

## SECTION AA: VALUE ADDED TO LOUISIANA EMPLOYEES

### AA.1 Employee Workplace Wellness Programs

*AA.1 Describe the workplace wellness program and employee incentives you will have in place for your Louisiana-based employees within 3 months from the effective date of the contract. Include incentives for participation. Program components, and expected results.*

*The proposed annual monetary expenditure for this program and will be considered a binding contract deliverable. If for some reason, including but not limited to lack of employee participation, the proposed annual expenditure is not expended the department reserves the right to require the MCO to provide an alternate employee wellness benefit of equal value and/or may conduct reconciliation for the amount unexpended.*

*For each value-added incentive proposed:*

- *Define and describe the wellness program/employee incentives and associated measures of performance;*
- *If not applicable to all employees; identify the category or group of employees eligible to participated in the incentive or receive enhanced payments;*
- *Note any limitations or restrictions that apply to the wellness benefits/incentive.*
- *Describe how and when employees will be notified about the availability of such programs/incentives; and*
- *Describe how employee input and feedback will be used to realign incentives as appropriate.*
- *Describe how you will identify the associated payments in administrative data.*
- *Indicate the total annual expenditures proposed for each of the three (3) contract years.*

*Include a statement of commitment to provide these expenditures for this purpose for the entire thirty six (36) month term of the initial contract.*

As a health care company, helping our employees and family members improve their health and wellness is part of who we are. Amerigroup Louisiana (Amerigroup) is in the business of promoting health and wellness, and we begin with our own employees. ***We are committed to creating an environment that encourages healthy behaviors and personal ownership of health care choices, along with resources and opportunities to improve overall health and wellness.*** Our focus on the well-being of our workforce is grounded in our national vision of being America's valued health partner.

Our commitment to wellness is evident and supported by our designation as a Level Two WellSpot in June 2014, and ***elevated to a Level Two WellSpot two months later in August 2014.***



We design, implement, and offer programs, activities, and events not only to create a culture of wellness, but also to encourage our employees to become engaged health care consumers. Our employee and member wellness programs share the same core principals and models.

Our organization’s national commitment of employee wellness began with our Aspire Health Initiative in 2009 and has continued to grow. Through the programs and initiatives offered, Amerigroup employees have realized success. For example, national across our parent organization, employees achieve a 50 percent quit rate when participating in our Tobacco Free Program, our Future Moms program has seen full-term birth rates increasing, and normal birth weights surpassing the national average, and lastly, over 35 percent of our employees are participating in our Fitness Challenge.

We understand that addressing our employees’ medical, mental, environmental, and social needs builds a foundation for a productive and effective workforce. In continued support of our commitment and to meet the needs of a diverse workforce, Amerigroup offers a variety of wellness programs, events, and activities to support employee needs. Tables AA.1-1 through AA.1-4 provide details on wellness activities available to our Louisiana employees who are part of our national employee wellness program.

### Wellness Credit Program

Amerigroup recognizes the need to promote and support employee participation in wellness initiatives. Through Total Rewards, ***all employees and spouses and domestic partners are eligible to receive up to \$700 per year paid as a credit toward the cost of medical care*** by participating in certain wellness activities and/or demonstrating healthy results or improvements in specified areas. Onsite health screenings are offered to measure BMI, blood pressure, cholesterol, and diabetes risk so that employees will have the information they need in making basic healthy lifestyle choices.



**TOTAL REWARDS**  
Wellness Credit Program

**Total Rewards**

Tobacco-Free or Quit for Life \$200	BMI <30 or 5% Weight Loss* \$200
Flu Vaccine \$100	Blood Pressure <140/90* \$200

**Wellness Credit = \$700**

\*Measured through a 2014 Know Your Numbers biometric screening

*Table AA.1-1. Employees Can Earn up to \$700 Annually through these Wellness Programs*

