

# What is the Comprehensive Wellness Initiative (CWI)?

This year, the North Carolina General Assembly enacted legislation requiring the State Health Plan (Plan) to develop a Comprehensive Wellness Initiative (CWI). The wellness initiative is designed to encourage members to take responsibility for their health and well-being by engaging in healthy behaviors to keep the Plan affordable for its 661,000 members.

Tobacco use and obesity are the two areas the Legislature selected for the wellness initiative because they are leading risk factors for a number of chronic diseases, including heart disease, cancer, stroke and diabetes. They are also linked to preventable deaths in North Carolina.



## Program Participation

The State Health Plan wants to help members succeed. Here are some key points about participation in the Comprehensive Wellness Initiative:

1. All members who are not on Medicare will be enrolled in the 70/30 plan as of July 1, 2010.
2. If members and their dependents do not use tobacco (starting July 1, 2010) and meet the Body Mass Index requirements (starting July 1, 2011), they can sign an attestation form to move to the 80/20 plan.
3. If a member doesn't want to participate in the Comprehensive Wellness Initiative, they and their dependents will remain in the 70/30 plan.

## Tobacco Cessation Component Begins in July 2010

Starting July 1, 2010, members must declare that they and their covered dependents do not use tobacco products to be eligible for the 80/20 plan. Members will qualify for an exemption if they participate in a tobacco cessation program.

## Weight Management Component Begins in July 2011

A weight management component will be added to the CWI requirements for enrollment in the 80/20 plan for the 2011-12 plan year.

Starting July 1, 2011, members must declare that they and their covered dependents do not use tobacco products and have a Body

Mass Index (BMI) less than 40 to be eligible for the 80/20 plan. Members will qualify for exemption if they participate in a weight management and/or tobacco cessation program. Members will also qualify for exemption if they have a physician-certified medical condition that prevents the attainment of the required BMI. (See CDC Web site at [www.cdc.gov/healthyweight/assessing/bmi/](http://www.cdc.gov/healthyweight/assessing/bmi/))

## Body Mass Index Examples:

Height	30 BMI	35 BMI	40 BMI
5' 4"	174 pounds	204 pounds	232 pounds
5' 8"	197 pounds	230 pounds	262 pounds
6' 0"	221 pounds	258 pounds	294 pounds

See other side for information on supports.

# Tools and Resources

The following smoking cessation and weight management resources will be available to members in January 2010.

TOBACCO USE CESSATION TOOLS & RESOURCES	
NC Tobacco Use Quitline 1-800-QUIT-NOW (1-800-784-8669)	Quitline NC provides a comprehensive tobacco cessation support program. (Open 8:00am - 3:00am, 7 days a week, in English and Spanish) <ul style="list-style-type: none"> <li>• Telephone and online tobacco cessation coaching are <u>available now!</u></li> <li>• Free over-the-counter, generic nicotine replacement patches will be offered to members enrolled in coaching through the Quitline as of January 2010.</li> </ul>
Tobacco Cessation Counseling	Counseling by a physician, nurse practitioner, physician assistant or behavioral health provider.
Prescription Medications starting January 2010	<ul style="list-style-type: none"> <li>• Nicotine Replacement Therapy Patches: \$10 generic copay; \$5 over-the-counter generic copay.</li> <li>• Bupropion (generic for Zyban): \$10 generic copay</li> <li>• Nicotine Nasal Spray, Nicotine Inhaler, Varenicline (Chantix): \$35 copay.</li> </ul>

WEIGHT MANAGEMENT TOOLS & RESOURCES STARTING JANUARY 2010	
Nutrition Counseling	Four (4) nutrition counseling office visits with a licensed dietician will be available per Plan year for members and their dependents.
Weight Management Medications	Your physician may recommend medication or other supports to assist you in managing your weight. Brand-name medications such as Meridia and Xenical have a \$35 copay and will not require prior authorization.
Bariatric Surgery	Bariatric surgery is offered as a Plan benefit.

## Privacy

The Plan takes members' concerns about privacy very seriously. Testing is designed to make sure the policy is implemented fairly and that members are reporting accurately. We will seek input in shaping a random testing process that is as discreet and respectful to our members as possible.

For more information on the Comprehensive Wellness Initiative, visit the State Health Plan Web site at [www.shpnc.org](http://www.shpnc.org).

The State is asking Plan members to take personal responsibility through participation in the Comprehensive Wellness Initiative. We will continue to provide you with updates on the CWI in our Member Focus monthly e-newsletter, on our Web site and in response to your requests and interests. Please note that the State Health Plan has a CWI "Member Feedback" button on the Home Page.