

# Horizon Blue Cross Blue Shield of New Jersey

## “My Health Manager”

### Podcast

Produced By:  
Dan Emmer  
Shawn Hicks

## ***Health Assessment Tool Podcast:***

*SFX: Sounds of a City Park (children playing with city in background)*

### **KIMBERLY ADAMS:**

As a working mother, I often find it difficult to take proper care of myself.

### **KIMBERLY ADAMS**

(away from microphone towards playground)

Timmy! Help your sister!

(back to microphone)

It's not like I am in bad shape, but I know that my blood pressure is a little high, probably due to the stress of juggling work and the kids, my cholesterol is just over what is recommended and I certainly could stand to lose a little weight and probably get a few more hours sleep.

I know I should be doing more to take care of my health but with everything going on in my life I find it difficult to stay on top of every little health issue.

Luckily, a friend of mine told me about ***My Health Manager***, located on Horizon Blue Cross Blue of New Jersey's Website at [www.horizonblue.com](http://www.horizonblue.com).

It has a great resource called the ***Health Assessment Tool***. The **Health Assessment Tool** gave me a complete view of my current health status and any potential risks I may have.

***The Health Assessment Tool*** starts off with a series of questions that asks me about my personal and family health history...

(reassuring)

I know. I know. Like me you are probably a little worried about putting that kind of information on the internet, but don't worry, the information you enter is 100 percent private and secure.

(pause)

Anyway, once all of the questions were answered, I got a summary that compared my results to other people my own age, sex, and so on, which was pretty helpful.

But what was even more valuable for me was that the **Health Assessment Tool** not only told me how healthy I was, but how much healthier I could be. It let me know my risks and how to reduce them.

*SFX: Sounds of a City Park (child yells for mother)*

With the information I received from the **Health Assessment Tool**, I found that I could make healthy changes and still have time for other things, like pushing a swing.

## ***Personal Health Record Podcast:***

*SFX: Golf Course (swoosh of a golf club, ping of club hitting a golf ball)*

### **MAN'S VOICE**

Nice Shot! Right down the fairway.

### **DOUG MESSER**

I'm 61 years old and like most people I've had my share of health related issues. As I'm growing older, and seeing more doctors, it's becoming more difficult for me to keep track of all the advice my doctors give me.

I mean can anyone really be expected to remember every test result, prescription, doctors appointment and injury they have ever had?

I know I can't.

(pause)

It seemed to be getting really out of control until a golfing buddy of mine told me about ***My Health Manager*** located at Horizon Blue Cross Blue Shield of New Jersey's website, [www.horizonblue.com](http://www.horizonblue.com).

Once I logged onto ***My Health Manager***, I found a great tool that allowed me to create my own ***Personal Health Record***.

I was able to enter all of my personal health information such as medications, immunizations, allergies and surgeries into my ***Personal Health Record***.

The ***Personal Health Record*** stored the results, tracked them, and allowed me to manage them all in the one centralized location.

(excited)

And perhaps the most important thing is that the information I enter is safe, secure and private. It can only be shared with others if I choose to do so.

*SFX: Golf Course (swoosh of a golf club, ping of club hitting a golf ball)*

### **MAN'S VOICE**

You're up Doug!

**Doug MESSER**

My personal health record might not help my golf game, but it does help me keep better track of my health and make life less complicated.

**SFX: Sound of Golf Club hitting golf ball**

Doug Messer

Fore!

## ***Hospital Comparison Tool Podcast:***

*SFX: A busy GYM (clanging of weights, treadmills)*

### **SCOTT MURRAY:**

I am a very active person and an avid runner, I spend lots of time working out and keeping myself in shape. A few weeks ago I was jogging through my neighborhood and I tripped over an uneven patch of pavement. Unfortunately, I hit the ground hard and injured my knee.

### **SCOTT MURRAY: (CONT'D)**

I went to my doctor and he told me I had a torn tendon and needed surgery. So that night I began to do a little research to find out what my best options were.

I visited Horizon Blue Cross Blue shield of New Jersey's website at [www.horizonblue.com](http://www.horizonblue.com) and clicked on ***My Health Manager*** that contained a great resource called the ***Hospital Comparison Tool***.

I was blown away by some of its features.

(excited)

The ***Hospital Comparison Tool*** allowed me to compare hospitals and how they perform treating all different types of injuries, including a torn tendon.

The program ranked and compared hospitals on costs, complication rates, typical length of stay and the number of patients treated for the same condition.

The Hospital Compare tool gave me an apples-to-apples comparison of hospitals and it allowed me to make an informed choice as to where I should be treated.

After looking at all the results I found a hospital that excelled at treating knee problems, was reasonably priced and gave me the best chance for a speedy recovery.

I would never had made such an informed choice if it hadn't been for My Health Manager's Hospital Comparison Tool.

SFX – Sound of weights clanking

With everything I learned I know I'll be ready to start training for that 5k run in no time.