



THE advantage™

THE STUFF YOU NEED TO KNOW...



MAY 2015

GSC's new Change4Life™ health portal is here!



We are excited to announce that GSC's Change4Life™ health portal will be available for your plan members in just a few days. It is a targeted, incentive-based health management solution that provides plan members with interactive online tools and resources to help them manage their health.

The site incorporates innovative (and scientifically proven) behavioural economic strategies that use points and rewards to encourage and motivate plan members to manage their health better. The more your plan members use the site to improve their health, the more points they will earn, the more rewards they can win.

There is no additional cost to you or your plan members – the health portal is available to all group and individual plan members who are registered for GSC's Plan Member Online Services.

Want more details?

The Change4Life portal encourages your plan members to:

Complete an online Health Risk Assessment (HRA)

To get started, plan members are encouraged to complete their HRA and receive a personalized health "report card" along with an overall health score. This provides the foundation for what they get next – a recommended action plan filled with personalized tips and tools that nudge plan members to adopt healthier habits. It also includes links to relevant health educational materials and resources. **Points ✓**

Sign up to receive Stick2It™ medication reminder emails

GSC's Stick2It medication reminder service helps plan members remember to take their medications as they are prescribed. Plan members can set up Stick2It reminders on the Change4Life health portal to receive regularly scheduled emails reminding them to take their medications and/or refill their prescriptions as directed by their treating physician. **Points ✓**

Sign up to receive health reminder emails

Similar to Stick2It, plan members can stay on track with their health related activities by scheduling health reminder emails. Plan members can set reminders for a wide variety of health activities, such as tracking their daily steps, physical activity, diet, and blood pressure. **Points ✓**

Read educational articles on health topics

The health portal has education modules that help plan members to increase their health literacy. Plan members can read and learn about topics such as diabetes, stress, migraines, and many more. At the end of each article, plan members can complete a short (and easy) question and answer (Q&A) based on the information they just learned.

Points ✓

Take the Change4Life 30-Day Challenge

Found under the Spotlight page, the Change4Life 30-Day Challenge tool allows plan members to develop a personal health plan and track their progress as they work towards achieving it. Using the S (specific) M (measurable) A (achievable) R (realistic) T (timely) methodology, the 30-Day Challenge encourages plan members to make a personal pledge towards better health. **Points** ✓

Change4Life Rewards Program

To kick off the launch of the health portal, GSC is sponsoring our Change4Life Rewards Program. Here's how it works:

- ➔ As your plan members use the health portal, they will earn points for all the things described above...signing up for Stick2It and other health reminders, tracking their activities, and answering health education Q&As – just to name a few.
- ➔ Your plan members can use their points to enter for chances to win great rewards, including gift cards for popular retailers of home goods, sports apparel, electronics and more.

We will be holding weekly (initially) and monthly (ongoing) draws – the more points your plan members earn, the more chances they have to win

We've prepared the attached Plan Member Update to give your plan members the information they need to know about the health portal. Please help us spread the word by distributing this communication to them as a way to get as many people as possible engaged with the Change4Life health portal. We know everyone loves points and rewards, but the greatest benefit to participants is that they are taking important steps towards a healthier life.