



The Well Wisconsin Program

Presented By
The StayWell Team

GIB 5.24.17 ITEM 9B



Group Insurance Board – May 24, 2017

StayWell Presenters

- **Emily Rathjen** – Senior Account Executive
- **Dr. David Gregg** – Chief Medical Officer



2017 Launch of StayWell Services



Implementation Timeline

- Contract start: August 2016
- Implementation and Development: September – December 2016
- Wellness Portal Launch: January 5, 2017
 - Currently 20,000 portal users
 - Approximately 1,000 new users weekly
- First on-site screening event held: February 1, 2017
 - Currently 228 events scheduled estimated to screen over 19,000 participants



Program Components



2017 Incentive Deadline

Participants will need to complete a health screening and the health assessment by **October 20, 2017** in order to be eligible for the incentive



Health Assessment: Mobile friendly, less than 10 minutes to complete

Health Screening: On-site event or Health Care Provider Form

Gift card: Immediately redeem online or request by mail

Well Wisconsin Portal

Log-in page

STAYWELL

Well Wisconsin – Healthier Starts With You

New for 2017!
The State of Wisconsin Group Health Insurance Program now provides the \$150 Well Wisconsin incentive through StayWell.
[Learn More](#)

Health Screening Options
[Learn More](#)

Questions?
[Contact Us](#)

Welcome
This is your StayWell Health Portal. Managing your health is now easier than ever!
[Create My Account Now](#)

Already have an Account? Sign in:

[Forgot User Name?](#)

[Forgot Password?](#)

[Sign In](#)

STAYWELL


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Well Wisconsin Portal

Dashboard: Participant Status




Welcome
Healthier starts with you.

Earn Your Incentive

✓ **ASSESSMENT** **SCREENING**

MY DASHBOARD HEALTH PROFILE PROGRAMS HEALTH LIBRARY


WELL WISCONSIN



Welcome to the new StayWell wellness portal for the Well Wisconsin Program. Learn more about earning your \$150 incentive and don't forget the new deadline of October 20, 2017.


LEARN MORE

ASSESSMENT



100% COMPLETE

DEVICE CONNECTION



CONNECT NOW

Well Wisconsin Portal

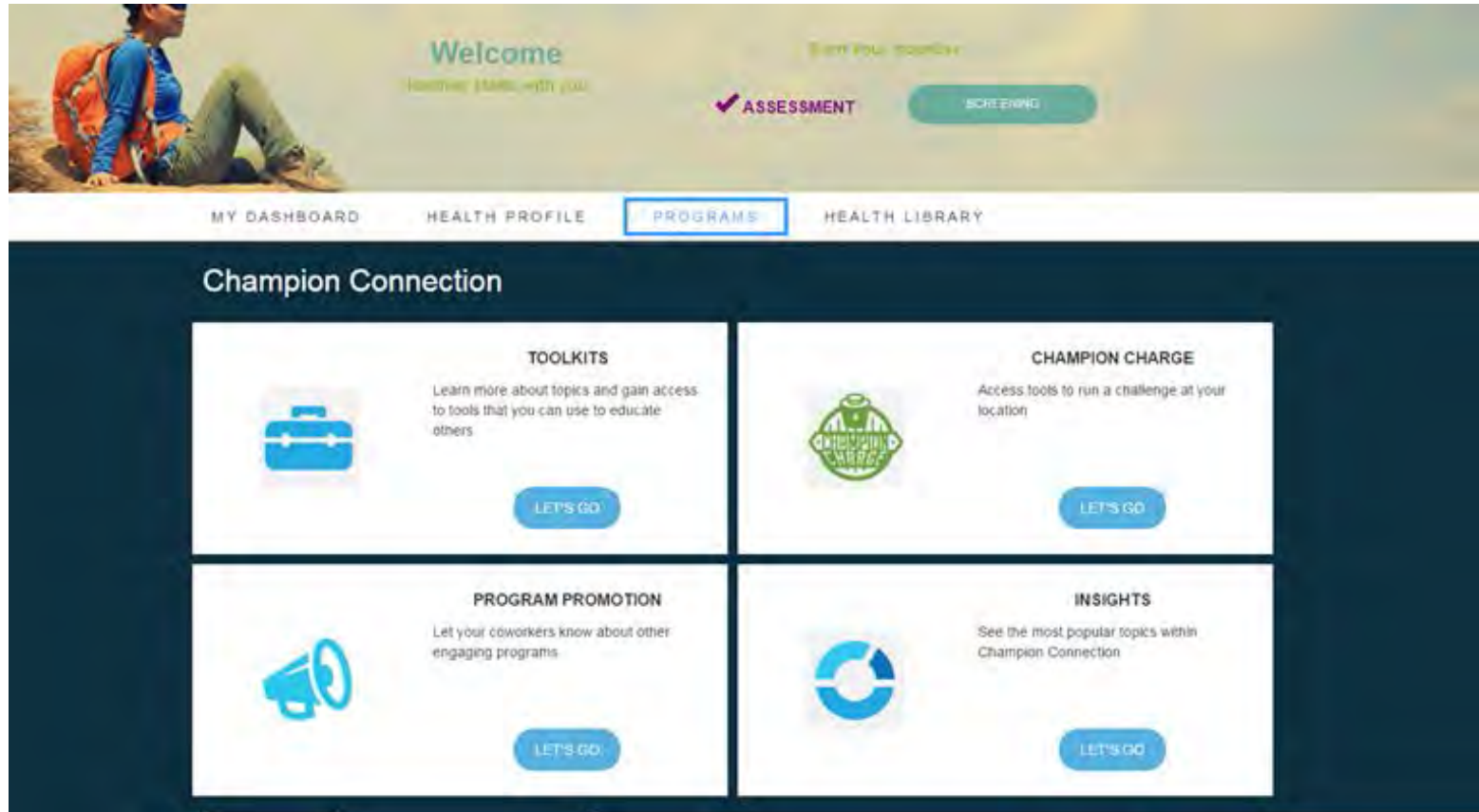
Dashboard: StayWell and External Information/Resources

