



NEWS RELEASE

DCH Launches Wellness Website for State Health Benefit Plan Members *Wellness Initiative Promotes Better Health for Members and Plan*

ATLANTA (Thursday, January 24, 2013) – To support wellness among State Health Benefit Plan (SHBP) members, the Georgia Department of Community Health (DCH) has launched AHealthierSHBP.com. AHealthierSHBP.com is the virtual home of the SHBP Wellness Learning Center for all members of the State Health Benefit Plan. The SHBP has nearly 660,000 enrollees, including state employees, teachers, school personnel, retirees and their dependents. The site went live on Tuesday, January 1, 2013.

“Encouraging wellness among plan members benefits both the members and the State Health Benefit Plan,” said David A. Cook, commissioner of the Georgia Department of Community Health, which administers the State Health Benefit Plan. “Healthier members enjoy a better quality of life and are more productive. As members get healthier, costs go down, both for the plan and for the individual member. Creating AHealthierSHBP.com will further encourage SHBP members to become more engaged in their health and well-being through interactive online health education modules.”

The first module, entitled “Are You Right On or At Risk?,” uses an interactive Q&A format and focuses on the importance of biometric screenings and health assessments, which will help SHBP members learn what their biometric numbers mean and why they matter. Additional modules will feature making better, smarter health care decisions; increasing use of preventive care and wellness programs; and the importance of setting goals – and sticking to them.

To encourage healthy behaviors, current members in 2013 SHBP Wellness Plan Options pay lower premiums in return for making the 2013 Wellness Promise. In 2013, SHBP members and spouses (if covered) in both Standard Plan Options and Wellness Plan Options can also earn an incentive fund contribution for 2014. To do so, they must complete the 2013 Wellness Requirements, which include completion of at least one online health education module on the site and completion of an online Health Assessment through their health plan vendor’s (either Cigna or UnitedHealthcare) website by May 31, 2013. For members and spouses (if covered) enrolled in a Standard Plan Option or newly enrolled in a Wellness Plan Option, a biometric screening is also required to earn the incentive for 2014. This biometric screening includes measures for body mass index, blood pressure, glucose and cholesterol.

Those members and spouses who need to complete biometric screenings to meet the 2013 Wellness Requirements will need to go to their physicians in time to complete the biometric screening and have the results faxed by the physician no later than May 31, 2013, by 4:30 p.m. ET. Those physicians will be asked to complete the 2013 Physician Screening Form showing the results of the biometric screening and return the completed form by facsimile to the number shown on the form.

“The SHBP Wellness Learning Center is an innovative, interactive incentive-based learning tool designed to help create a healthier member physically and financially – and a fiscally healthier SHBP. As a self-funded, self-insured plan, the cost of SHBP’s health care is directly related to the health of our SHBP members,” said Trudie Nacin, director of DCH’s SHBP. “So it pays to be healthy in more ways than one.”