



# The Kaiser Permanente HMO Plan with Wellness Program Questions and Answers

As of October 1, 2013, Kaiser Permanente offers a rewards program to California's Valued Trust (CVT) members. If you're enrolled in our HMO Plan with Wellness Program and 18 or older, you're eligible to earn up to \$400 in Visa reward cards for getting active about your health. A wide variety of activities qualify, so you can tailor your program to meet your personal health needs.

To help you understand how the rewards program works, we've included answers to some common questions.

## Eligibility

**Q: Who's eligible for rewards through the Kaiser Permanente HMO Plan with Wellness Program?**

**A:** All CVT subscribers 18 and older, and their spouses or domestic partners, who are enrolled in the plan are eligible for rewards. By law, those enrolled in any Kaiser Permanente Medicare plan are not eligible to receive rewards.

**Q: What are the dates for the rewards program?**

**A:** The rewards program runs from October 1, 2013, through September 30, 2014. Only reward activities completed during that period will qualify for rewards.

**Q: I have dual coverage through the Kaiser Permanente HMO Plan with Wellness Program. What's the maximum amount I can earn in rewards?**

**A:** The maximum anyone can earn is \$400, even if you have dual coverage.

## General information

**Q: How do I get started on earning rewards?**

**A:** To get started, just go to [my.kp.org/ca/cvt](http://my.kp.org/ca/cvt) and click on the link in the "HealthWorks Rewards Program" section.

**Q: If I've already completed a reward activity, am I eligible for rewards?**

**A:** In most cases, eligible activities completed before you enrolled in the HMO Plan with Wellness Program won't qualify for rewards. You generally must complete an activity between October 1, 2013, and September 30, 2014. The only exceptions are for certain preventive and cancer screenings. Rewards will be given to members who are current with eligible preventive and cancer screenings that are appropriate for their age and gender.

**Q: How do reward points work?**

**A:** Each eligible activity has a point value, and each point equals one dollar in rewards. When you complete an activity, its point value is posted to your account. For example, you'd receive 50 points for completing the Total Health Assessment, which equals \$50 in rewards.

[my.kp.org/ca/cvt](http://my.kp.org/ca/cvt)

**Q: When can I record activity on the site?**

**A:** Your program begins on October 1, 2013. The site will be undergoing an annual refresh from October 1 to October 14. During that time, you may complete any of the rewardable activities. Then just log into the site starting on October 15 to record those activities and redeem your rewards.

**Q: How do I earn points?**

**A:** The first step is to complete activities eligible for rewards. For the Total Health Assessment, healthy lifestyle programs, preventive and cancer screenings, and flu shot, the fact that you've completed them is automatically recorded and the points are posted directly to your account on the rewards site. For all other activities, you'll need to record your completion on the rewards site in order to have the points added to your account.

**Q: Once I've completed an activity, how long does it take for the points to post in my reward account?**

**A:** Time varies for points to post to your account. For flu shots and preventive and cancer screenings, it can take up to 14 days for the data to process before your points post. For online activities, your points should post within 48 hours of completion. And for self-reported activities, points will post as soon as reported.

**Q: How do I request my reward cards?**

**A:** After you've completed eligible activities and the points have posted to your account, you can sign on to the rewards site to redeem your rewards. A minimum of \$25 can be redeemed. You'll receive a Visa reward card for the dollar amount equal to the number of points you've redeemed. The reward card expires one year after issuance.

**Q: How long does it take for reward cards to be delivered?**

**A:** Once you redeem your reward points online, your card(s) should be mailed to you in approximately four weeks.

**Q: Will my reward cards expire?**

**A:** Visa reward cards will expire one year from date issued.

## Automatically reported activities

**Q: Which activities DON'T require me to report completion—and what are the guidelines for earning rewards?**

**A:** Points for the following activities are automatically posted to your account on the rewards site. That means you don't have to report the fact that you've completed them. Just be sure you've met all the requirements for each activity, as described below.

**Online Total Health Assessment—50 points**

- The reward is available once per program year, per eligible member.

**Online healthy lifestyle programs—50 points per program**

- You can earn rewards for up to three programs, but you're free to complete as many as you like.
- The maximum reward for all healthy lifestyle programs completed per reward period is 150 points.

**Preventive screenings—75 points for three screenings**

- Screenings must be medically advisable and appropriate for your gender, age, and medical history.
- To earn the preventive screening reward, you must be current with the total cholesterol, blood pressure, and BMI screenings.

### **Annual flu vaccine—25 points**

- You must receive the annual flu shot between October 1, 2013 and September 30, 2014.
- To be eligible for the reward, you must complete your flu shot at a Kaiser Permanente facility.

