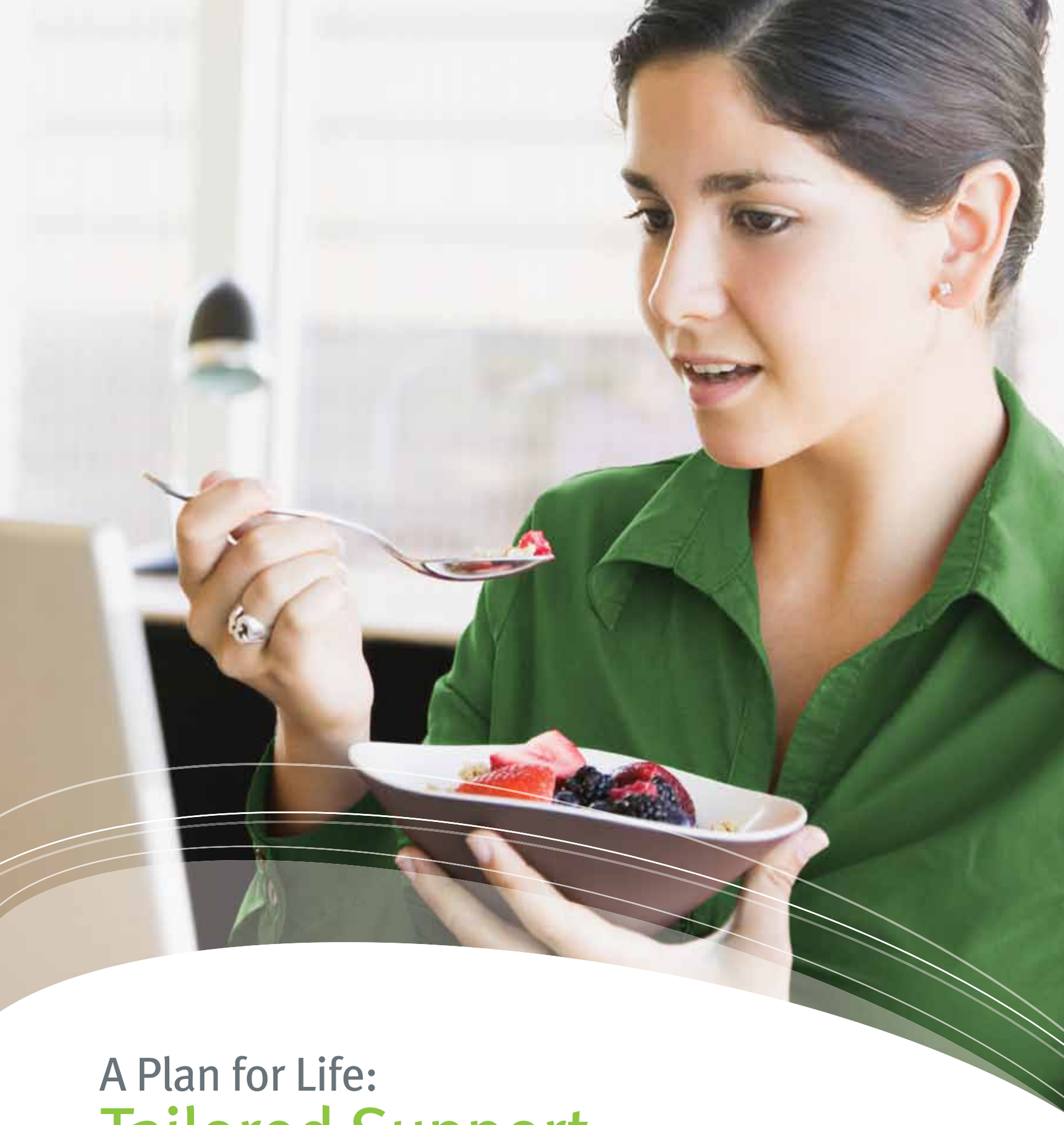


A Plan for Life:
Tailored Support
2013

CDPHP®

A plan for life.

It's no doubt that economic uncertainty presents many challenges for business owners. Rising medical costs have made it even more difficult by forcing up the cost of health insurance. Ultimately, the solution to lowering health insurance premiums is reducing medical costs.

