



December 29, 2011

## **OGB contracts with Nurtur to administer Living Well Louisiana health management program**

Effective January 1, 2012, OGB's Living Well Louisiana health management program will be administered by Nurtur. The program, previously administered by Health Dialog, will continue to use the same toll-free number.

The Living Well Louisiana program is available to OGB members who:

- Are enrolled in OGB's standard PPO or HMO (Blue Cross) health plans;
- Do not have Medicare as primary health coverage; and
- Have been diagnosed with one or more of five ongoing health conditions – diabetes, heart disease, heart failure, asthma and chronic obstructive pulmonary disease (COPD).

The program offers health coaching by registered nurses, dietitians, and pharmacists, who provide educational materials and offer caring support, plus a cost-saving prescription drug incentive.

The incentive offers active LWL participants reduced co-payments on prescribed medications for any of the five targeted conditions with which they have been diagnosed. LWL participants pay only \$15 for brand-name drugs or \$0 for generics (for a 31-day supply) – instead of the standard 50 percent co-insurance (up to \$50 for a 31-day supply) – on applicable prescriptions.

**To receive these valuable benefits, an OGB member must remain actively engaged in the LWL program by participating in at least one coaching call every 90 days – a telephone call to or from a Nurtur LWL health coach. (Receiving educational materials by mail or e-mail, listening to pre-recorded phone messages and sending or receiving health coach emails do not meet this requirement.)**

If you are participating in the program and have not yet scheduled a telephone contact with an LWL health coach in 2012, it is important to do so soon.

Beginning January 1, 2012, Nurtur health coaches are available Monday through Thursday from 8 a.m. to 8 p.m., Friday from 8 a.m. to 6 p.m., and Saturday from 9 a.m. to 5 p.m. (central time).

**OGB requires that all active LWL participants talk to a health coach between January 1 and March 31, 2012. Participants must fulfill this requirement to remain eligible to receive the benefits of this valuable health management program, including the reduced prescription drug co-payment incentive.**

The new Nurtur Living Well Louisiana website, [www.LivingWellLouisiana.com](http://www.LivingWellLouisiana.com), will be available by February 1, 2012. Participants need to re-register to use the new site.