



North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



RivalHealth Wellness Program

Board of Trustees Meeting

May 12, 2016

A Division of the Department of State Treasurer

Presentation Overview

- NC Health*Smart* and RivalHealth Introduction
- RivalHealth Presentation
- RivalHealth Wellness Program for State Health Plan Members

NC Health*Smart* and RivalHealth

- The State Health Plan offers a variety of health and wellness resources through NC Health*Smart*.
- The Plan has expanded the NC Health*Smart* suite of services to include the RivalHealth wellness program in order to:
 - Enhance opportunities for members to implement healthy behaviors
 - Provide programs that suit differing member needs
 - Incentivize organizations to support the health of their employees

RivalHealth is made available through the Plan's contract with BCBSNC.

NCHEALTH*Smart*
An initiative of the State Health Plan

RivalHealth

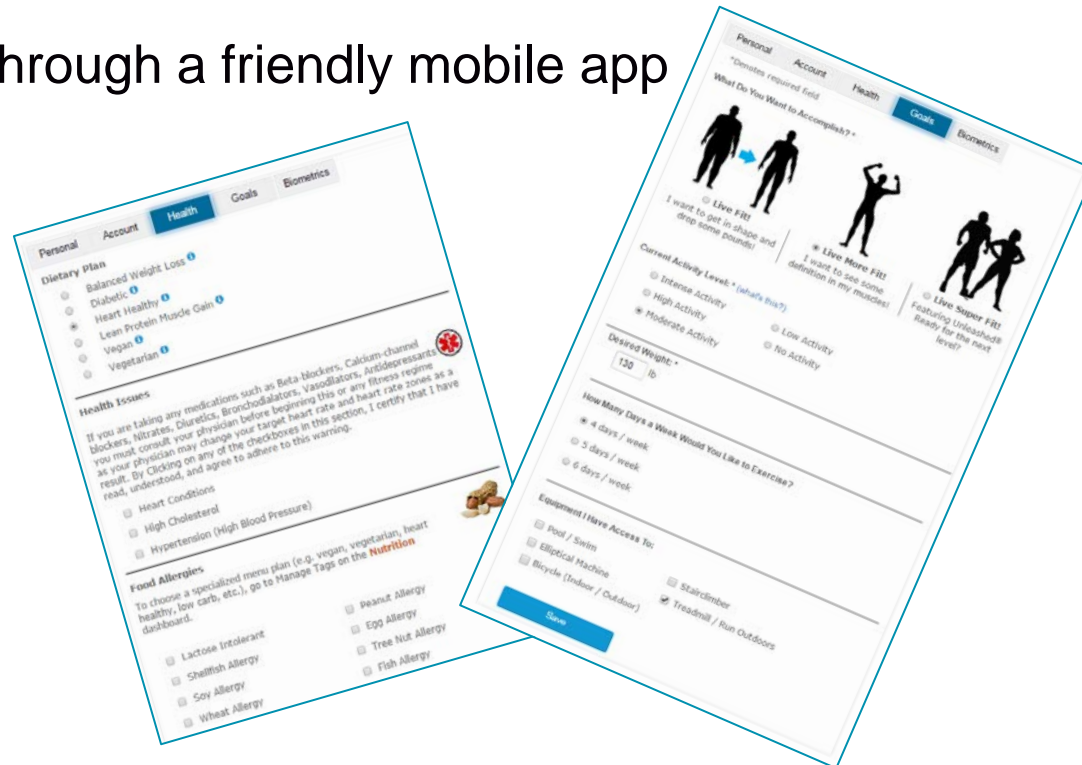
RivalHealth

- RivalHealth is a fitness-based wellness platform that engages members with daily exercise and nutrition activities and sustains engagement through social interaction, challenges, incentives and outcomes.
- RivalHealth has experience engaging employees in various worksite environments.
- This platform will provide members with an additional resource to enhance healthy behaviors related to physical activity and nutrition.



RivalHealth

- It outlines what to do each day to reach goals
- It's personalized – members receive their own daily plan for exercise and healthy eating
- It encourages members to engage with teams and challenges to stay motivated
- It can be accessed anywhere through a friendly mobile app



Measure, Track, Improve

The screenshot shows the main dashboard of the North Carolina State Health Plan app. At the top, there are navigation icons for Home, Nutrition, Exercise, RivalRating, Progress, Teams/Challenges, RivalTV, and News. The dashboard is divided into several sections:

- How Am I Doing?:** Features a RivalRating gauge and a Weight gauge. The RivalRating section includes a "Take a FitN" button circled in red. Below this is a "RivalRiddle" section with a "Show Answer" button.
- Daily Nutrition & Exercise:** Displays a "Lunch" section with a recipe for "Ham and Rice Salad" and an "Exercise" section for "Workout #1 Chest-Abs-Core".
- Challenges:** Includes a "Daily Walk" challenge with a "Submit" button and a "Challenge Yourself or Others" section with a "Create Challenge" button.
- Tip of the Day:** A green banner with a tip about exercise and sleep.

