

Take the  
Health Risk  
Management  
Quiz today!

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**MEDICA**

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MINNEAPOLIS, MN  
PERMIT NO. 4724

# When it comes to managing health risks – how does your company measure up?

*Total Health Management Solutions from Medica.*

Total Health Management  
Workshop - February 6  
See inside.



# MEDICA INDICATORS<sup>®</sup>

Winter 2008

## It's not just about health. It's about economics.

Your employees make choices every day that affect their health and wellness. Sometimes those choices are healthy, but sometimes they aren't.

In fact, a whopping 35% of all medical costs derive from unhealthy lifestyles that could be prevented or managed. Simply by taking steps to help your

employees manage their health risks, you can reduce your medical trend. Medica can help.

### SOLUTION #1: Build awareness by promoting health assessments.

Encouraging your employees to take a health assessment is a logical first step in creating a healthier workforce. This proactive tool can drive measurable business benefits by helping employees identify and act on potential health risks. Here's how Medica health assessments work:

#### 1. Information gathering.

Employees are asked questions about their lifestyle and medical history. All information is kept strictly confidential.

#### 2. Instant feedback.

Those who complete the online assessment immediately receive a personal Wellness Score between 1 and 100, along with recommendations for how to improve their score.

**3. Personalized online support.** Participants also get their own home page on My Health Manager from Medica<sup>SM\*</sup> that identifies wellness priorities, provides preventive care reminders, links to helpful Medica health management programs and encourages participants to take action.

**4. Access to Medica resources.** Participants are invited to enroll in an online Healthy Living Program selected just for them.

They can also link directly to Medica online resources specific to their health concerns.

**5. Rewards for healthy choices.** Eligible members earn rewards from Medica for making healthy lifestyle choices, including up to \$100 a year in gift cards.

*Your employees can take an online health assessment any time by logging on to My Health Manager from Medica.<sup>SM\*</sup>*



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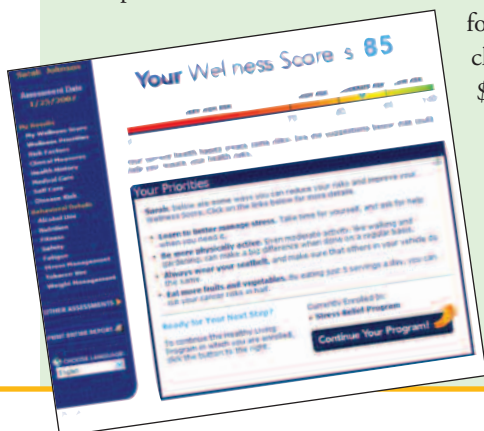
Ready to do health assessments at your company?

Medica makes it easy to offer and promote health assessments at your company. With the click of a mouse you'll find:

- Sample plans and schedules
- Turnkey promotional materials
- Helpful tips
- Health and wellness activities
- Incentives for members who make healthy lifestyle choices

#### Next steps:

1. Download a **Worksite Health Assessment Tool Kit**. Go to [www.medica.com](http://www.medica.com), then follow these links: Employers>Wellness Resource Center, use the password "wellness."
2. Learn more about the power of health assessments at our Feb. 6 workshop. See inside for details and registration.



*Continued on page 2*

\*Included with fully insured plans and optional for self-insured groups.

When employees know their health and wellness score, your business wins.

Medica presents

## Driving Results with Total Health Management

Part 1: Build awareness with health assessments

Wednesday, February 6

8:00 a.m. Registration & continental breakfast

8:30 – 11:00 a.m. Program

REGISTER  
TODAY!

Join us as Dr. Charlie Fazio, Medica Chief Medical Officer, shares why health assessments are an important first step toward helping employees identify, understand and act on their health risks. Learn how this powerful tool can help transform your employees into empowered health care consumers and reduce health care costs.

For more information and to register, go to [www.medicatraining.com](http://www.medicatraining.com).

### How well are you managing potential health risks?

Caring about your employees' health is more than just a nice thing to do. Healthy employees are more productive and less costly to insure. To see how well you're managing potential health risks at your company, take our Health Risk Management Quiz. Complete the quiz before February 6 and we'll enter your name in a drawing for a \$100 gift card!

To find the Health Risk Management Quiz – go to [www.medica.com](http://www.medica.com), then follow these links: Employers>Total Health Management.

