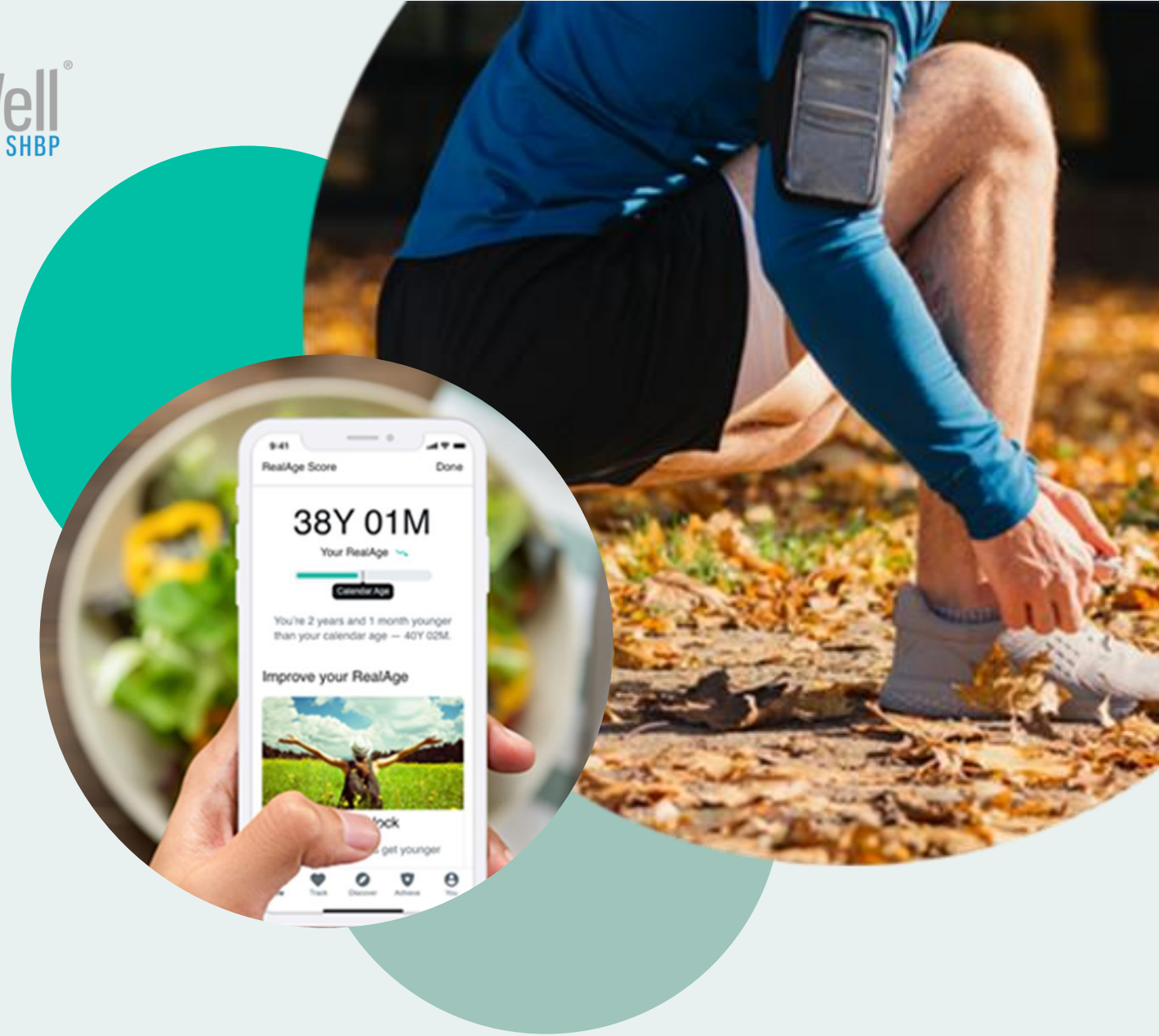


# Be Well SHBP® Well-Being Program

2024 Program Overview



# Overview



- **Sharecare and *Be Well SHBP*® well-being program**
- **Sharecare Platform Features**
- **Guided Programs**
- ***Be Well SHBP* Program Summary**
  - Registration and RealAge® Test (120 points)
  - Biometric Screenings (120 points)
  - Preventive Screening Exam (60 points)
  - Choose from the following activities:
    - Coaching (up to maximum of 240 points)
    - Online Challenges or Mini-Program (up to maximum of 240 points)
- **Redeeming Points**
- **Coaching and Member Services Contact**

# Wellness Benefit Overview



## WHO



Sharecare administers the *Be Well SHBP* well-being program on behalf of the State Health Benefit Plan.

## WHAT



SHBP members and their covered spouses enrolled in Anthem Blue Cross and Blue Shield (Anthem) or UnitedHealthcare Commercial (non-Medicare Advantage) Plan Options have access to the ***Be Well SHBP* well-being program** at no additional cost.

