

My HealthMedia

Online solutions individually crafted for you by a team of health experts.



Health Risk Assessment



Sleep Improvement



Smoking Cessation



Nutrition Improvement



Pain Management



Stress Management



Weight Management & Physical Activity

Powered by:  HealthMedia®

Welcome to MyHealthMedia, where your health takes center stage.



HealthMedia is the only website in the world that delivers a one-size-fits YOU program.

Wouldn't it be ideal to have your own personal "health expert"? Imagine having unlimited access to a physician, psychologist, counselor, nutritionist and personal trainer. Wouldn't it be great if you could combine their expertise to create a health program that was custom built for you - and only you? Wouldn't it be even better if your health expert was always available to you via the web? **Welcome to the HealthMedia experience!**

Just like any qualified health care professional, your virtual health expert will get to know you through an online interview and identify your challenges, strengths, barriers - a snapshot of who you are and what makes you tick. Then using that information, your virtual team will craft an individualized program that will change your life. **Remember this is all about YOU!**

GETTING STARTED IS EASY. NO APPOINTMENT. NO FEES. THE PROGRAMS ARE COMPLETELY PRIVATE.

1. Go to www.my.healthmedia.com
2. Click on **Sign Up**
3. Enter your **11-digit member ID number** from your member ID card
4. Create your **Personal Profile**
5. Click on **Programs**
6. Choose the HealthMedia program that's right for you

Learn about the HealthMedia® program that's right for you!

- Take an inventory of your health with **Succeed™**
- Manage your weight with **Balance™**
- Stop smoking with **Breathe™**
- Improve your nutritional habits with **Nourish™**
- Let go of your stress with **Relax™**
- Manage and minimize pain with **Care™ for Pain**
- Sleep better with **Overcoming™ Insomnia**

Health Risk Assessment

An overall view of your health.



HealthMedia® Succeed™

When was the last time you thought about your health? Not just the basic health stats, but an in-depth look at how you live every day? Succeed™ does more than assess your health risks. It prioritizes what you need to improve your health status and live a longer and better life based on what you can change successfully.

With Succeed, you'll have a program uniquely tailored to you, personally crafted by a team of experts including a physician, a nutritionist, a counselor, a psychologist, and a personal trainer. **Just like a good health care team, your virtual experts will get to know you by interviewing you.** Then, based on your responses, you will receive personalized **recommendations focused on improving your quality of health and quality of life.** Succeed aims to understand your unique needs: your motivation and confidence, your barriers, and how ready you are to change for each health behavior.

Even better than a “live” healthcare team, you will have access to Succeed anytime, anywhere online!

Your Succeed program includes:

- Your Personalized Plan for Success
- Your Lifestyle Score & Health Summary
- Medical Library for Motivation and Answers
- Exercise and Stretching Videos for your iPod™ or BlackBerry®
- And so much more!

“I think this is a great tool to really see where you need help and it also shows you what your strengths currently are so no matter the outcome of your survey it is a win/win.”

-Frank, Succeed Participant

“Your approach is encouraging and based on self-direction. I love that it's flexible and individualized.”

-Laura, Succeed Participant

“The best and most appreciated part was after asking all of the questions, you then created a report based on my present situation AND based on what I was willing and not willing to do.”

-Greg, Succeed Participant

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Sleep Improvement

Discover healthy, restful, stress-free sleep.



HealthMedia® Overcoming™ Insomnia

You've gone the route of counting sheep and warm milk, and you've listened to more than your share of ocean sounds, raindrops and chirping crickets. Now discover **Overcoming™ Insomnia, a sleep solution founded in proven science** that will teach you techniques that address your specific sleep problem.

With Overcoming Insomnia, you'll have a program uniquely tailored to you, personally crafted by a team of experts including a physician, a health coach, and a psychologist. **Just like a good health care team, your virtual experts will get to know you by interviewing you.** Then, based on your responses, you will receive a personalized **sleep management program designed just for you.** Overcoming Insomnia focuses on your unique needs: your motivation, your confidence, your concerns about insomnia, your symptoms, your sleep habits, how you cope with stress and anxiety, and your barriers to sleep management.

Even better than a "live" healthcare team, you will have access to Overcoming Insomnia anytime, anywhere online!

Your Overcoming Insomnia program includes:

- Your Personalized Plan for Success
- Relaxation Videos for your iPod™ or BlackBerry®
- Online Sleep Diary & Tracker
- And so much more!