Invest in Good Health for Economic Growth

A highly trained, productive, and healthy workforce is one of the most valuable differentiators in today's competitive market. Partnering with the right health plan is essential to maintaining that valuable asset, and ultimately to the health of your business.

A full suite of products is only half of the equation. A health plan that also focuses on improving the health of your employees—to keep them in your office, not the doctor's—will ultimately give you the best return on your investment. A recent study of workplace disease prevention and wellness programs found that for every dollar spent on the program, medical costs dropped about $3.27, and absenteeism costs dropped by about $2.73.[2]

Partnering with CDPHP® today can help you realize returns in the future.

A PROVEN TRACK RECORD

CDPHP is known for its commitment to improving care and taking a proactive role to better the health of its members. We work hand-in-hand with physicians to develop clinical standards that help ensure your employees receive high-quality care. Moreover, we support all those efforts through our best-in-class medical management programs, working directly with members to help them take control of their health.

- Reduced utilization of high-cost services
- Best disease management program in upstate New York[3], with a demonstrated return on investment
- High member satisfaction and customer service surpassing other local plans

Worksite health promotion programs can have positive effects on employees' health and productivity—including a greater than 20 percent reduction in sick leave.[1]

1 A Systematic Review and Meta-Analysis, Journal of Occupational and Environmental Medicine, November 2008
2 Worksite Wellness Programs Can Generate Savings, Health Affairs, February 2010
3 Health Industries Research Companies, six years in a row

1-888-94-CDPHP (23747)
CDPHP helps members get the right service, at the right time, in the right setting.

THE POWER OF WORKSITE HEALTH PROMOTION

A commitment to a worksite health promotion program is a critical part of your investment in attracting and retaining a healthy, productive workforce.

As an employer, you are in a unique position to set the stage for managing health care costs. At the same time, you can benefit from healthier, more productive employees.

Employees appreciate efforts to help improve their quality of life. That doesn't just mean the absence of illness. It includes emotional balance, opportunities for learning, and the peace of mind that comes from knowing there are caring experts available to assist when needed.

SHIFTING THE COST CURVE

CDPHP partners with employees wherever they are on the continuum of health. Whether young or old, healthy or ill, there is something for everyone. It's about keeping the healthy in good health, and mitigating the risk factors to shift the majority population to the lower, healthier part of the cost curve. CDPHP works closely with those who are chronically ill, helping them to manage their condition and prevent further complications with the goal of reducing future treatment costs.