HOW CAN I MEASURE SUCCESS?

Our registration process determines someone's starting point and goals. The patent-pending RivalRating then serves as the standard measure of current fitness **vs. others of the same age and gender**, allowing improvement to be tracked.



Engage and Coach

HOW DO I IMPROVE?

Personalized exercise and nutrition plans are generated daily, showing the member “what to do.” These plans are created based on the original assessment, goals, and progress made.

The screenshot shows the North Carolina State Health Plan mobile app dashboard. At the top, there's a header with the logo and navigation icons for Home, Nutrition, Exercise, RivalRating, Progress, Teams/Challenges, RivalTV, and News. Below the header, there are several sections: 'How Am I Doing?' with RivalRating and Weight gauges; 'Daily Nutrition & Exercise' with a 'Lunch' section showing 'Ham and Rice Salad' and an 'Exercise' section for 'Workout #1 Chest-Abs-Core'; 'Challenges' with 'Daily Walk' and 'Challenge Yourself or Others' options; and a 'Tip of the Day' section at the bottom.

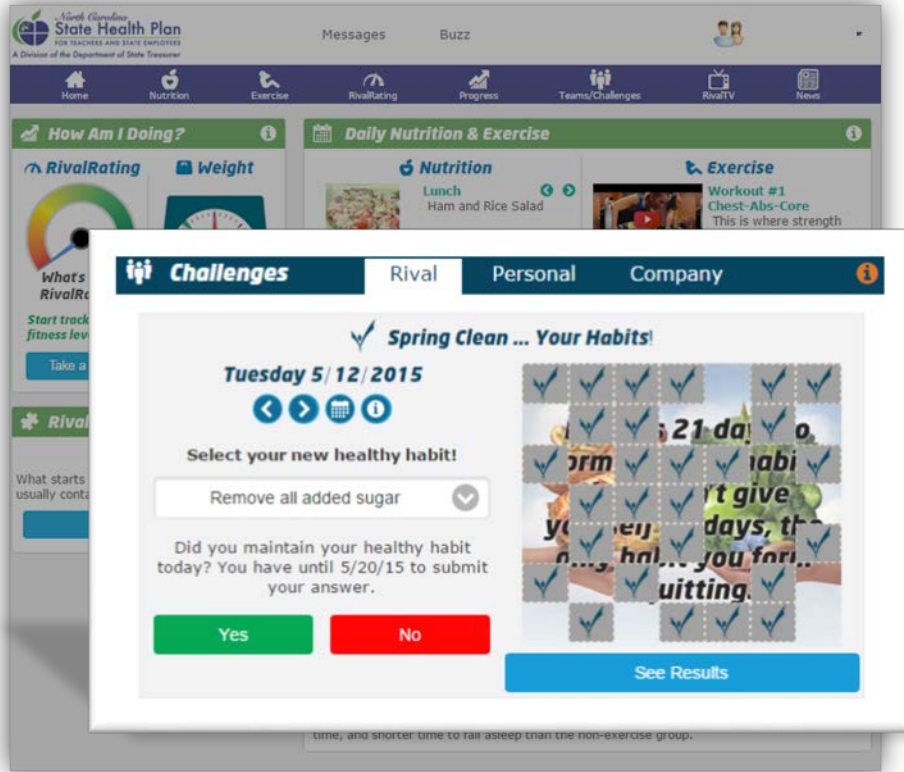
This screenshot shows the 'Nutrition' section of the app. It features a 'Meals for Sunday, Apr 3' section with a 'View Shopping Lists' button. Below this, there are three meal categories: 'Breakfast' (French Toast, Coffee, Brewed, Prepared), 'Morning Snack' (Apple W/ Skin, Raw; Peanut Butter, Creamy, Reduced Fat; Walnut, English, Dried, Raw), and 'Lunch' (Pesto Spread, Pita Crisp, Potato Salad). Each meal category includes a small image and a table of nutrition totals.