The dashboard is a grid of service tiles on a dark blue background. The tiles include:

- COACHING**: Features a circular image of two people walking outdoors and a blue button labeled "LET'S GO!".
- WEBINAR REGISTRATION**: Features a circular image of a woman at a computer. Text: "Get signed up to view webinars via your computer about the Well Wisconsin Program and other health topics". Includes a blue button labeled "LET'S GO!".
- DEVICE CONNECTION**: Features an icon of a mobile phone with signal waves and a green button labeled "CONNECT NOW".
- ARCHIVED WEBINARS**: Features a circular image of a person at a computer and a blue button labeled "LEARN MORE".
- SELF INSURANCE**: Features a blue shield icon with a white cross and a blue button labeled "LEARN MORE".
- HEALTH PLAN RESOURCES**: Features the "Security Health Plan" logo and a blue button labeled "LET'S GO!".
- MESSAGES**: Features a paper plane icon and a red circle with the number "0". Text below: "NEW MESSAGE(S)".
- SELF-DIRECTED COACHING**: Features a grid of activity icons (person, stress ball) and numbered activity buttons (1-5). Includes a purple button labeled "EXPLORE TOPICS".
- MORE RESOURCES**: Features a red square with the white text "EAP" and a blue button labeled "LEARN MORE".

Well Wisconsin Portal

Employer Engagement Toolkit: Champion Connection

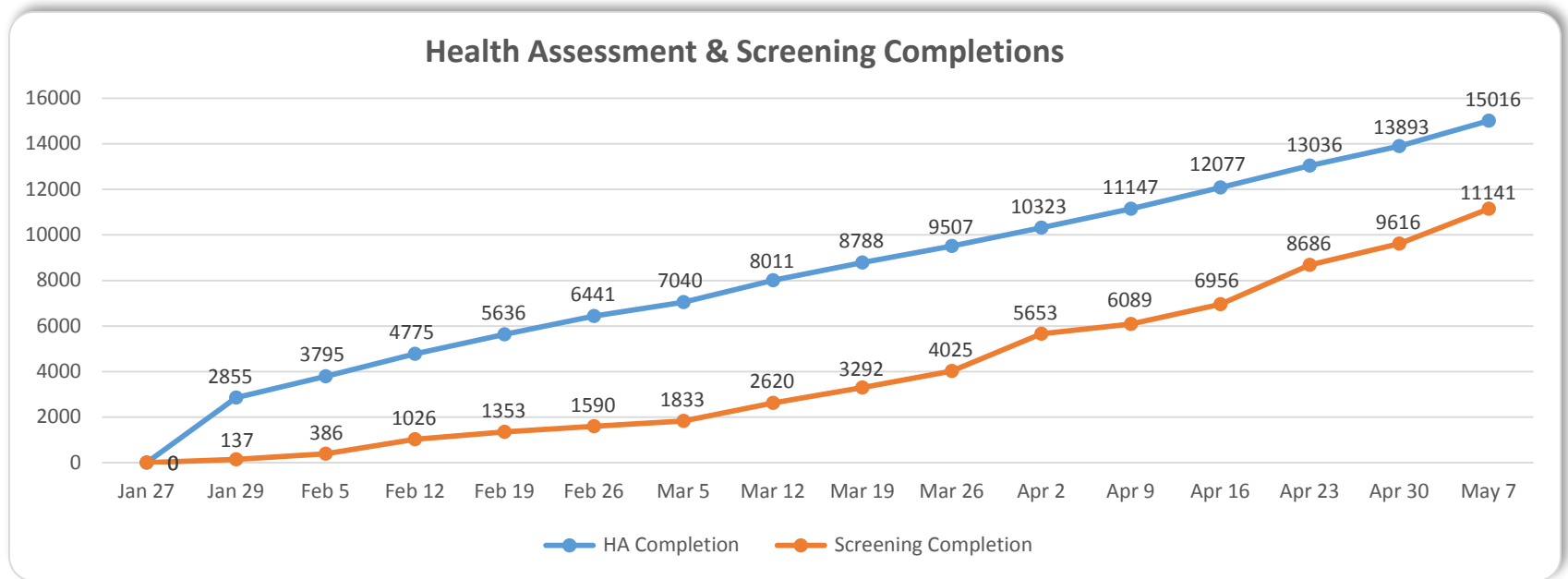


The screenshot displays the Well Wisconsin Portal interface. At the top, a banner features a person hiking and the text "Welcome" and "Start Your Journey". Below the banner is a navigation menu with "MY DASHBOARD", "HEALTH PROFILE", "PROGRAMS" (highlighted), and "HEALTH LIBRARY". The main content area is titled "Champion Connection" and contains four interactive tiles:

- TOOLKITS**: "Learn more about topics and gain access to tools that you can use to educate others." Includes a briefcase icon and a "LET'S GO" button.
- CHAMPION CHARGE**: "Access tools to run a challenge at your location." Includes a "CHAMPION CHARGE" icon and a "LET'S GO" button.
- PROGRAM PROMOTION**: "Let your coworkers know about other engaging programs." Includes a megaphone icon and a "LET'S GO" button.
- INSIGHTS**: "See the most popular topics within Champion Connection." Includes a circular flow icon and a "LET'S GO" button.

Current Participation Metrics: Core

- In 2016, the total completion of health assessments and health screenings: 28,000
- Year to date completion of StayWell Health assessment: 15,000+
- Goal for 2017: 36,000 to 50,000 total participants that complete a health assessment and a health screening



Participation Metrics by Subgroup



Participation, completion rates and health risk by:

- Enrollment Type: employee vs. spouse, health plan carrier and plan design
- Primary Employer: State, Local, Retiree
- Employer Level Detail: State agency, UW campus, etc.

Result:

- Ability to target promotion to low engagement populations
- Target programming for populations with highest health risks
- Determine future program needs

Participation Metrics by Subgroup: Both Program Requirements

Employee Type	Eligible			Health Assessment & Screening Completion					
	Total	EE	SP/DP	Total		EE		SP/DP	
				#	%	#	%	#	%
	166,616	109,017	57,599	7,742	4.6%	5,962	5.5%	1,780	3.1%
STATE EMPLOYEE	56,940	36,280	20,660	3,828	6.7%	3,055	8.4%	773	3.7%
STATE RETIREE	37,727	26,462	11,265	917	2.4%	667	2.5%	250	2.2%
LOCAL EMPLOYEE	19,233	11,508	7,725	486	2.5%	329	2.9%	157	2.0%
LOCAL RETIREE	2,521	1,853	668	43	1.7%	31	1.7%	12	1.8%
UNIVERSITY OF WISCONSIN	50,195	32,914	17,281	2,468	4.9%	1,880	5.7%	588	3.4%

Data as of 4/30/2017
Full report in Reports Section



Participation Metrics by Subgroup: Health Assessment

Employee Type	Eligible			Health Assessment Completion					
	Total	EE	SP/DP	Total		EE		SP/DP	
				#	%	#	%	#	%
	166,616	109,017	57,599	13,786	8.3%	10,967	10.1%	2,819	4.9%
STATE EMPLOYEE	56,940	36,280	20,660	6,593	11.6%	5,405	14.9%	1,188	5.8%
STATE RETIREE	37,727	26,462	11,265	1,548	4.1%	1,156	4.4%	392	3.5%
LOCAL EMPLOYEE	19,233	11,508	7,725	1,005	5.2%	718	6.2%	287	3.7%
LOCAL RETIREE	2,521	1,853	668	69	2.7%	53	2.9%	16	2.4%
UNIVERSITY OF WISCONSIN	50,195	32,914	17,281	4,571	9.1%	3,635	11.0%	936	5.4%

Data as of 4/30/2017
Full report in Reports Section



Participation Metrics by Subgroup: Health Coaching

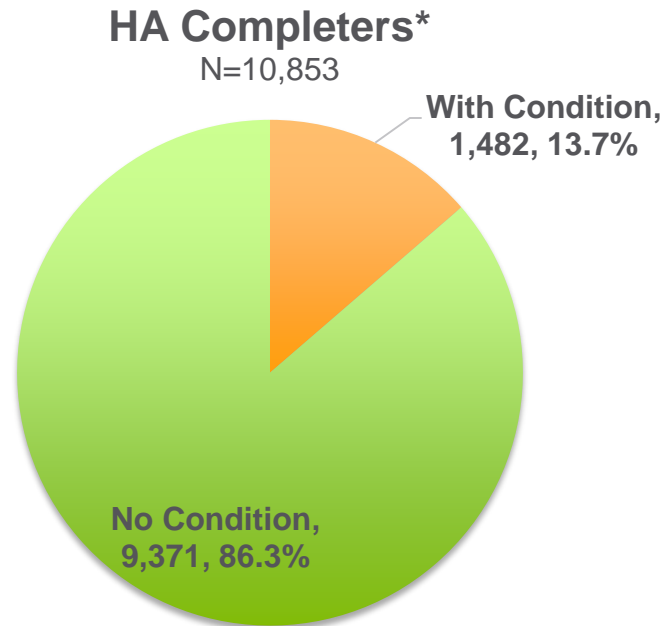
Employee Type	Eligible	Health Assessment Completion		Telephonic Coaching Eligible		Registered	
	#	#	%	#	%	#	%
	166,616	13,786	8.3%	8,631	62.6%	1,181	13.7%
STATE EMPLOYEE	56,940	6,593	11.6%	4,350	66.0%	527	12.1%
STATE RETIREE	37,727	1,548	4.1%	1,083	70.0%	200	18.5%
LOCAL EMPLOYEE	19,233	1,005	5.2%	651	64.8%	77	11.8%
LOCAL RETIREE	2,521	69	2.7%	60	87.0%	10	16.7%
UNIVERSITY OF WISCONSIN	50,195	4,571	9.1%	2,487	54.4%	367	14.8%