### **Cancer screenings—25 points per screening**

- Rewards can be earned for mammograms and cervical and colorectal cancer screenings, as appropriate for your age and gender.
- Make sure you're current with all appropriate screenings. Talk to your personal physician about which cancer screenings are right for you.

#### **Q: What are some of the benefits of taking the Total Health Assessment?**

**A:** In addition to 50 reward points, the Total Health Assessment gives you an overview of your well-being and helps you set up a plan for enjoying good health. Once you've completed it, you'll get a personalized action plan for improving your health, as well as follow-up emails and encouragement to help you stay on track.

You can also choose to have a summary of your results added to your electronic health record. That way, the information will be available to your health care team, giving your Kaiser Permanente providers important information about your health. If you opt to include the results in your electronic health record, you'll be able to discuss them with your doctor when you come in for care.

## **Self-reported activities**

#### **Q: Which activities DO require me to report completion online—and what are the guidelines for earning rewards?**

**A:** To qualify for rewards for the following activities, you'll need to report the fact that you've completed them on the rewards site. You should also make sure you've met all additional requirements for each activity, as described below.

#### **Registering on the rewards site—50 points**

- You must be enrolled in the Kaiser Permanente HMO Plan with Wellness Program to earn points for registering on the program engagement site.
- You must agree to the terms and conditions when activating your account.
- You're eligible for this reward once per program year.

#### **Health education classes—50 points per class**

- Complete a health education class offered by Kaiser Permanente. (Some classes may require a fee.)
- You can earn rewards for up to four classes, but you're free to complete as many additional classes as you like.
- The maximum total reward for all programs completed is 200 points.

#### **Wellness Coaching by Phone—50 points per session**

- Complete a phone coaching session with a Kaiser Permanente wellness coach.
- You can earn rewards for up to two sessions, but you're free to complete as many as your coach considers necessary.
- The maximum reward for all sessions completed per reward period is 100 points.

#### **Maternity program participation—up to 100 points**

- Complete a prenatal visit at a Kaiser Permanente facility to earn 50 points.

- Complete a Kaiser Permanente health education class on pregnancy, birth, or infant care to earn an additional 50 points.
- The maximum total reward for maternity program participation is 100 points.

#### **Become a Wellness Champion—50 points**

- Wellness Champions are employees who help coordinate wellness activities in their district.
- Become a Wellness Champion between October 1 and December 31, 2013, to qualify. To sign up, go to the rewards site at [my.kp.org/ca/cvt](http://my.kp.org/ca/cvt) and follow the instructions.
- Promote a minimum of one healthy activity, event, or policy change by the end of the 2013-14 school year to earn this reward.

**Q: I received a preventive screening just before enrolling in the HMO Plan with Wellness Program, and getting the same one now isn't medically necessary. Is there any way for me to earn rewards for the screening?**

**A:** To receive rewards, you need to complete most wellness activities within the activity start and end dates listed on the "My rewards" page of the rewards site. The only exceptions are for certain preventive and cancer screenings. Rewards will be given to members who are current with eligible preventive and cancer screenings that are appropriate for their age and gender. Once you've finished an activity, your completion date will be displayed. Some activities may require you to contact your doctor.

## **Where to go for more information**

**Q: Who should I contact if I have general questions about the HMO Plan with Wellness Program?**

**A:** If you have questions about eligibility, kp.org activation, or other general requirements, you can call Kaiser Permanente. Simply call the number on the back of your membership card or call our Member Service Contact Center at **1-800-464-4000**, 24 hours a day, 7 days a week (closed holidays). For TTY for the deaf, hard of hearing, or speech impaired, call **1-800-777-1370**.

**Q: Who should I contact for more detailed information about receiving rewards?**

**A:** If you have questions about topics like these, you should call CVT Member Services at **1-800-288-9870**:

- Clarification of reward terms and conditions
- Assistance with the rewards website
- Redeeming rewards
- Issues or questions about reward cards, including lost, stolen, or damaged cards

**Q: Who should I contact for information about the Total Health Assessment and healthy lifestyle programs?**

**A:** If you have questions about the Total Health Assessment or any of our healthy lifestyle programs, you should contact HealthMedia® at **1-866-433-9284** or [admin@healthmedia.com](mailto:admin@healthmedia.com). A HealthMedia representative will be able to help you with these types of issues:

- Confirmation of completion of the Total Health Assessment, a healthy lifestyle program, or a healthy lifestyle program milestone
- Failure to receive a Health Guide email
- Assistance with the HealthMedia website

The rewards program runs from October 1, 2013, through September 30, 2014, and is open to members of California's Valued Trust, and their spouses or domestic partners, who are 18 and older and Kaiser Permanente members.

[my.kp.org/ca/cvt](http://my.kp.org/ca/cvt)



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