

# LIFESTYLE RETURNS WELLNESS PROGRAM

for full-time members of the faculty and professional staff

September 1, 2011 - April 30, 2012



**Franklin & Marshall College's Lifestyle Returns Wellness Program** was developed by the College's Wellness Committee and Highmark Blue Shield. This program allows you to participate in various health, wellness, and fitness-related activities in order to earn points. If you earn enough points, as outlined below, you will receive a cash **Wellness Reward** at the end of the program.

Although participation in this **Lifestyle Returns Wellness Program** is voluntary, your participation is encouraged. Not only can you earn a **Wellness Reward**, most importantly you may benefit by improving your overall health and well-being.

This **Lifestyle Returns Wellness Program** is designed so that you can participate regardless of your current health status or fitness level.

**Your privacy is important to us.** Highmark will track the number of points you enter in their website after you participate in eligible activities. The College will *not* receive information regarding the Highmark activities in which you participate, and will only be informed of each participating employee's final point total. Additionally, the College will not receive your individual responses to the Wellness Profile, as described below.

This program is currently open to full-time employees of the College. However, you are encouraged to ask your family members to join you as you participate in health and fitness activities.

## HOW THE PROGRAM WORKS

**Step 1** Log in to [www.highmarkblueshield.com](http://www.highmarkblueshield.com) and complete the Pledge.

Your Lifestyle Returns program starts with accepting a Pledge to make an effort to lead a healthy lifestyle, partner with your physician, and be an educated healthcare consumer.

To accept the Pledge:

1. Go to [www.highmarkblueshield.com](http://www.highmarkblueshield.com)
2. Elect the "Members" tab
3. If you have used the website in the past, you will need to Enter your User ID and Password and click "Go"
4. If you have never used the Highmark website before, you will need to select "Register Now" and complete the registration process to create a user ID and password.
5. Click on the Lifestyle Returns link, located in the Tools & Resources> Programs box.
6. Follow the prompts to complete the Pledge by clicking on "Continue" in the Step 1 box.

## Step 2 Complete the online Wellness Profile “Health Media Succeed!” to receive 30 points

**You must complete the pledge as described above before completing the profile. Individuals who completed the questionnaire last year must click “Retake Succeed!” in order to obtain points. Simply accessing last year’s data will not earn additional points for this year’s program.**

*Health Media Succeed!* is a self-analysis that covers all aspects of your health, including nutrition, weight management, physical activity, tobacco use, alcohol use, stress, injury prevention, skin protection, immunizations and health screenings.

While not required, for the most accurate results it’s best to know your height, weight, waist circumference, cholesterol, triglycerides, glucose and blood-pressure readings before completing the questionnaire. If you do not have this information, you can choose “I don’t know” and continue with the other questions. The questionnaire assesses your current health status and lifestyle-related information. Data from the analysis is then used to generate your personalized action plan, which is an in-depth summary that can help you identify areas where you are doing well and areas you may want to focus on for better health. Your action plan also includes recommendations for free online health and wellness programs and activities that you may find useful.

*The responses you provide on Health Media Succeed! will be kept confidential.* The questionnaire is administered by a third party, HealthMedia, rather than by Highmark or the College. The College will not have access to your responses. The members of the College’s Wellness Committee will be informed of which employees complete the questionnaire as this determines eligibility for a **Wellness Reward**.

Toward the end of the questionnaire, you will be asked to enter a site code or an ID number. Please enter your F&M employee ID number (the six digit number found on your College ID card).

Once you complete Step 2 — *Health Media Succeed!* you will receive 30 points automatically.

## Step 3 Complete your choice of the health, wellness and fitness activities outlined below to achieve your point goal (all rewards amounts below are taxable).