Data as of 4/30/2017
Full report in Reports Section



Current Participation Metrics: Disease Management Q1 condition prevalence*

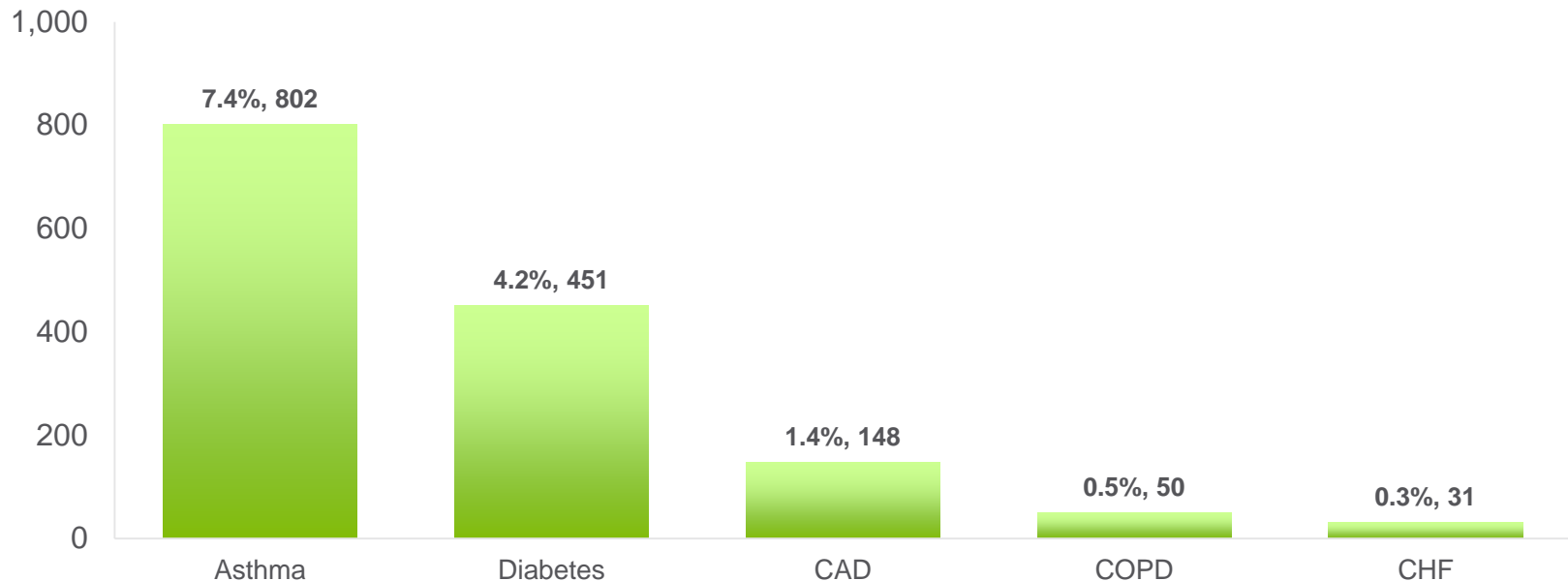
- 14% of Health Assessment (HA) completers have at least 1 of 5 disease management (DM) conditions
- Our book of business, which identifies prevalence from claims data, is 8% to 9%



*this is based on self-report data from the health assessment for the current program year.

