



# Health Management Portal Enhancement Opportunities



# The Change4Life health portal uses a rewards-based approach that serves as a catalyst to drive participation in health behaviour change.

The Change4Life relaunch in October 2021 included a new logo, branding, and new features, in addition to increased wearables integration, a new reporting dashboard, and modalities for learning. These features were a great addition to the existing robust health risk assessment (HRA) that results in a personalized health report card and an overall health score.

The health score provides the foundation for the plan member's recommended action plan, one that is filled with personalized tips, tools, and resources that nudges them toward adopting healthier habits. Changing behaviour can be challenging, so the Change4Life health portal offers exciting rewards to "bridge the gap", while plan members move along the continuum to healthier lifestyles.

The data collected through the HRA can reveal a clear picture of the health of a plan member population. An HRA report can be shared with plan sponsors, however, it can only be provided if a minimum completion threshold is met, or the data won't be representative of the overall health status of an organization. For plan sponsors with 100+ plan members, a ten per cent HRA completion rate is required. For less than 100 plan members, the report request will be assessed on a case-by-case basis. Regardless of group size, the HRA must be completed by at least five plan members of each gender. For more information on HRA reporting, connect with your GreenShield account team.

# How can you increase your HRA completion rate and overall engagement with the health portal?

We are pleased to offer you enhancement opportunities that can be implemented for a reasonable fee.

## How do these enhancements add value?



Enhancements that include organizational co-branding can demonstrate plan sponsor support and endorsement of the portal.



Other content-related enhancements can make Change4Life the one-stop-portal where plan members can access all of the available organizational health and wellness tools and resources a plan sponsor offers.



Custom HRA challenges allow plan sponsors to offer challenges on their schedules, and with their own reward system that will best suit their needs and the health management goals they have for their organization.



Going one step further, the ability to offer a custom reward store can significantly boost engagement.



Through the use of bonus points and bonus codes, plan members can be rewarded for corporately-sponsored activities they participate in, such as wellness fairs, vaccine clinics, screening clinics, etc.

All of these available enhancements will increase participation and engagement and will result in valuable plan sponsor reporting.

## Enhancement options

Pricing for each option is valid until December 31, 2024 (implementation must occur before December 31, 2024). For a quote or more information about any of the enhancement options, speak with your account team.

Option <sup>1</sup>	Fees <sup>2</sup>
<p><b>Add company logo to the Change4Life portal</b></p> <p>Provides organizational endorsement and support of the portal</p>	<ul style="list-style-type: none"> <li>• \$2,650 for initial logo</li> <li>• \$1,750 for subsequent changes</li> </ul>
<p><b>Integrate other HR services links to the Change4Life home page</b></p> <p>Allows for one-stop access to other health and wellness support services (i.e., Employee Assistance Plans, second opinion services, etc.).</p>	<ul style="list-style-type: none"> <li>• \$5,200 setup fee</li> <li>• \$2,350 per change</li> </ul>
<p><b>Custom reward store</b></p> <p>Replaces the regular Change4Life reward store with a dedicated and customized reward store.</p>	<ul style="list-style-type: none"> <li>• \$10,500 setup fee</li> <li>• Value of rewards plus fulfillment fee of \$5.00 per card</li> <li>• \$7,000 per year for hosting management</li> <li>• Changes may result in additional fees</li> </ul>
<p><b>Simple HRA challenge (bonus points)</b></p> <p>The simple HRA contest is run behind the scenes, retroactively tracking HRA completions within a specified timeframe. Bonus points are awarded to each plan member who completes an HRA within that timeframe.</p>	<ul style="list-style-type: none"> <li>• \$3,750</li> </ul>
<p><b>Enhanced HRA challenge (prizes)</b></p> <p>Includes consent pop-up and other communications on the portal to encourage plan members to participate. Allows for guaranteed prizes or a draw rather than just points.</p>	<ul style="list-style-type: none"> <li>• \$7,000</li> </ul>
<p><b>Bonus points codes</b></p> <p>Use Change4Life bonus points to reward plan members for engaging in various activities (e.g., attending health fairs, screening clinics, training)</p>	<ul style="list-style-type: none"> <li>• From \$1,000 to \$2,100 based on type of code and quantity.</li> <li>• Your account team can provide more details.</li> </ul>

<sup>1</sup> The plan sponsor is responsible for any taxable benefit accounting/deductions for reward items, if applicable.

<sup>2</sup> Fees do not include the cost of the reward items or the fulfillment of any rewards. Applicable taxes are not included and are not eligible for any advisor commissions. Enhancements are subject to certain conditions and requirements. Please contact your account team for details on what is included within the fee.

**Note:** The process from gathering requirements to implementation will vary based on the enhancement selected. It's best to provide your account team with as much notice as possible for any enhancement option.