

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

532



FROM: Human Resources Department

SUBMITTAL DATE:
May 21, 2008

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

RECOMMENDED MOTION: 1) Approve and ratify the attached First Addendum for the 2008 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, 2008; 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 addition of the Healthy Lifestyle Rewards Program for the Blue Shield members to our group service contracts. This addendum renews this program for the 2008 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.

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

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|-----------------------|-------------------------------|------|-------------------------|-----------|
| FINANCIAL DATA | 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: | 2007/2008 |

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

C.E.O. RECOMMENDATION: APPROVE

BY:
Elizabeth J. Olson

County Executive Office Signature

- Policy
- Policy
- Consent
- Consent

Dept's Recomm.:
Per Exec. Ofc.:

Prev. Agn. Ref.: 3.51 3/27/07

District:

Agenda Number:

3.35

FORM APPROVED COUNTY COUNSEL
BY: LUCY FORUTA 5/29/08
DATE

Departmental Concurrence

BACKGROUND continued

Healthy Lifestyle Rewards is an online wellness 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. A \$25 cash incentive encourages participants to complete the health risk assessment. To begin the program, individuals must register and are encouraged to complete the health risk assessment to establish a baseline snapshot of their health risks and helps the individual identify lifestyle improvements to improve their health and wellbeing. 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 can 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 in the form of an easy-to-use debit card 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 2008 Blue Shield premium.