

The Challenge:

To motivate plan members to get healthy and stay healthy.

The continually rising prevalence of chronic disease presents a huge challenge for both the health of Canadians and the cost of benefit plans. The most prevalent chronic diseases – high cholesterol, hypertension, and diabetes – have been shown to improve significantly (and even disappear) when patients adopt healthy lifestyle changes. Which brings us to the million-dollar (or arguably, billion-dollar) question... how do we motivate plan members to get (and stay) healthy?

The Solution:



GreenShield's Change4Life[®] health portal

The Change4Life health portal

Available to all plan members by logging into their online account, the Change4Life health portal is an incentive-based health management solution that provides plan members with interactive online tools and resources that support and encourage them to live healthier lives.

The site incorporates innovative (and scientifically proven) behavioural economic strategies that use points and rewards to motivate plan members to better manage their health. The more your plan members use the site to improve their health, the more points they will earn and the more rewards they can win.

The Change4Life health portal encourages your plan members to:



Complete an online health risk assessment (HRA)

Plan members are encouraged to complete their HRA to receive a personalized health report card along with an overall health score. This provides the foundation for what they get next – a recommended action plan filled with personalized tips, tools, and resources that nudge plan members to adopt healthier habits using a small-steps approach.



Check out GreenShield's Mindfulness Program

This six-session series focuses on mental wellness as part of overall health, and is a valuable tool in approaching stress, low mood, and/or anxiety differently.



Sign up to receive Stick2It® medication reminder emails

GreenShield's Stick2It medication reminder service helps plan members remember to take their medications as prescribed. Plan members can set up Stick2It reminders to receive regularly scheduled emails reminding them to take their medications and/or refill their prescriptions.



Sign up to receive health-reminder emails

Similar to Stick2It, plan members can stay on track with their health-related activities by scheduling health-reminder emails for a wide variety of activities, such as tracking their daily steps, physical activity, diet, and blood pressure.



Get to know the Spotlight page

The Spotlight page features great resources such as a recipe library, health-related news, 30-day health challenges, and more!



Get educated on a variety of health topics

The health portal's multi-media education modules help plan members get the information they need. Plan members can learn about topics such as diabetes, stress, migraines, and more by reading articles or listening to podcasts.



Set a S.M.A.R.T. Goal

The S.M.A.R.T. Goal tool allows plan members to develop a personal health plan and track their progress as they work towards achieving it. Using the S (specific) M (measurable) A (achievable) R (realistic) T (timely) methodology encourages plan members to make a personal pledge towards better health.

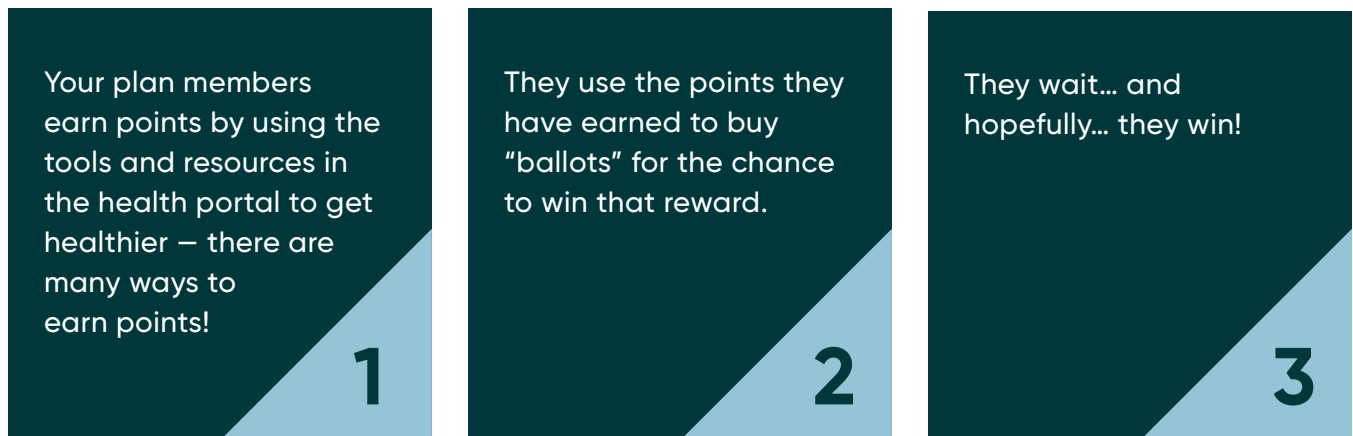


Sync a wearable tracker (e.g., Fitbit, Garmin, etc.) with Change4Life

Plan members who have a wearable can track their steps automatically by syncing a compatible wearable with Change4Life. And, as they complete these actions, they'll earn points – points that can be used to participate in the Change4Life Rewards Program.

Change4Life Rewards Program

Here's how it works:



We hold monthly (ongoing) draws for great rewards including gift cards for popular retailers of home goods, sports apparel, and more.

In addition to these monthly draws, quarterly bonus draws and challenges are also available throughout the year. There is always something new to keep plan members wanting to come back. The more plan members use the health portal, the more chances they have to win great rewards!

And while we know everyone loves points and rewards, the greatest benefit to plan members is that they are taking important steps towards a healthier life.

The Change4Life health portal allows plan sponsors to:

Leverage a valuable tool to support your overall health and wellness strategies

Change4Life can be integrated into your organizational health and wellness initiatives, or even be the health and wellness hub for your plan members. Use it as is or make it specific to your organization with enhancements* – such as offering corporate challenges or personalizing the experience by adding your logo. We can help make Change4Life work for your organization.

Get valuable insights through strategic health behaviour-change analytics and reporting

Change4Life's enhanced analytics and reporting feature* includes more than 100 new Tableau charts allowing GreenShield to access:

- Aggregated HRA participation and aggregated risk factor scores – across our book of business and per plan sponsor
- Aggregated individual plan member behaviour change over time
- A range of filtering capabilities, e.g., by date, gender, age
- Top learning modules, tools, and content usage trends
- Wearables usage and statistics
- Points earning summaries
- Rewards preferences, prize bids by age/gender, savers vs. spenders

This value-added tool will help to identify key risk factors, areas of opportunity where plan members are the most motivated to make changes, and individual behaviour-change results over time.

**Get healthy. Get rewarded.
It's that simple.**

* Additional fees may apply

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