Healthy Beginnings
If you are expecting a baby

Regular phone calls from your nurse coach can be a great help during your pregnancy. It makes it easier to stay healthy and detect problems while carrying your baby.

Healthy Beginnings gives you direct access to your own maternity nurse. This can help you:
- Follow a healthy diet and lifestyle
- Understand your prenatal tests and the results
- Find a specialist if you need one
- Be ready when you see the signs of early labor
- Take care of yourself and your newborn after delivery—and much more!

Do you have one of these conditions.....

See inside for health programs designed just for you, at no extra cost.

Arthritis
Asthma
Blood clots
Breast cancer
Chronic back pain
Chronic hepatitis B or C
Chronic kidney disease
Chronic neck pain
Colon cancer
COPD
Crohn’s disease
Cystic fibrosis
Diabetes
Disease of leg arteries/PAD
GERD/gastric reflux disease
Heart attack and angina
Heart failure

High blood pressure
High cholesterol
HIV
Kidney failure
Leukemia
Lung cancer
Lupus
Lymphoma
Migraines
Osteoporosis
Overweight/obesity
Parkinson’s disease
Prostate cancer
Seizures
Sickle cell anemia
Stomach ulcers
Stroke
Ulcerative colitis

Programs are available for children and teens with these conditions:

Asthma
Diabetes
Cystic fibrosis
High blood pressure

Sickle cell anemia
Weight management/obesity

Sign up before 16 weeks and save!

See the section of this brochure called “Incentive Programs” to learn more.

Health coaching
for the important things in your life

- Long-term conditions
- Pregnancy
- Taking care of your health
- Cost savings

Scan the QR code into your mobile device to get a healthy start.
Healthy Insights
if you have a long-term condition

Your Healthy Insights nurse coach works with you one-on-one to:
• Build a personal health plan that’s easy to follow and really works!
• Help you figure things out by phone whenever you need help
• Learn how to reduce your risk of heart disease, stroke and other serious conditions
• Find ways to lower your blood pressure or cholesterol—and even get your blood sugar under control
• Partner with your health coach to maintain a healthy weight or set achievable weight loss goals
• Form a stronger partnership with your doctor or healthcare provider (This service does not replace your healthcare provider in any way)

Sign up now—and get started today
If you have a long-term health condition, you can join Healthy Insights. (See examples of long-term conditions on back of brochure.) Call today, and take the first step towards feeling and being the best you can be!

Healthy Lifestyles
if you care about your health

Healthy Lifestyles can help you reach your health goals—whatever they are. Working with your own personal health coach over the phone, you can start addressing the things that matter to you. Do you want to:
• Manage your weight, or be more active?
• Quit smoking?
• Eat healthier?
• Deal with stress?

Healthy Lifestyles can help you succeed. You’ll find helpful tips on your own personal website, MyActiveHealth.com/COVA.

Incentive Programs for COVA Care and COVA HealthAware members
For some long-term health conditions, you may get certain drugs or supplies at NO COST

Asthma and COPD*: To qualify you must:
• Take your asthma/COPD medication as directed for a 90-day compliance period
• Continue to take your medication as directed by your doctor or healthcare provider
• Speak with a Healthy Insights Nurse quarterly, or as directed
• Have an annual wellness exam with your doctor or healthcare provider
• Get a flu shot

Diabetes: To qualify you must:
• Take your diabetes medication as directed for a 90-day compliance period
• Participate in a minimum of quarterly coaching calls with a Healthy Insights Nurse
• Continue to take your medication as directed by your doctor or healthcare provider
• Follow up with your doctor or healthcare provider each plan year
• Have at least one HbA1c test each plan year

Hypertension*: To qualify you must:
• Take your hypertension medication as directed for a 90-day compliance period
• Continue to take your medication as directed by your doctor or healthcare provider
• Speak with a Healthy Insights Nurse quarterly, or as directed
• Have an annual wellness exam with your doctor or healthcare provider

Another incentive opportunity
Pregnancy:
You can earn a $300 co-pay waiver or HRA contribution. To qualify you must:
• Enroll in the Healthy Beginnings program within 16 weeks of getting pregnant
• Actively take part in the program
• Complete the 28-week health assessment

*New starting 7/1/14

Sign up today
There’s no extra cost to you.

Call 1-866-938-0349
You can also sign up at MyActiveHealth.com/COVA

Help for your health is mobile, too! Check out the mobile site, MyActiveHealth.com/COVA, to learn more.