

# Wellness

Behavior Modification to Improve Health and Prevent Disease

## Reducing Health Risks Results in Cost Savings

Two-thirds of Americans are expected to develop a chronic condition during their lifetime. Arizona Foundation for Medical Care (Arizona Foundation), in conjunction with American Health Holding, offers a Wellness program to help avoid future healthcare costs by reducing overall health risks of the population. By targeting healthy individuals along with those at risk for developing chronic conditions, the Wellness program empowers participants to develop personalized goals for addressing lifestyle challenges such as:

Weight management • Nutrition • Stress management  
Exercise • Tobacco cessation

The Web Portal provides a wide range of opportunities for members to change behaviors that negatively affect their lifestyle. This portion of the Wellness program offers numerous online tools including a Health Assessment, Online Health Coach, Personal Health Record, live 24/7 nurse chat and a wealth of other decision-support tools to help members attain ultimate health.

Wellness Coaching is available to anyone who wants to be coached, but is targeted to individuals identified as moderate and high risk. Participants can place unlimited inbound calls to expert Wellness Coaches, who focus on improving members' total health, driving greater productivity and reducing health care cost through:

Member-centric motivational interviewing • Cognitive skill building  
Behavior modification techniques

These coaching methods help participants identify goals, resolve ambivalence and build conviction for lasting change. Buy-up options include Healthy Weight and QuitPower® programs for more intense solutions for weight management and tobacco cessation.



## Program Highlights

- Supports healthy participants in maintaining healthy habits and helps at-risk participants set goals to reduce the risk of future disease
- Comprehensive Web Portal includes Health Assessment and interactive decision-support tools
- Personalized Wellness Coaching motivates and empowers individuals to modify lifestyle behaviors
- Biometric testing and on site health seminars are available
- Wellness and Disease Management Consultant assists in developing a plan for optimal program engagement

## For more information:

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