

# Brief Notes

News for  
Brokers and Consultants

March 25, 2008 Vol. 17 No. 568

3 Penn Plaza East, Newark, NJ 07105-2200

## Improvements to the Health Assessment Tool available through *My Health Manager* at [www.HorizonBlue.com](http://www.HorizonBlue.com)

The Health Assessment Tool, a comprehensive self-assessment questionnaire powered by *WebMD*® scores our members' health status, determines their health risks and provides them with specific recommendations to improve their health. Originally launched in January 2006, the Health Assessment Tool is part of Horizon Blue Cross Blue Shield of New Jersey's *My Health Manager* suite of online tools designed to give our members more control over their health care decisions. The Health Assessment Tool features a highly personalized summary page and an explanation of risk factors to help members understand and implement positive behavior changes.

### How is the Health Assessment Tool more user-friendly?

Improvements in the Health Assessment Tool structure include:

- Grouping similar questions.
- Minimizing the number of questions asked of a particular member.
- Maximizing the completion rate by optimizing its understandability.
- Collecting the data necessary to meet your clients' business requirements.

### What new questions are on the improved Health Assessment Tool?

The questionnaire has been expanded to include:

- Questions about depression and the risk of depression.
- Insight into chronic lung and musculoskeletal conditions and colon cancer.

### What are the key benefits of these changes?

The improved Health Assessment Tool offers:

- A highly personalized summary page that reinforces members' modifiable risk factors and their connection to overall wellness and preventing chronic illnesses.
- The opportunity to "drill down" on each risk factor, with highly personalized explanations that help members understand their risk factors and the benefits of positive behavior change.
- Integrated messaging emphasizing the importance of positive behavior changes.
- Member-customizable text notifying users of available programs, where applicable.
- Continued full compliance with the National Committee for Quality Assurance (NCQA) standards.

(continues)

**What benefits can my clients expect from the new Health Assessment Tool?**

- Stronger user engagement with a final report including tailored recommendations that motivate action to lower key health risks.
- Greater proportion of the user population completing survey instrument and with higher levels of comprehension.
- Additional target messaging capabilities based on health risk and condition stratification.
- Improved and personalized motivational messaging.
- Consistent final report between online and paper-based users ensures the entire user population enjoys an equally rich experience.
- Enhanced population health reporting.
- Full compliance with NCQA Quality Plus Member Connection standard.

**What benefits can members expect from the new Health Assessment Tool?**

- A simpler process to complete the Health Assessment Tool.
- An engaging, personalized final report with:
  - Additional graphs with easy-to-understand summarized and prioritized results.
  - Real-time “what-if” scenario-modeling that instantly shows the impact of modifying behaviors.
- Improved insight into members’ health status and their behavior’s impact on their current and future health.
- More appropriate calls to action aimed at modifiable risk factors.

**What if members have already taken the Health Assessment Tool?**

- Members’ previous Health Assessment Tool scores, condition risk ratings and biometric information will be carried over from the previous version to the new version.
- Specific answers to questions in the previous version of the Health Assessment Tool will not be carried over from the previous version to the new version.

Visit <[www.HorizonBlue.com/mhm](http://www.HorizonBlue.com/mhm)> to see the suite of tools available through *My Health Manager* or contact your sales representative or account manger for more information.