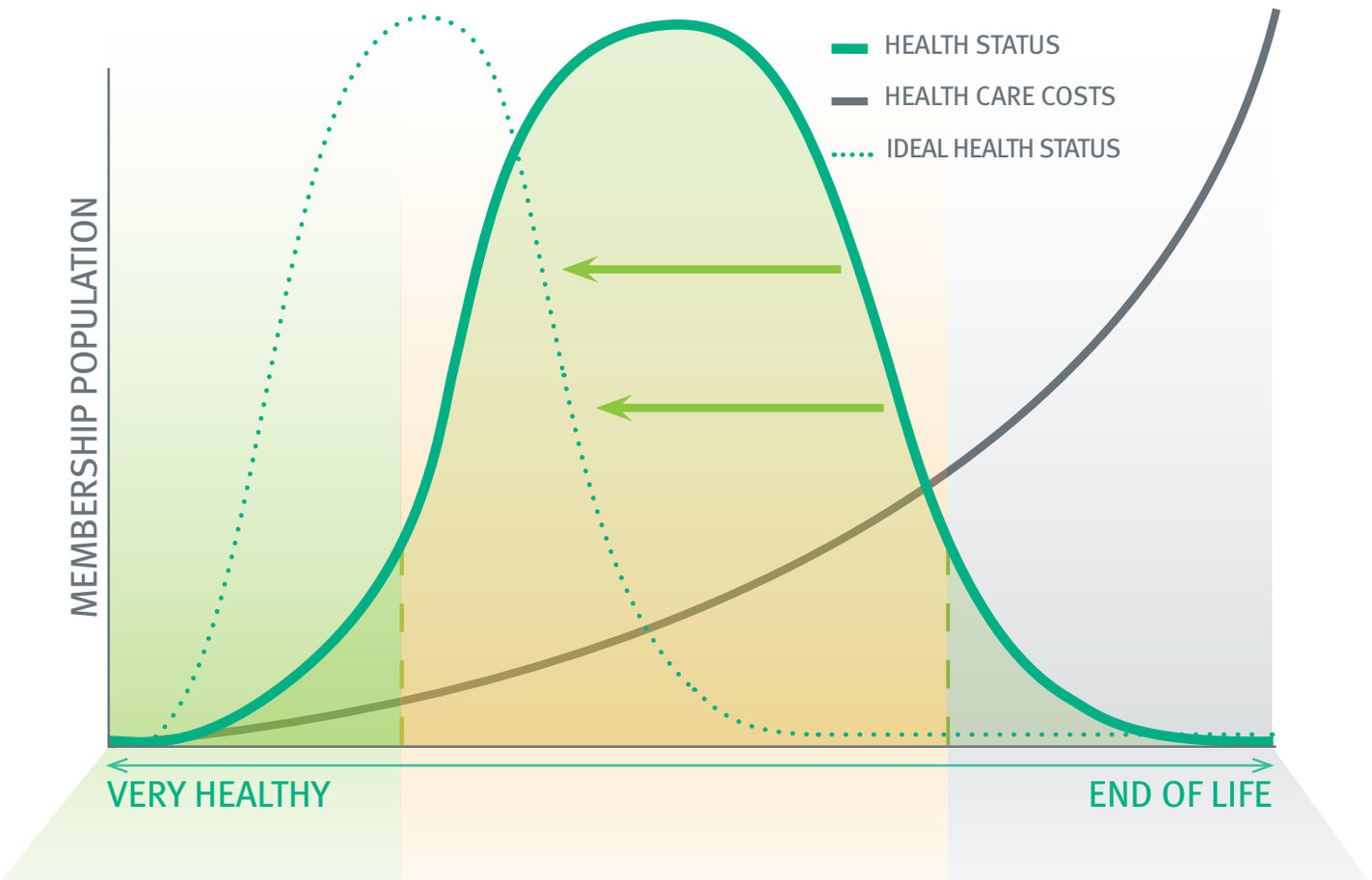
COMMUNICATING A CULTURE OF HEALTH

The average working adult spends nearly 50 hours per week at work, and many businesses have communication systems already in place that facilitate implementing and continuing health promotion campaigns and education.[1] These businesses recognize that they have the opportunity to positively influence the health habits of their employees and their dependents.

You can take this opportunity, too – and CDPHP can help. Actively communicating your company's health promotion and wellness initiatives will help increase employee engagement and aid in managing health care costs.

1 Wellness Councils of America, 2008

Continuum of Health



>75%

of health care spending in the U.S. is attributable to illnesses that are **preventable.***

** CDC, Chronic Diseases: The Power to Prevent, the Call to Control, 2009*

Your Steps to Success

MONTHS 1-4

ASSESS YOUR ORGANIZATION'S WELLNESS STATUS

Tailored Support begins with a free Well Workplace Checklist, a survey administered by the Wellness Council of America (WELCOA) that measures the effectiveness of an organization's worksite wellness initiative. The investment of 45 to 60 minutes will provide a comprehensive assessment to help outline the next steps for your program. The checklist, best completed by a senior human resources representative, is beneficial whether you are just beginning your organization's worksite wellness initiative or you are looking to strengthen your current offerings. The checklist will put you on the path to understanding and achieving WELCOA's Seven Benchmarks of results-oriented wellness programs:

- Capturing the CEO's support
- Creating cohesive wellness teams
- Collecting data to drive health efforts
- Carefully crafting an operating plan
- Choosing appropriate interventions
- Creating a supportive environment
- Carefully evaluating outcomes

Once completed, you will receive an immediate executive summary detailing your company's scores in each Benchmark area. You will also receive a comprehensive report via email within a few business days. Visit www.welcoa.org/wwpchecklist/ for more information.

EMPLOYEE ENGAGEMENT

The most successful worksite wellness programs are customized to the unique needs, interests, and preferences of employees, and the best way to find out what employees want is to ask them. This can be done easily with a brief employee interest survey. CDPHP will provide you access to an online employee interest survey and a template email to help you promote it. The results of this survey can be used to tailor wellness offerings to employees' specific interests and needs.

