



State of Louisiana

Division of Administration
Office of the Commissioner

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OGB Launches New Wellness Initiative

Live Better Louisiana offers a game plan for better health

BATON ROUGE — Commissioner of Administration Kristy Nichols today announced the launch of Live Better Louisiana, a wellness program for members enrolled in Blue Cross and Blue Shield of Louisiana health plans through the Office of Group Benefits (OGB). The initiative promotes health and preventive care for OGB members, a group who is on average seven years older, spends 129 percent more on pharmacy drugs, and visits the hospital 53 percent more often than the general population. Live Better Louisiana: Our Game Plan for Better Health hopes to keep members healthier by providing improved access to preventive healthcare and resources to help them better manage their health, understand their risk factors, and make educated choices related to their care.

“Only 27 percent of our members received a physical last year,” said Commissioner Nichols. “It’s critical that we make it easy for people to be engaged with their healthcare.”

Beginning in June, OGB will bring wellness checkups to employees where they work. Eligible members will have the opportunity to schedule a confidential health evaluation with a licensed Nurse Practitioner, including testing cholesterol and glucose levels, height, weight, blood pressure, and other biometric data. Their results will be reviewed on-site with participants, making them aware of potential risk factors related to high cholesterol, high blood pressure, diabetes and other issues. Members diagnosed with medical conditions will be referred to their primary care physician and to OGB’s disease management program if applicable.

Live Better Louisiana implements one of the components of the Well-Ahead Louisiana initiative – a worksite wellness plan led by the Department of Health and Hospitals. Under Well-Ahead, worksites that implement wellness plans for their employees may meet the criteria to be designated WellSpots. State offices, worksites, hospitals, childcare centers, schools, homes and restaurants may be designated WellSpots by demonstrating policies that support wellness for Louisiana residents. “It’s important the employees of Louisiana lead the way in making wellness a priority,” said DHH Secretary Kathy Kliebert. “This program is a great example of what Well-Ahead is all about. This week, our team at DHH began meeting with the staff at the Division of Administration and the Office of Group Benefits to designate their offices and all state buildings WellSpots.”

Members who participate in Live Better Louisiana will receive a discount on their insurance premiums by completing an online health assessment and a wellness checkup within one year.

“Wellness and prevention will save OGB and our members money,” said OGB Interim CEO Susan West. “But, more importantly, this program will help our members live better lives.”

Today’s launch event provided agency heads the opportunity to go through the screening process and see firsthand how the program works. Representatives from Blue Cross and Blue Shield of Louisiana were also on hand to direct participants through the online health risk assessment process and how to sign up for the BLUE 365 discount plan.

Live Better Louisiana is administered in partnership with Blue Cross Blue Shield of Louisiana. There are currently 126,847 state employees and 98,378 dependents with medical coverage through an OGB health plan. More than 96 percent of those members are enrolled in Blue Cross plans.