Flu Shots	
Description	Free flu shots are offered onsite and are also covered at 100 percent under our medical plan when obtained at a participating provider or pharmacy.
Employee Incentive	\$100 credit towards the cost of medical coverage.
Measures of Performance	Employee engagement in programs, as well as population health improvement over time.
Eligibility	All employees and spouses or domestic partners who are enrolled in medical coverage.
Limitations and Restrictions	Employees who are not enrolled in medical coverage can participate in the screenings associated with the program at no cost but do not receive a wellness credit.
Tobacco Free	
Description	Amerigroup Louisiana is a tobacco-free campus providing employees with a healthy workplace. Our “Quit for Life” program is available at no-cost and provides a telephonic tobacco smoking cessation program that includes nicotine replacement-therapy products.
Employee Incentive	\$200 toward the cost of medical coverage for being tobacco free or completing the “Quit for Life” program.
Measures of Performance	Participation and the smoking cessation rate are measured.
Eligibility	All employees and spouses or domestic partners and dependents over the age of 18.
Limitations and Restrictions	Employees who are not enrolled in medical coverage can participate but do not receive a wellness credit.
Maintaining Healthy Weight	
Description	Employees maintaining a Body Mass Index (BMI) of <30 or achieving 5% weight loss from previous screening.
Employee Incentive	\$200 toward the cost of medical coverage.
Measures of Performance	Maintaining a BMI of <30 or achieving 5% weight loss from previous screening.
Eligibility	All employees and spouses or domestic partners who are enrolled in medical coverage.
Limitations and Restrictions	Employees who are not enrolled in medical coverage can participate but do not receive a wellness credit.
Maintaining Healthy Blood Pressure	
Description	Employees maintain a blood pressure of <140/90.
Employee Incentive	\$200 toward the cost of medical coverage.
Measures of Performance	Maintaining blood pressure of <140/90.
Eligibility	All employees and spouses or domestic partners who are enrolled in medical coverage.
Limitations and Restrictions	Employees who are not enrolled in medical coverage can participate but do not receive a wellness credit.

## Employee Reimbursement Programs

In addition to receiving credit toward the cost of medical coverage, Louisiana employees are also eligible to receive reimbursement for participation in the following activities.

*Table AA.1-2. Employee Reimbursement Programs Keep Our Employees Healthy*

Health Club Reimbursement	
Description	Monthly reimbursement for individual membership dues at a company-recognized health club.
Employee Incentive	Up to \$35 per month.
Measures of Performance	Employee engagement in program.
Eligibility	All Louisiana-based employees.
Limitations and Restrictions	None.
Nursing Mothers Support Program	
Description	Employees can access free lactation consultation services and receive a free Nursing Mother's Kit, which includes tools and tips for successful breastfeeding.
Employee Incentive	100% coverage for one breast pump a year when enrolled in company medical coverage.
Measures of Performance	Employee engagement in program.
Eligibility	All employees and spouses or domestic partners.
Limitations and Restrictions	None.
Weight Watchers	
Description	Weight Watchers is a nationally recognized weight loss and management program focused on healthy eating and exercise. Louisiana offers on-site Weight Watchers meetings.
Employee Incentive	Amerigroup pays 50 percent of the Weight Watchers program fee for up to six months of the program when an employee achieves a 5% weight loss. Subsequent reimbursements occur for successive 5% weight losses.
Measures of Performance	Employee engagement and weight loss results.
Eligibility	All employees.
Limitations and Restrictions	None.

## Employee Support Programs

Amerigroup recognizes that employees, just like members, sometimes need a little encouragement. We provide a variety of support programs to assist our employees in making choices, changing behaviors, and working through times of crisis.

*Table AA.1-3. Supporting Amerigroup Employees in Their Daily Lives*

Healthy Lifestyles	
Description	A confidential, well-being assessment; a personalized well-being plan; and online tools to track progress. Participants can earn points toward products like gym bags, headphones, fitness accessories, and more. Participants can also connect with others to share experiences and obtain social support and tips on health topics.
Measures of Performance	Employee engagement in program.
Eligibility	All employees.
Limitations and Restrictions	None.
HealthYOU University	
Description	HealthYOU University provides virtual wellness programs and/or wellness coaching by phone to develop a personalized fitness and/or nutrition plan.
Measures of Performance	Employee engagement in program.
Eligibility	All employees who work in a location that does not have a wellness center. Louisiana does not have a wellness center.
Limitations and Restrictions	None.
myStrength	
Description	myStrength is an online stress, depression, and anxiety management program that offers strategies like you would get face-to-face. The service is self-paced and available 24/7. Content is customizable based on user's individual preferences and needs, and a mobile app is also available.
Measures of Performance	Employee engagement in program.
Eligibility	All employees and their spouses or domestic partners and members of their households.
Limitations and Restrictions	None.
Employee Assistance Program (EAP)	
Description	<p>Employees and their family members can receive six free confidential counseling sessions (per person, per condition) to help with personal issues. Counselors are trained to help with such issues as marital or family distress, grief counseling, substance abuse, and mental illness.</p> <p>EAP also assists with issues such as legal assistance, financial consultation, daycare, and elder care searches. EAP services are available 24 hours a day for emergency or urgent situations.</p>

Employee Assistance Program (EAP)	
Measures of Performance	Employee engagement in program.
Eligibility	All employees and their family members.
Limitations and Restrictions	None.
Monthly Teleseminars on Health Topics	
Description	Monthly free teleseminars available to employees to assist in making healthy choices and changes. 2014 topics to date have included Just Quit (smoking cessation), Lose Weight, Manage My Stress, Move More, Feel Better about Me, and Find My Strength to Reduce Stress.
Measures of Performance	Employee engagement is measured.
Eligibility	All employees.
Limitations and Restrictions	None.