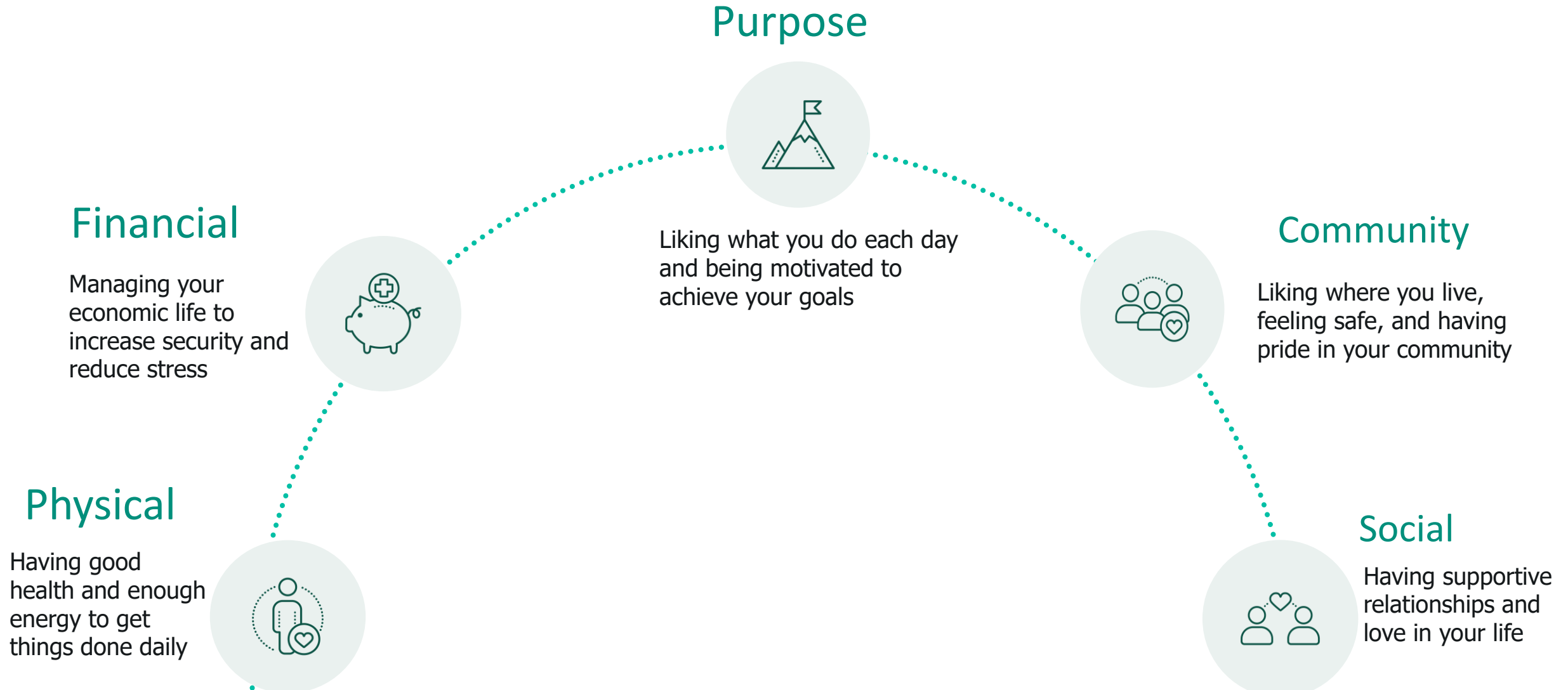
## WHY



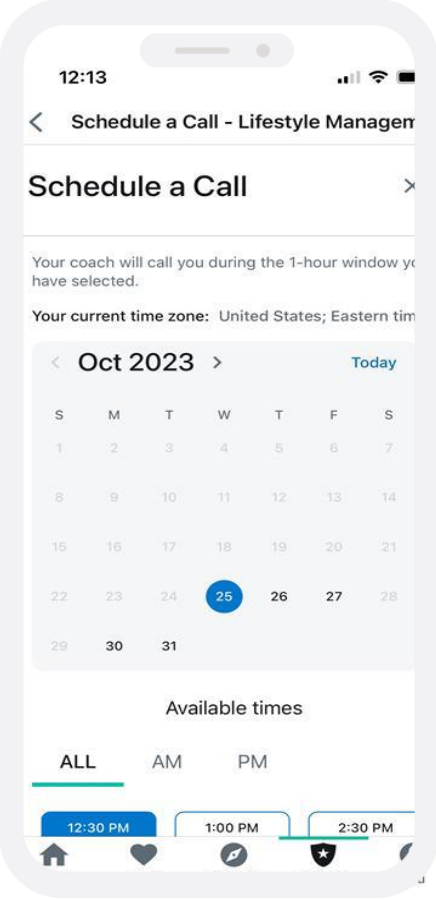
Gain access to the **Sharecare** platform that helps you manage all your health in one place AND earn rewards:

- Access to personalized articles, videos, recipes and more
- Tools to help you establish or reinforce healthy habits
- Easy-to-use platform features that provide access to health care resources when you need them
- Real time tracking of health progress

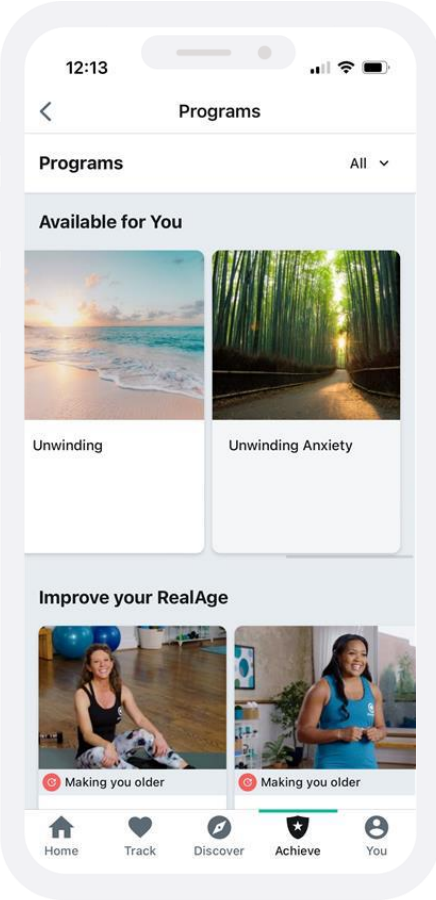
# Sharecare Well-Being Domains



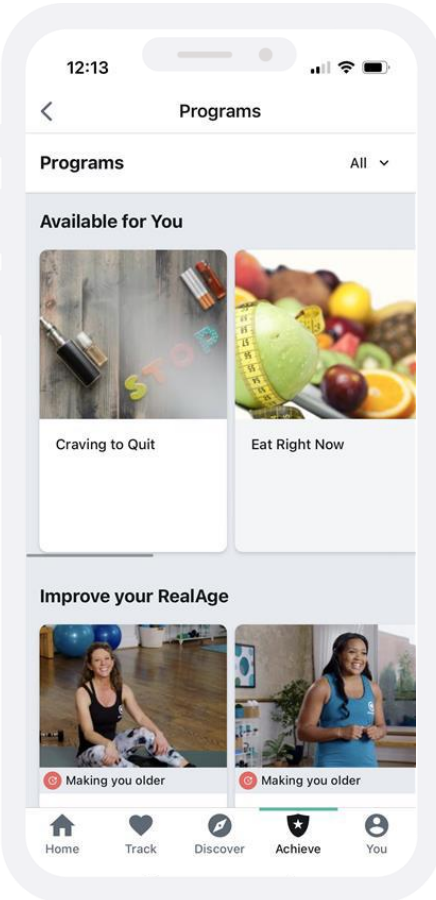
# Sharecare Guided Programs



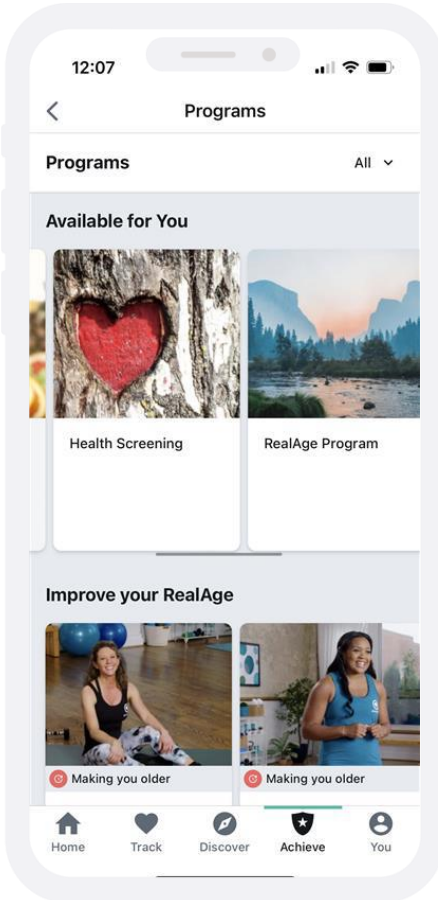
Coaching



Unwinding & Unwinding Anxiety



Craving to Quit & Eat Right Now



Biometric Screenings

# Take your health further with Guided Programs



**Unwinding:** *Learn to relax and meditate.* This program can help you start living a less-stressed life through breathing exercises, meditations, sleep support, visual relaxation and more.



**Eat Right Now®:** *Manage and control food cravings.* This program can help change your relationship with food through powerful in-the-moment exercises and evidence-based techniques that help you deal with food cravings and triggers.



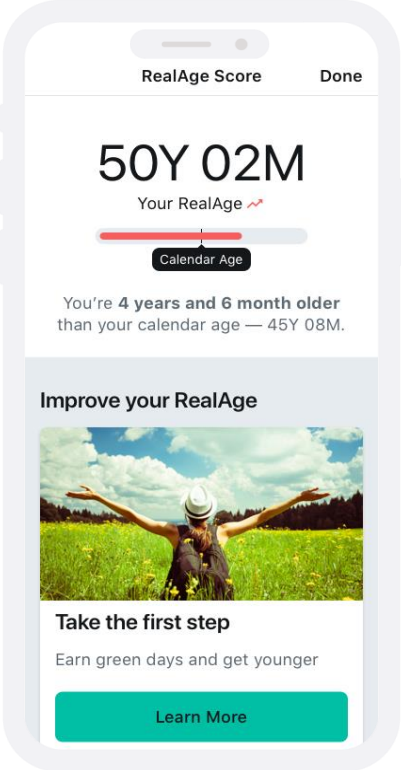
**Unwinding Anxiety®:** *Manage stress and anxiety.* This step-by-step program can help to calm your mind. It uses the latest digital technology and clinical research along with mindfulness to enable you to break the cycle of worry and anxiety.



