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February 12, 2014

To: Mr. Wyrosdick and School Board Members

RE: Blue Rewards Program

In December of 2013 a sub-committee of the District Insurance Committee began meeting to evaluate the feasibility of implementing Florida Blue's *Blue Rewards* wellness program. The program has five primary components:

- Rewards – incentives for achieving a specified number of points
- Assessments – Bio-metric screening and PHA
- Tools – on-line member resources
- Tracking – exercise, weight and blood pressure
- Information – educational resources and telephonic coaching

While Florida Blue administers the program at no cost, funding for any rewards or incentives offered are the group's responsibility. The sub-committee developed program specifications for our group and the following summarizes their recommendations:

- Program dates - April 1, 2014 through October 31, 2014
- Employees must accumulate 300 points from April 1, 2014 to October 31, 2014 to be eligible for the \$20.00 per month wellness insurance premium credit in 2015.
- Completion of the on-line PHA is an eligibility requirement (valued at 70 points).
- Additional points may be earned by completing a variety of other activities including but not limited to:
  - BMI within the normal range (bio-metric screening results)
  - Cholesterol within the normal range (bio-metric screening results)
  - Blood Pressure in the ideal range (bio-metric screening results)
  - Non-tobacco user
  - Using on-line tools such as the medical services cost estimator and pharmacy shopping tool
  - Tracking exercise, weight and/or blood pressure
  - Working with an on-line digital health assistant/telephonic coach to meet specific health goals
  - Completing educational brain-shark presentations

For three consecutive years, we have provided employees with a \$20.00 per month wellness insurance premium credit. In the past, employees have only been required to *participate* in the annual bio-metric screening and complete the Florida Blue on-line Personal Health Assessment (PHA) to qualify for the credit. In 2012, Florida Blue

provided 100% of the funding for the employee wellness insurance premium credit. In 2013, Florida Blue provided \$150,000 in wellness dollars and the School Board provided the remaining funds needed (\$145,060) to provide the premium credit. In 2014, Florida Blue is providing \$100,000 in wellness dollars and \$50,000 in partnership plan dollars for a total of \$150,000 that will be used to fund the wellness insurance premium credit. Last September, the School Board agreed to provide the remaining funding needed for 2014 (approximately \$150,000).

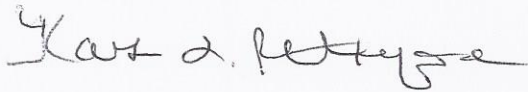
To implement the Blue Rewards program effective April 1, 2014, we need a financial commitment from Florida Blue confirming they will provide a minimum total of \$150,000 (\$100,000 in wellness dollars and \$50,000 in partnership plan dollars) for the 2015 benefit plan year. Likewise, we need a financial commitment from the School Board confirming you will provide the remaining funds needed (approximately \$150,000). I have submitted our request to Florida Blue and am waiting on their response.

It was the consensus of the District Insurance Committee that *Blue Rewards* would provide a cost effective wellness program with a platform designed to continue promoting health and wellness with our employees.

I am requesting a financial commitment from the School Board of approximately \$150,000 to fund a portion of the 2015 wellness insurance premium credit. I am also requesting approval to implement the *Blue Rewards* program effective April 1, 2014.

Please let me know if you have any questions.

Sincerely,

A handwritten signature in cursive script, appearing to read "Karen L. Retherford".

Karen L. Retherford