

Medica Health & Wellness Coaching Program

Provider FAQ

(OVERVIEW)

What is Health and Wellness Coaching?

Health and Wellness Coaching supports members make lifestyle improvements in the areas of weight management, healthy eating, physical activity, and stress management. Coaching focuses on motivation, teaches self-management skills and provides education designed to help engaged members improve their health.

Coaches support the doctor-patient relationship and support the member to make health behavior changes that his or her doctor has recommended.

How does the program work?

Coaches reach out to members telephonically, and an initial interview is set up. This interview establishes health goals and allows the coach to know what is important to the member. The coach and member then set up regular appointments by phone to discuss progress on goals, barriers, and strategies to reach the member's goals.

Does Health and Wellness Coaching cost participants anything? Are their premiums changing with this new program?

For eligible members, there is no cost to members to participate in the program.

(EVALUATION / ELIGIBILITY)

How do coaches get member names? (How are members selected for this program?)

The Health and Wellness Coaching program identifies members for potential enrollment by looking at medical and pharmacy claims submitted by health care providers and information members have submitted to Medica. Information from these claims allows Medica to determine which members are likely to benefit from the program.

Eligible members may also be identified depending on how they answered certain questions on their health assessment.

In addition, members eligible to participate under their benefit plan may choose to enroll in the program based on their own desire to improve their health.

Members also may be referred to the program through other Medica programs including case management, employee assistance programs, Medica nurse line, Medica Behavioral Health and tobacco cessation.

Can providers refer a patient into the program?

Yes. Doctor's offices may call the toll-free number listed below to get further information or suggest that a coach reach out to a particular Medica member for inclusion in the program, which would depend on the member's eligibility.

How are members contacted for enrollment?

Once members are identified for the Health and Wellness Coaching program, they receive a mailed invitation to participate. After the invitations are sent, the member can call in to schedule an appointment with a coach. If the member doesn't call in, a coach will call the member to ask if he or she would like to participate in the program.

How much do coaches know about members?

Coaches get their information from individual members and their health care providers. Communication from providers is limited to information that addresses a member's health care needs.

How do members know if they qualify for the Health and Wellness Coaching program?

They may call Medica at 1-866-905-7430 to speak with a coach to determine if the program is available to them.

Is the Health and Wellness Coaching program available to family members? What if a family member is not a Medica member? At what age are children eligible for coaching?

Family members 18 years and older can participate in the program if they are eligible for services under their Medica benefit plan. These members may be invited to participate based on their current health care needs (as identified through medical and pharmacy claims), or they may choose to participate in the program based on their own desire to improve their health. The Health and Wellness Coaching program is only available to Medica members at this time. The program is available to members who are 18-80 years of age.

Can members recommend another Medica member for the program?

Members eligible to participate under their benefit plan may choose to participate in the program based on their own desire to improve their health. Due to privacy laws, Medica cannot accept a recommendation from a member to invite another member to participate in the program.

Which members are affected by or eligible for the Health and Wellness Coaching program?

Medica members 18-80 years of age who have coaching services covered under their benefit plan are eligible for the program. Generally, this includes members belonging to government programs (Minnesota Health Care Programs and MSHO).

(PROCESS)

Is the program coordinated with other Medica programs?

Yes. Coordination with other programs includes referrals and consultations among case management, pharmacy, customer service, tobacco cessation, disease management, and the nurse line.



How do members begin the process?

Members who want to learn more about the program or enroll can call coaches at 1-866-905-7430 Monday through Friday from 8 a.m. to 5 p.m.

There will be the option to leave a message on the confidential voicemail and a coach will call back within two business days.

Will members work with the same coach throughout?

Yes. From the moment they begin the program they will work closely with the same coach. He or she will help guide each member to the goals that he or she establishes. Coaches also may refer members to community resources or other Medica services that may be appropriate as they work through the Health and Wellness Coaching program.

Can they meet with a coach in person or online?

At this time, Medica coaches are unable to meet with participants in-person or online. The coach will provide private, confidential one-to-one coaching over the phone. Medica believes this is the most effective, efficient way to provide coaching. Its coaches are specially trained in over-the-phone coaching.

What kind of resources will be available to members in the Health and Wellness Coaching program?

Members who are enrolled in the Health and Wellness Coaching program will have access to an online workbook and additional educational materials that meet their individual health needs. Coaches also may refer members to community resources or other Medica services that may be appropriate as they work through the program.

Will a coach know member benefits, network options, formulary?

Coaches will know whether members are eligible for the Health and Wellness Coaching program. For questions about other benefits and Medica membership, they will be able to “warm” transfer members directly to Customer Service for assistance.