Current Participation Metrics: Disease Management Q1 condition prevalence*

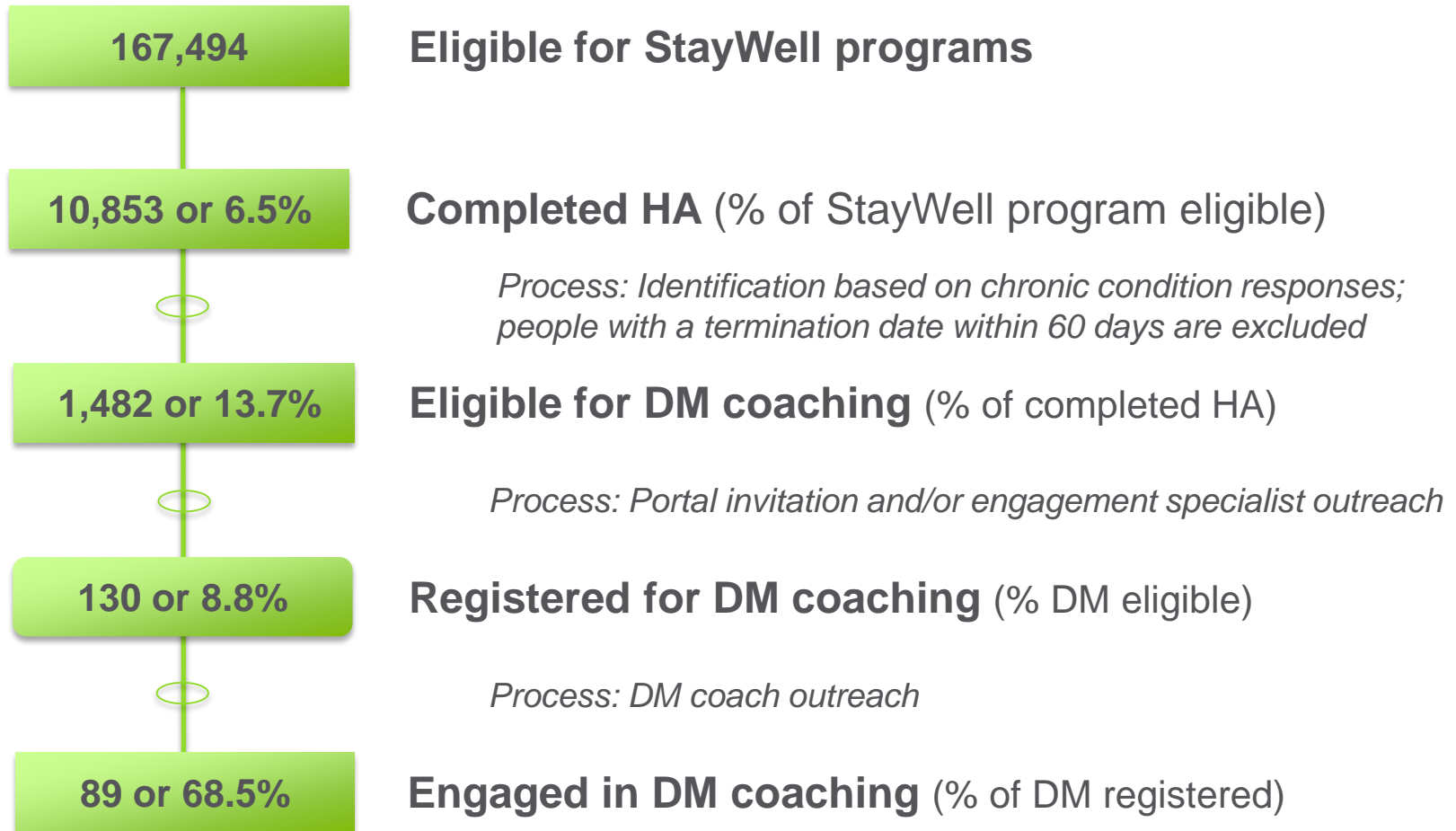
- Asthma is currently the most prevalent DM condition, followed by diabetes and CAD
- COPD and CHF prevalence is low and consistent with U.S. population rates
- Prevalence may change as more people complete the HA; for example, in our claims-based book of business, diabetes is the most common condition



*Participants with multiple conditions are assigned one primary condition based on the following hierarchy: CHF (congestive heart failure), CAD (coronary artery disease), COPD (chronic obstructive pulmonary disease), diabetes, asthma.



Current Participation Metrics: Disease Management Q1 engagement cascade



On-site Program Management



Overall Goals:

- Increase awareness and engagement in Well Wisconsin Program
- Integrate with and support state and local employers' wellness initiatives
- Implement on-site health behavior change programs

January – April Activities:

- Provided support at on-site health screening events reaching over 1,300 participants
- Provided on-site program presentations and portal demonstrations to over 500 participants
- Supported agency, university, and local wellness initiatives by connecting with over 65 wellness champions

Looking Ahead



Additional 2017 Initiatives

Mindfulness Collection (launching in portal early June)

Promotes resiliency and stress management

- Three Digital Workshops on the benefits of mindfulness and stress management
- 21-Day Meditation Experience: 7 – 11 minute guided meditations for 21 days

Pilot of **Ignite Group Coaching Program**

- 12-week group coaching program
- Targets those with metabolic syndrome and/or BMI ≥ 30



2018 Initiatives & Goals



Initiatives

- Exploring points-based incentive options for 2018 and addition of engagement activity
- Working with Truven to set up data integration between organizations
- Consideration of additional engagement programs:
 - Million Steps Challenge
 - Destination Challenges
 - Partner programs

Goals

- Use 2017 aggregate health data for further program development
- Continue to build awareness and participation
- Expand support of employer culture of health