IMPLEMENT A PERSONAL HEALTH ASSESSMENT CAMPAIGN

A CDPHP health educator will also help you kick off a campaign promoting the Personal Health Assessment (PHA). The PHA is an interactive web-based survey designed to assess employees' current health status, identify their potential health risks, and equip them with the tools needed to improve their health. The aggregate results of the survey can provide general statistics about your company's health so you can invest in your health promotion efforts wisely. CDPHP will provide support materials to help you promote the PHA campaign within the workplace, including flyers, brochures, and sample emails.

ONGOING

TOOLS TO EDUCATE EMPLOYEES

CDPHP offers an array of health and wellness resources for every stage and age to complement your worksite program. Your wellness committee can play an active role to help ensure employees are making the most of these valuable resources. You can view these resources by going to www.cdphp.com/Employers and selecting "Wellness Solutions," then "Worksite Resources".

GET TO KNOW YOUR HEALTH BENEFITS

A CDPHP account representative will provide a one-hour workshop for your employees to help them learn how to navigate copayments, coinsurances, deductibles, and health savings accounts, find a health care provider, and more! Participants will learn how to get the most out of their insurance benefits for themselves and their families.

WELLNESS STRATEGY DEVELOPMENT

The available results of the Well Workplace Checklist survey, employee interest survey, and PHA campaign will provide a foundation on which to build your wellness plan and to tailor health promotion programming to maximize your wellness efforts.

INTRODUCE LIFE POINTS® REWARDS PROGRAM

Employees can earn up to $365 in Life Points per year for completing a variety of healthy activities like attending a CDPHP community wellness class, having their annual physical exam, and more. Completing the PHA is the first activity, and employees can earn $50 worth of Life Points just for completing this important first step.

After tracking their activities on a secure website, employees can use their Life Points rewards to save money on pharmacy needs, home improvement projects, auto repairs, or to shop at hundreds of retailers, including CVS/Pharmacy, Lowes, Sears, LL Bean, Dick's Sporting Goods, and more.

HOST ON-SITE HEALTH SCREENINGS

CDPHP will provide on-site health screenings including blood pressure, body composition analysis, and body mass index (BMI). Additional biometric screening measures—including blood glucose levels, total cholesterol, HDL, LDL, and triglyceride levels—are also available at an additional charge per employee. Employees will receive individual consultations to review their results. Some groups may choose to combine on-site health screenings with their open enrollment or benefits fair.

A cost savings of $350 per person/year is realized by organizations for each employee who, while they don't improve their health, do not add any risk factors during that year.

Dee Eddington, University of Michigan

PROMOTE CDPHP COMMUNITY WELLNESS CALENDAR

CDPHP releases a quarterly schedule of dozens of free wellness classes for members. Members are notified via newsletters, and can view details and enroll online. CDPHP will assist you with worksite marketing efforts for upcoming programs.

WELLNESS COMMITTEE MEETINGS

Establishing a strong wellness committee dedicated to promoting and guiding the organization's wellness initiatives at the policy, environmental, and programmatic levels is essential to ensuring the success of the organization's health promotion and wellness efforts and improving the health and well-being of employees. We recommend that your wellness committee meet at least monthly.

Health Promotion and Wellness Programs

CDPHP offers a variety of wellness program topics and formats to help meet your group's needs. Your CDPHP health educator will help you select the programming option* that will have the most impact for your group.

WELLNESS WORKSHOPS

Take Charge of Your Health is designed to help your employees make better health care decisions for themselves and their family members. Participants will receive a self-care guide that covers wise health consumer issues along with many common health problems.

Know Your Numbers focuses on preventive screenings and immunizations, understanding vital numbers (blood pressure, cholesterol, body mass index, and blood glucose), managing medications, and getting the most out of doctor appointments.

Eat Well attendees learn about making healthier food choices and maximizing the benefits of healthy food that tastes great.

Dealing with Back and Neck Pain offers participants resources and strengthening exercises to help prevent or reduce back and neck pain. Chronic back or neck pain can interfere with your employees' mood, activities, sleep, and productivity.

Get Active provides one onsite session with a certified fitness consultant to lead employees in an introductory fitness class of your choice.

