

HealthyOutcomes

Solutions for business. Well-being for all.

FULLY INSURED (51+)



IMPROVING HEALTH and your bottom line

Building a culture of health for your employees is not only good for their well-being, it's good for business too. Companies that offer wellness programs make it easier for their employees to lead healthier lifestyles, resulting in more energized and focused employees, fewer sick days, and an overall more productive workforce.

Healthy Outcomes for Fully Insured 51+ Groups

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) places a high priority on offering programs and solutions that meet the needs of every member, no matter their health status. Today with our Healthy Outcomes suite comprised of over 60 programs and services, we are able to offer pre-packaged solutions for our fully-insured clients. Our experience, and health promotion expertise combined with advancements in data and analytics capabilities, allow us to help companies and organizations realize the full potential of their wellness initiatives.

Benefits of the Healthy Outcomes program include:

- + Targeted outreach to promote engagement in wellness solutions that can address a group's top cost drivers while improving the health and well-being of all members
- + The use of our expertise to identify who qualifies for specific program incentives and customize messaging with information on how to achieve an award for taking steps to improve their overall well-being
- + The enhanced Blue RewardsSM program, which gives you the ability to increase the total incentive potential tied to key activities for qualified members. Employees are rewarded in ways that are meaningful to them, including Blue RewardsSM gift cards.
- + Track activities and monitor outcomes with group specific reporting capabilities
- + More than 60 unique programs and services, along with support from a highly qualified Health Promotion Team
- + The fully integrated Healthy Outcomes with Blue RewardsSM program takes the burden off employers by deploying campaigns and incentive rewards to members on the group's behalf
- + Future program expansions for 2018 that include the opportunity to earn a three year premium credit, plus recognition for your dedication to building a comprehensive wellness program through the Wellness Council of America (WELCOA)

Promote employee well-being through a customized solution with Blue Cross NC.



Wellness programs that fit your needs

Whether you're already actively promoting wellness in the workplace, or just starting out, Blue Cross NC can step in and offer real value from day one. With Healthy Outcomes you will enjoy immediate access to a suite of programs across three critical categories: Clinical Support, Lifestyle Support and Employer Resources.

Let Blue Cross NC provide you with a tailored plan pre-packaged with a focus on improving employee health and reducing your claims cost. Based on your commitment to wellness and the clinical or lifestyle needs of your employees, you can choose the recommendation that will help you achieve your goals. For more information about standard offerings and available buy-ups for your specific group, contact your Blue Cross NC representative.

Healthy Outcomes programs and services are organized into three categories:

Clinical Support programs leverage claims data to address chronic, acute and situational medical needs. Examples include:

- + Case Management
- + ER Utilization Campaign
- + Care Gaps
- + Condition Care
- + Maternity
- + Pain Management

Lifestyle Support programs include pre-packaged and onsite solutions that support and reward your employees for adopting or maintaining behaviors that support their health. Examples include:

- + Blue365®
- + Diabetes Prevention Programs
- + Choose to Lose
- + Lifestyle Coaching and Consultations
- + Ready. Set. Race.
- + Thinking Through Stress

Employer Resources support you in creating a culture of wellness, and promoting programs that improve the health and well-being of your employees. In addition, a highly credentialed Health Promotion Team can assist you in creating a comprehensive wellness strategy. Examples include:

- + Workplace Wellness Assessment
- + Wellness Program Consultants
- + 360 Roadmap
- + WELCOA Membership

Build awareness, increase engagement, and improve health outcomes. With Healthy Outcomes, Blue Cross NC makes your wellness efforts more effective and easier to manage.

We're here to help!

Contact your Blue Cross NC Representative to get started today.

Blue Cross NC offers Healthy Outcomes programs as a convenience to aid members in improving their health; results are not guaranteed. Blue Cross NC contracts with Optum, an independent third party vendor, for the provision of certain aspects of Healthy Outcomes programs and is not liable in any way for goods or services received from Optum. Optum does not offer Blue Cross or Blue Shield products or services. Blue Cross NC reserves the right to discontinue or change Healthy Outcomes programs at any time. The programs are educational in nature, and are intended to help members make informed decisions about their health, and to help members comply with their doctor's plan of care. Decisions regarding care should be made with the advice of a doctor.

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- BCBSNC does not exclude people or treat them differently because of race, color, national origin, age, disability, or sex.

