



# Biometric screenings

As one of the important elements of the Blue Cross and Blue Shield of Kansas BeWell program, you will be asked to conduct an annual biometric screening. This is a key task within the BeWell program as it benefits employees by:

- Ensuring they know a few basic facts about their health
- Assisting in taking the next steps toward health and wellness
- Providing information to set targeted, personal health goals

Biometric screenings will also establish baseline and annual outcomes-based data to track the progress, enabling your group to achieve additional premium discounts.

## Blue Cross will assist by:

Working with you, we will help you determine your best strategy for conducting onsite biometric screening events, helping capture most of your member/employee results. The vendor, set up, timing, and locations for these events will be scheduled during a time that is most convenient with your calendar, but also aligns with the timeline of the BeWell program's implementation and annual renewal.

Achieving participation of at least 75% of your Blue Cross enrolled employees will assure your group is eligible for the outcomes-based premium discounts.

## 1 Lay the groundwork

- Begin planning early for biometrics as the screenings will need to be completed within 4 months following the annual renewal date.
- Plan recruitment. The goal is for 75% of Blue Cross enrolled employees to participate for the group to be eligible for the outcomes-based discounts.
- Plan location, time and length of event. Where will the event be held? When will the event start/finish each day and how many days will be needed?
- Employees who are not onsite during the screening events will be allowed to obtain their biometric data from their primary care provider (PCP). PCP results will only be accepted during the same timeframe as the onsite biometric screenings. Blue Cross will provide a form for those receiving their biometric data from their PCP.



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## 2 Recruitment

- Decide if participants will receive an incentive.
- What will that incentive be and how will it be awarded?
  - If you are offering apparel, fitness items or promotional rewards, plan for when to order.
- Begin early to inform employees about the BeWell program, opportunity, ease of testing, convenient location, rewards and incentives.
  - Blue Cross can assist with promotional posters and handouts, if needed.

## 3 Arrange for biometric screening vendor services

- The quoted price must cover required tests and be less than \$50 per participant.
- Employees must be a Blue Cross member to be eligible for the BeWell program. Non-Blue Cross members are encouraged to participate, but your group will be responsible for the cost.
- Testing must include:
  - Height, weight, waist circumference, BMI
  - Blood pressure
  - Fasting glucose; including A1c for those who have blood sugar greater than 126
  - Lipid panel (total cholesterol, LDL, HDL, triglycerides)
  - Cotinine (if group chooses this option), otherwise tobacco/nicotine use attestation from employee
- Costs for vendor travel are not covered by Blue Cross.
- Plan for having participants receive biometric results counseling. Is this included by the vendor and completed onsite? If not, Blue Cross will provide onsite counseling services.

- Notify vendor that Blue Cross will require an invoice for all Blue Cross members screened.
- Blue Cross must be stated as a recipient of test results on permission forms to have data provided for BeWell tracking. Consult with Blue Cross to ensure permissions are clear.
- Blue Cross ensures all applicable laws and regulations will be upheld to protect the employee's privacy and security of all protected health information (PHI) and personally identifiable information (PII) collected.

## 4 Scheduling

- Set up scheduling for employees.
- If a scheduling tool is needed, consult with BeWell staff.
- Tip: Once a scheduling method has been decided, develop preprinted name labels from the registrant list for ease and organization on day of event.



## 5 Plan for day of event

- Dedicate space and tables for Check-In and have plenty of chairs available for waiting.
- Vendor testing space. Consult with vendor to determine number of tables, chairs, spacing and privacy.
- Counseling space. Consult with vendor or BeWell staff for number of tables, chairs and privacy screens or rooms.
- Other supplies:
  - Permission forms (be sure to include proper language to allow results to be submitted to Blue Cross)
  - Pens
  - Healthy snacks
  - Reward items or incentives
  - Handouts – completing the online HRA
- Address any accessibility needs; elevator, door stops, translation services.

## 6 Advertising for event and recruitment

- Promotional signs.
- What to Expect handout and reminder.
- Remind time to show up (5 – 10 minutes before appointment)
  - If there is space on the reminder handout, it's ideal to include a spot to write in their appointment date and time.
  - Reminder to fast (no food or drink after midnight, water, necessary medications).
  - Reminder to talk to a health coach after the appointment.
  - Provide contact information for questions and concerns.
- Send out reminders – 1 week prior, 1 day prior, etc.

## 7 Determine if non-Blue Cross employees are able to participate

- Group will be responsible for cost of non-Blue Cross members.

## Biometric targets for outcomes-based discounts

Test	Limits in BeWell
<b>BMI</b>	< 30
<b>Blood pressure</b>	< 140/90
<b>Glucose</b>	Fasting < 126 or A1c < 7
<b>Tobacco/nicotine use</b>	Negative cotinine

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