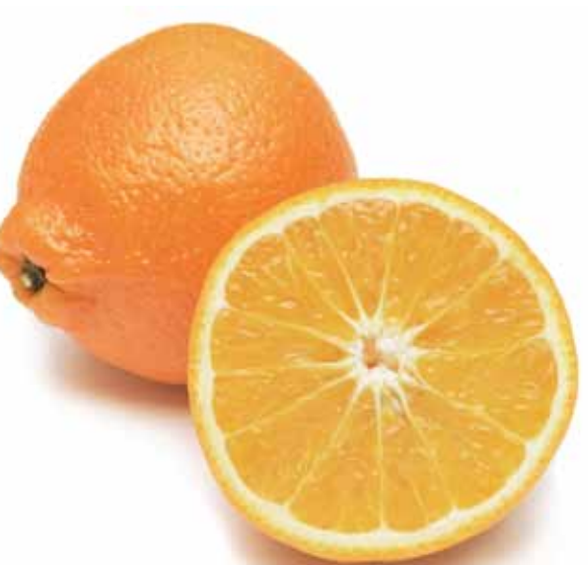
Steps to Healthy Change helps employees understand the process of making changes towards healthier and more productive behaviors. Participants will learn and apply various techniques to enhance their ability to create positive changes in their own lives.

Tools to Manage Stress provides employees with tools to assist them in identifying and managing everyday stressors to help increase productivity.

Release the Pressure provides motivation, education, and step-by-step recommendations for achieving a healthier lifestyle while preventing or managing high blood pressure.

Diabetes Education for Everyday Living introduces employees to key lifestyle factors to prevent diabetes, the risks of prediabetes, and the principles of diabetes self-management. Participants will be empowered to take charge of their health through proper nutrition, increased physical activity, and management of blood glucose, blood pressure, and cholesterol levels.

Time Well Spent will teach employees how to manage time more effectively by not simply getting more done each day, but by getting the right things done. Employees will learn how to prioritize goals, establish routines and get organized with the end goal of reduced stress, enhanced productivity, and a more balanced life.



** See Tailored Support Program Menu*

HEALTH PROMOTION PROGRAM SERIES CLASSES

The Butt Stops Here, a Seton Health program, provides a positive approach to breaking the smoking/tobacco habit and offers a variety of techniques to help employees stop smoking. Participants receive a workbook, a relaxation CD, and information about various quitting aids. (6-week program)

Weigh 2 Be℠ helps employees take control of their weight and health and develop a realistic personal plan for lasting weight loss. This series provides a foundation for proper nutrition, exercise, and positive self-image. Participants receive a workbook and tools for maintaining weight loss. (6- or 3-week program)

Fitness for You provides onsite sessions with a certified fitness consultant to lead employees in engaging in a group exercise class of your choice. Bring the workout directly to employees by offering a series of one type of class. (6- or 3-week program)

Activity for Life provides employees with the opportunity to learn the benefits of regular physical activity and create a plan that fits their busy lifestyles. Each week employees will try a different activity, focusing on improving flexibility, strength, and cardiovascular fitness. Participants will receive tools to help them continue to work toward their physical activity goals. (3-week program)

Stress Management demonstrates the direct link between stresss and productivity and provides employees with tools to stop negative thinking, regain control of their time, and work more effectively with others. The program can provide additional focus on improving sleep, supporting caregivers, or enhancing personal communication. (3-week program)

Start! Worksite Walking promotes physical activity and exercise in a fun environment. Organized by CDPHP in partnership with the American Heart Association, participants have access to a free online tool that tracks their activities. Employees are also given a food diary to log their meals and nutritional intake. (3-week program)

Eating for Good Health demonstrates the benefits of healthy eating, the difference between portion and serving sizes, how to read food nutrition labels, and more. Participants will receive tools to help them plan and shop for healthy meals for themselves and their families. (3-week program)

HEALTH PROMOTION AWARENESS

Healthy Mondays Campaign is a creative way to communicate health messages to your employees all year long in a format that works for your worksite. Providing employees with a call to action every week gives you 52 chances to strengthen their resolve to live a longer and healthier life!

Health Huddles provides an innovative approach to engaging employees in learning about health and wellness. Learn how to facilitate meaningful and concise monthly gatherings to discuss various health and wellness topics designed to meet the needs and availability of your employees.

A Plan for Life Awareness Campaign delivers a comprehensive campaign toolkit to promote CDPHP's value-added health promotion and medical management benefits. The toolkit includes tip sheets, brochures, template emails and posters, and online resources. CDPHP will provide up to two onsite information sessions to increase awareness of value-added benefits and answer questions.

