

Wellness Programs for Your Employees



We know the positive impact that comes from having active and healthy employees and we want to make sure you get the most out of the wellness programs Health New England has to offer. Unlike other health plans that give employers a wellness stipend and then charge for each additional wellness service, we have developed our comprehensive wellness programs at no additional cost to you or your employees.

Basic: Wellness Plan Benefits

At a basic level with no additional effort or action needed by employer groups, we offer all members access to the following wellness benefits as part of their health plans:

- An annual preventive well-visit, covered at no cost¹
- A yearly \$150 wellness/fitness reimbursement²
- Nutritional counseling with a certified nutritionist³
- Free help to quit smoking through our smoking cessation program

In addition, members get free online access to the Healthy Directions web portal, powered by WebMD® Health Services. Members can take advantage of the many helpful tools to improve overall health and well-being in a private portal. At webmdhealth.com/hne, members will find a comprehensive health assessment, a digital health assistant, self-management tools, health trackers, healthy recipes and much more.

¹When using an in-network provider.

²Amount may vary depending on plan/group election; some self-funded plans do not offer this reimbursement.

³Number of visits may vary by plan/group.

Enhanced: Healthy Choices Rewards Program

For employer groups who want to take their wellness program a step further, we offer a free opt-in program called Healthy Choices for employer groups and for individual members who purchased a plan through the Connector.

Healthy Choices is a free online program located on our Healthy Directions web portal at webmdhealth.com/hne that rewards members for being proactive about their health. Healthy Choices is designed to help members gain a better understanding of their health and learn ways to better manage it. By completing a few simple health activities during the year, members earn points towards raffle drawings.

Opt in and get your employees started with the Healthy Choices program by contacting our Health Management Program Department at healthydirections@hne.com.

Once you opt into the program, your employees can begin earning points towards \$25 - \$1,000 in raffle rewards from Health New England by doing the following:

1. Registering for the Healthy Directions WebMD portal
2. Completing a Health Assessment
3. Completing a Biometrics Screening
4. Participating in and successfully completing Health Activities for the current calendar year – including webinars and health challenges

Reward raffles are held monthly, quarterly and at the end of the year and the prizes are completely funded by Health New England.

Customized: Healthy Directions Employer Worksite Wellness Program

Our customized wellness program, Healthy Directions, is designed for employer groups that would like to partner with us a little more closely. Health New England's Health Management Program team will work with you to tailor a comprehensive worksite wellness program that is right for you and your employees – and we administer your program for free.

As part of Healthy Directions, you and your employees get:

- An onsite kick-off event, which includes biometric screenings
- Various health activities, challenges, educational seminars and webinars
- Access to the Healthy Directions web portal at webmdhealth.com/hne
- Access to the same drawings as noted for the Healthy Choices program

We will also design and administer other incentive programs beyond what we offer if you choose to supply additional rewards to further motivate your employees.

Employers participating in the Healthy Directions program realize a value between \$6,400 and \$19,600 (based on employer size ranging from 50 to 200+ employees) at no additional cost, not to mention the cost savings from having healthier employees.

For more information or to opt into the Healthy Directions program, contact our Health Management Program Department at healthydirections@hne.com.