

# **HEALTH BENEFITS E-NEWS**

*Department of Human Resource Management  
Office of Health Benefits*

*November 5, 2009*

## **COVA Connect Rewards Program Introduced**

Starting this month, all state employees and non-Medicare eligible retirees enrolled in COVA Connect may participate in a program to help create healthier plan members. The Commonwealth of Virginia has launched the **COVA Connect Rewards Program**, including a chance to win fabulous prizes while improving or maintaining health!

The attached letter and flyer were mailed to eligible employees and retirees on November 4. To participate in the rewards program, employees and retirees must complete a Personal Health Profile (PHP) to receive one chance to win. If they engage in three sessions with a Health Coach, they will receive an *additional* chance to win. **By participating early they will increase their chance of winning—they may win only one prize per drawing, but they will remain eligible to win future drawings.**

Please see the attached letter for more information about the PHP and the Coaching program and encourage your agency's employees who are enrolled in COVA Connect to participate. Here is an overview of the program:

### ***Prizes and Participation Levels***

Commonwealth of Virginia employees and retirees enrolled in COVA Connect could win fabulous prizes for participating:

- When **30% of those eligible** complete the Personal Health Profile, we will draw **three** names and award prizes valued at **\$1,000 each**.
- When **50% of those eligible** complete the Personal Health Profile, we will draw **four** names and award prizes valued at **\$3,000 each**.
- When **80% of those eligible** complete the Personal Health Profile, we will draw **five** names and award prizes valued at **\$5,000 each**.

We hope you are excited about this new program to improve or maintain employee health. A flyer outlining the rewards program and the official rules are also attached.

### ***To Find Out More***

You can access information about the program and a complete list of prizes on the Web at [www.optimahealth.com/COVA](http://www.optimahealth.com/COVA). Members who do not have access to the Internet may contact Optima Health Member Services at (757) 687-6350 or 1-866-846-COVA for a printed version of the PHP. Members should allow an additional two weeks for processing a paper PHP before they are officially entered in the rewards program.

**As a member of COVA Connect, it pays to be healthy!**