### Wellness Rewards:

150 or more points	\$160 cash award
100 - 149 points	\$110 cash award
50 - 99 points	\$ 30 cash award

**Wellness Activities must be completed AND ENTERED INTO THE LIFESTYLE RETURNS WEBSITE by April 30, 2012. Due to a programming error, there will be no extra time to enter points after the conclusion of the program. The error will be corrected for the 2012/2013 Lifestyle Returns Program; however, this year all points must be entered by APRIL 30, 2012.**

# HOW TO EARN POINTS

## • Commit to Be or Remain Tobacco Free

If you are already, or agree to be Tobacco Free for the duration of this program, you will earn 20 points right from the start! Simply log in to Lifestyle Returns (see instructions in Step 1 above) and enter the date you agree to this commitment into the “Tobacco Free Lifestyle” category to obtain these points. You must be “Tobacco Free” from 9/1/11 through 4/30/12 to qualify for the points in this category. *(Health & Wellness Programs>Sponsored by Employer>Tobacco Free Lifestyle)*

Individuals not quite ready to make this commitment instead may earn 25 points by completing a formal tobacco cessation program with Lancaster General Health. To attend the free **Freedom from Smoking** tobacco cessation program offered at the Lancaster General Wellness Center, call [717-544-3811](tel:717-544-3811).

This free program is a group clinic that has helped thousands of smokers to quit for good. Throughout this eight-week course, individuals are given support tools, as well as access to free nicotine replacement therapy. Participants will receive nicotine replacement in weeks 2, 4, 6 and 8 and are encouraged to quit by the fourth session. You must log in to Lifestyle Returns at the end of the 8th week of this program and enter the last date of the program where prompted in order to obtain 25 points. *(Health & Wellness Programs>Sponsored by Employer>LGH Tobacco Cessation Program)*

Want personalized help to quit smoking? Call [1-800-345-2476](tel:1-800-345-2476) to work with a tobacco cessation counselor, including five scheduled calls to help guide you through the process of quitting. Participants earn 30 points. You must log in to Lifestyle Returns and enter the date and code your coach provides to obtain points. *(Health & Wellness Programs > Talk to a Health Coach> Telephonic Smokeless)*

**Note:** You must have Highmark medical insurance coverage to participate in telephonic programs.

## • Complete Educational Programs

**Highmark Community-Based Wellness Programs:** You will receive 25 points (except as noted below) by completing any of the following programs offered by Highmark at community sites such as:

Hempfield Recreation Center  
Family Athletic Club of Hershey  
Hanover Hospital  
Lebanon Valley YMCA  
Susan Byrnes Health Center, York  
Lehigh Valley Health Network

Lititz Recreation Center  
Gettysburg College  
Harrisburg Area YMCA  
New Holland Rec Center  
Schuylkill YMCA

Diabetes Awareness and Prevention  
Eat Well for Life  
Personal Nutrition Coaching

Discover Relaxation Within  
HOPE  
Clear the Air — 15 points

Drop 10 in 10

Let the instructor know you are a Lifestyle Returns participant and at the conclusion of the class sessions, he or she will give you a completion code which you must enter into your online Lifestyle Returns Program to get points. (*Health & Wellness Programs > In Your Community*)

**Weight Management Programs:** You will receive 50 points for completing a formal weight-management program through Weight Watchers or Jenny Craig. Visit the Highmark website to learn about discounts on Jenny Craig programs. Upon completion of this program, you must log in to Lifestyle Returns and enter the date of your program completion to get points. (*Health & Wellness Programs > Sponsored by Employer > Weight Management*)

**F&M Wellness Committee Sponsored Activities:** At the completion of these events, a Wellness Committee member will give you a code to enter into the *Health & Wellness Programs > Other Programs & Activities* section of Lifestyle Returns in order to receive these points. You will receive more details regarding these activities via an FPS email closer to the dates of each event.

