

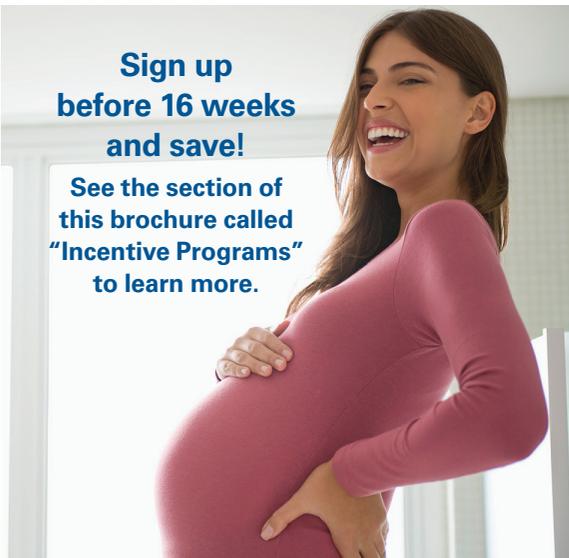
Healthy Beginnings

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!



Scan the QR code
into your mobile
device to get
a healthy start.

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

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

Arthritis	High blood pressure
Asthma	High cholesterol
Blood clots	HIV
Breast cancer	Kidney failure
Chronic back pain	Leukemia
Chronic hepatitis B or C	Lung cancer
Chronic kidney disease	Lupus
Chronic neck pain	Lymphoma
Colon cancer	Migraines
COPD	Osteoporosis
Crohn’s disease	Overweight/obesity
Cystic fibrosis	Parkinson’s disease
Diabetes	Prostate cancer
Disease of leg arteries/ PAD	Seizures
GERD/gastric reflux disease	Sickle cell anemia
Heart attack and angina	Stomach ulcers
Heart failure	Stroke
	Ulcerative colitis

Programs are available
for children and teens
with these conditions:

Asthma	Sickle cell anemia
Diabetes	Weight management/ obesity
Cystic fibrosis	
High blood pressure	



Health coaching

for the important things in your life

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



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!

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.



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

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

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

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