

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

472



**FROM:** Human Resources Dept.

**SUBMITTAL DATE:**  
February 1, 2007

**SUBJECT:** Addendum to Blue Shield Medical Contracts for Healthy Lifestyle Rewards Program

**RECOMMENDED MOTION:** 1) Approve and ratify the attached First Addendum for the 2007 Blue Shield Group Service Contracts, which specify the renewal of the Healthy Lifestyle Rewards Program at no additional cost to eligible subscribers effective January 1, 2007; 2) authorize the Chairperson to sign four (4) copies of the Addendum, and; 3) retain one (1) copy and return three (3) copies to Human Resources for distribution.

**BACKGROUND:** On February 28, 2006, Agenda No. 3.27, the Board approved the first addendum to the 2006 Blue Shield Group Service Contracts to include the Healthy Lifestyle Rewards Program for the Blue Shield members. This addendum renews this program for the 2007 calendar year. Blue Shield continues to collaborate with the County to support wellness incentives to help the County reduce absenteeism and to improve employee health status.

FORM APPROVED  
COUNTY COUNSEL

FEB 08 2007

Concurrence

BY *Judy Sullivan*

*[Signature]*

Ronald W. Komers  
Asst. County Executive Officer/Human Resources Dir.

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	No
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2006/2007

<b>SOURCE OF FUNDS:</b> N/A	<b>Positions To Be Deleted Per A-30</b>	<input type="checkbox"/>
	<b>Requires 4/5 Vote</b>	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:**  
**APPROVE**

**County Executive Office Signature** *[Signature]*

- Consent
- Policy
- Consent
- Policy

Dep't Recomm.:  
Per Exec. Ofc.:

**Prev. Agn. Ref.:** 3.27 February 28, 06 | **District:** | **Agenda Number:**

**ATTACHMENTS FILED  
WITH THE CLERK OF THE BOARD**

**3.51**

Healthy Lifestyle Rewards is an online program that supports, motivates and, ultimately, provides cash rewards to subscribers who participate in wellness activities designed to improve an individual's health and wellness.

The program is intended to reduce modifiable risk factors that contribute to chronic disease by focusing on healthy eating, tobacco abstinence, stress management and physical activity. This year a \$25 cash incentive has been added to encourage participants to complete the health risk assessment. To begin the program, individuals must register and complete the healthy risk assessment that establishes a baseline snapshot of health risks and helps the individual see where lifestyle improvements may be in order. The individual then selects any action program that appeals to them and begins participation.

To qualify for rewards, the participant must log on and track activity at least once a week for 12 weeks. The weeks need not be consecutive. Individuals will be able to earn points every week by logging on and using trackers, journals, and health information to help them meet their goals. Participants may redeem their rewards for cash or equivalent value merchandise as soon as they have earned sufficient credit. Completion of the risk assessment is worth \$25, and participants may earn \$50 for every 12 weeks of activity tracked online with an annual maximum of \$150. Total maximum rewards redeemed by a participant will not exceed \$175.

There is no additional cost to the County of Riverside for this program; it is included in the 2007 Blue Shield premium.