



July 3, 2014

Healthy Behaviors Pay Off for Iowa Health and Wellness Plan Members *State Launches IA Health Link website*

(Des Moines, Iowa) - The Iowa Department of Human Services has launched its new IA Health Link website (www.iahealthlink.gov) where members can find more information about the Iowa Health and Wellness Plan and the incentives available for participating in the Healthy Behaviors Program.

“Along with offering comprehensive benefits and local access to care, the Iowa Health and Wellness Plan includes incentives for members to take action in improving their personal health,” said DHS Director Charles M. Palmer. “Completing these wellness activities can lead to savings for both the individual and the overall program.”

Under the Healthy Behaviors Program, members who complete a health risk assessment and undergo a physical exam will not be charged a monthly premium for the following year. The program will eventually offer members a range of financially-based incentives beyond the waiver of monthly contributions. And, providers can gain enhanced reimbursement for each member completing wellness activities.

Iowa Medicaid Director Jennifer Vermeer is encouraging all Iowa Health and Wellness members to take advantage of the Healthy Behaviors Program. Its preventive services can lead to better health outcomes and lower overall health care costs, she said.

“We want members to take notice, take action and take control of their personal health through this innovative program,” she said. “The IA Health Link website makes it easy for members to get all the information they need to complete healthy behaviors.”

More than 110,000 Iowans have signed up for the bipartisan-approved Iowa Health and Wellness Plan which launched January 1, 2014. It provides comprehensive health care coverage to uninsured Iowans ages 19-64 with incomes up to and including 133 percent of the Federal Poverty Level, or about \$15,500 for an individual.

Iowa Health and Wellness Plan benefits include:

- Members can pay a contribution of \$5 to \$10 per month, or have their premiums waived by participating in healthy behaviors
- Access to a statewide network of providers, allowing members to find a doctor close to home.
- Choice in who delivers care from thousands of participating providers.
- Enrollment open year-round, and no cap on the number of eligible Iowans who can sign up.

For more information on the Iowa Health and Wellness Plan and Healthy Behaviors visit www.iahealthlink.gov or www.dhs.iowa.gov

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