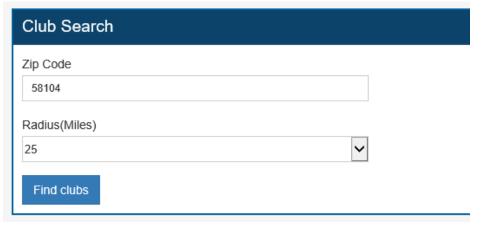
☐ Click on First Time Enrollment Tab



Health Club Credit Enrollment





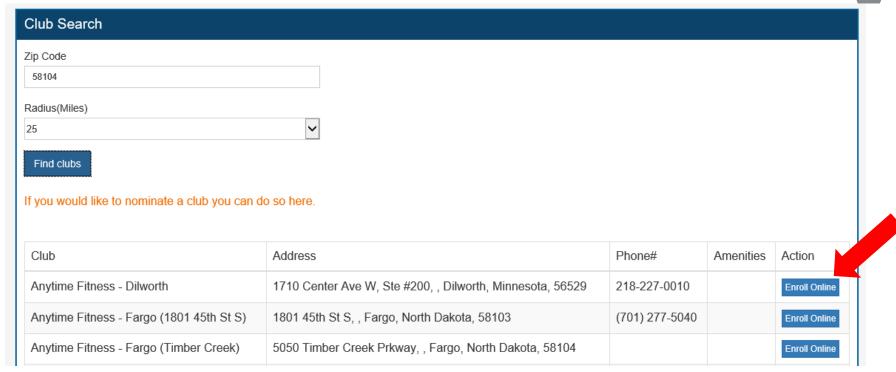


- ☐ Select Blue Cross Blue Shield of North Dakota
- ☐ Enter you zip code to search for your club



Health Club Credit Enrollment





- ☐ Find your club and click Enroll Online
- ☐ Accept the terms
- Complete enrollment information





Redemptions



Where do I locate my rewards program?

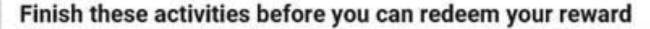






Required Activities Before Members Can Redeem





REQUIRED - Annual Wellness Authorization - 2021 mor

Do this by 10/31/2021

I Did This

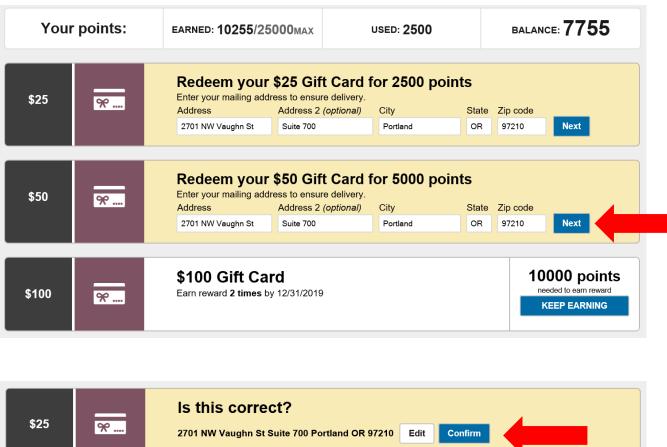
REQUIRED: Enroll in the NDPHIT Member Portal less

Do this by 10/31/2021



Completion credit for this activity will be refreshed on a monthly basis. For example, March NDPHITHealth.com enrollments, will be marked as complete by the end of April.

Redeem Points



- You will see an option to redeem once you've earned enough points for the minimum gift card amount
- □ To make a redemption, confirm your address and click Next. It will ask you to
 □ confirm once more.
- You can redeem as you earn or let points accumulate and redeem less often (or even once) for the larger gift card amounts



Redemption Confirmation Email



CONGRATULATIONS, ON THE SUCCESSFUL REDEMPTION OF YOUR HEALTHYBLUE PREPAID VISA!

You will receive your Visa card via US mail in an unmarked white envelope. Please check your mail carefully to make sure you do not accidentally discard it. Your card may take up to 3 weeks to receive. If you do not receive your card within this standard delivery window, please call the number on the back of your BCBSND member id card for assistance.

HOW TO USE YOUR CARD

- Activate by phone or online at MyPrepaidCenter.com. You will need to create
 a MyPrepaid Center account at this time. If you have already redeemed a card
 from HealthyBlue in 2019, you can simply log into MyPrepaid Center with the
 credentials you previously created.
- Swipe as Credit
- Only swipe for available card balance or less if split tender payment is not available.
- Although the funds do not expire, your card will begin to depreciate by \$3.95/month as of the valid thru date on the card.

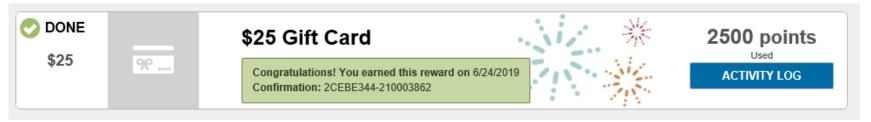
Thank you for your participation!

☐ You will receive a confirmation email after making a reward redemption



Redeem Points





- ☐ Confirmation of Gift cards you have officially redeemed will also be displayed at the bottom of your rewards screen along with the date that you redeemed them
- ☐ Once a redemption has been made, you will receive the gift card in the mail within 3 weeks. Watch your mail closely, as gift cards will come in unmarked white envelopes.
- ☐ If you do not receive your gift card within the standard three weeks or less, please call the number on the back of your BCBSND member id card for assistance.



How to Use The Card





- ☐ You will need to activate your card either online at MyPrepaidCenter.com or by calling the activation phone number on the card.
- ☐ Swipe as Credit (unless you elect to activate a PIN in your MyPrepaid Center account). Only swipe for the available card balance or less if you do not have a split tender option to pay.
- Use before the thru date printed on card to avoid fees. After 6 months, the balance on your card will begin to depreciate by \$3.95/month.



Wellness Incentives are Taxable Benefit

- + Rewards must be redeemed by October 31st each year or they are forfeited
- + Rewards earned are considered taxable wages.
- + BCBSND will provide reporting by mid-December each year.
- + If you elect to participate in the NDPHIT wellness program, you will be assuming the responsibility for the taxation of the incentives redeemed.







