

Healthy Direction

REWARD EMPLOYEES FOR INVESTING IN THEIR HEALTH
WHILE YOU SAVE MONEY ON HEALTH CARE COSTS.



A plan for life.

A healthy business starts with healthy employees

Healthy Direction gives you another way to support your employees' health, saving you money in the long run.

Here's how the program works: you choose healthy steps for employees to take, and they track progress using our easy online service. Once all steps are completed, you provide incentives like premium differentials, contributions to a health funding account, paid time off, gift cards, company events, and more.

Simply sign up for the service, use the customizable employer toolkit to promote the program, and supply the incentive as employees complete the steps.

EXAMPLE WITH HRA INCENTIVE

Member's HRA starts with
\$1,000



Member completes healthy steps and employer contributes \$500



Member's HRA increases to
\$1,500



HRA incentive is only available for groups with a CDPHP-sponsored HRA through Health Equity. For HRA plans with HealthEquity, incentives earned are sent to members' account by CDPHP.

Select Your Steps

Motivating employees to make healthy choices has never been easier.

The steps within Healthy Direction are small, simple tasks that have a positive impact on employees' health and your business. Choose any number of steps for employees to complete:

- Visit a primary care physician (PCP)**
Stopping health problems before they start is key to healthy employees.
- Take a personal health assessment**
The PHA is a series of questions to help understand how actions can influence health and wellbeing. Answers will be used to help create an action plan for better health.
- Get a biometric screening**
A biometric screening is a short health exam that provides information about risk for certain diseases and medical conditions. This screening is often part of a physical exam or offered at a health fair.
- Commit to quit tobacco**
For tobacco users, commit to quit by enrolling in one of the following programs:
 - **CDPHP Smoke-FreeSM**. Employees must participate in a minimum of three sessions with a quit coach.
 - **Pivot**. Employees must earn a minimum of 5,000 points by participating in various quit activities.
- Take a free CDPHP community wellness class**
CDPHP offers a variety of wellness classes in the community and online that are free for members.
- Get a flu shot**
A flu shot is the best way to protect against the flu. Encourage your employees stay protected.
- Participate in a CDPHP Workplace Health wellness program**
Work with your CDPHP representative to choose the onsite and/or virtual Workplace Health wellness program(s) that's right for you and your employees.
- Create your own activity**
Work with your broker and/or CDPHP representative to set up an approved activity to offer to your employees. You can choose to track employee completion of this step and send the results to CDPHP or have employees self-report. Examples include participating in a charity walk/run or taking a safety class.

Non-tobacco users may attest to their non-tobacco user status.

We manage enrollment, monitor step completion, and provide an employer toolkit to foster engagement. Plus, you'll get data and reporting about employee progress.

Talk with your CDPHP representative to learn more.

Complete your agreement, select the healthy steps, and we'll take care of the rest. Employees will get access to an online tracker when logging into their account on member.cdphp.com and we'll provide you with the program results.

Connect with us!

Tell us what you think at
insights.cdphp.com/join 

Get fitness tips, wellness ideas,
and more! Follow us on social
and visit blog.cdphp.com.



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Visit cdphp.com/HealthyDirection to get started.

Capital District Physicians' Health Plan, Inc.
Capital District Physicians' Healthcare Network, Inc.
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