

Spring 2011

# Healthy Lifestyles

A quarterly newsletter for members of



*An Independent Licensee of the Blue Cross and Blue Shield Association*

## A Statewide “Taste of Ornish”

The Dr. Dean Ornish Program  
for Reversing Heart Disease®

## Overcoming Insomnia

**Know What  
To Do If  
You Have A  
Heart Attack!**



## Mountain State Blue Cross Blue Shield Announces Name Change To Highmark Blue Cross Blue Shield West Virginia

Mountain State Blue Cross Blue Shield recently announced that the company has changed its name to Highmark Blue Cross Blue Shield West Virginia to reflect the almost 12-year affiliation the company has had with Pennsylvania-based Highmark Inc. (Highmark). The affiliation started in 1999 and became permanent in 2004 after receiving approval from the West Virginia Offices of the Insurance Commissioner. The new name is the only change slated for the company; services, member benefits, programs, and other offerings will remain the same.

"After a partnership spanning more than a decade, we have decided that our name should reflect Highmark's commitment to West Virginia," said Fred Earley, president of Highmark Blue Cross Blue Shield West Virginia. "Highmark already provides our employees, members and citizens of West Virginia, with expertise in technology, regulatory compliance, financial and investment services and human resources. As we continue with our preparations and planning for health care reform, we felt that it was time to rebrand.

We want our customers to know that only our name is different, and nothing will change in regards to their benefits and services," continued Earley. "This change has always been a part of the affiliation plan, and everyone involved felt the timing was right to make the announcement."

"Through our decade-long relationship, Highmark has helped Mountain State remain competitive, become more cost effective through shared investment in systems and capabilities and maintain its strong local presence and focus on community support," said Dr. Kenneth Melani, president and CEO of Highmark. "Highmark is committed to providing the people of West Virginia with access to quality health care coverage. The name change is the next important step in our successful business partnership, and underscores how important this region is to our company."

Visit our new website at [www.highmarkbcbswv.com](http://www.highmarkbcbswv.com) to get more information for members, providers, and customers.

### Healthy Lifestyles

*A quarterly newsletter for members of Highmark Blue Cross Blue Shield West Virginia.*

#### Visit our website:

[www.highmarkbcbswv.com](http://www.highmarkbcbswv.com)

Phone: (304) 347-7663

Fax: (304) 347-7684

E-mail: [debbie.starks@highmark.com](mailto:debbie.starks@highmark.com)

**Editor - Debbie Starks**

*Healthy Lifestyles* is published quarterly for Highmark Blue Cross Blue Shield West Virginia members to provide general information. It is not intended to provide personal medical advice, which should be obtained directly from a physician.

It is the policy of Highmark Blue Cross Blue Shield West Virginia to not discriminate against any employee or applicant for employment on the basis of the person's gender, race, color, age, religion, creed, ethnicity, national origin, disability, veteran status, marital status, sexual orientation, or any other category protected by applicable federal, state, or local law. This policy applies to all terms, conditions, and privileges of employment, including recruitment, hiring, training, orientation, placement and employee development, promotion, transfer, compensation, benefits, educational assistance, layoff and recall, social and recreational programs, employee facilities, and termination.

2011 - All rights reserved. Printed in the U.S.A.



### Mountain State Blue Cross Blue Shield is now Highmark Blue Cross Blue Shield.

We've been affiliated with Highmark for more than a decade. Now we're adopting the name. And while the name is changing, what we've been doing for almost 80 years doesn't. Following our own commitment to provide members with affordable, solid protection as the state's member own choice for health insurance. Same values, same coverage, same outstanding service to the people of West Virginia.

© 2011 Highmark Blue Cross Blue Shield of West Virginia. All rights reserved.

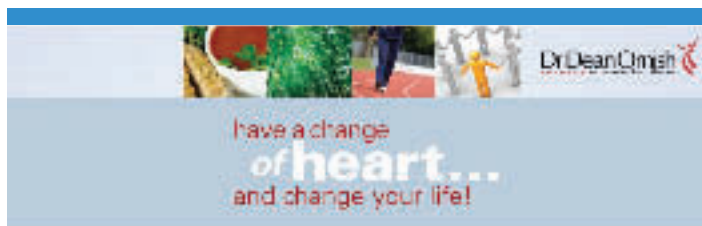
**HIGHMARK**  
West Virginia



Highmark Blue Cross Blue Shield of West Virginia

The Insurance Company of the State, West Virginia, is a member of the Highmark Blue Cross Blue Shield of West Virginia.





