The Healthy Back Program
Improving the health, well-being and productivity of your employees with back pain

Musculoskeletal conditions are the largest medical expense for most health plans and employers. These conditions represent 17% of all medical expenses with costs increasing at a rate of seven percent year-over-year.

The Healthy Back Program is an integrated, multi-disciplinary solution for employers seeking to improve quality outcomes and impact medical costs related to back care.

About the Healthy Back Program
The Healthy Back Program is a lifestyle intervention and condition management program that helps deliver cost savings by improving the types of care used by members living with acute, sub-acute and chronic back conditions. The Healthy Back Program provides value through telephone-based nurse outreach, online tools and other educational materials.

The program is an integrated solution that addresses quality, cost and efficiency through:

• Broad promotion of self-care and evidence-based treatment to reduce use of unnecessary medical services by members with back conditions
• Management of depression and other lifestyle risk factors, such as obesity and smoking
• Member referrals to high-quality, efficient providers
• Education regarding the important role primary care physicians, chiropractors and physical therapists play in managing back pain
How It Works

The Healthy Back Program identifies individuals who are on a high-cost treatment path for their back pain using:

• Claims-based predictive modeling
• Referrals from programs, such as NurseLineSM, Case Management, Disease Management and Wellness Coaching
• Health assessments and other self-referral tools

The program is fully integrated with other UnitedHealthcare programs, including Disease Management, Standard Wellness Coaching, Case Management Treatment Decision Support and incentive programs. And, it is capable of integrating with another vendor’s disease management program. The Healthy Back Program helps members manage their back pain through telephone-based coaching and education focused on behavior change, and “graduates” members with a documented self-care plan of action.

The Healthy Back Program supplements telephone-based coaching with the Back Pain Online Program in the Health & Wellness tab on myuhc.com®, offering members interactive education and engagement tools such as exercise videos, customized articles and interactive quizzes.

Program Benefits

Employers

Employers may experience the following anticipated benefits:

• Decreased medical costs
• Decreased utilization
• Decreased absenteeism
• Increased productivity

Employers may see direct financial savings by reduced utilization of back-related care and through a reduction in more significant treatment options, such as surgery and injections. Although individual results vary, Healthy Back Program customers averaged a 2:1 return on investment in 2008 through 2011 — just counting medical cost savings.**

Members

Members may enjoy the following anticipated benefits:

• Education and support to improve self-care and self-management of back pain
• Guidance in navigating the health care system
• Coaching in behavior change plans, such as weight and smoking
• Increased confidence in managing current and future back pain episodes

Adding Value Through Personalized Support

The Healthy Back Program is a single source for your employees to obtain back-related information, along with support and guidance in navigating the health care system. The program works to improve access to appropriate care, and at the right level, to help reduce expenses for employers and their employees.

To learn more about the Healthy Back Program, please contact your UnitedHealthcare representative.