

Lifestyle Returns Frequently Asked Questions

Getting Started

- **What benefit do I receive from participating in the Lifestyle Returns program?**

By achieving the designated number of points, during the course of the Lifestyle Returns program, you will qualify for cash rewards. In addition, the Lifestyle Returns program is designed to promote a healthier lifestyle and help you become engaged in all aspects your health.
- **What are the benefits to Franklin & Marshall for sponsoring Lifestyle Returns?**

Franklin & Marshall benefits by having employees who are more engaged in all aspects of their health. By helping you understand your health status, get preventive exams, better manage your health conditions, make informed care decisions, and real lifestyle changes, your quality of life will improve. Over time, this may boost your morale, decrease absenteeism and even reduce health care costs.
- **Will Franklin & Marshall be able to view the health information I submit?**

No. The information you enter is kept ***completely confidential*** and will not be shared with your employer. Submitting your health history is necessary so that Lifestyle Returns can design your personalized plan for healthier living.
- **How do I enter the Lifestyle Returns Program?**

To enter the Member Web site for the first time:

 - Log in to www.highmarkblueshield.com
 - Select the "Members" Tab
 - Enter your User ID and Password and click "Go."
 - Click on the Lifestyle Returns link, which is on the right side of the page.
- **Who do I call if I have problems logging in to the website?**

You can call 877-298-3918 if you have any questions about Highmark's website.
- **When can I begin the Lifestyle Returns program?**

You can begin Lifestyle Returns on December 1, 2010
- **Do I need an e-mail account to participate?**

Yes. If you do not have computer access at your worksite, free computer access is available at public libraries and in the Innovation Zone in the Harris Center. If you do not have e-mail, you can obtain a free account via various online options.
- **Who do I call if I have questions about Lifestyle Returns?**

Call Highmark's customer service number (found on the back of your ID card) with any questions about Lifestyle Returns.

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. You Pledge to take the online Wellness Profile and take advantage of health education programs, tools and materials made available to you as a Lifestyle Returns member.

If you haven't accepted your pledge, do so now by clicking on "Lifestyle Returns" on your member home page, then click on "Get Started," then "Take the Pledge."

- **Why accept the Lifestyle Returns Pledge?**
The pledge is the first step of Lifestyle Returns. The Pledge is your personal commitment as a member of Lifestyle Returns. It indicates that you take responsibility for your health and lifestyle choices in order to enjoy a better quality of life and that you understand the program requirements.
- **Can I accept the Pledge at any time during the program period?**
You should accept the Pledge early, since no other activities can be completed until after you accept the Pledge.
- **Do I have to do the Lifestyle Returns in any particular order?**
You need to do the Pledge and Wellness Profile in order. Upon completion of the Wellness Profile, you will receive 30 points. The other programs in which you may earn points can be done in any order.
- **Can I still qualify for my reward if I do not take the pledge?**
No.

Wellness Profile (Health Risk Assessment or HRA)

After accepting the Pledge to lead a healthy lifestyle, Lifestyle Returns members complete the online Wellness Profile. The Wellness Profile is a self-health analysis that covers all aspects of your health, including nutrition, weight management, physical activity, tobacco and alcohol use, injury prevention, skin protection, immunizations and health screenings. The Profile assesses family history, current health status, and lifestyle-related information. Data from the Profile is used to generate a confidential, personalized action plan, or Wellness Profile Report. This in-depth health status report can help you identify areas in need of health improvement and includes recommendations for online health and wellness programs and activities.

If you haven't taken your Wellness Profile, do so now by clicking on "Lifestyle Returns" on your member home page. Then, click on "Assess Your Health."

- **What is the purpose of completing the Wellness Profile?**
The Wellness Profile measures your current health status. It makes you aware of your health and wellness needs and lifestyle practices that determine your personal well-being. Emphasis is on the factors that can

be controlled. Positive reinforcement of good health practices, along with recommendations for change when needed, is provided in your Wellness Profile Report.

- **Do I have to take the Wellness Profile online?**
Yes, for the Lifestyle Returns program, the Wellness Profile must be completed online.
- **Do I have to complete the Wellness Profile in one session?**
No, your responses will be saved as you complete each page. However, any responses in an incomplete section will not be saved.
- **Can I take the Wellness Profile in Spanish?**
If you are completing the Wellness Profile for the first time, you will be given the option to complete the Profile in Spanish.
- **Will my employer view the health information I submit?**
No. The information you enter is kept completely confidential and will not be shared with your employer. Submitting your information allows Lifestyle Returns to design a confidential, personalized plan for healthier living.
- **When completing the Wellness Profile, I was asked to enter a site code. What does this mean?**
Site codes are developed for some Lifestyle Returns employers who wish to use them. You can leave this information blank.
- **Am I required to enroll in programs that are recommended in my Wellness Profile results?**
No, however the programs and activities that are recommended based on your Wellness Profile results are likely to be the most beneficial to you. You are not required to enroll in the recommended programs and may select from any of the offered programs to reach your designated point goal.
- **While completing my Wellness Profile, I received a message on the screen indicating that the Highmark site has a session timeout of 30 minutes, and that I have inactive for 25 minutes. It indicated that I have click "OK" to continue otherwise, I should click "Cancel" to logout.**
When you are completing the Wellness Profile, you are on the Health Media web site at the same time; you have a browser window open for the Highmark web site. If you click "OK" you will be able to continue with completing your Wellness Profile and then return back to the Highmark site, if you click "Cancel", your information that you completed on the Wellness Profile will be saved, but you will have to log back into the Highmark site to continue with the other activities in the Lifestyle Returns program.
- **Who is Health Media?**
Highmark Blue Shield has contracted with this vendor to provide you exciting tools, programs, and information designed to help you improve

your health. As a vendor working with Highmark, Health Media strictly adheres to all mandates and laws in regards to the privacy and confidentiality of Highmark members.