Please join us for  
**A Taste of Ornish**  
**OPEN HOUSE**

**Do you have heart disease or are you at risk for developing the condition, because of high blood pressure, high cholesterol or diabetes?**

Join us for an **Open House** to learn the amazing health benefits of participating in **The Dr. Dean Ornish Program for Reversing Heart Disease** and you also will learn about reversing the progress of heart disease, as well as **The Spectrum**. Learn about the four components of these programs—**Nutrition, Exercise, Stress Management and Social Support**—and meet the professional medical team, who will support you every step of the way and provide you with the tools and information you need to find your optimal health.

**Find an Open House Location Near You**

West Virginia University Hospital	Thursday, March 3, 2011	8:00 a.m.-11:00 a.m.
The West Virginia General Hospital	Wednesday, March 9, 2011	1:00 p.m.-5:00 p.m.
Charleston Area Medical Center	Tuesday, March 15, 2011	8:00 p.m.
St. Mary's Medical Center	Monday, March 21, 2011	8:00 a.m.-7:00 p.m.



**OPEN HOUSE**

**Are you at risk for developing heart disease, because of high blood pressure, high cholesterol or diabetes?**

Join us for an **Open House** to learn the amazing health benefits of participating in **The Spectrum**, a world-class prevention program to help you find better health, lose weight and live longer. Find your place on the Spectrum website and learn the four components of this program: **Nutrition, Exercise, Stress Management and Social Support**. Meet the professional medical team, who will support you every step of the way and provide you with the tools and information you need to find your optimal health.

**Find an Open House Location Near You**

West Virginia University Hospital	Thursday, March 3, 2011	8:00 a.m.-11:00 a.m.
The West Virginia General Hospital	Wednesday, March 9, 2011	1:00 p.m.-5:00 p.m.
Charleston Area Medical Center	Tuesday, March 15, 2011	8:00 p.m.
St. Mary's Medical Center	Monday, March 21, 2011	8:00 a.m.-7:00 p.m.



**Feel better. Lose weight.**  
**Improve Your Health. Live Longer.**

We have **encouraging news** if your doctor has told you that you have coronary heart disease or any of its risk factors, such as high blood pressure, high cholesterol or diabetes.

Two successful programs designed to help you feel better, lose weight, improve your health and live longer are now available to you as a *Highmark WV member* at convenient locations throughout the region. Depending on where you are or want to be with your health, these programs could change your life.

**Experience Better Health:**  
**Check Out a**  
**“Taste of Ornish” Event**

During the period of March 3 through March 21, 2011, you can visit one of the Ornish Program hospitals and experience firsthand how the Ornish Program works. You can actually try the components of the program and meet with members of the caring and compassionate Ornish Program staff. If you are interested in learning more about the Ornish Program or would like to attend “A Taste of Ornish” at the hospital in your area, please call the Ornish Program contact line at **1-800-879-2217** to make your reservation.

**Get Started Today!**

The Spectrum program is available to all Highmark WV members at no charge. Coverage for the Dr. Dean Ornish Program for Reversing Heart Disease varies by health plan. To verify your coverage and eligibility, please call the Member Service number on the back of your Identification Card.

To learn more about these two effective programs or to register, please call toll-free **1-800-953-7967**, Monday through Friday, between 8:30 a.m. and 4:30 p.m. TTY users, call **711**, the national relay service.

# overcoming insomnia

Meet Brian O'Malley...small business owner, father and insomniac.



Night after night, Brian lies in bed staring at the ceiling. His mind races with thoughts of his day—tasks he didn't complete at work, the fight he and his wife, Margo, had earlier, and his concerns for his aging mother.

He knows he has to get to sleep, as he already is running on empty and is completely exhausted.

He just can never seem to turn off his mind and relax enough to get some rest. Sometimes he takes sleeping pills, but this usually just causes him to wake up groggy, feeling unrested and frustrated.

Brian decided to take control of the situation and logged onto HealthMedia® Overcoming™ Insomnia, a convenient, private and easy-to-use online program that uses proven techniques to help participants manage insomnia. He figured it could only help with his situation and that he might learn a thing or two about relaxing before bedtime. What did he have to lose? It couldn't possibly be more sleep!

At the end of his workday, Brian completed the questionnaire. From the moment he received his personalized plan, he knew there was a light at the end of the tunnel. Brian's personalized plan identified his unique sleep pattern and why he couldn't seem to fall asleep at night. It also included an interactive sleep diary and everyday exercises that helped him make important changes to improve his ability to sleep, such as a "Change Your Thinking" activity—a cognitive approach to changing negative thoughts about sleep. The plan also helped him develop new habits to promote healthy, restful sleep and taught him relaxation techniques to make it easier to fall asleep at night.



