

Wellness Privacy and Confidentiality Summary



Questions?

call

1-877-694-2583

or visit

azblue.com



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Health and Wellness Programs and Privacy



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At Blue Cross® Blue Shield® of Arizona (AZ Blue), we value the privacy of our members and we understand that confidentiality of your information is an important issue. This is a summary of our privacy policy for members who participate in wellness programs.



This privacy summary applies to the following wellness programs:*

- Sharecare®
- Sharecare RealAge® Test health assessment
- Lifestyle Coaching
- Blue365®
- Health Management
- Care Management
- Nurse On Call
- Walker Tracker®
- AZ Blue Member Portal

About Health Information

We'd like to take this opportunity to let you know how we use the information you provide to AZ Blue as it relates to health and wellness programs. All health and wellness programs are designed to comply with government regulations related to the privacy of personal health information.

- We will not use the health information you provide through questionnaires or health assessments to limit your health coverage or claims payment.
- Your employer or health plan may provide incentives for your participation in health and wellness programs. Contact your health plan or employer for more information.

Some of the ways we do use your health information:

- To determine health and wellness program eligibility or participation
- To design new benefits and create new programs
- To generate personal health scores and reports
- To report overall health of employee populations to employers (information is depersonalized and reported in aggregate)
- To provide organizations contracted with AZ Blue with information to direct members to appropriate health and wellness resources, such as online health behavior change programs, lifestyle coaching programs, condition management programs, care management programs, and more
- To provide transition services to a new insurance plan selected by your employer

Providing Information

AZ Blue collects information for program participation through a variety of sources.

This information may be collected from:

- Claims data
- Self-reported data
- Biometric screenings

Claims data includes medical and pharmacy claims. Self-reported data can be collected online through the AZ Blue website, through paper-based health assessments, or over the phone. Biometric screening data may be collected via a contracted vendor at the worksite, at a lab, or via physician fax forms. Examples of online information include the AZ Blue online health assessment, health behavior change programs, and surveys. Examples of telephonic data include nurse-line utilization, health coaching, and surveys.

Securing Information

Protecting and limiting access to member health information is a top priority at AZ Blue. We have many processes and procedures in place not only to streamline information but also to limit the distribution of and access to it. In addition, securing information is of utmost importance. We employ secure 128-bit or higher encryption technology when transmitting information over the internet.

Online Privacy

If you'd like to know more about privacy as it relates to online services and transactions, please refer to our terms and conditions listed online at [azblue.com](https://www.azblue.com).

Notice of Privacy Practices

For more information about privacy and confidentiality, please refer to AZ Blue's Notice of Privacy Practices, available online at [azblue.com](https://www.azblue.com).

Learn More

For more information, contact us at
1-877-694-2583.

*Certain services are provided by an independent third party contracted with AZ Blue to provide health enhancement.