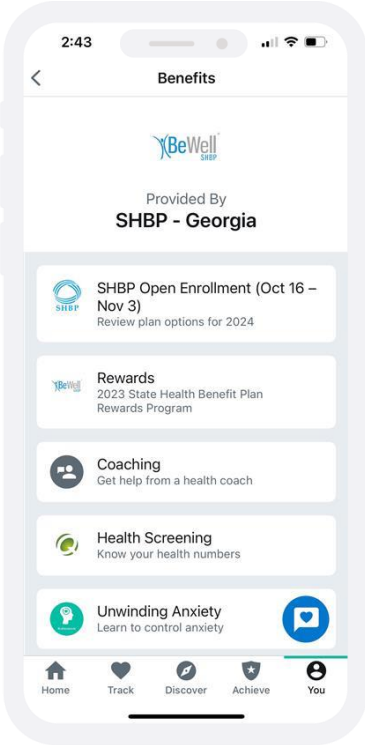
**Craving to Quit®:** *Quit tobacco and vaping.* This 21-day tobacco cessation program can help retrain the brain using mindfulness to break the habit loop. This program's tools can maximize your odds of successfully quitting tobacco.

***\*This is a benefit available at no additional cost to Be Well SHBP members. The Guided Programs are not part of the Be Well SHBP program.***

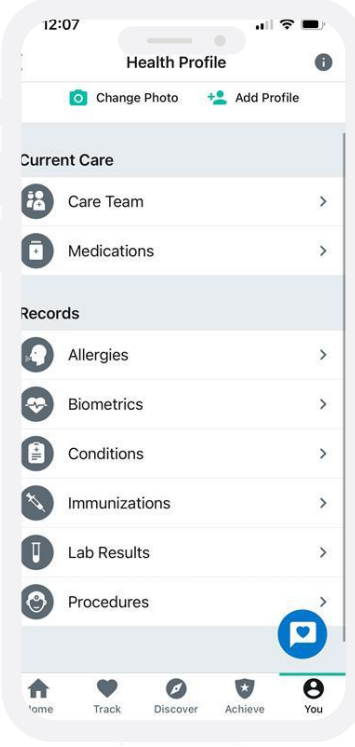
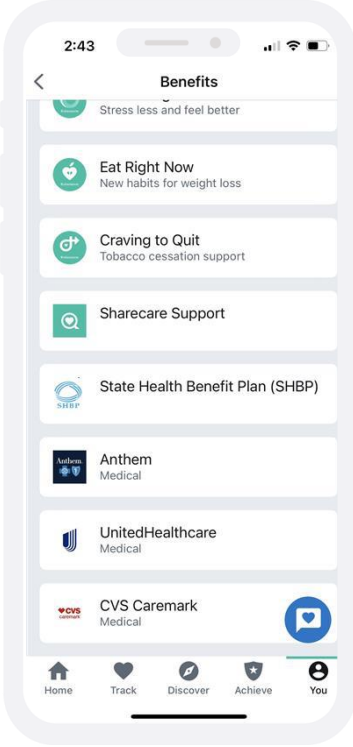
# Sharecare Features



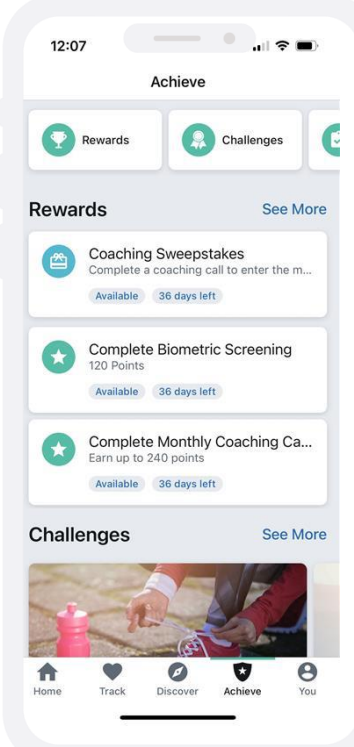
RealAge® Test



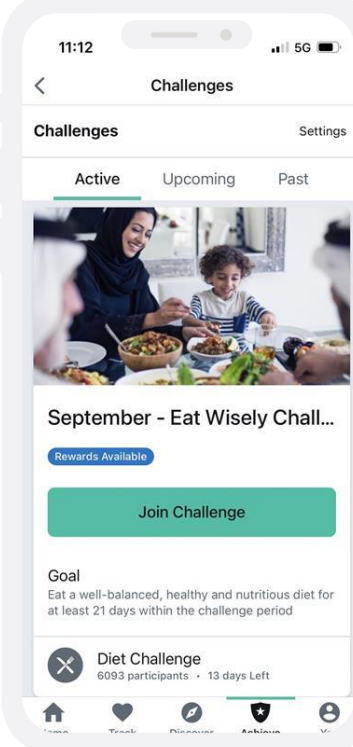
Your Benefit Navigation



Health Profile



Rewards



Challenges

# Why Join the *Be Well SHBP* Well-Being Program?



- Better **understand** your current health situation
- Gain access to tools & information to keep you motivated to lead a **healthy lifestyle**
- Earn rewards for engaging in healthy activities
- All available to you at **NO ADDITIONAL COST!**





*Be Well SHBP*®

# Well-Being Program Overview

2024 Program Year

# Register and Take the RealAge® Test



*Members and their covered spouses enrolled in Anthem and UnitedHealthcare Commercial (non-Medicare Advantage) Plan Options **can EACH earn up to 480 points** for the program year. **That's a total of up to 960 points for a member and their covered spouse.***

## To unlock and earn your initial 120 points:

- 1) If you haven't already, register for an account at BeWellSHBP.com (or log in to your account online or via the Sharecare app)
- 2) Take the RealAge Test
  - The RealAge Test is the gateway to earning points. **Points cannot be awarded until completion of the RealAge Test.** Biometrics, Well-being Coaching, Online Challenges and Preventive Screenings completed before the RealAge Test can only be applied for points upon RealAge Test completion.

**Note:** You MUST sign up through BeWellSHBP.com or your registration will not be eligible through the State Health Benefit Plan's Program.



# Biometric Screening

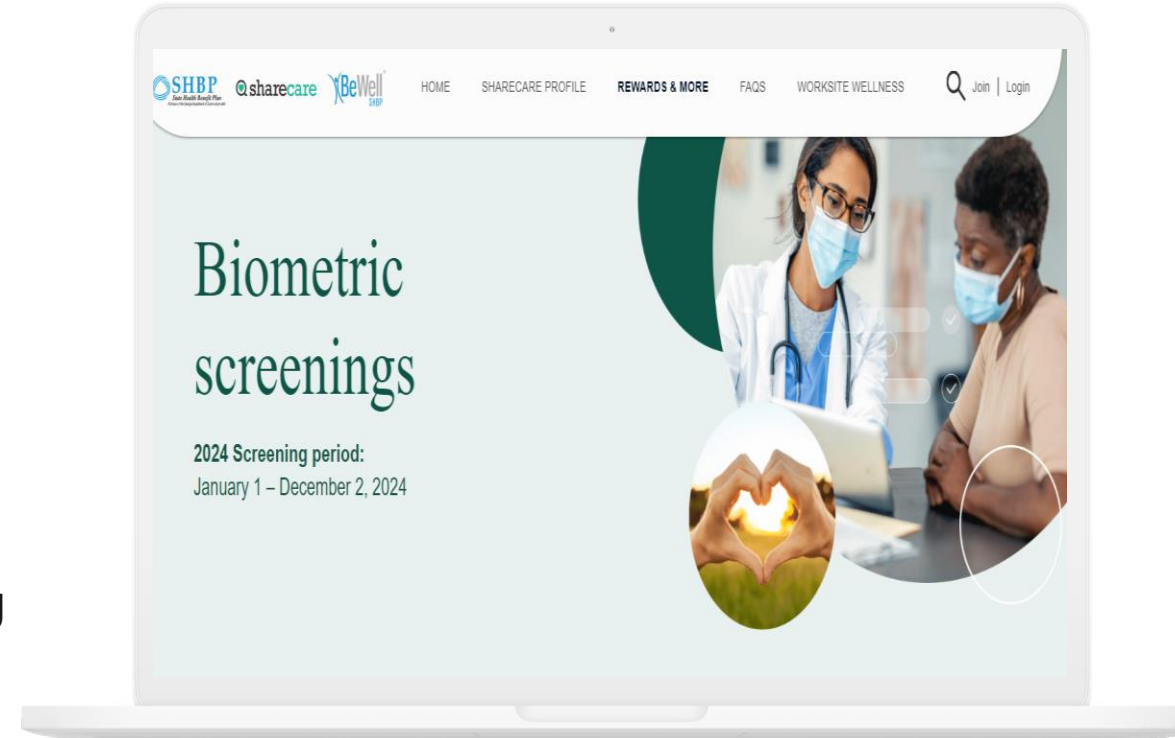


**Complete a biometric screening for 120 points.**

**There are three options for completing a biometric screening:**

- Attend an SHBP-sponsored onsite screening event.
- Get screened at a Quest Diagnostics Patient Service Center (PSC).
- Have your physician complete a 2024 Physician Screening Form.