"It's nice to know that I have help available 24 hours a day. I suffer from insomnia and my most difficult times are late at night."

-Karen, Overcoming Insomnia Participant

"My wife is so much happier now that I've completed this program. Not only have I stopped waking her up in the middle of the night when I get up, but she also says I smile more."

-Tom, Overcoming Insomnia Participant

"I liked the sleep diary because for once in my life I was actually aware of my sleep pattern and I could no longer deny the fact that my lack of sleep was completely affecting everything else in my life."

-Linda, Overcoming Insomnia Participant

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 **HealthMedia®**
overcoming™
Insomnia

COMMUNITY FIRST
HEALTH PLANS 

Smoking Cessation

Find your way to stay quit for good.



HealthMedia® Breathe™

A cigarette is a con artist that tricks your brain's reward system and holds it hostage by making it dependent on a false sense of pleasure. **Find your way with Breathe™.** It's the only program that learns about and uses your unique needs and characteristics to promote effective quitting. **52% of Breathe participants found real pleasure in quitting successfully.**

With Breathe, you'll have a program uniquely tailored to you, personally crafted by a team of experts including a physician, a health coach, and a psychologist. **Just like a good health care team, your virtual experts will get to know you by interviewing you.** Then, based on your responses, you will receive a personalized **program to help you quit smoking.** Your program will focus on your unique needs: your motivation, your confidence, your prior quit attempts, sources of support, and the barriers standing between you and quitting smoking, and more.

Even better than a "live" healthcare team, you will have access to Breathe anytime, anywhere online!

Your Breathe program includes:

- Your Personalized Plan for Success
- Medical Library for Motivation and Answers
- Smoke-U-Later Tool to Calculate How Much You'll Save By Quitting
- And so much more!

"I've found the Breathe program very helpful in finally breaking the habit of smoking cigarettes. I've tried everything known to man to try and quit and I do have to say that this time I've been smoke free for 3 months and do not even have the desire to smoke. The newsletters and the personalized program were very helpful for me, something I really needed. Thank you for making this program available."

-Lori, Breathe Participant

"I think your program is very comprehensive. It looks good and the personal touch feels like I have my own personal counselor."

-Bob, Breathe Participant

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Nutrition Improvement

Eat Healthy. Feel Satisfied.



HealthMedia® Nourish™

Restaurants often bury healthy menu items. Even grocery stores are designed so that you'll purchase the items they want you to buy - healthy or not. **Nourish™ puts you in charge** by making smart eating simple and providing food options for living a longer, more vibrant life. **It's no wonder 90% of participants improved their nutrition.**

With Nourish, you'll have a program uniquely tailored to you, personally crafted by a team of experts including a physician, a nutritionist, and a health coach. **Just like a good health care team, your virtual experts will get to know you by interviewing you.** Then, based on your responses, you will receive a personalized **nutrition program designed just for you.** Your program will focus on your unique needs: your motivation, your confidence, your unique nutritional needs, your barriers to eating healthier, and more.

Even better than a "live" healthcare team, you will have access to Nourish anytime, anywhere online!

Your Nourish program includes:

- Your Personalized Plan for Success
- A Complete Dietary Analysis of your Daily Food Intake including Grains, Fruits, Vegetables, Protein, Calcium, & Fats, Sweets and Oils
- Recipe Library with Delicious and Nutritious Recipes
- Tradeoff Tool to Calculate Healthy Substitutes for Favorite Foods
- And so much more!

"I used to be so confused about the serving sizes and various categories of food, but the Nourish program helped me explore it further in broken-down, doable steps. A pleasant side effect is that I lost 8 pounds."

-Pat, Nourish Participant

"The information in my tailored guide motivated me to create a chart to put on my refrigerator where I check off the servings each day for a balanced diet. Even my kids got involved in the 'game.'"

-Sarah, Nourish Participant

"The Nourish program played a very large part in increasing my confidence and desire to permanently change my nutritional habits."

-Frank, Nourish Participant

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Pain Management

Enjoy life in spite of pain.



HealthMedia® Care™ for Pain

You may already experience some of the burden of living with chronic pain - doctor's appointments, stress, difficulty concentrating on anything but the pain. Experts say the best way to manage pain is to understand your pain and its patterns. Care™ for Pain is tailored to your unique situation.

Care for Pain is designed for anyone suffering from chronic pain conditions including rheumatoid arthritis, osteoarthritis, joint pain, disc pain, back pain, fibromyalgia, neuropathy, TMJ, and headache including migraine.

