



THE advantage[®]

NOVEMBER 2018

THE STUFF YOU NEED TO KNOW...

WHAT'S NEW WITH CHANGE4LIFE[®]?

Change4Life breaks the 100,000 mark!

It's been close to three and a half years since GSC launched Change4Life, our industry's first rewards-based digital health management portal, and we're excited to announce that as of last month more than 100,000 plan members have registered!

Since May 2015, GSC has launched several custom programs under the Change4Life banner, including Dietitian Health Coaching and the digital GSC Mindfulness Training Program – both firsts in the industry. There are many ways that plan members can actively engage with the portal to improve their chronic conditions and, more important, prevent them from being diagnosed with one in the first place.

Some impressive stats from the portal:

- Over 46,000 GSC plan members have completed a health risk assessment (HRA). This completion rate is more than double what is typically seen in other platforms that offer HRAs.
- Over 6,500 plan members have registered for the Mindfulness Training Program in its first year.
- There have been over 350,000 bids for rewards and 2,700 prizes won – simply by being engaged in the portal.
- And GSC plan members are really engaged, with close to 30 per cent getting at least 150 minutes or more of physical activity per week – this is much higher than the national average of 18 per cent!

Inside This Issue:

- What's new with Change4Life[®]?
- Improving health outcomes through technology
- Updated booklet language for prescription drug benefit
- New individual travel product now available from SureHealth[™]
- In case you missed it:
 - GSC's SMARTspend[™] plan design now available
 - Value-based Pharmacy phase two goes online for plan members
 - BEACON digital counselling/mental health coverage launched August 1
 - Reminder of updates implemented for compression stocking claims

..... Fitbit participants have taken over 13 billion steps.

The GSC Moves Challenge really got people moving

The recently concluded **GSC Moves Challenge** proved to be a great success in getting plan members moving **and** engaged in the Change4Life portal. Running from October 15 to November 11 the *Challenge* rewarded participation with over 30 great prizes won, including our two grand prize winners (Jamie Patrick from the City of Calgary, and Jennifer Ross from St. Joseph's Care Group) who each received prize packages worth \$1,000!

Want to run another *GSC Moves Challenge* within your organization? Just talk to your account team about how we can help you with the challenge design and promotional material.

IMPROVING HEALTH OUTCOMES THROUGH TECHNOLOGY

For the past several years, GSC has been exploring the potential of technology to help improve health outcomes. While we have many projects in various stages of development, we're excited to tell you about two new programs for plan members that will be in the pilot phase early in the new year.

Introducing Dot...

As highlighted in the December 2017 issue of *The Inside Story*[®], there are many opportunities for technology to play a role in the detection and management of diabetes. For over a year now, GSC has been partnering with the health analytics company, MEMOTEXT (the company behind our original Stick2It[®] medication reminder program), to apply advanced analytics and machine learning to help tackle the challenge of type 2 diabetes. We wanted to better understand, or even predict, who was at risk of developing this increasingly common chronic condition, and once they did, who was likely to escalate to higher-cost diabetes therapies.

Based on what we learned, our Innovation team will be launching a pilot program early in the new year: "Dot the Diabetes Carebot." Dot is a diabetes chatbot and navigator developed to help plan members who may be at risk for pre-diabetes and those who already have type 2 diabetes. Dot helps these plan members navigate through GSC service offerings by recommending available programs and tools, offering daily support, and engaging them using insightful tips and motivational content.

...and a digital exercise coach

The Innovation team will also be piloting a digital exercise coach program. This service will be targeted towards inactive or barely-active plan members and will allow them to create a personalized video with a recommended action plan based on their current activity level and interests. The best part is that this pilot program will allow us to collect data and feedback from our plan members to help drive further innovation and investment.

You'll be hearing more about both these projects in the coming months, and you can be sure we'll continue to bring plan members more technologies designed to extend care into their everyday lives.

A promotional graphic for the GSC Moves Challenge. At the top left is the 'gsc MOVES' logo in a white box with a green border. To its right, the text 'TRACK YOUR ACTIVITY' is written in large, bold, blue and green letters. Below this, the dates 'OCTOBER 15 - NOVEMBER 11 ON CHANGE4LIFE' are listed. A smaller line of text says 'Just log in to Change4Life (via GSC's Online Services or mobile app) and look for the GSC Moves Challenge pop-up.' A diagonal banner across the middle reads 'TO WIN... YOU'LL NEED TO TRACK YOUR ACTIVITY:'. Below this banner are two eligibility criteria, each with a checkmark icon: 'Four out of seven days/week to be eligible for one of TEN WEEKLY \$100 GIFT CARDS' and '20 out of 24 days of the challenge be eligible for one of TWO \$1000 GIFT CARDS'. At the bottom right, it says 'QUESTIONS? Details at greenshield.ca/gscmoves'.

BOOKLET AND CONTRACT UPDATES FOR PRESCRIPTION DRUG BENEFIT

As a pharmacy benefits manager, GSC has implemented many new drug strategies over the past several years. For example, we introduced a preferred pharmacy network, a biosimilar strategy, and a biosimilar transition program. In addition to creating and implementing strategies, we continue to rely upon our overall ability to assess new drugs introduced into the market to determine if and how they should be reimbursed under our plans. As a reminder, we do this through an evidence-based review process in which drugs are evaluated based on overall value – taking into account clinical efficacy, safety, unmet need, and plan affordability. To reflect these evolving and new strategies and our evidence-based review process, we enhanced our existing standard prescription drug wording in our booklets and contracts. The updated wording will be incorporated at the next booklet reprint/repost.