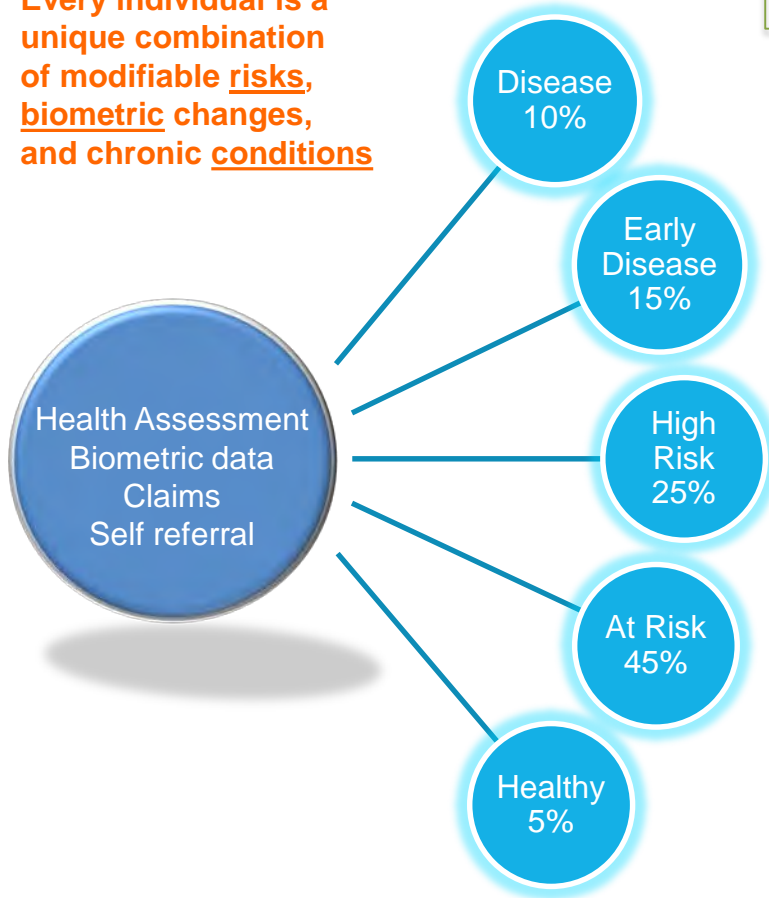
Disease Management Overview



Tailored Solutions for the Whole Population

Identification

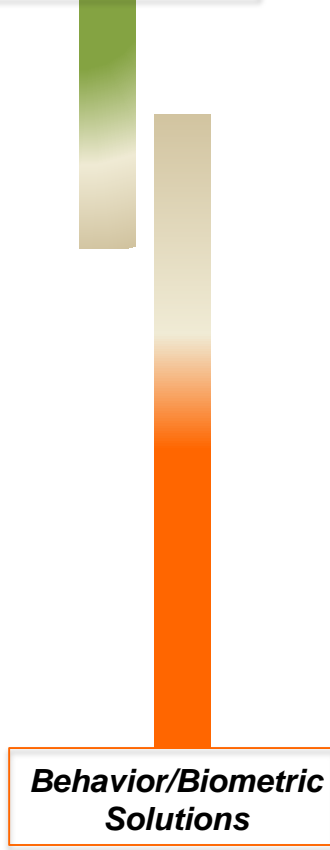
Premise:
Every individual is a unique combination of modifiable risks, biometric changes, and chronic conditions



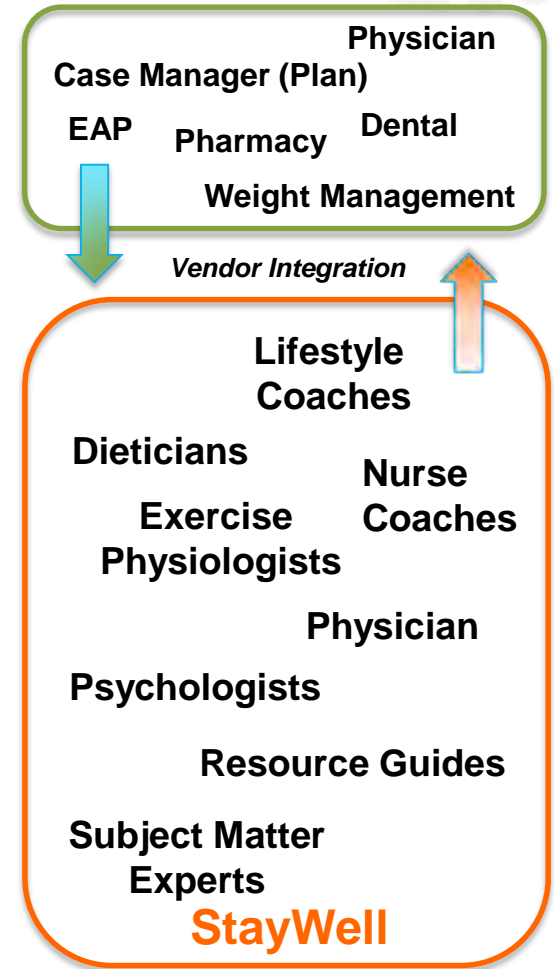
Stratification

Interventions

Chronic Condition Solutions

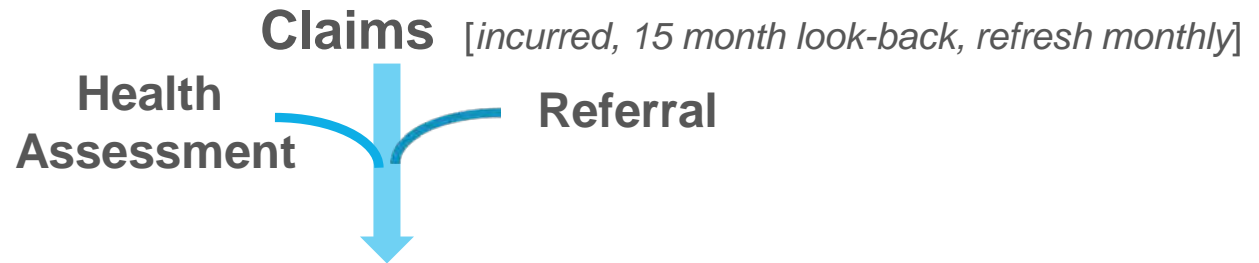


Collaboration



Disease Management Identification

Identification



Claims Algorithm = Specific ICD-10 cluster **plus** pharmacy **or** clinical **or** hospital

