Healthy Members and a Healthy Bottom Line? It is Possible!
Maximizing health and promoting behavior change is a serious topic on the minds of many employers and brokers today because they know that it’s one of the best ways to fight rising healthcare costs.

But how do employers determine the right approach to effectively engage members of their self-funded health plan? Trustmark Health Benefits delivers the solution with Lifestyle Management population health management. From chronic condition monitoring to preventive health reminders, from online health advice to health coaching, and from health awareness programs to self-directed programs, Lifestyle Management offers interactions to help members across the entire health risk spectrum.

Lifestyle Management is designed around the following key tenets:

**Members with chronic conditions** who follow recommended guidelines for care generally are healthier and have lower healthcare costs. We improve compliance rates by encouraging members to get the care they need.

**Prevention is always** the preferred treatment, so we let people know when they are overdue for important health tests and screenings.

**People learn in different ways**, so it’s best to offer a variety of approaches for members to learn about their health and get the support they need to make real change.

**Only members and their doctors** can make truly informed decisions about members’ healthcare. That’s why we always promote doctor–patient communication.
Lifestyle Management Program Offerings

Lifestyle Interactions

Lifestyle Management interactions are based on data, but delivered on a personalized basis.

More data provides a better picture of members’ health, so we integrate it from three main sources – claims data, our health risk assessment (HRA) and, when possible, health screenings – and place the results at the center of our health and wellness model. Then, we analyze the results to determine risk levels and the right way to interact with each individual.
Compliance Matters in Cost Control

Improving compliance is at the core of Lifestyle Management. Studies, including research conducted on our own book of business, show that members with chronic conditions have lower costs when they comply with recommended guidelines for care because they reduce the need for costly emergency room treatment and hospital admissions.

When we identify a member with one or more chronic conditions, we review their claims to be sure they are following accepted treatment guidelines. If we find a "gap" in care, we send a reminder to the member and his or her doctor, alerting them about the potential gap in treatment and encouraging an office visit. Our team of health professionals may reach out to members with chronic conditions to help them stay on track. Depending on their risks, these members may be referred to one of the coaching programs for advice and guidance.

**Health Risk Assessment (HRA)**

Our HRA asks about members’ lifestyles, how they would describe their readiness to change behaviors, as well as their energy and productivity levels. The HRA is prepopulated with health-screening results, when available. When members complete the HRA, they receive an overall assessment of their health, a comparison to previous results, if applicable, and a summary for their physician, all tools to better health.

**We focus on the health of high-risk members.**

In every employee population, there is a small percentage of high-risk members who have not yet faced serious illness. These members have not yet incurred high costs but are at high risk for doing so in the future. To reverse the trend, Lifestyle Management provides a targeted approach. Once we identify high-risk members through our analysis, our registered nurses work to educate them about ways to change their lifestyle, leading to better health. With our intervention, they can avoid serious medical events, and employers can steer clear of high costs.

**Prevention is Preferred**

With today’s busy schedules, it’s easy for important preventive tests and health screenings to go overlooked. To promote prevention and early intervention, Lifestyle Management generates friendly reminders when members are overdue for important tests, such as mammograms and colonoscopies. Members get better health overall, and employers get cost control.
Optional Health Screenings

Lifestyle Management programs are most effective when we have a complete picture of each and every member’s health. To accomplish this, we can provide optional onsite screenings to collect important data (cholesterol and glucose levels via fingerstick blood test, BMI, and blood pressure).

(Screenings are an integral part of our wellness strategy and can be purchased separately.)

With screenings, we are able to:

• Provide virtually instantaneous results to members in a confidential manner;
• Upload the information to their secure personal health file on the HealthCenter, our online personal health management system, for easy reference;
• Direct each member to the appropriate program(s) to improve their health; and
• Issue client reports on participation rates and overall member health risks.

LIFESTYLE MANAGEMENT MONITORS THESE CHRONIC CONDITIONS

• Asthma
• Chronic back pain
• Chronic obstructive pulmonary disease
• Coronary artery disease
• Congestive heart failure
• Depression
• Diabetes
• High blood pressure
• High cholesterol

Health Advising and Coaching

Health advisors reach out to members who take their HRA to discuss their results. Based on the discussion, members are steered toward the online self-directed coaching program or to health coaches who provide one-on-one support by phone.

Health Coaches

Health coaches help members create a customized program based on their readiness to make changes that can improve their health. Focus areas include physical activity, healthy eating, and healthy living. Members can interact with their coach either by phone or through the HealthCenter.

Incentive Tracking

Employers can offer incentives of their own choosing to encourage participation in health and wellness activities and then use online tracking of member participation in up to three areas – HRA completion, screening completion, health advising completion, health coaching enrollment, and self-directed coaching completion – to determine whether participation goals were achieved. Additional client incentive reporting options are available.

Self-Directed Programs

Lifestyle Management’s online self-directed programs change the way members think about themselves and their lifestyle. Seven engaging programs put focus on creating calm and resilience, breaking tobacco addiction, gaining power over food, managing alcohol use, learning to love exercise, restoring sound sleep and living well with diabetes. Our personalized plans, based on member interaction, help support lasting behavior change. Some tracking tools and videos are available via the iPhone or iPod Touch.
HealthCenter

With just a few clicks of a mouse, members will find the health information they’re looking for. Through our HealthCenter, members are able to:

- Research an extensive library of health resources with information on medical conditions as well as treatment and procedures
- Take an HRA to determine their health risks
- Maintain records in a personal health file
- Use goal trackers and calendars
- Make important changes with fitness and nutrition-planning modules
- Learn important information with self-service calculators for BMI, calorie burn, target heart rate, and more
- Participate in online, self-directed coaching
- Receive daily health tips

Educational Programs*

Our educational webinars address specific health issues and are available throughout the year. These webinars cover relevant health topics and include practical lifestyle and self-care tips designed to improve overall health. Members will have the opportunity to gain knowledge about topics that are significant to their needs, ask questions, and set goals.

Lifestyle Programs*

Our lifestyle programs, accessible through the HealthCenter, are designed to enhance the health of an entire employee population and are available throughout the year. Employers can offer encouraging programs such as Get Fit on Route 66, Colorful Choices, Spring Into Motion, Right This Weigh, Feel Like a Million, and Health Trails.

Members can also use the Health Center to:

- Schedule their health screenings
- Send messages to and receive messages from their Health Coach
- Get the latest health news as it emerges

Clients may request our comprehensive wellness campaign package containing:

- Member materials with coordinated marketing materials for easy implementation
- Marketing templates to attract participation

*Add-on available at an additional cost
Start Building a Healthier Workforce Today!

Lifestyle Management focuses on member health so employers can focus on their business.

To learn more about our population health management program, contact your Trustmark Health Benefits sales executive or client manager.