# overcoming insomnia

Brian put everything he learned into practice. He taught his wife the deep breathing exercises, and they made a ritual of practicing them before bed to help clear their minds. They also made it a habit of going to bed the same time each night and developed a consistent sleep schedule. **Since the plan emphasized that healthy behavior helps create regular sleeping patterns, together they began cooking healthier meals for their family.**

Before long, Brian increased his sleep time to almost seven hours per night. He began to feel different about both his work and personal life. **He was more efficient during the day, allowing him to get more done and spend more time with his family.** He also had more patience with his employees, and they didn't hesitate to tell him that they noticed his transformation. As his relationships began to improve, Brian saw how important it was to take care of himself, as it clearly affected everyone around him. **"I never realized how lack of sleep was controlling my life. Now I feel like I'm the one in the driver's seat, and I'm finally enjoying my life!"**

## About HealthMedia's Healthy Lifestyle Programs

In addition to the Overcoming Insomnia program, HealthMedia offers programs for nutrition, weight management, stress management, smoking cessation, back pain management and prevention and care, diabetes and depression. These programs start by learning about you, and creating a personalized plan for you that is as unique as your fingerprint. When you decide to take the step to control your health, HealthMedia's programs can give you the tools you need to achieve your goals.

### GET STARTED ON YOUR QUEST FOR A HEALTHIER LIFE:

- Go to [www.mybenefitshome.com](http://www.mybenefitshome.com)
- Complete the login process, entering your user name and password.
- If you do not have a user name and password, please follow the directions and create one as instructed.
- Click "Your Health."
- Click "Improve Your Health."
- Choose HealthMedia Overcoming Insomnia.



HealthMedia®  
overcoming  
insomnia

Succeed, Nourish, Balance, Relax, Breathe, Care and Overcoming are trademarks of HealthMedia, Inc.

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



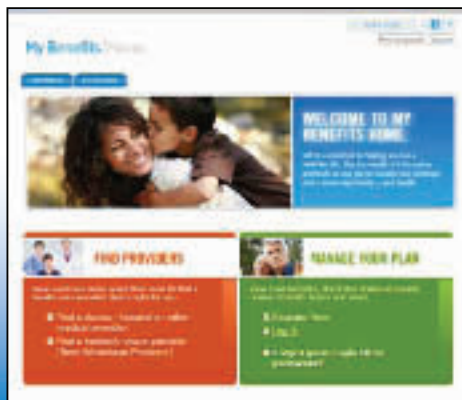
- Manage your weight with *Balance*™.
- Stop smoking with *Breathe*™.
- Manage your chronic condition with *Care*™ for Your Health.
- Learn better nutritional habits with *Nourish*™.
- Learn to manage your stress with *Relax*™.
- Take an inventory of your health with *Succeed*™.
- Manage back pain with *Care*™ for Your Back.
- Learn to manage your diabetes with *Care*™ for Diabetes.
- Learn to control your depression with *Overcoming*™ Depression.
- Sleep better with *Overcoming*™ Insomnia.



## Benefit Booklet Now Available On-line

### ***An Electronic Version of Your Benefits Booklet Can Easily be Found Online!***

1. Log onto [www.mybenefitshome.com](http://www.mybenefitshome.com).
2. Click on the View Your Benefit Booklet(s) link under Quick Resources.
3. Select the name of the document to view or print.



If you do not have online access or have questions about your benefits, please contact Member Services by calling the phone number located on the back of your Identification Card.

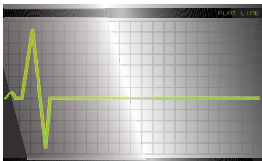


*An Independent Licensee of the Blue Cross and Blue Shield Association*

## Know What to do if You Have a Heart Attack

**Heart attacks** can be sudden and intense. However, most heart attacks start slowly, with only mild pain or discomfort. Individuals affected often aren't sure what's wrong and wait too long before seeking help. Clot-busting drugs and other treatments work best when administered within the first "golden" hour after a heart attack begins.

### **Heart Attack - Frequently Asked Questions**



**Q: How would I know if I were having a heart attack?**

Often, it is not easy to tell. But there are symptoms people may have. These are: an uncomfortable pressure, squeezing, fullness or pain in the center of the chest that lasts more than a few minutes - or goes away and comes back; discomfort in other areas of the upper body, which may be felt in one or both arms, the back, neck, jaw or stomach; shortness of breath, which often occurs with or before chest discomfort and other symptoms such as breaking out in a cold sweat, nausea or light-headedness. When in doubt, check it out! Call 9-1-1. Don't wait more than a few minutes—5 at most. Call right away!