**Visit [BeWellSHBP.com/biometric-screenings/](https://BeWellSHBP.com/biometric-screenings/) for details on all screening options**

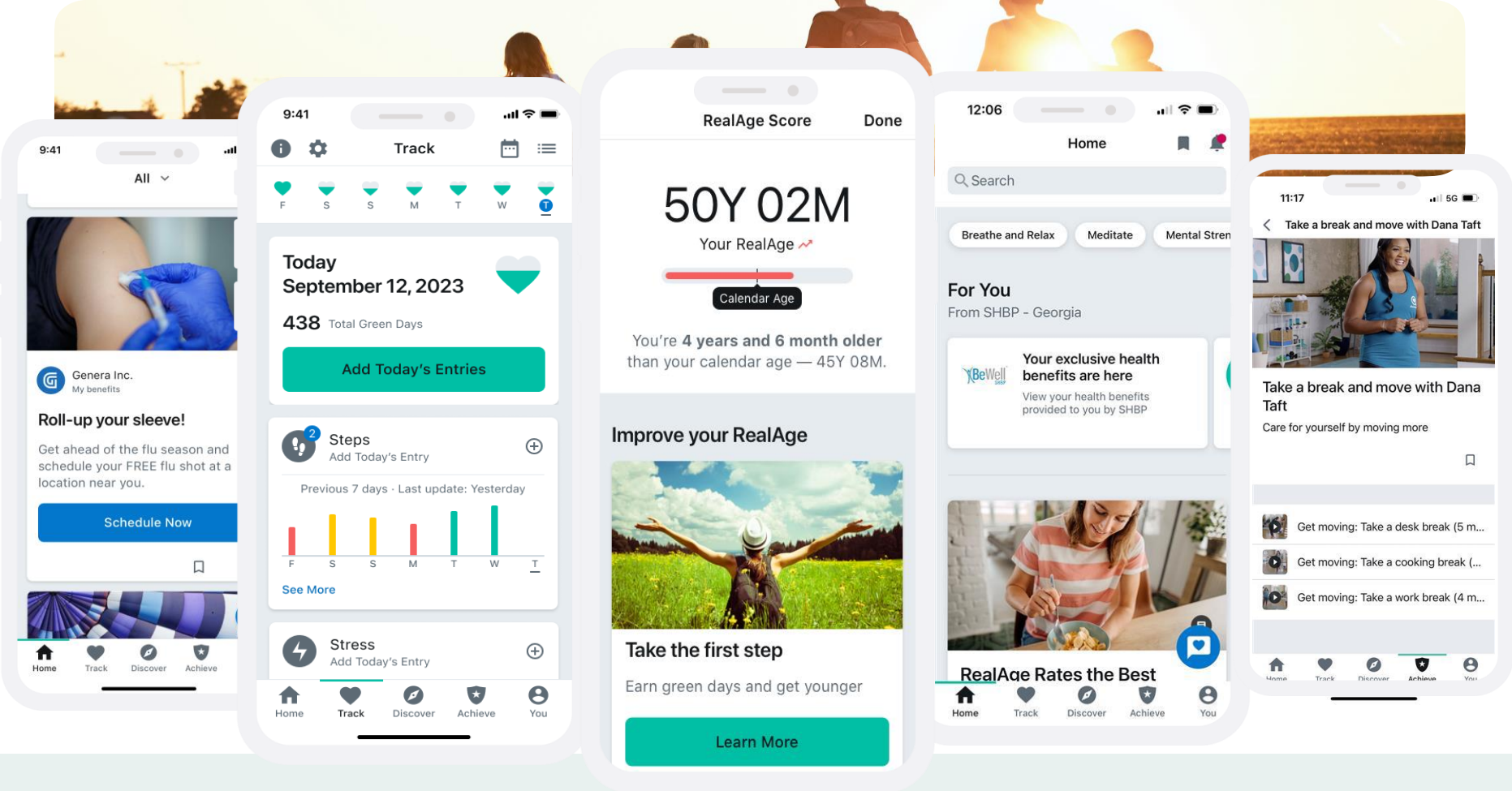


All activities must be completed, and all documentation received between January 1, 2024, and December 2, 2024, to earn points in 2024.

# Unlock Your Personalized Experience

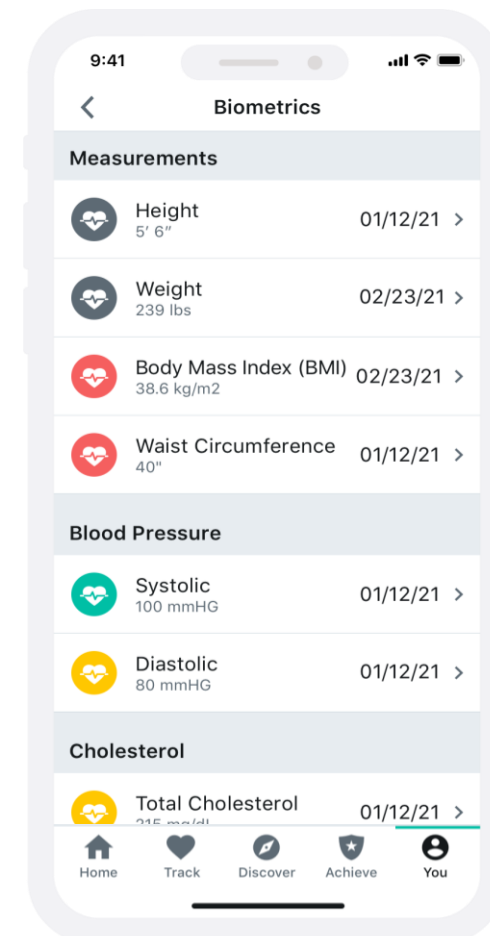
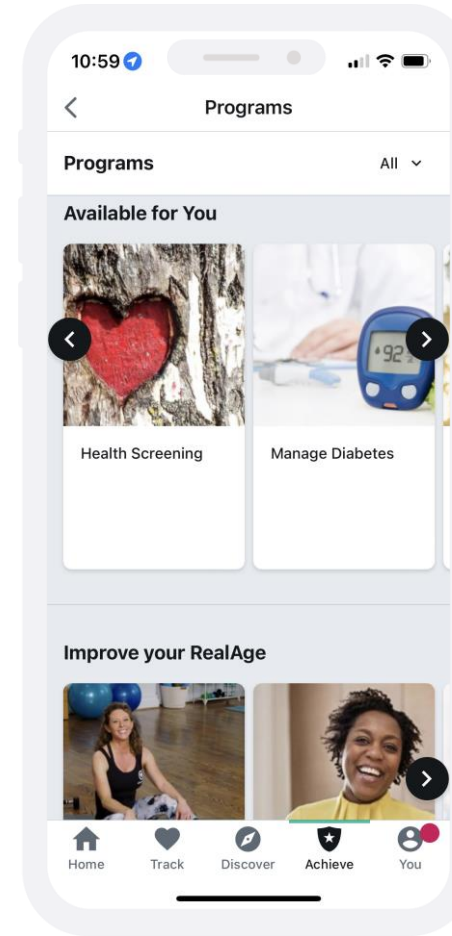


The RealAge® Test goes beyond a typical health assessment and provides value and motivation to ***manage and improve your health and helps tailor your SHBP Be Well experience to your needs and interests***



# Value of Biometric Screenings

- ✓ A biometric screening will help you understand the state of your health so you can take necessary steps to improve it.
- ✓ Measurements taken at screening:
  - Height & weight (to determine BMI)
  - Blood pressure
  - Total cholesterol, HDL, LDL & triglycerides
  - Glucose levels & A1C
- ✓ Individual screening results are not shared with your employer.