With Care for Pain, you'll have a program uniquely tailored to you, personally crafted by a team of experts including a physician, a health coach, a psychologist, and a personal trainer. **Just like a good health care team, your virtual experts will get to know you by interviewing you.** Then, based on your responses, you will receive a personalized **chronic pain management program designed just for you.** Care for Pain focuses on your unique needs: your motivation, your confidence, your relationship with your health care providers, the emotional and physical impact of chronic pain on your daily life, and more.

Even better than a "live" healthcare team, you will have access to Care for Pain anytime, anywhere online!

Your Care for Pain program includes:

- Your Personalized Plan for Success
- Pain and Daily Activities Log
- Appointment and Refill Reminder Tools
- Relaxation Videos for your iPod™ or BlackBerry®

"I was going to give up and just accept the fact that I had to live with pain every day of my life. What a horrible thing to accept! Now I realize that although my pain won't go away, I can take control about what I do about it."

-Julie, Care for Pain Participant

"Sometimes people think that my pain is just in my head. Thank you for validating that it is real but that it doesn't have to keep me from doing the things I want to in life."

-Deborah, Care for Your Pain Participant

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6. Choose **HealthMedia® Care™ for Pain**



Stress Management

Let go of stress.



HealthMedia® Relax™

Are you carrying around the weight of the world on your shoulders? Isn't it time you gave yourself a break? **Learn to let go with HealthMedia® Relax™.** Discover techniques that will help relieve your stress and release you from all the things big and small that are weighing you down. **58% of participants decreased their personal stress symptoms even 6 months later.**

With Relax, you'll have a program uniquely tailored to you, personally crafted by a team of experts including a physician, a health coach, and a psychologist. **Just like a good health care team, your virtual experts will get to know you by interviewing you.** Then, based on your responses, you will receive a personalized **stress management program designed just for you.** Your program will focus on your unique needs: your motivation, your confidence, your sources of stress, your stress symptoms, your barriers to stress management, and more.

Even better than a "live" healthcare team, you will have access to relax anytime, anywhere online!

Your Relax program includes:

- Your Personalized Plan for Success
- Relaxation Videos for your iPod™ or BlackBerry®
- Stress Symptom Tracker
- Time Management Tool
- And so much more!

"I just wanted to say I really appreciated the exercise in measuring my worry against worst case scenario and possible solutions. That was great. I have learned that I cannot control all that happens and just go with the flow. This has been a very hard process for me, but I think I am doing well!"

-Nicole, Relax Participant

"This program provided me with great tools for relaxation and relieving stress here at work. I can put the tips to work and alleviate stress while I sit at my desk just by doing a few simple breathing exercises. My blood pressure is starting to come down as a result!"

-Scott, Relax Participant

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6. Choose **HealthMedia® Relax™**



Weight Management & Physical Activity

Not a diet - a lifestyle change that lasts.



HealthMedia® Balance™

Ask people why their weight loss efforts always fail; they usually say that the diet wasn't for them – it was too hard, too boring, or ineffective. Balance™ is all about you. It addresses your unique blend of **mind, body, AND food** - a formula that's helped participants take weight off, and 55% of them kept it off six months later.

With Balance, you'll have a program uniquely tailored to you, personally crafted by a team of experts including a physician, a nutritionist, a health coach, and a personal trainer. **Just like a good health care team, your virtual experts will get to know you by interviewing you.** Then, based on your responses, you will receive a personalized **weight management program designed just for you**, that focuses on your unique needs: your motivation, your confidence, your barriers to managing your weight, and more.

Even better than a “live” healthcare team, you will have access to Balance, anywhere online!

Your Balance program includes:

- Your Personalized Plan for Success
- Goal Tracking Tools
- Exercise Videos for Your iPod™ or BlackBerry®
- Recipe Library with Delicious and Nutritious Recipes
- And so much more!

“I completely changed my eating habits to a much healthier lifestyle. White rice was replaced with brown rice, white bread was replaced with whole grain bread, morning cereal was replaced with rolled oats oatmeal and whole grain cereal, and I have chicken, turkey, fish and eggs as my sources of protein. I have greater energy and an uplifted outlook! I have lost 8 pounds and six inches off my torso, but the greatest news is, I lowered my cholesterol by 70 points! Thank you for bringing this great program to my attention. I know that it has helped me to stay on track!”

-Sam, Balance Participant

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