

# Tobacco Cessation and Weight Management Programs

## Engaging members to improve their health

Everyone can use a little—or a lot—of help sometimes. Every year Americans spend billions on fad diets, exercise equipment and nicotine cessation products, yet billions are paid towards medical claims and work absenteeism. Where's the disconnect?

Blue Cross and Blue Shield of New Mexico (BCBSNM) is committed to encouraging our members—your employees—to make lifestyle choices that promote health and increase awareness of disease prevention.

Through **Blue Care Connection**<sup>®</sup>, BCBSNM has developed Tobacco Cessation and Weight Management programs. Both programs encourage members to adopt behaviors that could help improve their health and productivity, as well as provide maintenance and support for their new lifestyles.

### Engaging Members

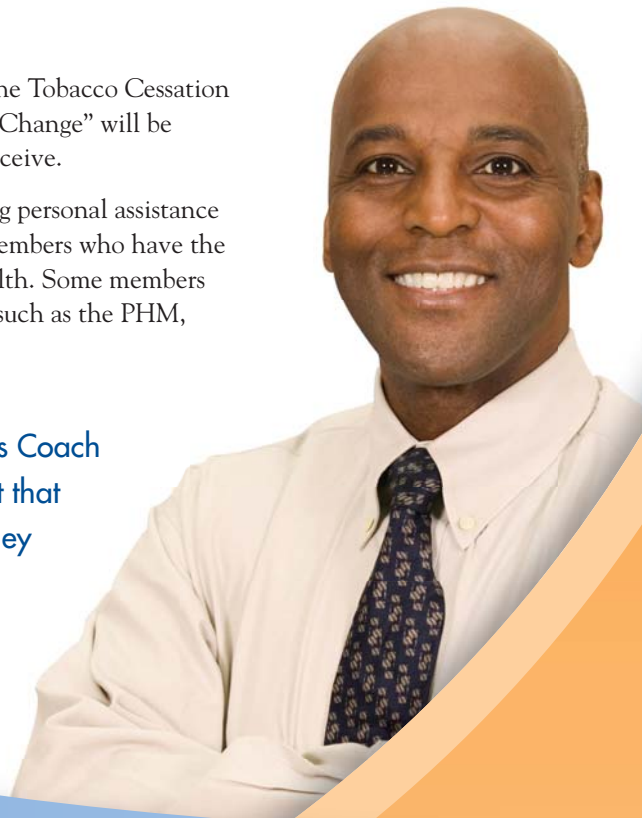
Identifying members who could benefit from the Tobacco Cessation and/or Weight Management programs is done through various methods, such as:

- Completion of a Health Risk Assessment
- Participation in a Health Fair (which you may elect to sponsor)
- Self-referral through Customer Service using the phone number listed on the back of member ID cards or through secure e-mail exchanges with a licensed trainer, nurse or dietitian using the **Ask A** features on the Personal Health Manager (PHM)

Once members are identified as candidates for either the Tobacco Cessation or Weight Management programs, their “Readiness to Change” will be assessed to determine the level of outreach they will receive.

A Wellness Coach will reach out to members providing personal assistance with goal-setting and periodic progress checkups for members who have the greatest need and desire to make a change to their health. Some members will choose to only use self-guided tools and resources such as the PHM, BlueExtras<sup>SM</sup> and the Audio Health Library.

Members who choose to work with a Wellness Coach to reach their goal(s) will also receive a toolkit that provides additional support during their journey to stop smoking or lose weight.



**BlueCross BlueShield  
of New Mexico**

*Experience. Wellness. Everywhere.<sup>SM</sup>*



## BlueCross BlueShield of New Mexico

Obesity results in more than 300,000 lost lives each year. Currently, more than \$61 billion per year is spent on obesity-related health care expenses. It is estimated that another \$40 billion per year is lost because of obesity-related absenteeism and decreased work productivity.

*\*North American Association for the Study of Obesity (NAASO)*

<sup>1</sup>Personal Health Manager (including the Health Risk Assessment) is not available to all members because some employers have chosen another medical management program. Check with your group benefits administrator or call Customer Service at the number on the back of your ID card. You may also e-mail Customer Service by going to [bcbsnm.com](http://bcbsnm.com) and selecting *Contact Us*.

<sup>2</sup>24/7 Nurseline is not available to all members because some employers have chosen another medical management program. Check with your group benefits administrator or call Customer Service at the number on the back of your ID card. You may also e-mail Customer Service by going to [bcbsnm.com](http://bcbsnm.com) and selecting *Contact Us*.

[www.bcbsnm.com](http://www.bcbsnm.com)

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## Self-guided tools and resources include:

### Personal Health Manager (PHM)<sup>1</sup>

The Personal Health Manager is an online resource with tools and information that helps members better manage their health. For Tobacco Cessation, the PHM provides a *Stop Smoking* campaign to help members understand their barriers to quitting, identify their personal motivators (to quit smoking) and learn about treatment options. For Weight Management, the PHM provides a *Weight Management* campaign to help members set goals and learn about maintaining a healthy weight, activities they can do to help reach their goals and healthy eating.

In addition to the campaigns, the PHM provides members with *Ask A Nurse* and *Ask A Dietitian* e-mail features, and a Health Encyclopedia they can use to read articles specific to their interests. And every time members track a fitness workout, report a meal, use any of the expert coaching features, or use other features in the **For Your Health** section, they will earn Blue Points<sup>SM</sup> that are redeemable at the Blue Points Redemption Center on the PHM for health promotion products and other merchandise.

### BlueExtras<sup>SM</sup> Discount Program

BlueExtras is a discount program available to members to save money on value-added health care products and services not usually covered by health care benefits plans. There are no claims to file, no referrals or pre-authorizations, and no additional fees for members to participate.

BlueExtras programs that support Tobacco Cessation and Weight Management are Jenny Craig, Curves and Complementary Alternative Medicine (CAM). CAM helps members save money on gym memberships, acupuncture, Yoga, Tai Chi, massages, spas, vitamins, health and wellness magazines, and more.

### 24/7 Nurseline Audio Health Library<sup>2</sup>

The 24/7 Nurseline provides members with 24 hours a day/seven days a week access to an Audio Health Library of prerecorded information about tobacco cessation and weight management, as well as other basic health topics. Members can access the Audio Health Library by calling the 24/7 Nurseline at (800) 973-6329.

**Note:** Members who have a 24/7 Nurseline telephone number listed on the back of their ID card should call that number.

For more information about the Tobacco Cessation and Weight Management programs, talk to your Blue Cross and Blue Shield of New Mexico representative.