



Health Strategies Update

Customer Analysis & Solutions

January 2017

This monthly update is distributed internally and contains UnitedHealthcare health and wellness-related updates and information. Feel free to use this information to create an external communication to your customers as you see appropriate. Contact your designated Health Strategies Consultant with any questions.

Health Strategies Tip of the Month Supporting New Year's Resolutions with Rally Missions

It's that time of the year when many individuals set New Year's resolutions. Unfortunately, most are unsuccessful in turning resolutions into long-term habits. There are many reasons why people don't stick with their New Year's goals, but the fact that they set these goals demonstrates that they are ready to change.

Numerous UnitedHealthcare resources exist to help members form new habits. Rally Missions, in particular, may be helpful in supporting member New Year's resolutions for the following reasons:

- Rally Missions are divided into the following categories: **Move**, **Eat**, **Feel**, and **Care**. These categories align very closely with the areas that most people address within New Year's resolutions.

National Health Observance Cervical Cancer Awareness

January is Cervical Cancer Awareness Month. According to the [CDC](#), cervical cancer is highly preventable in most Western countries because screening tests and a vaccine to prevent human papillomavirus (HPV) infections are available. When cervical cancer is found early, it is highly treatable and associated with long survival and good quality of life.

Looking for educational information related to cervical cancer? If so, check out the following UnitedHealthcare resources:

- [Prebuilt Newsletter with Cervical Cancer Information](#)
(see page 3)
- [Cervical Cancer Overview](#)
- [Fight Cervical Cancer: Get a Pap Test](#)

- Missions take at least four weeks to complete as they are focused on helping individuals take small, sustainable steps in achieving long-term behavior change.



- With the Rally Health app, Missions can be accessed quickly and easily with a smartphone.
- Reminders to check into Missions are pushed to members via the Rally Health app and through email.

Remember the following:

- There are over 50 Missions from which to choose. Missions can be sorted by difficulty. There really is something for everyone, no matter where a person may be on his/her journey to better health.
- Member-level Missions reporting is available through LaunchPad. So, if a customer wanted to incent Missions (e.g., incentive drawing), reporting is available that allows them to do so.
- Rally communications are available at uhctools.com/rally. An email template exists that relates specifically to Missions.
- Members earn Rally Coins as they progress through and complete their Missions. Coins can be redeemed for entry into incentive sweepstakes.

And don't forget, Missions may help members form new habits throughout the year...not just during the New Year!

Updated Real Appeal Materials

As recently [posted on Connect](#), Beginning Jan. 1, the Real Appeal program will be embedded for most fully insured customers with 51-plus eligible employees at no additional cost to employers or employees. As such, several Real Appeal documents have been updated and posted to Connect, including:

- [Real Appeal Employer Toolkit](#)
- [Real Appeal Engagement Registration Site Instructions for Employers](#)
- [Real Appeal Fully Insured Self-Service Walkthrough Presentation](#)
- [Real Appeal Member Flier](#)
- [Real Appeal Employer Sell Sheet – ASO or FI](#)

Wellness - ADA & GINA Communications and Support

As recently [posted on Connect](#), the EEOC issued final regulations under both the ADA and GINA addressing wellness incentive programs. These

Healthy Mind Healthy Body – January 2017

UnitedHealthcare's *Healthy Mind Healthy Body* member newsletter is available for January. Each month, *Healthy Mind Healthy Body* comes to your email filled with tips and strategies you and your family can really use. Our plain language approach and at-a-glance layout make it easy to get right to the information you want.

Below is a sampling of what you'll find in this month's issue:

- Top 10 weight control tips
- Football fans: 5 great recipes for the big game
- What everyone should know about HPV and cancer
- Don't go viral: 8 ways to fight colds and flu

Go to uhc.com/myhealthnews to sign up now.



Next UnitedHealthcare Online Seminar

Get Fit Without Fads

Tuesday, January 10, 2017, 12:30 p.m. ET, 11:30 a.m. CT

Join us for this seminar to learn about healthy habits, tips and tricks that can result in real weight loss and find the best diet to suit your lifestyle. Popular diet plans will be reviewed along with helpful recommendations for weight loss plans that can meet health goals, leave you feeling energized and go the distance to help keep pounds off permanently.



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UHC_Get Fit

regulations are effective for plan years beginning on or after January 1, 2017. New [communication materials](#) are available, including:

- [ADA GINA Wellness Incentives Limits Options \(Internal Only\)](#)
- [ADA GINA Wellness Incentives FAQ - Internal](#)

America's Health Rankings Annual Report Released

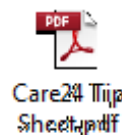
The United Health Foundation released the 27th America's Health Rankings Annual Report. As the longest-running annual assessment of the nation's health on a state-by-state basis, the report highlights the healthiest states in the nation and those that have the greatest opportunity for improvement. [Click here](#) for highlights and more information.



Care24 & NurseLine Bulletins

Overviews

Attached are January's Care24 and NurseLine bulletins, which are dedicated to updated Care24 and NurseLine overviews.



Care24 Tip Sheet.pdf

NurseLine Tip Sheet.pdf

United at Work Podcast of the Month

Aging Well

The [Aging Well podcast](#) reviews common problems in addition to changes typically associated with the aging process. Also provided are tips to minimize the effects of aging.

View the attached flyers for more information about the United at Work podcast series. Also attached are the Aging Well Quiz and Quiz Answers that accompany this month's podcast.



JHCEW6921073-0001 Aging Well United At Work... Questionnaire.pdf



Aging Well Answer Sheet.pdf

February Preview

- February is [Heart Health Month](#)
- United at Work Podcast of the Month: [Healthy Heart](#)
- UnitedHealthcare Online Seminar: My Mediterranean Kitchen (February 14)