Promotion of up to three *Healthy Conversations* online interactive health support programs.

- Getting Active
- Healthy Eating
- Healthy Weight
- Healthy Thinking
- Quitting Smoking
- Sleeping Well
- Dealing with Low Back Pain

Creating Effective Employee Challenges offers guidance around implementing fun and engaging worksite wellness challenges for your employees. Choose a challenge kit with sample guidelines, tracking tools, communication templates, and incentive recommendations and receive consultative support from CDPHP on a topic of your choice: weight management, physical activity, or preventive care.

Additional Support for Employees' Health Needs

ONE POINT OF ACCESS

1-888-94-CDPHP

Getting the right service, at the right time, in the right setting is a vital part of health and cost management. Members can call the CDPHP single-source referral line any time they are unsure about the next steps to take, whether they're confronted by a serious health concern or are simply looking for ways to improve their health.

HEALTH COACH CONNECTION℠ DELIVERS DISEASE MANAGEMENT AND SELF-CARE SUPPORT

1-800-365-4180

Health Coach Connection℠ gives members no-cost telephone access to a personal Health Coach 24 hours a day, seven days a week. Health Coaches are specially trained health care professionals who provide personalized information and support on complex health issues such as heart disease, pulmonary disease, and diabetes. CDPHP also has programs that help members with COPD and asthma.

For members who are ready to take steps toward a healthier lifestyle there is an online Dialog Center℠ that includes a variety of support tools, including online interactive "Healthy Conversations" programs:

- *Getting Active*
- *Healthy Eating*
- *Healthy Weight*
- *Healthy Thinking*
- *Quitting Smoking*
- *Sleeping Well*
- *Dealing with Low Back Pain*

A MULTIMEDIA APPROACH

www.myonlinewellness.com

My Online Wellness℠ is a user-friendly web feature for busy members. It is updated daily with videos, podcasts, health news, quizzes, and fun facts. A variety of customized online support programs also guide members in their efforts to lose weight, eat right, quit smoking, and manage chronic conditions.

inmotion.cdphp.com

CDPHP InMotion℠ is a powerful tool that allows members to track their fitness activities and helps them achieve their health and fitness goals. InMotion has a mobile app that uses the built-in GPS technology of a smartphone to record essential metrics, like duration, distance, pace, speed, and elevation. What's more, InMotion can be used to establish a daily calorie and nutrition plan, find friends, and post results to social networking sites.

www.cafewell.com

CafeWell™ is a Social Health Management® site that CDPHP offers to help promote the health and wellness of our members and their communities. It provides a safe, secure environment for participating in discussions, joining groups, and getting expert information.