Meal Category	Item	Calories	Fat	Carbs	Protein
Breakfast	French Toast	145	3 g	23 g	8 g
	Coffee, Brewed, Prepared				
Morning Snack	Apple W/ Skin, Raw	330	23 g	30 g	8 g
	Peanut Butter, Creamy, Reduced Fat				
	Walnut, English, Dried, Raw				
Lunch	Pesto Spread				
	Pita Crisp				
	Potato Salad				

This screenshot shows the 'Exercise' section of the app. It features a 'Workout for Sunday, Apr 3' section with a 'View Shopping Lists' button. Below this, there is a 'Workout #20' section with a 'Video: Cardio One' and a video player showing a person performing a workout.

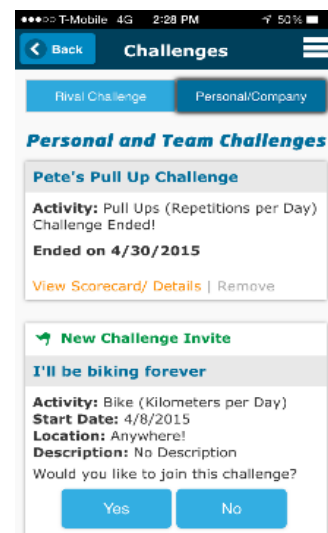
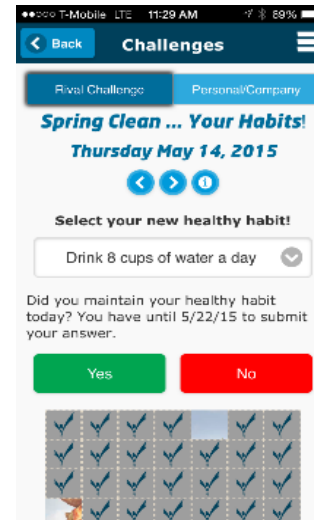
Not your usual aerobics workout. No leotards, fancy dance moves or boy band routines. Nope, this is good old fashioned calisthenics 101. With a wide variety of simple moves you can do right at home with no equipment we will ramp your heart rate through three zones and increase your fat-burning capability. Not only will you burn fat but your heart and lungs will be cranking as your muscles fire in fast and slow twitch modes. Kind of nice to tone while you get a great cardio workout isn't

Maintain Engagement



HOW DO I ENGAGE WITH OTHERS?

Teamwork, competition, and social integrations fuel ongoing engagement not only between the members and the platform, but also between colleagues and family members, as well.



RivalHealth for Plan Members

Partnership for a Healthy Tomorrow

Beginning April 1, 2016, RivalHealth was made available to the following subset of the Plan's membership :

- **CDHP Subscribers and their Spouses**
- **Local Education Agencies (LEAs)/School Districts**
 - Schools are unique organizations and an alternate strategy is necessary to meet their needs and foster success
 - Healthy schools help create healthy students
 - All public school districts that demonstrate a willingness to promote staff wellness and meet pre-defined criteria
- **Wellness Champions Program**
 - The Plan's Wellness Champions Program is a network of wellness advocates that can earn incentives towards their worksite wellness program by completing various health activities
 - Wellness Champions who meet certain benchmarks that show a commitment to promoting workplace wellness

Wellness Champion Participation Criteria

- **To qualify for the RivalHealth offering a worksite agrees to:**
 - Have representatives in the Wellness Champions Program
 - Obtain written leadership support to:
 - Allow a wellness leader 4-6 hours a month to focus on staff wellness
 - Encourage staff to participate in wellness activities
 - Have an established wellness committee that meets at least quarterly
 - Agree to ongoing submissions of the quarterly questionnaire to report wellness activities completed



Partnership for a Healthy Tomorrow

School Staff:

- School superintendents and principals received a cobranded letter from DST and DPI on the importance of staff wellness and how RivalHealth can help schools accomplish staff wellness
- DPI included an additional promotion in their newsletter to all school staff on May 9

Wellness Champions:

- Two webinars were held for Wellness Champions to learn more about how RivalHealth could support their wellness program
- One-on-one meetings are being held with Wellness Champions who meet preliminary qualifications

Consumer-Directed Health Plan Members

CDHP Members:

- CDHP members received information in the mail with details
- Three webinars were held on the new resources available for CDHP members in April
- Information is available on shpnc.org

Current Enrollment:

- 104 CDHP members enrolled
- Combined weight loss goal of 2,542 lbs.

BMI Distribution of Enrolled Members