### Flexible Work Arrangements Supporting Employee Needs

In addition to direct wellness activities and support programs, we allow our Louisiana employees a flexible work environment.

*Table AA.1-4. Flexible Work Environment Provides Employee Choice While Meeting Member Needs*

Work from Home	
Description	Certain jobs do not require the employee to be onsite and face-to-face with other members of the organization. These employees have the option of working from home.
Measures of Performance	Employee engagement in program.
Eligibility	Employees whose job duties can be performed off-site.
Limitations and Restrictions	None.
Flexible Workday	
Description	Allows employees to work 8 hours from 6 am to 9 pm. There are a limited number of four day work shifts (10 hours per day between 6 am to 9 pm) available based on business needs and requirements.
Measures of Performance	Employee engagement in program.
Eligibility	Employees whose job duties can be performed at varying hours.
Limitations and Restrictions	None.
Volunteer Time	
Description	Employees are allowed time to perform volunteer services with charitable organizations. As many volunteer opportunities occur during work hours, allowing full-time employees to use volunteer time off will enable more employees to volunteer in their community.
Measures of Performance	Employee engagement in program.
Eligibility	All regular full-time employees in good standing that have been actively employed for more than 90 days.
Limitations and Restrictions	Eligible employees receive up to eight hours of paid volunteer time off to be used to volunteer at a qualified 501©(3) charity of choice.

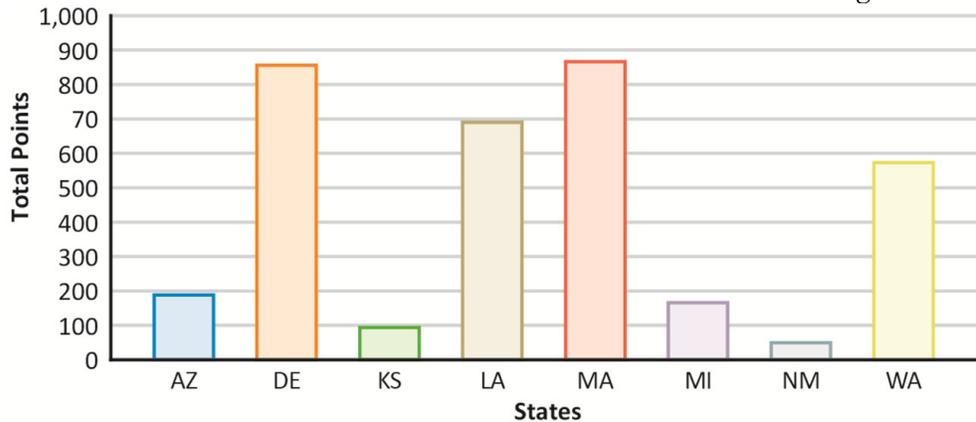
## Louisiana Employee Activities

Wellness is at the core of our commitment to our employees. In addition to our national employee wellness programs, Amerigroup conducts various Louisiana-based workplace wellness programs, including but not limited to:

- On-site Weight Watchers Meetings Bi-Weekly
- Healthy Snacks provided at no charge
- Planned Interdepartmental fitness challenges Club PED — An eight-week walking/running program with the goal of encouraging the habit of regular exercise. Prizes are available for employees completing their goal of 5, 10, or 15 miles during the eight-week program; approximately 30 percent of Louisiana employees are participating.
- Wellness Fitness Challenge (April 30–July 8) — An initiative launched across the WellPoint family of companies, employees logged their exercise sessions of at least 30 minutes, helping their state win the challenge. This year’s Fitness Challenge was a tremendous success, more than 12,500 employees and their spouses or domestic partners, individually or as part of nearly 400 teams participated in the challenge. State competitions were intense, with many lead changes in the division races over the 10 weeks of the challenge. **Louisiana placed 3<sup>rd</sup> in small division.**



