

Principal Wellness Company

# Principal *HealthyEdge*<sup>SM</sup>

Program highlights and optional services





## Principal *HealthyEdge*<sup>SM</sup>: tools to build a healthier, happier company

Since 1992, Principal Wellness Company has defined the standard for wellness benefits in the health care marketplace. Our products and services offer you a complete solution – one that not only can improve the well-being and productivity of your employees, but one that can actually help reduce your benefit-related expenses.

We continuously examine our programs through actuarial analysis and long-term studies. Industry experts and independent studies validate the Principal Wellness processes and methodology.

Principal Wellness achieves results with:

### **Observation and evaluation**

Our **health risk appraisal questionnaire** helps analyze a participant's lifestyle choices, personal and family health history, safety, nutrition, physical activity, and stress levels. The questionnaire is completed prior to the health screening appointment, then combined with the participant's screening results to be reviewed during a private, one-on-one consultation.

Through **annual on-site health screenings**, each participant is evaluated through several stations by a Principal Wellness health screening technician, then given immediate results based on his or her clinical measurements. Screening components include:

- Lipid profile/cholesterol
- Blood glucose
- Blood pressure/heart rate
- Body composition
- Height/weight
- Low-back and hamstring flexibility

**Immediate results of questionnaire and testing** – Directly following each participant's screening, his or her results are combined into a full analysis report.

**Immediate one-on-one private consultation** – As a part of every screening, we hold private, confidential consultations with individuals in both high and low risk groups. We consult at the completion of the screening so we can take advantage of a prime opportunity to communicate and motivate. Participants also receive supplementary educational materials to help them manage any health conditions they might have.

### **Targeted health management programs**

Our **home-based targeted intervention programs** meet the needs of individuals with the highest risk of chronic conditions. We provide ongoing communication with these participants through phone calls and e-mails to maintain the direct engagement, personalized motivation, and support that leads to positive change. Programs are available for individuals with health problems relating to cholesterol, blood sugar, blood pressure and weight.

**My Health Manager online interactive health management technology** provides participants access to tools and resources for personalized health management including:

- Online health risk assessment
- Symptom checker
- Personalized goal/progress tracking
- Condition centers

**Risk-specific information** is targeted toward individuals with high-risk conditions to help them better understand their conditions and make the changes they need to improve their health. These materials are mailed or delivered to participants' homes and include:

- Educational background information and lifestyle-related handouts
- The monthly *Take Charge* newsletter, which raises awareness with information, recipes and suggestions for healthy living
- Recipes
- Personal wellness consultants who are available to answer questions and offer information via phone and/or e-mail
- Exercise and nutrition charts and logs

**Tobacco-cessation program** – Principal Wellness and the American Cancer Society have teamed up to provide a dedicated American Cancer Society Quitline® that offers participants access to tobacco-cessation counseling 24 hours a day, seven days a week.

#### **Positive lifestyle information and education**

An effective wellness program should challenge information that promotes unhealthy lifestyles. Positive lifestyle behavior change needs continual reinforcement, and **our program** provides consistent, relevant messages to educate and motivate participants. They include:

- On-site orientation seminars and materials, such as posters, handouts and letters to help participants understand the goals of the program
- Quarterly health campaigns that revolve around various themes
- Home delivered monthly newsletter, online newsletter and bi-monthly e-mail messages

#### **Administration and management**

We place significant value on our ability to design and implement programs that are most effective for our employer clients. We offer key administration and management touch-points to ensure effectiveness of the program and keep employers informed. These include:

**Strategic planning** – we work with our clients to set program objectives and lay out plans to accomplish those objectives in the short and long term. We provide on-going strategic planning to evaluate program effectiveness

**Dedicated Account management** – consultation and program management provided by a client-dedicated, experienced wellness account manager

**Legal and compliance team** – dedicated to support of the *HealthyEdge* wellness program

**Ongoing communication and wellness promotion assistance**

## Reporting package

*HealthyEdge* provides our employer clients with utilization information, a complete and accurate portrait of your employees' aggregate health, and information about clinical improvements that can result from participation in the program. Specifically, you can count on:

- Group aggregate reports that provide a summary analysis of employee health, areas of concern, and recommended changes and improvements
- Clinical improvement reporting
- An analysis of your company's existing medical claims
- A trend analysis of your employees' aggregate behavior-change progression
- A risk-transition report – an in-depth analysis of movement between risk categories over time

## Optional enhancements

Principal *HealthyEdge*<sup>SM</sup> offers **participation and screening enhancements** that can be added to an employer's package. Speak with your Principal Wellness representative about tailoring a plan to meet the needs of your clients or work force.

# Summary of optional services

In addition to Principal *HealthyEdge*<sup>SM</sup> from Principal Wellness, companies may choose to enhance the program with one or more of these options. If a company does not want to incur the additional expense of an optional service, the company can make the option available on an employee-pay basis.

### Optional Enhancements

#### Include employee spouses in the:

- On-site health screenings
- Home-based targeted intervention

### Health Screening Enhancements

*Performed during on-site health screenings or at another time*

- Osteoporosis screenings
- Vision screenings
- Metabolic blood panel
- Thyroid stimulating hormone (TSH)
- Prostate specific antigen (PSA)

- Follicle stimulating hormone (FSH)

- Hemoglobin & Hematocrit (H&H)

- Colo-care kit (for participants age 40 and older)

### Education Enhancements

- Mayo Clinic Guide to Self Care book
- The American Medical Association Family Medical Guide, 3rd ed
- Nutrition in the Fast Lane
- Wall calendar (mailed in November)
- Preventative care reminder cards



WE'LL GIVE YOU AN EDGE<sup>SM</sup>

Principal Wellness Company, 800-354-1721, [www.principal.com/wellness](http://www.principal.com/wellness)

This flyer provides general information about Principal *HealthyEdge*<sup>SM</sup> and optional services of Principal Wellness Company. It is not a contract or complete statement of the Principal *HealthyEdge*<sup>SM</sup> program. Principal Wellness Company does not diagnose or treat any medical condition.