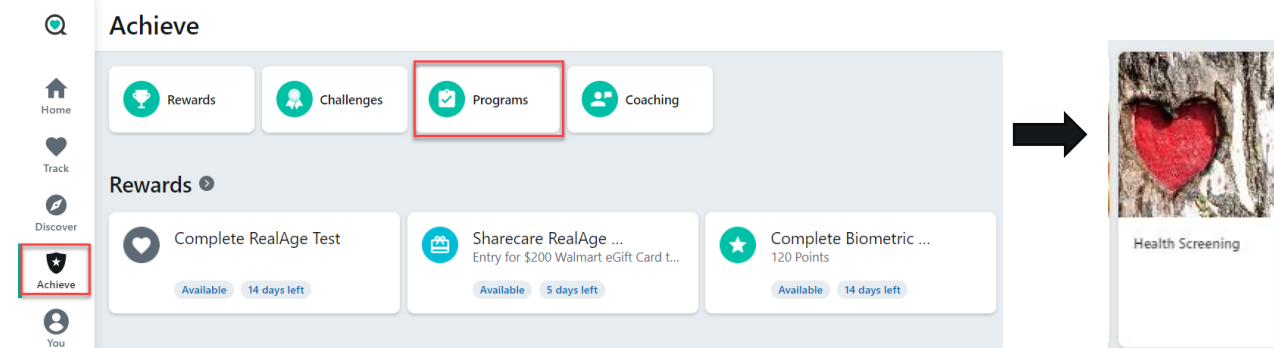


# Biometric Screening Options: How To Sign Up



## For onsite screenings OR Quest PSC screenings:

- ✓ Log in to your Sharecare account
- ✓ Navigate to Achieve – Programs
- ✓ Click on Health Screening tile
- ✓ Follow instructions for scheduling appointment



## For Physician Screening Form:

- ✓ Visit [BeWellSHBP.com/biometric-screenings/](https://BeWellSHBP.com/biometric-screenings/)
- ✓ Click on "Get screened by your doctor"
- ✓ Download your 2024 Physician Screening Form by clicking on the link and following form instructions



## Get screened by your personal physician.

The 2024 Physician Screening Form is a form that your physician can complete with biometric results from your next well-being visit or annual physical exam. Download a 2024 Physician Screening Form by clicking below and print a copy to take with you to your doctor's appointment. Make sure to follow the directions and mail your completed form to the return address, fax to the number as listed on the form, or upload your form online using the link below. All 2024 Physician Screening Forms must be completed in full and received by Sharecare no later than **December 2, 2024**.

[Download your 2024 Physician Screening form](#)

[Upload your completed physician screening form here](#)

*Please note: The fax number to send your 2024 Physician Screening Form is 615-349-9111.*

# Preventive Screening Exams



- ✓ Complete a preventive screening exam:
  - ✓ Colonoscopy
  - ✓ Mammogram
  - ✓ Pap Smear
  - ✓ Prostrate Screening
  
- ✓ Earn **60 points** for each completed screening exam, **up to two times**.

- ✓ Screenings should be completed by August 31, 2024.
  - For screenings completed in September, October or November, members can self-attest by December 2nd.

All activities must be completed, and all documentation received between January 1, 2024, and December 2, 2024, to earn points in 2024.

# Coaching, Online Challenges and Mini Programs



## Select from the following activities to earn a maximum of 240 points:

- **Complete coaching sessions with a well-being coach**
  - Earn 40 points up to 6 times, for a maximum of 240 points. *You can only earn 40 points per calendar month, but you can do as many sessions as you would like.*
- **Participate in a monthly rotating online challenge or mini-program**
  - Earn 40 points for each completed challenge or mini program up to 6 times, for a maximum of 240 points. *You can only earn points for completing six per year, but you can do as many challenges and mini-programs as you would like.*

All activities must be completed, and all documentation received between January 1, 2024, and December 2, 2024, to earn points in 2024.



EARN 40 POINTS FOR EACH COMPLETED COACHING CALL, UP TO A TOTAL OF 240 POINTS

# Value of Well-Being Coaching



## With help from a well-being coach, you can:

- ✓ Better understand and reduce your health risks
- ✓ Get answers to your health questions
- ✓ Find support to gain more control over your health
- ✓ Learn how to manage stress
- ✓ Get to or maintain a healthy weight
- ✓ Find ways to get more physical activity
- ✓ Set healthy goals
- ✓ Quit tobacco for good



**Get Started Today!**

**Call 888-616-6411 OR**

**[Enroll Online](#)**

# Monthly Rotating Online Challenges & Mini Programs

Join an online challenge or complete mini-programs to motivate yourself to healthy behaviors.

## Physical



- **JANUARY:** Steps Challenge Complete & track 7,000 steps for 21 days.
- **APRIL:** Steps Destination Challenge – Everest Base Camp Destination 7,000 steps a day for 21 out of 30 days.
- **JUNE:** Mini-program\*: Fast 5-Minute Workouts with Trainer Princess Bey.

## Diet & Nutrition



- **FEBRUARY:** Mini-program\*: The Secret to Healthy Eating w/Maya Feller.
- **JULY:** Healthy Breakfast Challenge Complete and track a healthy breakfast for 21 days.
- **OCTOBER:** Healthy Plate Challenge Complete and track a well-balanced diet for 21 days.

## Stress Management



- **MAY:** Relax Your Mind Challenge Track your stress as 'Never' or 'Sometimes' a day for 21 out of 30 days.
- **SEPTEMBER:** Mini-program\*: Building resilience/Mental Strength.
- **NOVEMBER:** Finding Gratitude/Giving Thanks (Self-Attest) *Did you take time to reflect on at least one thing you are grateful for today?* Track 21 days.

## Sleep



- **MARCH:** Sleep Habits (Self-Attest) *Did you practice healthy sleep habits today?* Track 21 days.
- **AUGUST:** Sleep Challenge Complete and track 7-9 hours of sleep each night for 21 days.

All activities must be completed, and all documentation received between January 1, 2024, and December 2, 2024, to earn points in 2024.

