

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 our Core Health Advocacy service, offered at an additional cost, the Wellness Advocate program—available in two options—provides two-way support and engagement for employees across a continuum of wellness as well as healthcare needs. Employees receive a convenient program which features personalized Coaching or self-directed, online Coaching to improve their health. If needed, employees can also be easily transitioned to personalized help for healthcare and insurance-related issues. Our integrated approach improves outcomes and helps maximize your overall benefits investment.

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



HEALTH
Advocate[™]

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 centered around our Core Health Advocacy team of Personal Health Advocates (PHAs), 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-related 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 Health 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

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

Our program is available in two options.

Option 1 features unlimited personalized Wellness Coaching by telephone or email that supports their goals. Robust online health tools, including Wellness Workshops, support Coaching and personal health goals.

Option 2, the self-directed, online model, offers all the features of Option 1 without personalized Wellness Coaching. Our add-on options, that include 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 Health Advocacy service, and can also feature 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. (Included with Option 1)

Employees have unlimited access to a highly trained personal Wellness Coach by telephone or email. The Coaches provide ongoing, positive support toward helping them lose weight, get fit, reduce stress and reach other personal health goals. Coaching is augmented by a robust website that includes Wellness Workshops, reliable health information and other interactive Wellness tools, such as health trackers and meal and exercise plans and logs.

Health Risk Assessment (HRA). This confidential, online questionnaire helps employees identify their health risks. The HRA summarizes their risks from high to low, along with suggestions for reducing risk. HRAs can be repeated to compare results, and can also encourage participation in Wellness Coaching.

Wellness Workshops. Self-guided, online Wellness Workshops offer step-by-step support in seven areas including: exercise, nutrition, weight management, diabetes prevention, stress reduction and more.

MedChoice 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, customized incentive tracking program is also available.

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

Double the value, **double the support**

Benefits to employees

- Personalized help across the spectrum of healthcare and wellness issues
- Unlimited communication with Wellness Coach **(included with Option 1)**
- Convenient access to online health tools
- MedChoice Support tool helps with smart healthcare decisions
- Easy transition to Core Health Advocacy service

Benefits to employers

- Seamless integration with Core Health 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

Two-way support

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

Examples of how the two-way support helps:

Weight loss. The Wellness Coach helps with steps to slim down, and a Personal Health Advocate can also determine if weight loss surgery is covered by insurance.

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

Stress management. The Wellness Coach helps the employee with ways to reduce stress and a Personal Health Advocate, specializing in behavioral health, can find a mental health professional for further assistance.

Tobacco cessation. The Wellness Coach helps the employee stay on track and a Personal Health Advocate can also determine if tobacco 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 Health 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





The Total **Solution**

Core Health 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

- Benefits Gateway™ and Health Information Dashboard™
- Wellness Advocate™
- EAP+Work/Life™
- Personalized Health Messaging™
- Tobacco Cessation™
- NurseLine™
- Medical Bill Saver™
- MedChoice Support™
- Enrollment Advocate™
- FMLA Support™
- Independent Appeals Administration™
- External Appeals Administration™

About Health Advocate

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, serves more than 8,000 clients including the nation's leading companies—providing more than 22 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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