*Continued on page 8*

# Dealing with an Ongoing Medical Condition?

## Call a Health Coach

### Oh My Aching Back! Should I Have an Imaging Test?

If you recently developed low back pain, you may wonder whether you need an imaging test, such as an x-ray or an MRI, to find out what might be causing your pain. The truth is, imaging tests usually aren't necessary. Here's why.

*Acute low back pain*—back pain that is new and affects the lower back area—is rarely the sign of a serious problem. In most cases, acute low back pain gets better on its own or with simple treatment, so tests aren't necessary.

If imaging tests are necessary, doctors can choose from x-rays, MRIs, and CT scans. Regular x-rays show just the bones. MRIs and CT scans create more detailed images and can show things such as abnormal discs and small bone fractures. Unfortunately, none of these tests are good at looking for problems with ligaments, muscles, or small nerves—which are often the cause of low back pain.

#### When to Have Imaging Tests

Of course, there are times when imaging tests are appropriate. The main reasons to do an imaging test are:

- Severe or worsening pain that lasts 1 to 2 months and does not get better with rest or a change in position;
- Concern that there might be a serious problem, such as an infection, fracture, or cancer; or
- Severe or worsening numbness or muscle weakness in the legs, which might signal a problem with a nerve.

#### A Blues on Call Health Coach Can Help

For more information about managing back pain, call a Health Coach. Health Coaches are specially trained healthcare professionals such as nurses, dietitians, and respiratory therapists. They are available by phone, anytime, 24 hours a day, 7 days a week, at no charge to you. If appropriate, a Health Coach will also send you a complimentary video about managing back pain.

To talk to a Health Coach, call 1-888-BLUE-428. You can also get information online at [www.mybenefitshome.com](http://www.mybenefitshome.com).





## Heart Attack - Frequently Asked Questions

*Continued from page 6*

### Q: What is angina and how is it different from a heart attack?

An episode of angina is NOT a heart attack. However, people with angina report having a hard time telling the difference between angina symptoms and heart attack symptoms. Angina is a recurring pain or discomfort in the chest that happens when some part of the heart does not receive enough blood temporarily. A person may notice it during exertion (such as in climbing stairs.) It is usually relieved within a few minutes by resting or by taking prescribed angina medicine. People who have been diagnosed with angina have a greater risk of a heart attack than do other people.

### Q: I'd rather wait until I'm sure something's really wrong. What's the rush?

Clot-busting drugs and other artery-opening treatments work best when given within the first hour after a heart attack starts. The first hour also is the most risky time during a heart attack—it's when your heart might stop suddenly. Responding fast to your symptoms really increases your chance of surviving.

**Q: So how quickly should I act?** If you have any heart attack symptoms, call 9-1-1 immediately. Don't wait for more than a few minutes—5 at most—to call 9-1-1. Doctors have clot-busting drugs and other artery-opening procedures that can stop or reverse a heart attack, if given quickly. These drugs can limit the damage to the heart muscle by removing the blockage and restoring blood flow. Less heart damage means a better quality of life after a heart attack. Given that these new therapies are available, it's unfortunate that many people cannot benefit from these treatments because they delay too long before seeking care. The greatest benefits of these therapies are gained when patients come in during the "golden" first hour.



### Q: What about taking an aspirin like we see on television?

You should not delay calling 9-1-1 to take an aspirin. Studies have shown that people sometimes delay seeking help if they take an aspirin (or other medicine.) Emergency department personnel will give people experiencing a heart attack an aspirin as soon as they arrive. So, the best thing to do is to call 9-1-1 immediately and let the professionals give the aspirin.

### Q: I'm not sure I can remember all this. What can I do to make it easier for me?

You can make a plan and discuss it in advance with your family, your friends, your coworkers and of course, your doctor. Then you can rehearse this plan, just like a fire drill. Keep it simple and know the warning signs. Keep information—such as what medications you're taking—in one place. If you have any symptoms of a heart attack for a few minutes (no more than 5), call the EMS by dialing 9-1-1 right away.

#### Six Key Steps To Reduce Heart Attack Risk:

- |                              |                             |
|------------------------------|-----------------------------|
| 1. Stop Smoking Today        | 4. Aim for a Healthy Weight |
| 2. Lower Blood Pressure      | 5. Daily Physical Activity  |
| 3. Reduce Cholesterol Levels | 6. Manage Diabetes          |