

Yes

there's Wellness on *your* Horizon!



Good things come in **Wellness** packages.

WellnessStart

Our basic wellness package

My Health Manager, powered by WebMD®/Health Assessment Tool (HAT): Tailored tracking tools, assessments, personalized recommendations and educational content available through WebMD

Blue365®: Discounts around healthy living

- Fitness memberships, special events, and apparel
- Weight-management programs and specialty food services
- Cell phone service plans and home mortgages

Online Health Education: Webinars and online tools available from WebMD

PRECIOUS ADDITIONS®: Pregnancy resources from conception through delivery

- My Pregnancy Assistant: Interactive web-based tool offering videos, trackers, Q&A and more
- Text4Baby: Free tri-weekly text messages
- Cord blood banking: Member discounts through Blue365
- Prenatal Education Reimbursement: Up to \$50 for a prenatal class

FOCUS ON EMPLOYEE HEALTH AND PRODUCTIVITY

WellnessEngage

Next level plan offers employee incentives

Worksite Wellness: Biometric screening and onsite health education sessions

Physician Results Form: Physician screening administration services provided by Quest Diagnostics

Flu Shots: \$40 per Horizon Blue Cross Blue Shield of New Jersey member; \$42 for non-members

Incentive Platform: Rewards for healthy initiatives such as screenings and/or seminars

Bfit: Employer-sponsored gym reimbursement program that rewards members

Fitness Device Integration: Connects activity monitors or medical devices to My Health Portal to track progress

ATTRACT NEW TALENT AND HELP WITH EMPLOYEE RETENTION

WellnessImprove

Total wellness offering

Smoking Cessation Program: 12-week telephonic coaching program that can also include OTC drug therapy

Obesity Management Program: Weight loss resources and coaching from registered dietitians, registered nurses and exercise specialists

One-on-one coaching: Personalized telephonic coaching service that helps members improve their health/maintain healthy behaviors

REAP EVEN MORE BENEFITS WITH CUSTOMIZABLE PACKAGES

WebMD is an independent company offering health information and wellness education to Horizon BCBSNJ members. WebMD® is a registered mark of WebMD, Inc. Horizon Blue Cross Blue Shield of New Jersey is an independent licensee of the Blue Cross and Blue Shield Association. The Blue Cross® and Blue Shield® names and symbols, and Blue365®, are registered marks of the Blue Cross and Blue Shield Association. The Horizon® name and symbols and Precious Additions® are registered marks, and OMNIA™ is a service mark, of Horizon Blue Cross Blue Shield of New Jersey. ©2017 Horizon Blue Cross Blue Shield of New Jersey, Three Penn Plaza East, Newark, New Jersey 07105.



**Horizon
Wellness**

CMC0010829

Yes

there's Wellness on *your* Horizon!

Wellness Packages: Comparison Chart

Package/ Product	Market	IHC	Small Group 1-50	Mid Size 51-99	Mid Size 100-499	Public	Jumbo	ASO (All segments)
Wellness Start	My Health Manager	✓	✓	✓	✓	✓	✓	✓
	Healthy Living Discounts	✓	✓	✓	✓	✓	✓	✓
	Online Health Education	✓	✓	✓	✓	✓	✓	✓
	Precious Additions	✓	✓	✓	✓	✓	✓	\$
Wellness Engage	Worksite Wellness			✓	✓	✓	\$	\$
	Physician Results Form					\$	\$	\$
	Flu Shots					\$	\$	\$
	Incentive Platform					\$	\$	\$
	Bfit	✓ (OMNIA)		✓	✓	✓	\$	\$
	Fitness Device Integration	✓ (Fitbit)	✓ (Fitbit)	✓ (Fitbit)	✓ (Fitbit) \$ other devices	✓ (Fitbit) \$ other devices	✓ (Fitbit) \$ other devices	✓ (Fitbit) \$ other devices
Wellness Improve	Smoking Cessation Program				\$	\$	\$	\$
	Obesity Management Program				\$	\$	\$	\$
	One-on-One Coaching				\$	\$	\$	\$

✓ = Product included

WebMD is an independent company offering health information and wellness education to Horizon BCBSNJ members. WebMD® is a registered mark of WebMD, Inc. Horizon Blue Cross Blue Shield of New Jersey is an independent licensee of the Blue Cross and Blue Shield Association. The Blue Cross® and Blue Shield® names and symbols, and Blue365®, are registered marks of the Blue Cross and Blue Shield Association. The Horizon® name and symbols and Precious Additions® are registered marks, and OMNIASM is a service mark, of Horizon Blue Cross Blue Shield of New Jersey. ©2017 Horizon Blue Cross Blue Shield of New Jersey, Three Penn Plaza East, Newark, New Jersey 07105.



Horizon
Wellness

CMC0010829