

Pathways to Wellness at Pennsylvania State System of Higher Education (PASSHE) Universities



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MILLERSVILLE
UNIVERSITY

What is PASSHE?

14 state-owned universities which include Bloomsburg, California, Cheyney, Clarion, East Stroudsburg, Edinboro, Indiana, Kutztown, Lock Haven, Mansfield, Millersville, Shippensburg, Slippery Rock, and West Chester.



Enrollment & Tuition

The 14 state-owned universities enroll more than 112,500 students.

Largest higher education provider in Pennsylvania.

Tuition for full-time academic year for resident undergraduate is \$5,358.00



- **In 2008, PASSHE launched an employee wellness program called Healthy U.**
- **Employees and their covered spouses/same-sex domestic partners who were enrolled in either the Highmark PPO or indemnity healthcare plan were eligible to participate in this voluntary program.**

4 – phase program

- **Phased in qualifying steps and contribution periods**
- **Phase 1 –online pledge and wellness profile (both employee and covered spouse or same-sex domestic partner must complete the profile to meet the requirements for lower contributions)**

Employee incentives

- **The additional amount that non-participants are required to pay for medical benefits increased 10%**

Year-1 participation rates

<i>Millersville</i>	YES	NO	TOTAL	%Yes	%No
Mgt.	94	23	117	80%	20%
Faculty	262	56	318	82%	18%
Coaches	11	8	19	58%	42%
Nurses	5	0	5	100%	0%

Log on

The screenshot shows a web browser window with the address bar displaying <https://wwwprd.highmarkblueshield.com/cgi-bin/test/chm/jsp/Splash.do?cookie=>. The page features the Highmark Blue Shield logo and navigation tabs for MEMBERS, MEDICARE, EMPLOYERS, PRODUCERS, and PROVIDERS. A main banner includes the headline "HAVE A GREATER HAND IN YOUR HEALTH" and a sub-headline "How do I choose the right doctor/hospital?". Below the banner are three columns: "FIND INSURANCE" (with a woman's image), "FIND PROVIDERS" (with a doctor's image), and "MANAGE YOUR PLAN" (with a family's image). Each column contains a brief description and a list of links.

HIGHMARK BLUE SHIELD
An Independent Licensee of the Blue Cross and Blue Shield Association

TEXT SIZE [A](#) [A](#) [A](#)

[MEMBERS](#) [MEDICARE](#) [EMPLOYERS](#) [PRODUCERS](#) [PROVIDERS](#)

HAVE A GREATER HAND IN YOUR HEALTH
At Highmark, we're committed to helping you live a healthier life. Use the wealth of information and tools on our site to manage your coverage and - more importantly - your health.

How do I choose the right doctor/hospital?
rollover for answer

FIND INSURANCE
Looking for insurance for yourself or your employees? Highmark has a plan for you.

- Individuals & Families
- Medicare Eligible
- Groups & Companies

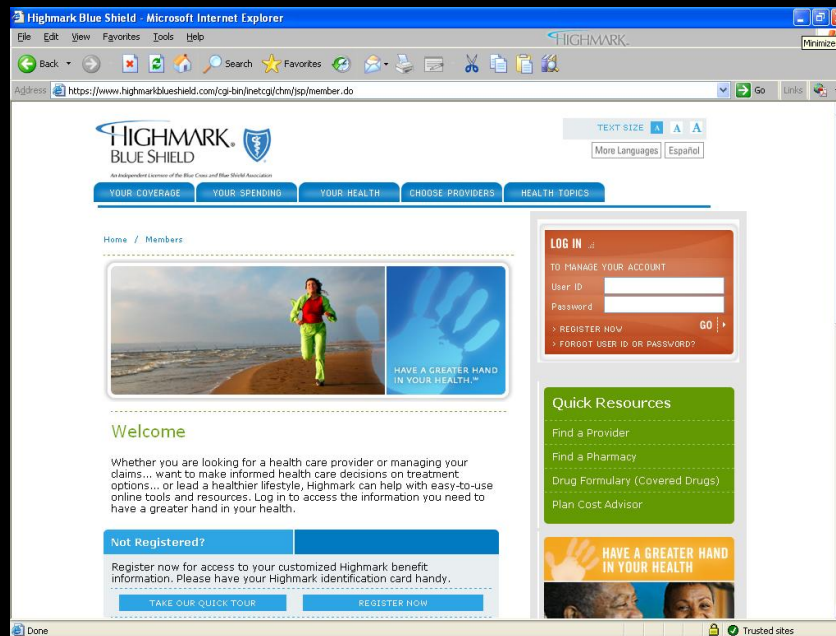
FIND PROVIDERS
Now you have more ways than ever to find a health care provider that's right for you.

- Find a doctor, hospital or other medical provider
- Find a pharmacy
- Find a network vision provider (New Focus & Advantage Products)

MANAGE YOUR PLAN
View your benefits, check the status of a claim, research health topics and more.

- Log in
- Learn more

“If you do not already have a user ID and password, create one by choosing “Register Now” from the Login Box. If you already have your user ID and password and have entered your PIN, skip to page 4.”



Registration page

Highmark Blue Shield - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address https://www.highmarkblueshield.com/cgi-bin/inetcgi/chm/jsp/home/Registration.do?pageAction=NEW_REGISTER

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TEXT SIZE A A A

[YOUR COVERAGE](#) [YOUR SPENDING](#) [YOUR HEALTH](#) [CHOOSE PROVIDERS](#) [HEALTH TOPICS](#)

Registration

Welcome! To access our site, please fill out this form and choose a login ID and password. Click on the blue underlined words for more information about that field.

