



Introducing the MCHA 2010 Campaign for Healthy Living

December, 2009

Dear Minnesota Comprehensive Health Association (MCHA) Member:

We are excited to once again offer MCHA members the opportunity to improve their health and get the most out of their health care!

We invite you to participate in the MCHA Campaign for Healthy Living. Last year more than 3,000 MCHA members took part in the campaign. This year we want to encourage even more MCHA members to join.

Why should you join? Our participants' results speak for themselves. Member wellness scores keep getting better every year. Plus, you can earn up to \$125 in gift cards for use at 350 merchants, an additional \$100 check, and entry into a prize drawing for additional cash prizes worth up to \$1,000.

Earning rewards while improving your overall health... That's a great value for your health care dollar!

As we see in the headlines, chronic disease afflicts more than 100 million Americans, causes seven out of ten deaths, and consumes two out of every three dollars spent on health care - yet much of this burden can be prevented with simple lifestyle changes and choices. Because of this, the MCHA Board, staff and its administrative partner, Medica, are once again offering each MCHA member the best tools available to help you achieve your optimum health, no matter what your health status is or what chronic condition you may have. We are committed to helping each MCHA member live a healthier, happier life, while saving dollars for MCHA and putting extra dollars in our members' pockets.

The information in this packet introduces you to the **MCHA 2010 Campaign for Healthy Living** and the Web site **My Health Manager by MedicaSM**. This Web site has something for everyone – young and old, healthy, and those managing chronic diseases (MCHA members must be 18 years of age to participate). It is easy to use and offers a wide variety of information on health and wellness related topics and activities. *If you don't own a computer, visit your local library or ask a relative or friend if they could help you.*

The MCHA 2010 Campaign for Healthy Living will kick off January 1, 2010 and extends through December 31, 2010. See below for more details about this year's campaign enhancements:

- You can earn 30 wellness credits right away for completing the health assessment. In addition to providing you with baseline information on your health status, the assessment results can also help you to customize your own health improvement plan. *Your assessment results are kept confidential. The results are used within the My Health Manager by Medica Web site only. Results are not shared with MCHA. **Compare your health:** If you are returning to the site to complete a new assessment for 2010, compare your results to the previous year.*

- **New this year! One-on-one health and wellness support:** Once you complete your health assessment, you can review your results with a health coach and receive bonus gifts for participating in the Health & Wellness Coaching program. Earn a \$50 gift card after the first coaching call and a \$100 gift card for completing the program. *You will be invited to participate in our health coaching program once you complete the health assessment.*
- Your wellness credits will accumulate and can be redeemed for gift cards whenever you choose (a minimum of 25 wellness credits must be earned). If your MCHA coverage is terminated, you will need to redeem your wellness credits prior to your termination date.
- In calendar year 2010, you can earn wellness credits for healthy activities and up to \$125 in gift cards. You can redeem your gift cards at 350 merchants throughout Minnesota, including many of the most popular retail stores!
- If you earn the total 125 wellness credits during 2010, MCHA will send you an additional \$100, plus you become eligible for a drawing to win a prize worth up to \$1,000. The prize drawing will occur following year end (January 2011).

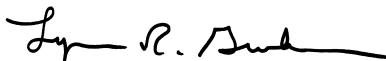
Please spend a few minutes reviewing the contents of this mailing, which includes:

- Comments about the 2009 campaign from fellow MCHA members
- Information about My Health Manager from Medica, including answers to frequently asked questions
- MCHAs' rules and rewards for the campaign

We hope you take part in the MCHA 2010 Campaign for Healthy Living and begin earning credits as a reward for taking action to improve your health. What a great way to start out the New Year!

If you have questions regarding the campaign or need assistance using the My Health Manager from Medica Web site, please call MCHA Customer Service between 7 a.m. and 6 p.m., Monday through Friday, at the phone number listed on the back of your MCHA ID card.

Sincerely,



Lynn R. Gruber
President, MCHA

Enclosures