# Joining Challenges: How to Sign Up



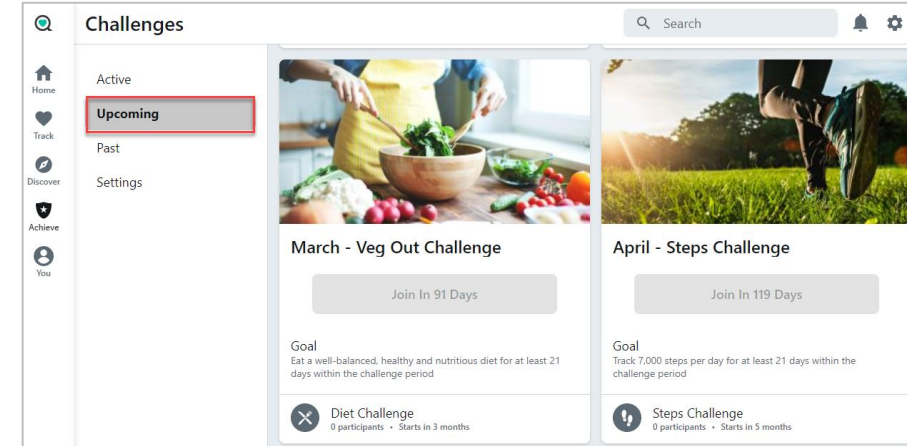
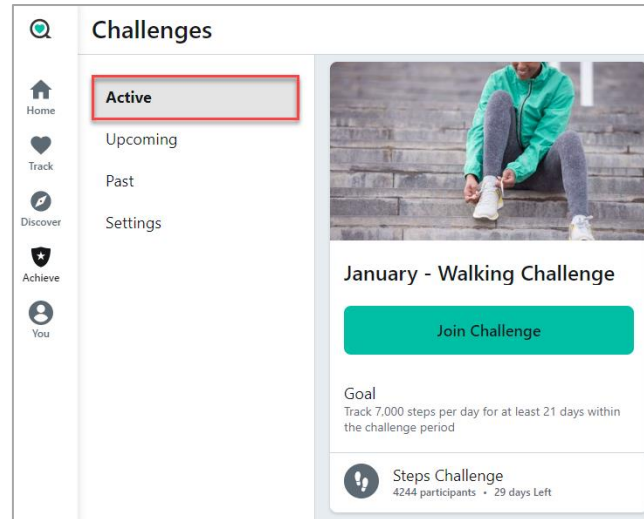
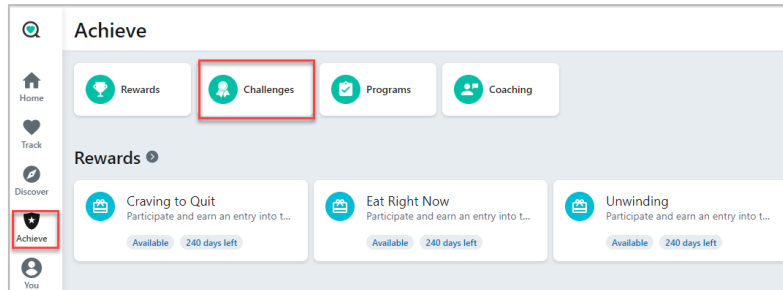
**Earn 40 points for each completed challenge up to six times, for a maximum of 240 points.**

Log into your Sharecare *Be Well SHBP* account online or through the Sharecare app.

1. Navigate to the "Achieve" tab (shield with star) and click on "Challenges".

Click "Active" to see challenges you can join.

Click "Upcoming" to see challenges available later in the year.

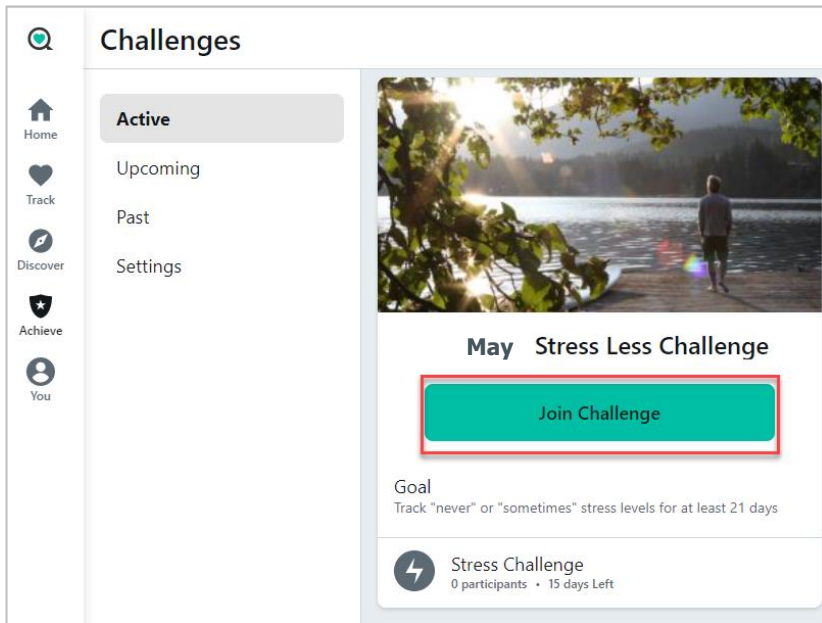


All activities must be completed, and all documentation received between January 1, 2024, and December 2, 2024, to earn points in 2024.

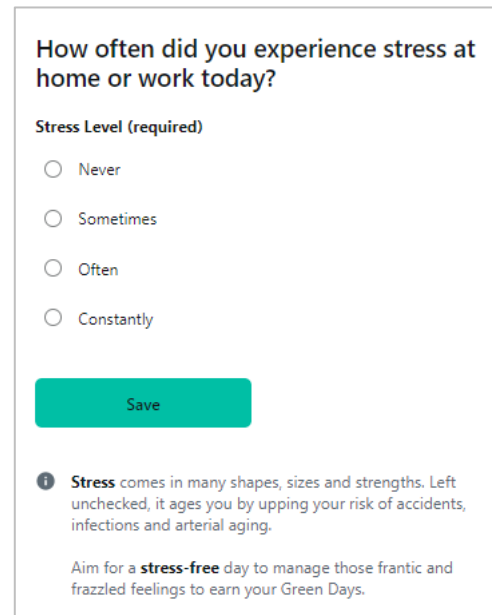
# Joining Challenges & Tracking Progress



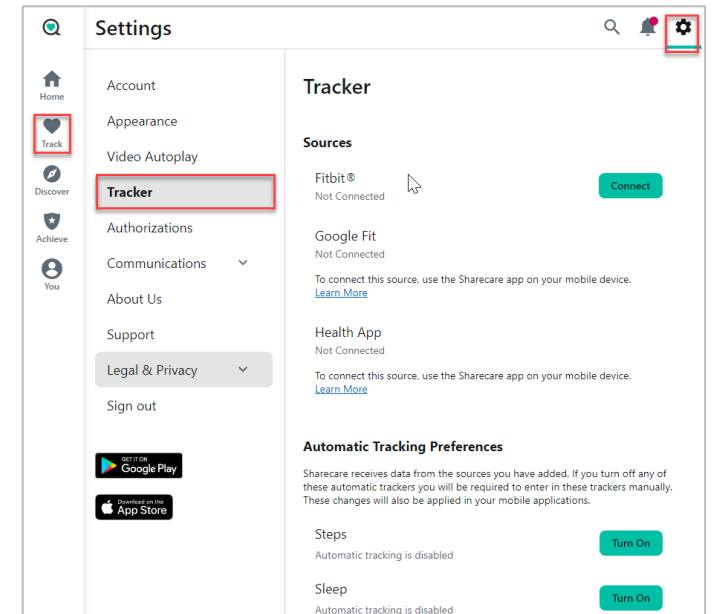
Click through the Active challenges to see challenge descriptions and join challenge / start tracking.



After joining, remember to track at least 21 days during the month to reach the challenge goal.



