

Highmark & HealthMedia®

for members of the Steelworkers Health and Welfare Fund

PERSONALIZED ONLINE LIFESTYLE IMPROVEMENT PROGRAMS

Whether members want to manage weight or stress, improve their eating habits, manage chronic conditions or back pain, quit smoking, quit smoking or make overall healthy lifestyle choices, these programs can help individuals meet their wellness goals.



HealthMedia
succeed®

Risk Assessment Program

Online Health Risk Assessment that identifies individual risk, readiness and confidence to make lifestyle changes. This assessment takes about 20 minutes and evaluates: nutrition, physical activity, stress, smoking, safety and chronic disease. Each participant receives a personalized wellness plan with recommendations to improve or maintain their health.



HealthMedia
nourish®

Nutrition Program

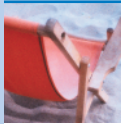
Nourish is an eight-week program including a 16-page action plan and three follow-up tailored action plans delivered at two, four and eight weeks into the program. It includes personalized techniques for making healthy food choices when dining out, shopping and preparing meals.



HealthMedia
balance®

Weight Management Program

Balance is a six-week weight management and physical activity program that offers a personally tailored action plan providing techniques and strategies for making healthy food choices, increasing physical activity, and avoiding the emotional triggers that lead to overeating. Three follow-up tailored action plans reinforce changes and provide additional support.



HealthMedia
relax®

Stress Management Program

Relax helps adults effectively cope with stress resulting from school, family, work, health, relationships and finances. It helps participants improve their stress coping skills, reduce stress levels and manage the physical and psychological consequences of chronic stress. It is a five-week program that includes an initial tailored action plan and three follow-up tailored plans.



HealthMedia
breathe®

Smoking Cessation Program

Breathe provides a customized, four-part action plan with program length based on participant's chosen quit date. After answering a detailed questionnaire, participants receive an initial tailored action plan and three follow-up tailored action plans that are delivered at critical relapse times after the quit date.



HealthMedia
care™ For Your Health

Self-Management Program

Designed to help individuals take charge of their chronic conditions, such as diabetes, asthma, migraines, high blood pressure and high cholesterol. Through a personalized plan, Care for Your Health provides assistance with medication compliance, emotional issues, such as stress and depression, symptom management and lifestyle behaviors that may have an impact on health.



HealthMedia
care™ For Your Back

Care for Your Back Self-Management Program

This back pain management program assesses participants' experience with back pain, their risk factors, the effect of jobs and daily activities, and any concerns about back problems. Through a personalized plan, Care for Your Back then assists participants with preventing back pain or managing existing back pain.



HealthMedia
care™ for Diabetes

Care for Your Diabetes

This program simulates a one-on-one session with a nurse counselor, providing a high-quality behavior change intervention addressing Diabetes management factors such as acceptance and better understanding of Diabetes; improving medical, emotional and personal issues associated with Diabetes; improved compliance with medication and overall treatment; getting social support; improving lifestyle issues; and providing an enhanced in-depth education on Diabetes.



HealthMedia
overcoming™ Depression

Overcoming Depression

A clinically sophisticated self-help online program providing 24/7 access to coping strategies and skills for a wide range of symptoms associated with Depression. The program encourages users to become more active and involved in life; facilitates changes in attitude and thinking; provides habit control strategies; builds motivation to change; and provides relapse prevention strategies. It offers anonymous assistance for those unwilling to come forward for help.



HealthMedia
overcoming™ Insomnia

Overcoming Insomnia

A six-week, online program that uses proven techniques based on sound clinical evidence to help individuals recover from insomnia. Participants learn to change negative thinking that interferes with sleep, develop new habits that promote healthy and restful sleep, learn relaxation techniques to fall asleep, and develop strategies to keep stress from affecting their sleep.

It only takes a few minutes to get started. Here's how:

1. Go to Highmark's Web site at www.highmarkbcbs.com.
2. Complete the login process, entering your user name and password.
3. Choose the "Your Health" tab and then click on "Improve Your Health."
4. Choose the program in which you wish to enroll.



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