NEW INDIVIDUAL TRAVEL PRODUCT NOW AVAILABLE...

GSC recently launched the SureAway™ individual travel plan under our SureHealth™ direct-to-consumer brand. SureAway is a single-trip, up to 30 days, emergency medical travel product for individuals under 65 years of age. This is a stand-alone travel plan; SureAway is not a top-up travel product – it's not intended to supplement an existing travel benefit that a plan member may already have through another health plan (through a group plan or GSC's SureHealth product).

We will not introduce SureAway coverage to GSC plan members as most will have emergency medical travel benefits through their group or individual plan. However, should any of your plan members be interested in stand-alone single-trip travel coverage, information is available on the SureHealth website at surehealth.ca. From there, they can get a quote and/or apply online. They can also speak with an agent or apply over the phone at 1.866.617.4582.

In Case You Missed It...

GSC'S SMARTSPEND™ PLAN DESIGN: AVAILABLE NOW!

GSC has long been the leading voice in our industry when it comes to driving value from benefits plan spend. As outlined in a recent GSC Update, we're excited to continue this journey with the launch of the SMARTspend plan design, now available for all plan sponsors.

With the rise of chronic diseases, the spotlight on mental health challenges, and the impact of new expensive drugs, the realities of today's health benefits landscape have increased the strain on traditional plan designs. Maybe it's time for a health plan design "re-think"?

That's where the SMARTspend plan design – an industry first – is a game-changer. By embracing the concepts of health research and the best available clinical evidence, we are providing much-needed options for plan sponsors seeking more tangible plan member health outcomes from their benefits spend.

To get the conversation started and learn more, your GSC account team will be happy to assist you. You can also learn more through the September 2018 issue of *The Inside Story* and episode 12 of our podcast.

PHASE TWO OF GSC'S VALUE-BASED PHARMACY INITIATIVE HAS GONE ONLINE

In July 2017, when introducing GSC's SMARTspend umbrella, we unveiled phase one of our Value-based Pharmacy initiative, which focuses on quality in pharmacy care by measuring performance and providing feedback to help pharmacies gain insight into what they're already doing well and areas where there's room for improvement. When we introduced this initiative, we also outlined our three-phase implementation plan.

Over the past year, we've been supplying all pharmacies across the country with easy-to-understand monthly scorecards that rate the pharmacy's performance in three main categories: patient adherence, safety, and disease management. Recently we added an overall score – indicated by one to five stars – called the Pharmacy Quality Rating.

Earlier this month we launched phase two of this initiative as we made the Pharmacy Quality Rating available to plan members via a health provider search tool on our Online Services and mobile platforms. This enables plan members to choose a pharmacy not only based on factors such as location and hours of service, but also quality of care delivered by that pharmacy.

The most recent GSC Update includes more details about this initiative as does the related Plan Member Update. If you have any questions about Value-based Pharmacy or any SMARTspend strategies, please contact your GSC account team.



BEACON OFFERS EFFECTIVE AND CONVENIENT DIGITAL MENTAL HEALTH THERAPY

As highlighted in the July issue of *The advantage*, the BEACON program was added to all benefit plans with mental health/counselling coverage – allowing the program to be reimbursed according to overall plan limitations (other than existing per-visit maximums). The evidence-based digital mental-health therapy program has been available to GSC plan members and their eligible dependents age 16 and over since August 1. We know that many Canadians are looking for support for mild-to-moderate symptoms of depression, anxiety, and other mental health conditions. BEACON offers an effective, affordable, and convenient way of accessing cognitive behavioural therapy. It's also much less expensive than traditional face-to-face therapy sessions. Plan members can select one of two products: the cost of the core program is \$500, and the cost of the optional diagnosis component is an additional \$300.

NEW! – Program enhancements and preferred pricing for GSC

Making what was already great even better, BEACON recently gave the program a new look and feel. With this update, BEACON increased the direct-to-consumer pricing to \$595 for the core program (from \$500) and to \$350 for the diagnosis add on (from \$300). However, we're pleased to tell you that this increase does not impact your plan members as BEACON remains available to them at the preferred launch price (whether BEACON is fully or partially covered under their plan or not). A new customized landing page has been created for GSC to ensure your plan members see the preferred pricing.

NEW! – Resources to help you spread awareness

BEACON has developed a new resource – the Communication Success Guide – that will help ensure your plan members are aware of BEACON and the support the program provides. The Guide also outlines ways to build and support sustained mental health awareness and offers communication tools, such as key messages, email templates, presentations, videos, etc.

Now's the perfect time to promote BEACON at your organization. To help you out GSC has created a poster, a "Did you know" card, and an informative fact sheet. These communications are available for download on our corporate website. Just click here.

COMPRESSION STOCKING CLAIM REIMBURSEMENT – REMINDER

We're always focused on helping our plan sponsors provide their plan members with the health coverage they need, while also ensuring the long-term sustainability of benefit plans and preventing fraud and abuse. The cost of compression stockings varies according to the compression level and length, so effective September 25, 2018, we updated our claiming requirements and reimbursement amounts. As a result of an extensive review into how these types of claims were reimbursed, we now require the length of the stockings in addition to the previous requirement of the compression level on all claim submissions. We also updated our allowable reasonable and customary fees for knee-length stockings to reflect the difference in cost compared to thigh/full-length stockings. These changes were communicated to health providers and plan members prior to September 25.