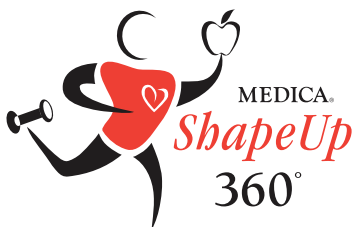
## TOP 5 TIPS

For making your health assessment a success

- 1 Gain management support.** It's hard to build a healthier workplace without visible support from the top.
- 2 Simplify planning and promotion** with turnkey resources from Medica. Find them online at the Wellness Resource Center.
- 3 Drive participation.** Sponsor an organized effort to increase participation. Aim for 90% - 95% participation for the best results and encourage employees to complete the assessment.
- 4 Reward employees when they act on health risks.** Many people don't make behavior changes unless they have an external motivation to do so. Encouragement can increase participation and improve employee morale.
- 5 Use the results to better target health and wellness activities** for your worksite. Medica helps you identify and implement activities that address your employees' priority risk areas.

It's not just about health...continued from page 1

### SOLUTION #2 Get people off the couch!



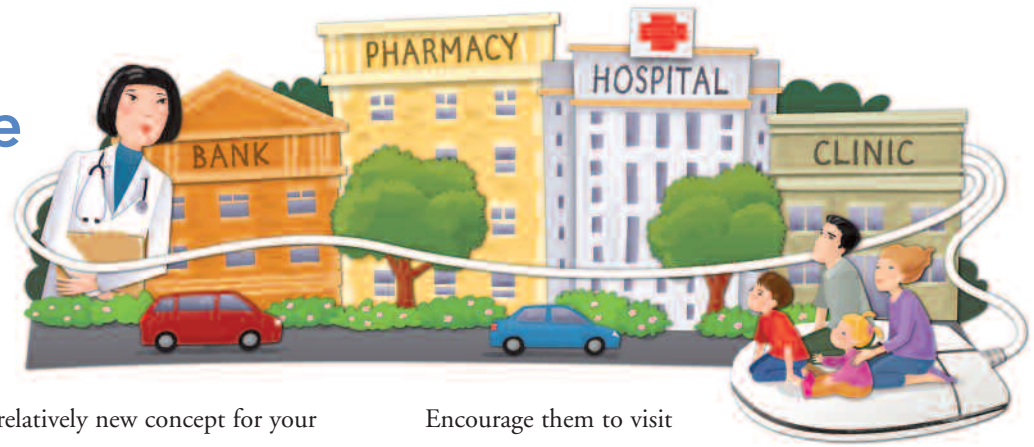
Looking for an easy, fun way to help turn around the health of your employees? Sign up for the Medica Shape Up 360° health challenge. It tackles an important health risk factor head on – lack of physical activity – and Medica makes it easy to plan and promote.

This friendly competition runs from April 7 to May 27, and gives your employees a chance to earn rewards for making healthy lifestyle choices both at work and at home. Last year, more than 12,000 employees participated in this popular six-week campaign, and 99% of their employers plan to take the challenge again.

#### Next steps:

Register by Feb. 8. Go to [www.medica.com](http://www.medica.com), then follow these links: Employers> Medica Shape Up 360°.

## Shop for health care at Main Street Medica



Shopping for health care is a relatively new concept for your employees, and all of us as consumers. Main Street Medica simplifies the health care shopping experience, helps your employees be savvy shoppers and can help reduce the cost of care.

Encourage them to visit [www.mainstreetmedica.com](http://www.mainstreetmedica.com) to compare cost and quality for prescriptions, tests, procedures and other treatments.

### An invitation for Group Administrators

If you'd like to learn more about administering your Medica plan, come to the March 6 Group Administrator event. Account management staff will be on hand to share detailed information about enrollment, contracts, billing procedures and more. They'll also be happy to answer your questions. **To register or for information about other Group Administrator events, go to [www.medicatraining.com](http://www.medicatraining.com).**

### Want to be in the know? *Send us your e-mail address!*

Stay in the loop about important Medica developments, insurance industry news, fun and informative events and more by subscribing to Medica's monthly employer e-newsletter. Sign up today at [www.medicaemployer.com](http://www.medicaemployer.com). Don't be the last to know. Act today!



## We want your feedback!

Tell us what you think about *Medica Indicators*, and we'll use your feedback to make it a more useful resource. We'll also enter your name in a drawing for a \$100 gift card. Go to [www.medica.com](http://www.medica.com)>Employers>Indicator Survey.

***The winner will be notified by March 15, 2008.  
Make your opinion count!***

## To learn more

Contact your Medica representative or visit the Medica Wellness Resource Center online. Go to [www.medica.com](http://www.medica.com), then follow these links: Employers>Wellness Resource Center, use the password "wellness".

No Web access? Call the Medica Service Center at 952-992-2200 or 1-800-936-6880 to request a Worksite Health Assessment Tool Kit.