Figure AA-1.1. Louisiana Took Third in Our Division in the Fitness Challenge



- National Walk at Lunch Day — In April each year, Amerigroup and all of our WellPoint affiliates participate in the Blue Cross and Blue Shield Association’s National Walk at Lunch Day, a walking program designed to complement, not compete, with busy lifestyles; this walk is led by local senior leaders and shows how easy it is to incorporate physical activity into every day.
- Healthy Smoothie Day (or other foods depending on the season) once a quarter
- March for Babies Walk/Run — March 28, 2014
- “Maintain Not Gain” — focus on eating healthy during the holidays launched at Thanksgiving
- Healthy meetings — incorporating healthy food selections in company meetings/celebrations
- Sickle Cell Foundation of Baton Rouge Walk — August 16, 2014

- Scheduled to participate in the Alzheimer’s Services Capital (Baton Rouge) Area Walk/Run — October 11, 2014
- Scheduled to participate in NAMIWALKS in New Orleans — October 11, 2014

### Breastfeeding Friendly Workplace Champion

In June 2014, Amerigroup Louisiana received designation as a Breast feeding Friendly Workplace Champion by the Mary Amelia Douglas-Whited Community Women’s Health Center and the Louisiana Breastfeeding Coalition. This designation is bestowed on organizations that provide time, space, and support for employees who breastfeed or pump milk to feed their babies. Louisiana employees enjoy a lactation/new mother’s room to support breastfeeding efforts.

### Community Commitment

As a health care company, our employees are acutely aware of the medical problems and social situations often faced by our members. As a company, we are aware of the stress that working with complex individuals can have on an employee. **And as a result, we partner, participate and support local community events that allow our employees a chance to work more closely with the community they serve.** Our most recent event was “Back to School is a Cool Event,” where 500 backpacks stuffed with school supplies, community vendors, and fun activities were provided to children in the Baton Rouge area.

Figure AA-1.2. Amerigroup Employees Routinely Participate in Community Events Such as the “Back to School is Cool Event”



### Dollars for Doers Program

The Dollars for Doers program encourages year-round employee volunteerism by providing a grant to eligible organizations where volunteer service is completed. The Dollars for Doers program helps employees' commitment to their communities go even further. All regular, full-time employees who have been actively employed for more than 90 days are eligible to participate. Eligible charities can receive up to two \$500 grants per year. **Employees can double the dollars by volunteering at a WellPoint Foundation Featured Charity (up to two \$1000 grants per year).**

## Employee Notification

Information about Amerigroup’s wellness program is provided to all employees upon onboarding and then throughout the year based on the activity. For example, during enrollment into the “Wellness Credit Campaign,” information is provided about flu shots, our Tobacco Free program, and maintaining blood pressure and Body Mass Index (BMI). The open enrollment insurance period provides a special emphasis on available wellness programs to assist employees in choosing coverage insurance. Constant communication efforts include:

- Current Wellness Credit Campaign: Posters and email blasts were sent out in August and early September reminding associates what it takes to earn wellness credits and advertising the Know Your Number Events
- Club Ped advertising is sent out a few weeks prior to the start date
- National Communications sends out an “Online News Weekly” email with a section that highlights on-going programs/activities
- Louisiana Human Resources department emails information on company-wide and local initiatives
- Nutrition/health tips and facts are sent out and given out locally (usually on healthy snack days)
- Local Wellness committee members are also encouraged to spread the word about the programs

### Effective Messaging

Messaging about the services offered is as important as the service itself. Amerigroup is continually exploring ways to make communication about our health and wellness activities more effective. We understand that we must use:

- Intrinsic motivators — what is going to make someone stick with it
- Proper tone — people respond better to a warm, gentle tone
- Engaging messages to our employees in promoting health and wellness
- A variety of communication media to reach people

## Employee Engagement

Much of the information about Amerigroup’s health and wellness programs is provided via our intranet for employees and through an external site for employee’s families. Through these resources, we are able to offer current, relevant, and usable information. These sites are also used to share video spotlights that capture employees telling their own story in their own space; monthly screensavers consistently provide information on available support programs.

## Employee Feedback

Amerigroup understands that successful wellness programs leading to healthy lifestyles and behavior changes must be responsive and flexible to the needs of the employees. Employee satisfaction rates and feedback are gathered through:

- Program surveys
- Louisiana’s Employee Wellness Committee
- Annual employee engagement survey
- Company town hall meetings
- Company-sponsored breakfasts

- Departmental meetings
- Individual recommendations
- Data from participation and success of the programs are also used in measuring program effectiveness and the need to realign our efforts and focus.

## Financial Commitment

In 2014, Amerigroup has committed to spend \$60,000 annually on employee wellness initiatives. ***The company will continue to provide at least the same level of expenditure to Louisiana employees for the entire 36-month term of the Contract.*** Expenditures for employee wellness are tracked at the national level and can be reported annually.

As an employer and health care company, investing in wellness is simply the right thing to do. 🌿

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