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## **URAC awards Regence Comprehensive Wellness Accreditation** *Regence among first health plans in nation to be recognized by URAC for wellness*

PORTLAND, Ore. — Regence BlueCross BlueShield announced today that it has been awarded Comprehensive Wellness Accreditation from URAC, a Washington, DC-based health care accrediting organization that establishes quality standards for the health care industry. The accreditation recognizes Regence for its overall commitment to wellness and underscores the company’s success in helping employers improve employee health and reduce health care costs.

“At Regence, our priority is supporting our members’ health and well-being,” said Dennis Chong, M.D., Regence chief medical officer, “As the first health plan on the West coast and one of the first in the nation to receive URAC Comprehensive Wellness Accreditation, we take our commitment to wellness seriously.”

Regence offers its employer groups and individual members a wide variety of wellness tools, including:

- **Health coach:** matches members with a Regence registered health coach to help them meet health goals such as losing weight, stopping smoking and improving sleep quality.
- **Vitality:** a customized worksite wellness program conducted by a wellness consultant working to help groups create and personalize their own health and wellness strategy.
- **Health risk assessment (HRA):** online tool that employers can use to evaluate self-reported health risks and identify modifiable behaviors that impact the group’s overall health.
- **myRegence.com:** facilitates online wellness programs that include the HRA and a six-week healthy living program, and allows members to earn Regence Rewards for completing these programs.

“Regence should be commended for meeting strict quality standards on wellness,” said Alan P. Spielman, URAC president and CEO. “It is critically important for health care organizations to make a commitment to quality and accountability. URAC accreditation is a demonstration of that commitment.”

Comprehensive Wellness is the first new accreditation program from URAC with integrated program evaluation and performance measurement components. The new Comprehensive Wellness standards and

measures were developed by an expert advisory group of employers, health plans, consumer representatives, public benefits organizations, health care professional associations, providers and wellness companies.

### **About Regence**

Regence is the largest health insurer in the Northwest / Intermountain Region, serving three million members as Regence BlueCross BlueShield of Oregon, Regence BlueShield (selected counties in Washington), Regence BlueCross BlueShield of Utah and Regence BlueShield of Idaho. Each plan is a not-for-profit independent licensee of the Blue Cross and Blue Shield Association. Regence is committed to improving the health of our members and our communities, and to transforming our health care system. For more information, please visit [www.regence.com](http://www.regence.com).

### **About URAC**

URAC, an independent, nonprofit organization, is a leader in promoting health care quality through accreditation and certification programs. URAC's standards keep pace with the rapid changes in the health care system, and provide a mark of distinction for health care organizations to demonstrate their commitment to quality and accountability. Through its broad-based governance structure and an inclusive standards development process, URAC ensures that all stakeholders are represented in setting meaningful standards for the health care industry. For more information, visit [www.urac.org](http://www.urac.org).

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