

SAVING LIVES: LIFESTYLE RETURNS AND eCLEVELAND CLINIC CONSULT

Llaine Groninger, Director, Quality and Regulatory Compliance for Hershey International & Global Solutions, and Megan Marshall, Manager, Risk Management, have more in common than just working for The Hershey Company. While getting preventive exams as part of the Lifestyle Returns 2008 health and wellness program, both discovered they had cancer, beginning medical journeys that carried through to 2009.

eCLEVELAND CLINIC MYCONSULT

What is the eCleveland Clinic MyConsult service?

The eCleveland Clinic MyConsult service is a remote second opinion consultation service operated by the renowned medical professionals at the Cleveland Clinic, Cleveland, Ohio.

Who is eligible?

All U.S. and Puerto Rico-based employees, retirees and their dependents. You do not need to be enrolled in a Hershey medical plan to utilize the eCleveland Clinic MyConsult service.

What's in it for employees?

Employees can get a free remote second opinion consultation for life-threatening or life-altering diagnoses through the Cleveland Clinic, rated by *U.S. News & World Report* as one of only 10 hospitals in the United States to be considered "The Best of the Best." Hershey pays the cost of the second medical opinion consultation. Employees pay the cost of obtaining and mailing the required medical documentation/records.

Here's how to get an eCleveland Clinic MyConsult remote second opinion consultation.

Go to <http://www.elevelandclinic.org/hershey>, then click on the "Your First Choice for a Second Opinion" box to go to the MyConsult homepage.

LLAINE'S STORY

Llaine had a routine mammogram in June 2008 as part of her preventive exams for Lifestyle Returns. The mammogram results revealed several small spots.

Llaine selected a local, well-known cancer center for diagnosis and treatment. A biopsy revealed that the cancer was already at a stage where it could spread. Her mother died of cancer, so Llaine pressed for genetic testing before she made any decisions on a treatment or surgical plan. Genetic testing showed that Llaine could have a higher likelihood of occurrence and/or recurrence.

Llaine researched her medical condition, then sought a second opinion through the eCleveland Clinic MyConsult – an innovative remote second opinion service available to all U.S. and Puerto Rico-based employees, retirees and their dependents regardless of whether or not they are enrolled in a Hershey medical plan (see sidebar). Llaine went online and completed the extensive Request Opinion process on a Thursday night. The next day, a triage nurse contacted her and urgently told her that they wanted to see her in person within five days to confirm their diagnosis. On Monday, she was on her way to Cleveland.

The director of Women's Breast Health at the Cleveland Clinic confirmed the diagnosis and discussed treatment options with her. "The Cleveland Clinic staff is all very professional and good at what they do," Llaine said. "They explain everything so you understand and can make the decisions that are best for you."

From her initial experiences with the Cleveland Clinic, she decided to have her treatment and surgery in Cleveland. A year later, Llaine is considered cancer-free and is working on completing Lifestyle Returns 2009. She credits the eCleveland Clinic MyConsult service and ensuing Cleveland Clinic medical care with saving her life.



Llaine Groninger

LIFESTYLE RETURNS

What is Lifestyle Returns?

Lifestyle Returns is a Highmark program designed to improve health and wellness and teach participants how to become better health care consumers.

Who is eligible?

All active full-time employees, full-time employees on a leave of absence and employees on a severance agreement who are enrolled in a WorkLife Select Medical plan.

What's in it for you?

Complete the five easy steps by September 30, 2009, to receive free medical premiums in November and December 2009.

What are the five steps?

1. Take the Pledge at www.highmarkblueshield.com. Employees and their spouse/domestic partner are required to take the Pledge
2. Complete the confidential Wellness Profile
3. Get preventive care, as indicated on Highmark's Preventive Schedule, and document visits
4. Participate in a minimum of two required Health and Wellness programs or complete one program and either contact a *Blues on Call* Health Coach or get a flu shot
5. Review at least one Health Information and Tools online resource AND complete a brief survey

MEGAN'S STORY

Megan Marshall had been getting skin cancer checks as part of her preventive exam for Lifestyle Returns, if for no other reason than to get a baseline reading. She knew that having light-colored skin increased her risk for basal cell carcinoma – the most common of all types of skin cancer. Spending her summers as a teen baking in the sun without sunscreen didn't help either.

When she was getting a preventive exam in 2008, Megan showed her physician a sore on her forehead that wasn't healing. They began tracking it and a year later, it still hadn't healed. Megan requested a biopsy.

The biopsy confirmed what Megan had feared – she had basal cell carcinoma. Megan opted to have Mohs surgery in which the tumor was surgically removed and then immediately examined under a microscope to make sure enough of the tumor was removed before the excision site was closed.

The surgery to remove the tumor was successful, and Megan is now considering reconstructive surgery with a skin graft to repair the excision site. She is also an advocate for proper sun safety, such as avoiding sun exposure during peak hours and wearing a hat, long-sleeve shirt, and a lot of sunscreen.

Megan still completes Lifestyle Returns. "It's a great benefit and it's so easy to do. You're helping yourself both physically and financially."



Megan Marshall with daughter Parker.

HOW TO GET A SKIN CANCER CHECK

In addition to doing a monthly self-check, ask your doctor to conduct a thorough skin exam during your yearly preventive exam. If anything suspicious is discovered, you will be referred to a qualified dermatologist or plastic surgeon.

For more information on skin cancer, go to www.cancer.org and search for "skin cancer."

LIVES TRANSFORMED

Llaine and Megan are not the only Hershey employees whose lives have been transformed through their participation in Lifestyle Returns. "We have heard of employees being diagnosed during routine preventive screenings with previously unknown and serious medical conditions, such as diabetes and heart disease," said Kathy McGrath, Vice President, Total Compensation and Benefits. "Several employees confided in us that their Lifestyle Returns preventive exams saved their lives. I want to thank Megan and Llaine for their courage to speak openly about their experiences. Their stories may in turn save lives by motivating others to complete Lifestyle Returns."

Lifestyle Returns was implemented at Hershey in 2007 to help employees develop healthier habits and provide them with the tools and resources necessary to enhance wellness. "Employees need to take a more active role in their health care, and success stories such as these illustrate how critical a program like Lifestyle Returns can be," said Charlene Binder, Senior Vice President, Chief People Officer. "We know about the financial incentives – lowering overall health care costs for employers and free medical premiums for employees – but the human element, the possibility of life-altering early detection, is simply invaluable."