Eat Well For Life	25 points	Eat Well For Life II	25 points
Personal Nutrition Coaching	25 points	Maintain Don't Gain	10 points
10,000 Step Challenge	25 points	Daily Steps to Less Stress	15 points
Personal Fitness Coaching	25 points		

**Life Management Employee Assistance Program Wellness Workshops:** You will receive 25 points for completing any Wellness Workshop offered by Life Management Associates. Call (717) 394-6688 or visit [http://www.lma-eap.com/wellness\\_programs.htm](http://www.lma-eap.com/wellness_programs.htm) to register. These workshops include (but are not limited to):

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|---------------------------|---|
| Balancing Work and Family | Caring for an Aging Parent              |
| Mindfulness Meditation    | Changing Self-Defeating Patterns        |
| ABC's of Relaxation       | Positive Ways to Reduce Negative Stress |

Upon completing these workshops, you must enter the date you attended the workshop into Lifestyle Returns to get points. (*Health & Wellness Programs > Sponsored by Employer > Life Management Associates Program*)

**Online HealthMedia Programs:** Log in to [www.highmarkblueshield.com](http://www.highmarkblueshield.com) and click the blue tab for "Your Health." Several online health-management programs are available for you to choose from by then clicking on 'Improve Your Health', each offering valuable health information on various topics. Completion of each of these programs will earn you between 15 and 30 points depending upon the topic and the amount of time required to complete the online module. You will automatically receive your points once you complete these programs.

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| Control Your Blood Pressure | Relax (reducing stress)                       |
| Overcoming Depression       | Balance                                       |
| Manage Diabetes             | Move and Stride (programs for getting active) |
| Overcoming Insomnia         | Care (for chronic pain)                       |

**Blues On Call Health Coach:** When you utilize the Blues on Call Health Coach (by calling 1-800-BLUE-428) you will earn 10 points. Contacting Blues on Call connects you to a Health Coach, a specially trained registered nurse, who is available to discuss questions on any health topic that concerns you. See the Blues On Call brochure on the Wellness Program's eDisk for more details. After making this call, you must log in to Lifestyle Returns (*Health & Wellness Programs > Talk to a Health Coach*) and enter the date of your call. After doing so, Highmark will verify the call was made and you will receive your points automatically within 2 weeks.

**Blues On Call Health Coach for Depression:** Blues On Call health coaches can help you address all aspects of this condition, so you can better manage your condition and work more effectively with your physician. After you phone your health coach at 1-888-BLUE-428, you must complete a confidential questionnaire to earn points. (*Health & Wellness Programs > Depression*)

**Baby BluePrints Program for Expectant Moms:** Call 1-866-918-5267 to enroll in the free Baby BluePrints Maternity Program. You will receive a welcome kit and free gift vouchers. A nurse health coach will also call you to provide personal support, address any questions or concerns and help you work with your care provider. To get points, enter the date you enroll in Baby BluePrints and the date you spoke with a health coach. (*Health & Wellness Programs > Baby BluePrints*)

**Flu Shot:** You can earn 20 points for getting your flu shot and entering the date and location of your shot in Lifestyle Returns. (*Health & Wellness Programs > Flu Prevention*)

**Health Information/Tools:** You can earn 10 points by utilizing Highmark's online Health Education tools to connect to a wealth of information and resources to help you make informed care decisions.

Tools available allow you to:

- look up typical medical expenses for a wide range of outpatient care procedures
- compare costs at network hospitals for elective inpatient/outpatient surgical procedures
- see if you have access to a lower-cost generic medication
- learn how much medications cost, and more!

You must complete a short follow-up survey about the tool you used to receive your points. (*Step 3 > Health Information & Tools*)

## • Schedule Preventive Exams

**Annual Physical:** You will receive 25 points for completing a preventive, annual physical with your personal physician. You must log in to Lifestyle Returns and enter the date of this exam (*Step 3 > Preventive Exams*) in order to obtain points.

**Preventive Exams for Women:** Women can receive extra points for completing an annual gynecological exam (25 points) and mammogram (25 points) if age appropriate. You must log in to Lifestyle Returns (*Step 3 > Preventive Exams*) and enter the exam dates in order to get these points.