Exclusions = Major complications, institutional care, <18 or 65+ on Medicare

Prevalence

	Total	Diabetes	CAD	CHF	Asthma	COPD
StayWell Average*	8-9%	5%	1-2%	<0.5%	4%	<0.5%

Disease Management Stratification

Stratification

Claims [incurred, 15 month look-back, refresh monthly]



Staff-Elicited or Self-Report

Claims Algorithm = Specific ICD-10 cluster **plus** evidence of clinical escalation

- Stable
- Good control

Low Acuity
65%

- Clinical complications
- Rx/clinic visit pattern

Moderate Acuity
20%

- Emergency room
- Hospital admission

High Acuity
15%

Persona:

50 y/o man w/CAD; stable angina; good BP/cholesterol control
BMI 28, mod activity

30 y/o woman w/asthma; albuterol refills 3x/90d; new wok for birthday

45 y/o man, new diabetic; regulating meds; BMI 30; recent hypoglycemia ER visit

Intervention:

- Disease monitoring
- Reduce modifiable risks
- Improve knowledge/skills

- Disease management
 - Improve self-care
 - Reduce risk factors
- Medication compliance

- Coordination of care
- Disease management
- Medication compliance
 - Behavior change



Questions?



Reports

Weekly Report Detail



Weekly Report

Wisconsin Employee Trust Fund

1/5/17 - 5/7/17

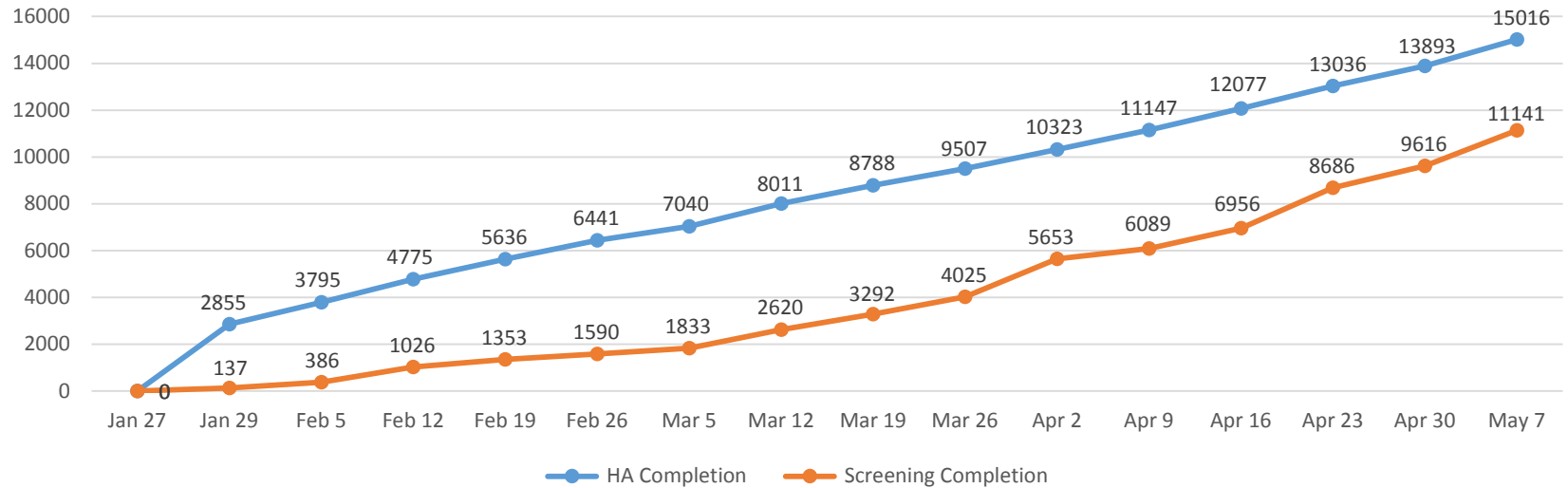
	7-May	30-Apr	23-Apr	16-Apr	9-Apr	2-Apr	26-Mar	19-Mar	12-Mar	5-Mar	26-Feb	19-Feb	12-Feb	6-Feb	29-Jan	27-Jan
Health Assessment (HA)																
Completion	15,016	13,893	13,036	12,077	11,147	10,323	9,507	8,788	8,011	7,040	6,441	5,636	4,775	3,795	2,855	2,434
Screening																
Registration (onsite only; total)	3,928	4,416	4,754	4,880	4,949	5,023	5,308	5,219	5,179	4,722	4,126	3,479	2,824	2,499	2,049	1,810
Completion (onsite or provider obtained)	11,141	9,616	8,686	6,956	6,089	5,653	4,025	3,292	2,620	1,833	1,590	1,353	1,026	386	137	120
Incentive																
Eligible (HA & screening completed)	8,980	7,802	6,930	5,461	4,727	4,285	3,407	2,828	2,229	1,594	1,386	1,183	850	337	127	106
Redeemed	7,446	6,315	5,808	4,652	4,027	3,362	2,640	2,055	1,251	872	719	524	297	115	42	29
Portal																
Logins (total; includes multiple logins by one person)	46,608	42,735	40,140	36,215	32,528	29,313	26,648	23,952	20,889	17,663	15,738	13,686	10,924	8,473	6,551	5,625
Logins (unique; each person is counted once)	20,738	19,719	18,857	17,760	16,702	15,621	14,766	13,864	12,867	11,749	10,695	9,651	8,133	6,642	5,104	4,438
HelpLine																
Calls (total)	5,386	5,023	4,703	4,319	3,866	3,529	3,268	2,925	2,657	2,398	2,112	1,840	1,487	1,093	815	743