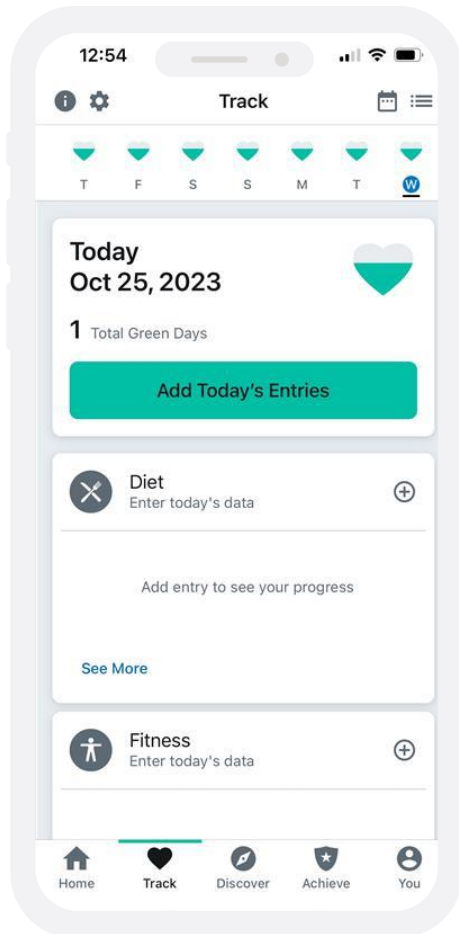
In Track/Settings (gear icon), choose "Tracker" to set up automatic tracking. **App must still be opened to allow the sync to occur.**



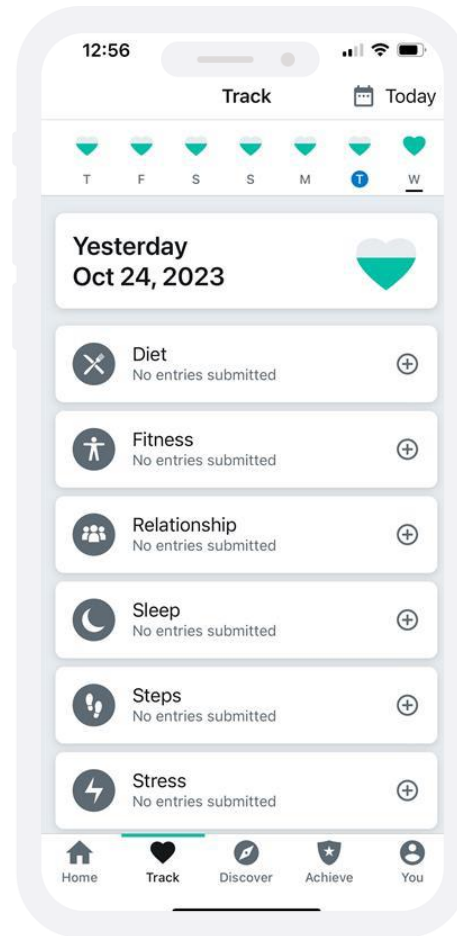
All activities must be completed, and all documentation received between January 1, 2024, and December 2, 2024, to earn points in 2024

# Tracking Progress: Recording Missed Days

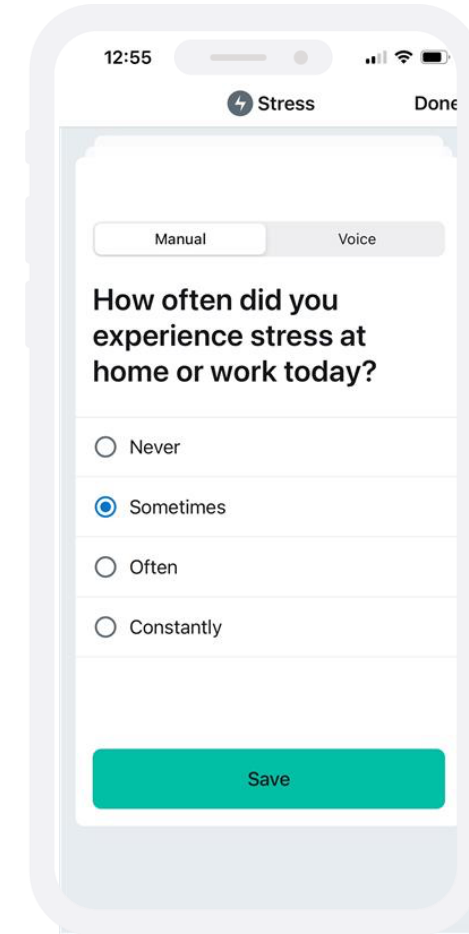
If you miss tracking or syncing your data, you can view historical data within the Tracker section and update any missed inputs.



Within the "Track" section of the navigation, click on a previous date within the past 7 days from the top of the screen.



Click on the tracker you would like to update with your missed entry.



Record your entry and click save.

All activities must be completed, and all documentation received between January 1, 2024, and December 2, 2024, to earn points in 2024.

# Redeeming Points: Your Choice of Reward



## Members and covered spouses can choose how to redeem points earned.

Members and their covered spouses enrolled in Anthem and UnitedHealthcare Commercial (non-Medicare Advantage) Plan Options can **each earn up to 480 points\*** and can choose to redeem them for **ONE OPTION BELOW:**

- ✓ **480 well-being incentive credits;** well-being incentive credits will be deposited in your Anthem HRA or MIA account or UnitedHealthcare HIA account within 30 days and apply toward eligible medical and pharmacy expenses. *Points are redeemed in increments of 120 toward the 480 well-being incentive credits.*

**OR**

- ✓ **A \$150 Sharecare Rewards Visa® Prepaid Card;** this can be used anywhere Visa is accepted. You must redeem all 480 points for this option. *Visa® Prepaid Cards will be mailed within 8 weeks.*

*\*Dependent children are not eligible to earn points.*

# Redeeming Points: Important Reminders



Points are saved in Sharecare's Redemption Center until members choose to redeem them. You have until midnight on December 15, 2024, to redeem 2024 points.

If not redeemed by December 15, 2024, any unredeemed points will be sent as well-being incentive credits to the member's health plan.

Are you changing your health plan option\*? Don't worry, your points will move to your new plan.

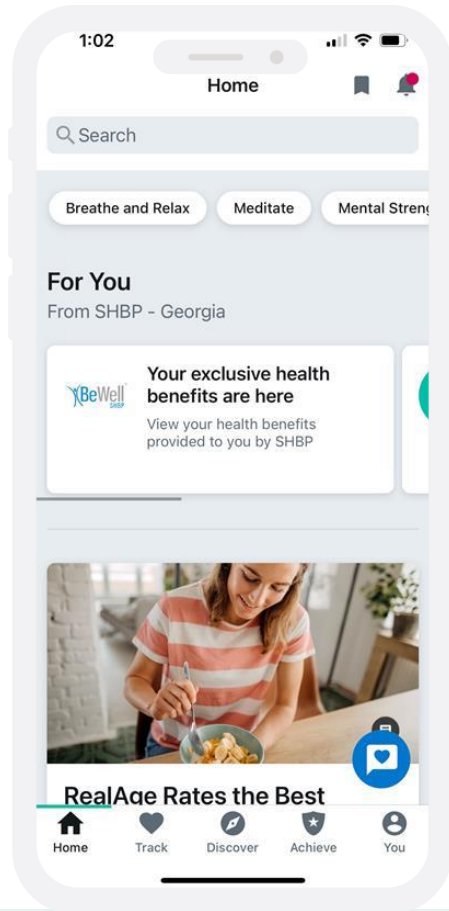
*\*NOTE: Points are not automatically redeemed and transferred for Medicare Advantage members. Please redeem your points before transferring into Medicare Advantage.*

# Confirming Balance and Redeeming 2024 Points

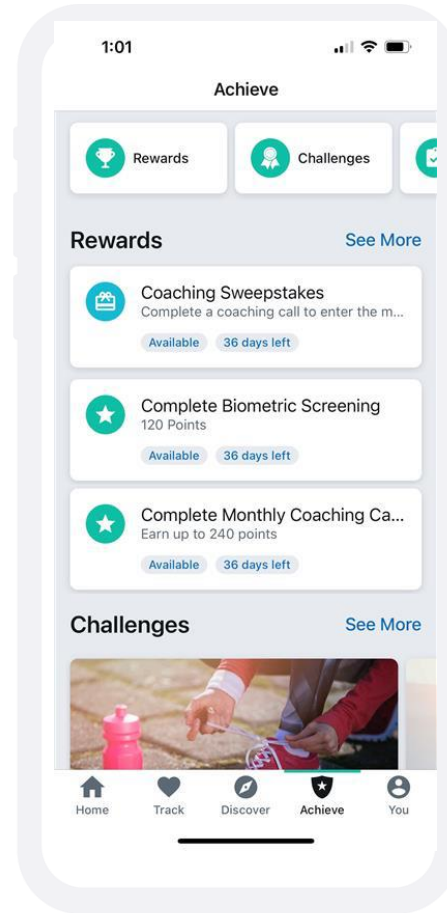


Log into your Sharecare Be Well SHBP account online or through the Sharecare app.