Note: If your next exam date does not fall within the Lifestyle Returns program dates, you may call your doctor to schedule the appointment and enter the date your exam is scheduled to receive points. For example, if the Lifestyle Returns program runs through 4/30/12, and your next physical exam appointment is scheduled for 9/1/2012, you can enter your scheduled exam date of 9/1/2012 to receive points.

You will be responsible for the cost of any preventive exams, screenings, and associated services. For eligible employees, coverage is provided through the College's health plan for many such exams and screenings at periodic intervals. If you are enrolled in the College's health plan, please contact Highmark Member Services at [1-800-345-3806](tel:1-800-345-3806) before your exam to verify coverage.

### • **Take the Physical Fitness Challenge (50 points)**

Participants are challenged to complete an average of at least 90 minutes of physical exercise during each week of this program – from September 1, 2011 through April 30, 2012. Weekly exercise may be completed in 20- or 30-minute sessions if desired. Physical exercise resulting from participating in challenges sponsored by the Wellness Committee such as 10,000 Step Challenge should be **in addition** to the 90 minutes required by this challenge.

**Physical Fitness Challenge completion must be ENTERED INTO THE LIFESTYLE RETURNS WEBSITE by April 30, 2012. Due to a programming error, there will be no extra time to enter points after the conclusion of the program. The error will be corrected for the 2012/2013 Lifestyle Returns Program; however, this year all points must be entered by APRIL 30, 2012.**

In the event that an injury/illness prevents you from exercising, you may make up the missed exercise in subsequent weeks. (*Health & Wellness Programs>Sponsored by Employer > Physical Fitness Challenge*)

### • **Participate in F&M Athletic Department Sponsored Events**

Participate in a one of the intramural sports, a one-day tournament or special event and receive 25 points. Activities may include a mini-triathlon in the fitness center, a tennis tournament and other one-day events. Watch for emails with more details about these programs! To get points in this category you must enter the date you completed the activity in Lifestyle Returns. (*Health & Wellness Programs>Sponsored by Employer > Athletics Event 1 or 2*)

## **ADDITIONAL GUIDELINES:**

Participants must be employed by Franklin & Marshall College in a full-time position (as defined by Human Resources) from 9/1/2011–4/30/2012 to be eligible for a **Wellness Reward**. If you carry the College's Highmark medical coverage, you may participate in Lifestyle Returns Program at any time during the program. If you opt out of Highmark's

medical insurance, you must email Laura Fiore ([laura.fiore@fandm.edu](mailto:laura.fiore@fandm.edu)) if you would like to participate in this wellness program. A special ID card will be issued to you to allow you to participate and access the online Lifestyle Returns program.

**All completion dates and codes must be entered into Lifestyle Returns program by April 30, 2012, to be eligible for a Wellness Reward. You will NOT be able to enter information after this date!**

There will be no partial **Wellness Reward** or credit given for participants who are close to, but have not obtained the minimum number of points required for each Reward level.

All brochures regarding the Lifestyle Returns program and additional programs through Highmark can be found in the Wellness Program folder in eDisk and on the Wellness Committee website ([www.fandm.edu/wellness](http://www.fandm.edu/wellness)).

If you have questions about the program or onsite wellness activities, please email the Wellness Committee at [wellness@fandm.edu](mailto:wellness@fandm.edu). For questions about the Lifestyle Returns website, please call Highmark Member Services at **1-800-345-3806**.

The Wellness Committee looks forward to your participation!

## **Franklin & Marshall Wellness Committee**

Laura Fiore (co-chair)  
Denise Chmielewski  
Cindi Dinger  
Tia Guinivan  
Butch Morrison  
Ginny West

Robin Wert-Eller (co-chair)  
Linda Danner  
Wendy Gentile  
Mike Horn  
Danielle Vigilante-Webb