How long does the Health and Wellness Coaching program last?

The average length of the program is 3 months, but the frequency of sessions and length of program can vary and is based on individual health needs.

Are there criteria for disenrollment and graduation from the program?

Most members will complete the program in about 3 months. Members who successfully complete the program meet the following criteria: they actively address lifestyle goals established by them and their coach; increase their self-efficacy and motivation level; and make movement towards their priority health goal. These measures will be evaluated by each member’s coach.

Will members receive any rewards for participation in the program?

Yes, in most cases members who make movement toward their goals will receive a gift card for completion of the program*.

**Incentives do not apply to DUAL Solution members.*

What happens if a coach finds out that a member has urgent health needs? Will there be any intervention on behalf of the member?

Depending on the severity of the issue, coaches will work with the member initially about any health needs they may have, but with the option to escalate the issue to the member's doctor or to refer the member to case management to better manage the member.

Will a member's physician or other health care provider know if their patient is participating in the program?

Coaches will encourage members to talk with their provider about their participation in the program. Members may share information with providers that the coach shared with them (e.g., their workbook, educational materials, etc.)

(INFORMATION ABOUT COACHES)

Where are they located?

Coaches are located at Medica's main office in Minnetonka, MN.

What are the qualifications of a coach?

Coaches have at a minimum a bachelor's degree and health care backgrounds in health coaching, nursing, psychology, social work, exercise physiology, dietetics/nutrition or health education. These coaches have demonstrated active listening skills, the ability to develop rapport, empathy, and ability to support a member through motivation, building confidence and applying techniques that encourage changes in behavior.

What is the Medica staff training specific to the Health and Wellness Coaching program?

Medica partnered with the University of Minnesota's Center for Spirituality and Healing to develop an extensive training program for its coaches. The University of Minnesota program is acknowledged to have the most extensive coach training program in the country.

Are coaches giving out medical advice? Does coaching replace other health care providers?

Coaches *do not provide medical advice or treatment* to members. Coaching works in tandem with the services members receive from their medical team. The coach supports member relationships with health care providers and never takes the place of these very important relationships. A coach is able to share information with health care providers at the member's discretion. The coach will help members plan for visits with health care providers so that they can be sure they are getting their needs met.

Does a coach talk to a member's physician? Can members ask their coach to talk with their physician?

Medica's goal is to help make members self-sufficient in managing their health. Part of doing that is to help them prepare for appointments with physicians – for instance, coaching members on effective ways to interact with their physician. On occasion, coaches may contact a member's physician if they think a member's condition or circumstances pose a serious threat to his or her health. See question #24.

Will the coaches know complementary medicine?

Coaches are familiar with complementary medicine but will not advise members whether or not to pursue this form of medicine. The coach will help members define whether they want to learn more about these therapies and if so will help identify credible resources.

What if members don't like their coach? Can they change?

Yes. Medica believes that the relationship between members and their coach is very important to their success in the program. If at any time they wish to work with a new coach, they may do so by asking to speak to the current coach's supervisor so a new coach can be assigned.

(PURPOSE OF THE PROGRAM)

Why should members want to participate?

Coaching asks members to think about their health today and where they want to be and helps them get there by finding the strength to make desired healthful changes in their life. Coaches help them reach goals by developing a one-on-one relationship with members and supporting them to make behavior changes that improve their health. More specifically, coaching focuses on motivation, teaches self-management skills and provides education designed to help members improve their health.

Can members refuse to participate, or decide to join later?

The program is voluntary, so members do not have to participate if they do not wish to, and they may join at any time. Because coaching is about helping members make changes in their life that are desired, Medica is ready to help when members are ready.

What kinds of things can the coaches help with?

Coaches can help support members to make lifestyle changes in weight management, healthy eating, physical activity, and stress management. The coach will help members create specific goals and design a plan to achieve these goals.

Will participation in the Health and Wellness Coaching program affect member claims or company premiums in the future?

While there will be no direct or immediate impact on member claims or company premiums, Medica believes that participation in the program will lead to reduced claims and lower rates of premium increase because long-term health will be improved.

(REPORTING / RESULTS)

What kind of results can a member expect through this program?

Coaches will help members take a look at their current health and assist in identifying how to improve it. Members and coaches will discuss ways to change behaviors to support improved health, set goals for making those changes and discuss ways to help members stay on track.

Will the member's employer know who is participating and for what?

No. Medica will not provide member-specific information to employers. Employers may receive aggregate reports about overall employee participation in the Health and Wellness Coaching program and its overall effectiveness.