



## LifeSteps health coaches: Reassuring you about the importance of confidentiality

Health Dialog, an independent third-party provider for American Standard's group health plans, provides a health coach service as part of the LifeSteps program. By calling a toll-free number, you can speak to a LifeSteps health coach for up-to-date, accurate information about various conditions, treatment choices, risks and the benefits of different therapies.

The health coach service is now beginning a campaign of home mailings and phone calls to employees as part of our overall LifeSteps program. (The purpose is to introduce themselves and offer health-related education assistance to you or a family member who have a serious illness or ongoing medical condition.) These mailings and phone calls may be causing some of you concern about the privacy of your personal health information. We'd like to reassure you that confidentiality is key to the success of the LifeSteps program. Read more about how your [confidentiality will be protected](#).

**First, here's what's happening: Health coaches may contact you** by mail or phone to introduce the health coach service and offer information and support if you or a family member has an illness or ongoing medical condition. Health Dialog, the organization that provides the health coach service, receives claims data (which may include medical, prescription drug or lab data) from the third-party that administers our group health plans (such as Aetna or Blue Cross/Blue Shield). This makes it possible for health coaches to offer informed and personalized support whenever you call – and to reach out to you.

**The company does not know which employees are contacted by Health Dialog.** Remember, while health coaches may receive your claims data, American Standard does not! While the overall LifeSteps program is sponsored by the company, services like health coaches and LifeSteps Online are administered by third-party providers of services to the company's group health benefit plans.

**Health Dialog will keep your personal health information confidential.** This means that any personal health information you or a family member give to a LifeSteps provider is protected by federal and state privacy laws and will not be disclosed to American Standard except under limited circumstances as authorized by law for administration of the company's group health plans. LifeSteps is designed to protect your confidentiality every step of the way.

**American Standard will receive personal health information only as necessary to administer our benefit plans.** Disclosure of personal information can be made only to employees designated by the company to receive that

Health coaches are available for you or an eligible dependent to contact whenever you need health information or decision support. Health coaches also may contact you by mail or by phone to introduce the service and offer educational assistance if you or a family member has an illness or ongoing medical condition.

Call a LifeSteps health coach today toll-free  
**1-877-LIFE-123**  
(1-877-543-3123)  
*24 hours a day • 7 days a week*

Hearing-impaired callers, please dial 1-800-504-5539 TTY

LifeSteps health coaches are specially trained health professionals and are provided by Health Dialog, a third-party provider of services to the company's group health benefit plans, as part of the LifeSteps program.

information. Those employees may have access to the information only to perform administrative functions for the company's benefit plans – except in isolated cases, such as in connection with an appeal of a benefit decision or consultation with a case manager, they will only see aggregated personal health information. Personal health information may never be used or disclosed for any employment-related action or decision. The company is required by law to take appropriate corrective action against any employee who violates these rules.

Note: Aggregated information is used to identify the overall health care needs of employees and dependents so that more effective disease management and health education programs can be developed.

**Health coaching is an important resource that can help you and your family members.** Think of health coaches as your partners in health and well-being. Whether you just want some basic information, or you or a family member has just been diagnosed with a serious illness, health coaches can help answer your questions, discuss your options and provide information so you can make an informed decision. Here are a few examples of ways that a health coach can help. As trained health professionals, they can:

- Provide details about a medical test your doctor recommends or how to prepare for it
- Discuss a specific condition and your treatment choices
- Help you prepare the right questions to ask your doctor
- Send you information about fitness and other healthy habits

Health coaches won't replace your doctor or other health care providers. Instead, they'll help you get the most from every visit to your doctor.

**Important:** to enable the LifeSteps health coaches to meet the individual health needs of employees and their families, American Standard has authorized our health plans to provide health information directly to Health Dialog. Our health plans, third party administrators and Health Dialog have agreed to comply with all federal and state privacy laws and not to use or disclose the personal health information of employees and their families except as permitted by law.

#### **Personal and confidential resources**

All of your personal health information is just that – *personal*. LifeSteps is designed to protect your confidentiality every step of the way.

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