

Healthy at Heart™ Reduce Your Cardiovascular Risk Program

The Healthy at Heart (HAH) cardiovascular (CV) risk education program is now offered to HealthPlus members. This program was developed and sponsored by Pfizer, Inc. It is implemented and administered by a third party vendor, Verispan, LLC. The HAH Program is a comprehensive member education program designed to improve members' understanding of their risk factors and of their compliance with recommended treatments. Over the course of 12 months, those who enroll receive mailings monthly that include materials offering:

- Simple explanations about their CV risk factors
- Motivational information encouraging them to manage their conditions
- Expert advice consistent with HealthPlus guidelines for care
- The opportunity to receive useful tools such as a pill box, measuring cups, wrist sweat bands, a stress ball, and a fanny pack

There is also an online component to HAH that members can select. It provides:

- Electronic versions of the complete HAH and Diabetes Control Network mailings
- Monthly e-mail updates and tips
- Personal health tracker
- Personalized monthly health calendar
- Recipe database
- Interactive quizzes and risk assessments
- Glossary of health terms
- Electronic briefcase to store content to allow users to return to articles that interest them
- Food Pyramid tool

Members are identified to receive an invitation for the HAH Program from medical and pharmacy claims that indicate they have hypertension and/or hyperlipidemia.

When members receive an invitation for the HAH Program, the invitation asks if they have diabetes. If they respond that they want to participate in the HAH program and indicate they have diabetes and would like to participate in the diabetes supplemental program, they are also enrolled in Pfizer's supplemental Diabetes Control Network Program. This program provides six additional newsletters and tip cards highlighting diabetes management issues such as:

- Foot care
- Nutritional choices
- Eye care

HAH offers a physician component to those HealthPlus PCPs who have members enrolled in the HAH Program. Those PCPs who enroll receive:

- Recent and relevant information on managing dyslipidemia, hypertension, and diabetes
- Epidemiologic updates
- Reports on clinical trends and useful practice tips

If you would like more information about how the HAH Program operates for HealthPlus members, call HealthPlus at 800-345-9956, ext. 8944 to speak to a Disease Management Coordinator, or email dismgmt@healthplus.org.