



Glossary of Terms

Blues On Call – an enhanced medical management resource offered by Highmark Blue Shield. This program offers a “Whole Person” approach to care, with services that address healthy lifestyle, behavioral risk factors, chronic and co-morbid conditions, intensive case management, absenteeism and presenteeism. These services are delivered by health care professionals through a dedicated unit which will service members as an integrated entity, with a dedicated health coach assigned to each engaged member.

Health Care Management Program (HCMP) - PASSHE’s new wellness program also referred to as Healthy U.

Health Coach – a registered nurse that serves as a liaison to provide members with health information and care decision support. Health Coaches offer tailored interventions via the phone, email or online and partner with members to guide them through a personal health assessment, help them set goals, review their progress and provide ongoing support.

Health Insurance Portability and Accountability Act (HIPAA) - a federal law implemented in 1996 that, among other things, protects the security and confidentiality of personal health care information.

Health Risk Assessment (HRA) or Wellness Profile - a self-health analysis that covers all aspects of a member’s health, including nutrition, weight management, physical activity, tobacco and alcohol use, injury prevention, skin protection, immunizations and health screenings. After completing the assessment, the member will receive a personalized action plan that can help identify areas in need of health improvement. It includes recommendations for health and wellness programs and activities.

HealthMedia – the vendor used by Highmark to provide members with exciting tools, programs and information designed to improve their health, including the Health Risk Assessment.

Healthy U – a customized plan for PASSHE employees, spouses and same-sex domestic partners that promotes a phased in approach to wellness using Highmark’s Lifestyle Returns program.

Highmark Blue Shield – vendor partnering with PASSHE on the HCMP Lifestyle Returns and Blues On Call program.

Lifestyle Returns – the Highmark Blue Shield program selected by PASSHE to support the wellness program for the HCMP. The Lifestyle Returns program will help members understand their health status, get preventive exams, better manage their health conditions, make informed healthcare decisions and achieve real lifestyle changes.

Lower Health Plan Contributions – incentive offered by PASSHE for participation in the new HCMP and completion of the required steps.

Personal Identification Number (PIN) - a unique four-digit number that is automatically generated after a member logs on to the Highmark website for the first time. It allows the member access to all of the tools and resources available on the Highmark website, including the Lifestyle Returns program.

Pledge – the first step required to pay the lowest health plan contributions. It is an online signature found in the Lifestyle Returns section of the Highmark website (www.highmarkblueshield.com).

Site Code – a six-digit number assigned to each university to help determine what wellness programs to target at each location.

Wellness Coach – nurse, registered dietician, exercise physiologist or respiratory therapist employed by Highmark to provide the personal attention and guidance to help members assess their current behaviors, make health changes and track progress.

Wellness Profile - see Health Risk Assessment