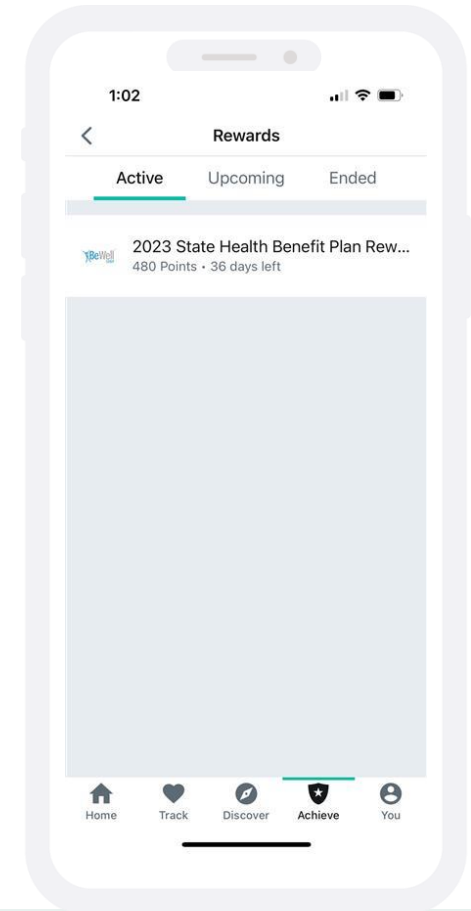
From the Home Screen, navigate to the "Achieve" tab (shield with star).



On the Achieve screen, select Rewards.

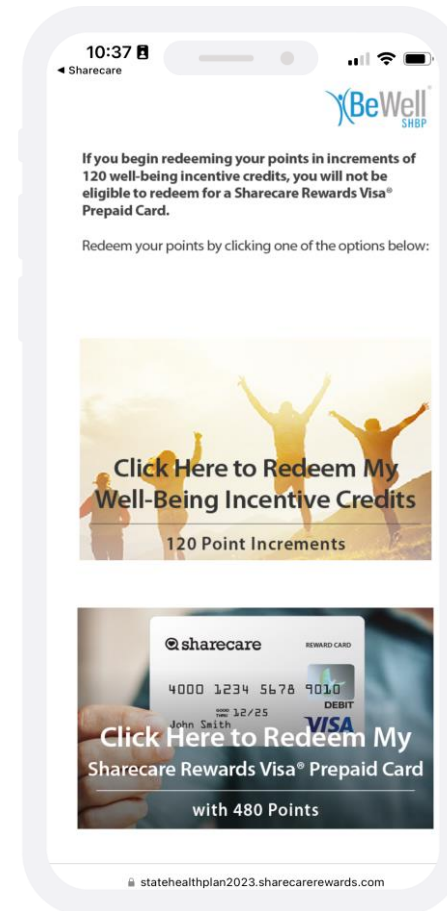
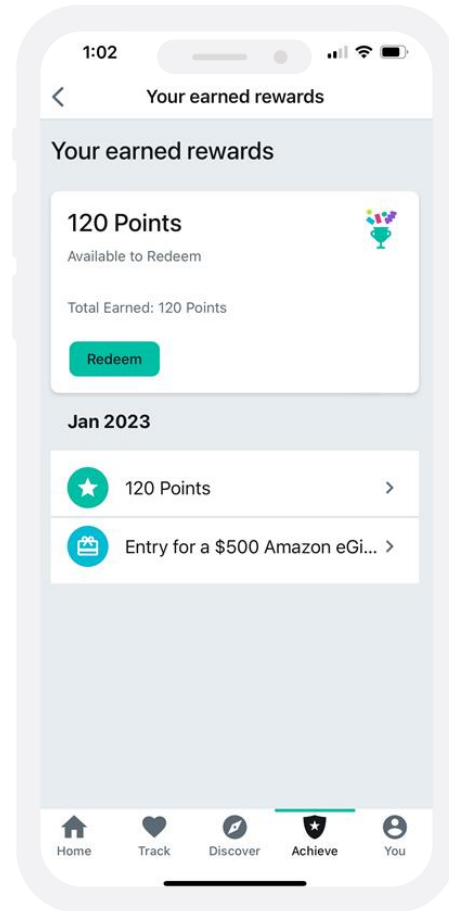
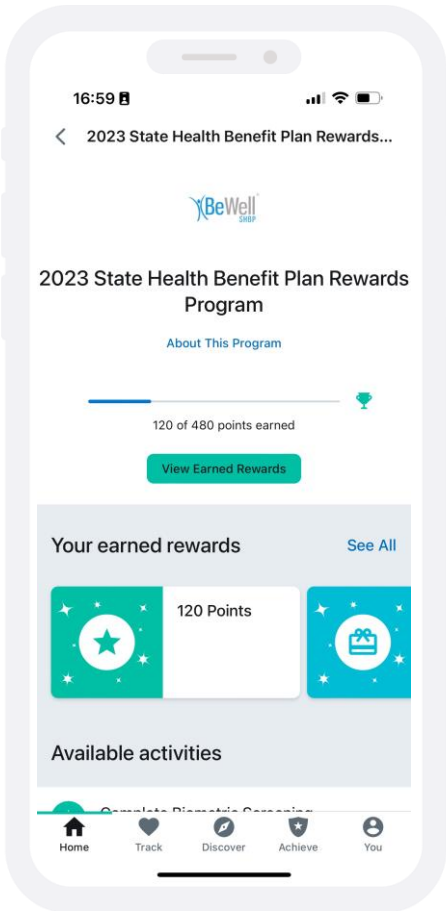


On the Rewards screen, select Active and the 2024 SHBP Rewards Program.





# Confirming Balance and Redeem 2024 Points (cont'd)



**NOTE:** You must earn all 480 points before redeeming for the Sharecare Rewards Visa® Prepaid Card.

If you choose to redeem for well-being incentive credits, you may do so in increments of 120 points.

Review your completed activities and points earned. Click on "View Earned Rewards" to redeem your points.

Click "Redeem" to navigate to the Sharecare Rewards Redemption Center. Select one of the two reward options.

# Love What You See?

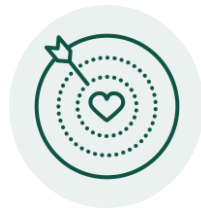


**Become a Be Well SHBP Ambassador**  
Come join nearly 600 Be Well teammates across Georgia!

Empowering and enabling those around you, Ambassadors become champions for the Be Well SHBP Program to help drive organic overall program adoption.



Well-being champion toolkit



Recruitment support

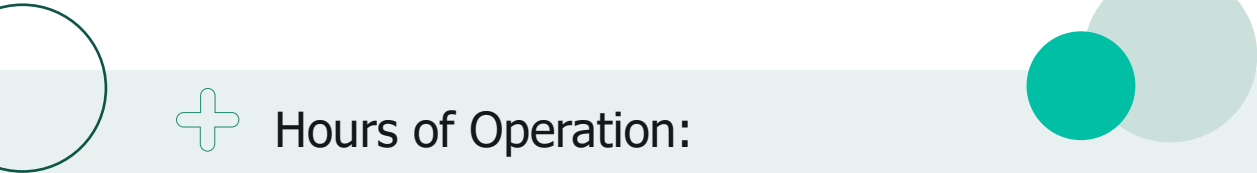


Guidance on the Be Well activities



Sign Up Here: <https://bewellshbp.com/ambassador-application/#Ambassador-Signup>

# CONNECT WITH US



+ Hours of Operation:

## Coaching Services

Monday - Friday 8 a.m. to 8 p.m. ET  
Saturday 9 a.m. to 5 p.m. ET

## Member Services

Monday - Friday 8 a.m. to 8 p.m.  
ET

Call toll-free **(888) 616-6411**



**BeWellSHBP.com**

Questions?

Thank you.

 sharecare