BCBSNC:

- Provides free aids and services to people with disabilities to communicate effectively with us, such as:
 - Qualified interpreters
 - Written information in other formats (large print, audio, accessible electronic formats, other formats)
- Provides free language services to people whose primary language is not English, such as:
 - Qualified interpreters
 - Information written in other languages
- If you need these services, contact Customer Service **1-888-206-4697**, TTY and TDD, call **1-800-442-7028**.
- If you believe that BCBSNC has failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability, or sex, you can file a grievance with:
 - BCBSNC, PO Box 2291, Durham, NC 27702, Attention: Civil Rights Coordinator- Privacy, Ethics & Corporate Policy Office, Telephone **919-765-1663**, Fax **919-287-5613**, TTY **1-888-291-1783** civilrightscordinator@bcbsnc.com
- You can file a grievance in person or by mail, fax, or email. If you need help filing a grievance, Civil Rights Coordinator - Privacy, Ethics & Corporate Policy Office is available to help you.
- You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights, electronically through the Office for Civil Rights Complaint Portal, available at <https://ocrportal.hhs.gov/ocr/portal/lobby.jsf>, or by mail or phone at: U.S. Department of Health and Human Services 200 Independence Avenue, SW Room 509F, HHH Building Washington, D.C. 20201 **1-800-368-1019**, **800-537-7697** (TDD). Complaint forms are available at <http://www.hhs.gov/ocr/office/file/index.html>.
- This Notice and/or attachments may have important information about your application or coverage through BCBSNC. Look for key dates. You may need to take action by certain deadlines to keep your health coverage or help with costs. You have the right to get this information and help in your language at no cost. Call Customer Service **1-888-206-4697**.

ATTENTION: If you speak another language, language assistance services, free of charge, are available to you. Call 1-888-206-4697 (TTY: 1-800-442-7028).

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-888-206-4697 (TTY: 1-800-442-7028).

注意: 如果您講廣東話或普通話, 您可以免費獲得語言援助服務。請致電 1-888-206-4697 (TTY: 1-800-442-7028)。

CHÚ Ý: Nếu bạn nói Tiếng Việt, có các dịch vụ hỗ trợ ngôn ngữ miễn phí dành cho bạn. Gọi số 1-888-206-4697 (TTY: 1-800-442-7028).

주의: 한국어를 사용하시는 경우, 언어 지원 서비스를 무료로 이용하실 수 있습니다. 1-888-206-4697 (TTY: 1-800-442-7028)번으로 전화해 주십시오.

ATTENTION : Si vous parlez français, des services d'aide linguistique vous sont proposés gratuitement. Appelez le 1-888-206-4697 (ATS : 1-800-442-7028).

ملحوظة: إذا كنت تتحدث اللغة العربية، فإن خدمات المساعدة اللغوية تتوافر لك بالمجان. اتصل برقم 1-888-206-4697. المبرقة الكاتبة: 1-800-442-7028.

LUS CEEV: Yog tias koj hais lus Hmoob, cov kev pab txog lus, muaj kev pab dawb rau koj. Hu rau 1-888-206-4697 (TTY: 1-800-442-7028).

ВНИМАНИЕ: Если вы говорите на русском языке, то вам доступны бесплатные услуги перевода. Звоните 1-888-206-4697 (телетайп: 1-800-442-7028).

PAUNAWA: Kung nagsasalita ka ng Tagalog, maaari kang gumamit ng mga serbisyo ng tulong sa wika nang walang bayad. Tumawag sa 1-888-206-4697 (TTY: 1-800-442-7028).

સુચના: જો તમે ગુજરાતી બોલતા હો, તો નિ:સુલ્ક ભાષા સહાય સેવાઓ તમારા માટે ઉપલબ્ધ છે. ફોન કરો 1-888-206-4697 (TTY: 1-800-442-7028).

ចំណាំ: ប្រសិនបើលោកអ្នកនិយាយជាភាសាខ្មែរ សេវាកម្មជំនួយផ្នែកភាសាមានផ្តល់ជូនសម្រាប់លោកអ្នកដោយមិនគិតថ្លៃ។ សូមទំនាក់ទំនងតាមរយៈលេខ: 1-888-206-4697 (TTY: 1-800-442-7028)។

ACHTUNG: Wenn Sie Deutsch sprechen, stehen Ihnen kostenlos sprachliche Hilfsdienstleistungen zur Verfügung. Rufnummer: 1-888-206-4697 (TTY: 1-800-442-7028).

ध्यान दें: यदि आप हिन्दी बोलते हैं तो आपके लिए मुफ्त में भाषा सहायता सेवाएं उपलब्ध हैं। 1-888-206-4697 (TTY: 1-800-442-7028) पर कॉल करें।

ໂປດຊາບ: ຖ້າວ່າ ທ່ານເວົ້າພາສາ ລາວ, ການບໍລິການຊ່ວຍເຫຼືອດ້ານພາສາ, ໂດຍບໍ່ເສັງຄ່າ, ແມ່ນມີພ້ອມໃຫ້ທ່ານ. ໂທ 1-888-206-4697 (TTY: 1-800-442-7028).

注意事項: 日本語を話される場合、無料の言語支援をご利用いただけます。1-888-206-4697 (TTY: 1-800-442-7028) まで、お電話にてご連絡ください。