Member ID:
(Use numeric characters only)

First Name:

Date of Birth (mm/dd/yyyy)

Zip Code

Email Address

Choose a Login ID:
(eg. Tricie1)

Choose a Password:
(eg. Bluehand1)

Re-Enter Password:

Security Question: Please choose your question

Security Answer:

Trusted sites

PIN sent by U.S. mail



Thank you. Your information has been processed.

To safeguard your confidential information, we will send you a Personal Identification Number (PIN) via U.S. mail within 7 to 10 days. Until then, the links for pages that contain your confidential information will appear on the web site, but they will be inactivated. Once you receive your PIN and use it to log on, all links will be active and you will have full access to your confidential health care information.

Click OK to continue.

OK

Log back on

- **Log back on to website upon receipt of PIN**
- **Take Pledge**
- **Take Wellness Profile**

Pledge

- **Employees are asked to accept a Pledge as an effort to lead a healthy lifestyle, partner with their physician and become an educated health care consumer.**
- **Employees agree to take the online Wellness Profile and take advantage of health education programs, tools and materials made available to them.**
- **The Pledge must be completed early, since no other activities can be completed until after the Pledge has been accepted.**

Wellness Profile

- **Measures current health status.**
- **Increases awareness of health and wellness needs and lifestyle practices that determine personal well-being. “Gets you thinking about your issues.”**
- **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 the Wellness Profile Report.**

Phase 2 – preventive exams

- **To receive credit for scheduling exams, employees must login with their ID and password and click “Your Health.” Click “Lifestyle Returns,” then “Assess Your Health,” and select “Preventive Exam” to enter the date of your preventive exam and then click the “Submit” button when complete.**
- **If date is not entered, employee does not get credit for receiving a Preventive Exam. Dates of scheduled, future exams (up to and including 6/30/09) can be entered in advance of the exam date.**

Preventive exams (cont)

- **Program accepts one date for males, and up to three dates (including mammogram date), depending on your age, for females.**
- **Female participants receive credit for EITHER the preventive exam date OR the Gynecological Exam date completion. No credit for entering a mammogram date only.**

Online Health Education Tools Available

- **Chronic Condition Guides**
 - **Step by step information on controlling chronic conditions such as asthma and diabetes.**
- **Surgeries & Procedures**
 - **Information about common surgeries, medical tests and procedures**
- **Healthwise Knowledgebase**
 - **Database that provides information on medical conditions and medications**

Online Health Education Tools Available (cont.)

- **Health Topics with Decision Guide Option**
 - **Health topics with care and treatment options**
- **Inside the Human Body**
 - **Full color, interactive tool that explores the human body and its systems.**
- **Pregnancy**
 - **Information about every stage of pregnancy**

Optional Programs on website

Lifestyle Improvement Online Programs

- **HealthMedia Balance**
- **HealthMedia Breathe**
- **HealthMedia Care for Diabetes**
- **HealthMedia Care for Your Back**
- **HealthMedia Care for Your Health**
- **HealthMedia Nourish**
- **HealthMedia Overcoming Depression**
- **HealthMedia Overcoming Insomnia**
- **HealthMedia Relax**

Blues on Call

- **Health Coaching for members at risk for developing chronic conditions**
- **Telephonic wellness coaching for members who want to stay healthy or members who are ready to make changes in their current lifestyle.**
- **Dedicated health coach for each member. One health coach for all the member's health care needs.**
- **Health Coaching is scheduled in advance and tailored based on a convenient time for both member and health coach.**

Blues on Call participation

- **PASSHE**
 - **“over 600 members”**
 - **“53% success rate in engaging employees in 2 or more health coaching sessions.”**

Major Concerns

as reported by M.U. Human Resources Dept.

PHASE 1

- **Must be done online. None of the steps can be completed offline or via paper.**
- **Spouse has to complete requirements.**
- **Technical difficulties with website. Website was down. PIN**
- **Temporary loss of information.**

Major Concerns (cont.)

PHASE 2

Canned program

- Not everything is done at once.
- Confusion continues about process.
- Hard to find link/tab for login.

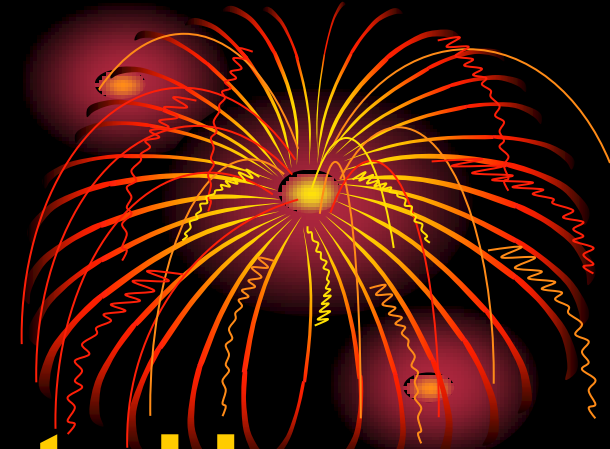
Special on-campus meetings titled:
“Confused about Healthy U.”

Appeal process implemented for
employees unable to meet
deadlines or confused.

General issues

- **Privacy/confidentiality concerns expressed by participants.**
 - **How is the info used?**
- **Frustration by non-participants over paying higher premiums.**
- **Self-reported data**
- **No allowances for personal status in determining one's wellness.**
 - **Diabetes –**
 - **Pregnancy -**

Final thoughts



- **Themes and data reflected here are for employees covered by the PASSHE group health plan.**
- **Maintenance employees are covered by a different health plan and have a separate Wellness program from “Healthy U” called “Get Healthy.”**