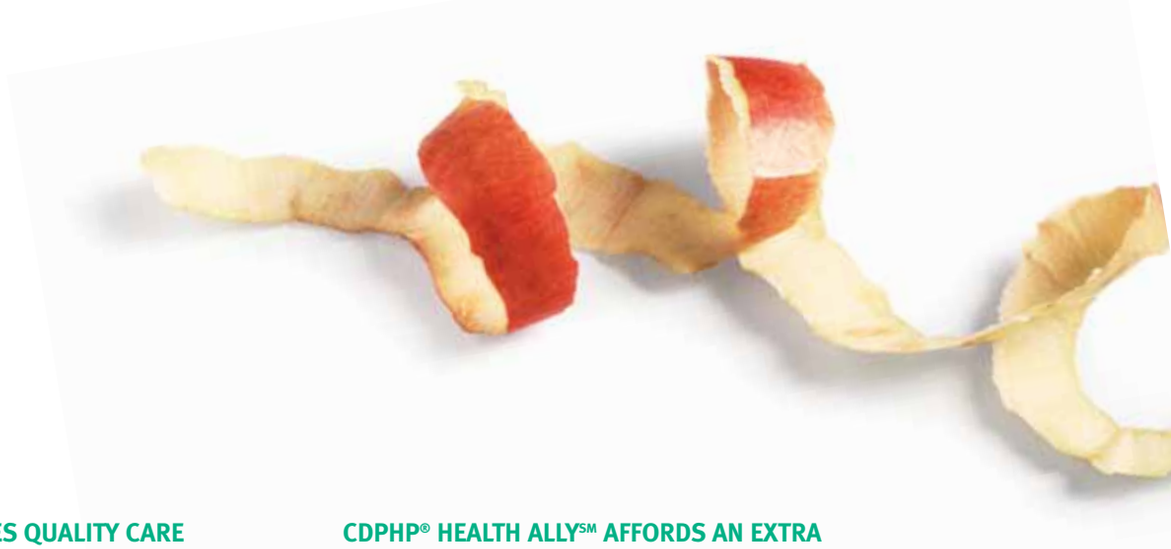
OPTIONS FOR MEMBER COUNSELING

BEHAVIORAL HEALTH ACCESS CENTER - 1-888-320-9584

As a physician-guided plan, CDPHP encourages a close working relationship between medical professionals and behavioral health clinicians. The CDPHP Behavioral Health Access Center helps increase the synergy between these areas of medicine. Staffed by an experienced team of mental health and substance abuse treatment professionals, the Behavioral Health Access Center can refer members to appropriate mental health and substance abuse services.

CONTACT LIFELINE

CDPHP members have after-hours access to the CONTACT Lifeline, a telephone crisis hotline staffed by Family & Children's Service of the Capital Region. The lifeline can also be reached at 1-855-293-0785.



CASE MANAGEMENT PROMOTES QUALITY CARE

The CDPHP case management program serves high-risk members, decreasing fragmentation of service across the continuum of care and addressing the needs of "the whole person." Case management improves early identification of problems and facilitates effective communication among all members of the health care team—including the member and his or her caregivers. Examples of diagnoses that are appropriate for this program include: high-risk maternity, organ transplants, and multiple sclerosis. It is designed to help members maximize their access to health care services and empower them to take responsibility for their own care as appropriate.

MY HEALTHSOURCE

My HealthSource is a member portal that provides members with the ability to manage their health information in one secure place. Members can access the community wellness calendar to register for classes, take a personal health assessment, link to Life Points to track healthy behaviors, submit a self-referral to a CDPHP care manager, view health measurements like blood pressure or cholesterol levels, learn about their health through a searchable health database, and complete and print an individualized health record to take to their medical appointments. Members may also receive messages and articles from CDPHP care management programs with information specific to their unique health needs

HEALTHIER GENERATION BENEFIT

CDPHP collaborates with the Alliance for a Healthier Generation's Healthier Generation Benefit to assess and treat childhood obesity. Eligible members aged 3 to 18 are entitled to four office visits with their primary care provider for weight counseling and four visits with a registered dietitian for nutrition counseling per year. These services are subject to applicable deductibles, copayments, coinsurances, and/or group-specific contract limitations, if any.

CDPHP® HEALTH ALLY℠ AFFORDS AN EXTRA MEASURE OF SUPPORT

CDPHP Medicare Choices members and their caregivers appreciate the guidance and TLC provided by this program. A health professional calls each new Medicare Choices enrollee to assess their health and determine how CDPHP can help. The goal is to steer the member to the best CDPHP and community programs to meet their individual needs.

30% DISCOUNTS ON "WHOLE" HEALTH

CDPHP knows that many people seek healing treatments that are not part of traditional medicine—such as acupuncture, massage therapy, and chiropractic services. That's why we offer a Complementary and Alternative Medicine (CAM) program. This web-based service provides a wealth of helpful information, recipes, and discounts on massage therapy, stress management sessions, gym memberships, vitamins, and much more.

CVS EXTRACARE® CARD

CDPHP members receive a 20 percent discount off the regular price of CVS-brand health-related items when they present their ExtraCare card at any of the 7,200 CVS stores nationwide.

Rx FOR LESS

With Rx for Less, members with prescription drug benefits can get deep discounts on specified generic drugs at any CVS, Walmart, or Price Chopper. Many drugs are available for a penny a pill. There's no sign-up process or registration fee – members simply present their CDPHP ID card when purchasing their prescription to receive their discount.

Contact your broker or call your CDPHP account executive at 1-800-993-7299.

A plan for life.

Capital District Physicians' Health Plan, Inc.
Capital District Physicians' Healthcare Network, Inc.
CDPHP Universal Benefits,® Inc.

500 Patroon Creek Boulevard, Albany, NY 12206-1057
(518) 641-5000 or 1-800-993-7299
www.cdphp.com

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