Weekly Report Detail



Health Assessment & Screening Completions



Participation Report

Wisconsin Employee Trust Fund
1/5/17 – 4/30/17

Employee Type	Eligible			Health Assessment & Screening Completion						Health Assessment Completion						Screening Completion					
	Total	EE	SP/DP	Total		EE		SP/DP #		Total		EE		SP/DP #		Total		EE		SP/DP #	
				#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
	166,616	109,017	57,599	7,742	4.6%	5,962	5.5%	1,780	3.1%	13,786	8.3%	10,967	10.1%	2,819	4.9%	8,694	5.2%	6,641	6.1%	2,053	3.6%
STATE EMPLOYEE	56,940	36,280	20,660	3,828	6.7%	3,055	8.4%	773	3.7%	6,593	11.6%	5,405	14.9%	1,188	5.8%	4,326	7.6%	3,425	9.4%	901	4.4%
STATE RETIREE	37,727	26,462	11,265	917	2.4%	667	2.5%	250	2.2%	1,548	4.1%	1,156	4.4%	392	3.5%	1,033	2.7%	747	2.8%	286	2.5%
LOCAL EMPLOYEE	19,233	11,508	7,725	486	2.5%	329	2.9%	157	2.0%	1,005	5.2%	718	6.2%	287	3.7%	549	2.9%	367	3.2%	182	2.4%
LOCAL RETIREE	2,521	1,853	668	43	1.7%	31	1.7%	12	1.8%	69	2.7%	53	2.9%	16	2.4%	45	1.8%	32	1.7%	13	1.9%
UNIVERSITY OF WISCONSIN	50,195	32,914	17,281	2,468	4.9%	1,880	5.7%	588	3.4%	4,571	9.1%	3,635	11.0%	936	5.4%	2,741	5.5%	2,070	6.3%	671	3.9%



Health Coaching: Employee



Wisconsin Employee Trust Fund
1/5/17 – 4/30/17

EMPLOYEES ONLY Primary Employee Types Actives Only	Eligible	Health Assessment Completion		Telephonic Coaching Eligible		Registered		Completed Call 1		Completed Call 2		Completed Call 3		Completed Call 4+		Average Calls Completed
	#	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#
	109,017	10,967	10.1%	6,959	63.5%	1,002	14.4%	295	29.4%	165	16.5%	87	8.7%	22	2.2%	1.75
STATE EMPLOYEE	36,280	5,405	14.9%	3,616	66.9%	459	12.7%	131	28.5%	79	17.2%	25	5.4%	10	2.2%	1.65
STATE RETIREE	26,462	1,156	4.4%	822	71.1%	167	20.3%	48	28.7%	37	22.2%	32	19.2%	5	3.0%	2.00
LOCAL EMPLOYEE	11,508	718	6.2%	492	68.5%	62	12.6%	16	25.8%	7	11.3%	4	6.5%	0	0.0%	1.56
LOCAL RETIREE	1,853	53	2.9%	46	86.8%	8	17.4%	4	50.0%	0	0.0%	2	25.0%	0	0.0%	1.67
UNIVERSITY OF WISCONSIN	32,914	3,635	11.0%	1,983	54.6%	306	15.4%	96	31.4%	42	13.7%	24	0.3%	5	1.6%	2.64



Health Coaching: Employee & Spouse

Wisconsin Employee Trust Fund
1/5/17 – 4/30/17

EMPLOYEES & SPOUSES Primary Employee Types Actives Only	Eligible		HA Completion		Telephonic Coaching Eligible		Registered		Completed Call 1		Completed Call 2		Completed Call 3		Completed Call 4+		Average Calls Completed
	#	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	
	166,616	13,786	8.3%	8,631	62.6%	1,181	13.7%	362	30.7%	196	16.6%	92	7.8%	26	2.2%	1.71	
STATE EMPLOYEE	56,940	6,593	11.6%	4,350	66.0%	527	12.1%	156	29.6%	87	16.5%	26	4.9%	13	2.5%	1.63	
STATE RETIREE	37,727	1,548	4.1%	1,083	70.0%	200	18.5%	58	29.0%	46	23.0%	34	17.0%	6	3.0%	1.96	
LOCAL EMPLOYEE	19,233	1,005	5.2%	651	64.8%	77	11.8%	21	27.3%	10	13.0%	4	5.2%	0	0.0%	1.51	
LOCAL RETIREE	2,521	69	2.7%	60	87.0%	10	16.7%	4	40.0%	0	0.0%	2	20.0%	0	0.0%	1.67	
UNIVERSITY OF WISCONSIN	50,195	4,571	9.1%	2,487	54.4%	367	14.8%	123	33.5%	53	14.4%	26	0.3%	5	1.4%	1.41	

We help people **get well, live well and stay well.**

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