



STATE OF WISCONSIN
Department of Employee Trust Funds
 Robert J. Conlin
 SECRETARY

Wisconsin Department
 of Employee Trust Funds
 PO Box 7931
 Madison WI 53707-7931
 1-877-533-5020 (toll free)
 Fax 608-267-4549
 etf.wi.gov

Correspondence Memorandum

Date: October 15, 2018

To: Group Insurance Board

From: Molly Heisterkamp, Wellness & Disease Management Program Manager
 Office of Strategic Health Policy

Subject: Wellness and Disease Management Program Contract Extension

The Department of Employee Trust Funds (ETF) requests the Group Insurance Board (Board) approve a two-year extension of the contract with StayWell, LLC (StayWell), the Board’s administrator of the wellness and disease management program, for the period of January 1, 2020 through December 31, 2021.

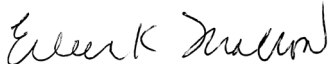
Background

The contract for the third-party administration of the wellness and disease management program for the State of Wisconsin and Wisconsin Public Employers Group Health Insurance Program (GHIP) is with StayWell. The wellness and disease management program is an essential piece of the Total Health Management (THM) model as proposed by Segal Consulting to drive greater member engagement in their own health before and/or between medical encounters within the healthcare system. The expectation is that overall health care costs will be positively affected by improved member attention to their own health. The original contract term with StayWell was for just over two years, August 16, 2016 through December 31, 2018, with the option to extend the contract for two additional two-year terms. In 2017, the Board approved a one-year contract extension through December 31, 2019.

This request is for a two-year contract extension for the period of January 1, 2020 through December 31, 2021.

Overview

StayWell administers all aspects of the Well Wisconsin Program, the uniform wellness benefit program, which includes biometric health screenings, health assessment and well-being activities members participate in to earn the \$150 wellness incentive. StayWell also provides disease management coaching to members for five core disease states: diabetes, asthma, chronic obstructive pulmonary disease, coronary artery disease and congestive heart failure.

Reviewed and approved by Eileen K Mallow, Director, Office of Strategic Health Policy  Electronically Signed 10/30/18
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Board	Mtg Date	Item #
GIB	11.14.18	7B

Well Wisconsin Program Participation

There has been an increase in member and employer engagement and participation since StayWell began administering the Well Wisconsin Program. Table 1 below provides additional detail on the number of participants who earned the incentive and the year-over-year percent increase in participation. It is important to note that the increases in Well Wisconsin Program participation in 2018 occurred even with the addition of a third requirement to receive the \$150 incentive.

Table 1: Well Wisconsin Program Participation Rates

Program Administrator	Year	# of Participants	% Increase
Health Plans	2013	22,257	NA
	2014	25,575	15%
	2015	27,640	8%
	2016	28,762	4%
StayWell	2017	42,254	47%
	2018	47,102	11%

The active state and UW employee populations have the highest participation rates at 35.4% and 35.9%, respectively in 2018. Continuing to drive participation and program engagement in these populations may result in positive health outcomes long-term because StayWell (and their employer) can offer employee support to maintain or improve health status and prevent the onset of future chronic health conditions or emergent health situations.

Strategies to Improve Member Engagement

StayWell has been a committed strategic partner in developing initiatives to improve member engagement. Some examples of new 2018 initiatives include:

- Year-end program video highlighting the Well Wisconsin Program designed to reach an audience who prefers video communications.
- Email campaigns designed to maintain participants' momentum in the program and ensure timely completion of requirements to receive the wellness incentive.
- Evolving in-home communications to reach participants at the appropriate point in their program progression. An example is sending the health care provider form to all eligible members who have not yet completed the health screening to assist them in getting started with the program.
- Reminder phone calls to participants regarding upcoming health coaching appointments.
- Reminder phone calls to participants to encourage them to complete their health assessment which they had started but not yet completed.
- Employer-level reports highlighting those who have the highest average step counts in the Million Steps Challenge, one of the well-being activity options for participants to earn the wellness incentive.

- Health coach attendance at health screening events to support participant understanding, awareness and engagement in the health coaching programs.
- Mobile application to assist participants with accessing their program account and completing program activities.

In addition, StayWell continues to support ETF by providing dedicated onsite staff resources, a robust communication and promotions plan, dedicated customer service help line and email, and an increase in employer-hosted onsite screening events (see Table 2 for details).

Table 2: Onsite screening events and participation

Screening Vendor	Year	# of events	# of participants screened
Optum	2014	166	13,805
	2015	187	16,645
	2016	227	19,814
StayWell	2017	308	21,308
	2018	364	23,664

Behavior Change and Reduced Health Risks

Overall aggregate behavior changes and health risks are measured by the annual health assessment questionnaire. A preliminary analysis of participants who, as of October 9, 2018, completed health assessments in 2017 and 2018, shows a 2.9% decrease in overall health risks, which is better than the norm for StayWell's other clients who see an average decrease of 2.2% in year two. Repeat participants who also engaged in lifestyle management health coaching saw an even greater decrease in overall health risks at 10.1%.

The final analysis will be available by the end of January 2019 and will include all participants who completed health assessments in 2017 and through the program deadline of October 19, 2018. The analysis will be shared with the Board.

StayWell is committed to achieving positive results in health-related behavior change and overall risks. ETF and StayWell are currently discussing applicable performance guarantees to include in the contract regarding behavior change and reducing the number of participant health risks.

Program Satisfaction

Over 95% of participants report health screening satisfaction. Many participants commented positively regarding appointment convenience and privacy, professionalism and efficiency of staff, and immediate feedback and results. Members also appreciated that the screening was free, compared to completing the screening at the doctor's office.

Over 90% of participants are satisfied with the ease and time it takes to complete the health assessment and the usefulness of the results. They are also satisfied with the

ease of logging into the web portal. Many participants commented on the web portal being user-friendly and easy to navigate, and the clarity of the health assessment questions and answers.

Over 94% of participants are satisfied with their overall health coaching experiences. Over 99% of those in disease management indicated the program helps them better manage their health, identify and evaluate resources to assist them, effectively deal with obstacles and achieve a health-related goal.

Attachment A of this memo includes the quantitative participant survey results as of the end of quarter 2, 2018.

Well Wisconsin Program Costs

The administrative fee costs for extending the contract for an additional two years is detailed in Table 3. There are no fee increases in 2020 as compared with 2019, and less than 4% increases in 2021. This is according to the fee schedule agreed to in the initial RFP awarded by the Board in 2016. Fee increases vary by component of the administrative contract; some are paid per member per month, while others will only apply if the program is used.

Table 3: Contract Cost Increases

Cost Detail	Cost Increase Effective 1/1/2020	Cost Increase Effective 1/1/2021
Wellness program administration fee	0%	3.7%
Disease management program administration fee	(costs will remain neutral as compared to 2019)	3.7%
Health coaching		3.2%
Disease management coaching		3.8%
Onsite health screening		3.6%
Onsite flu shots		3.2%

Future Opportunities

StayWell continues to develop new collaborations with other ETF vendor partners, such as their work with Navitus to develop the value-based benefit program approved by the Board in May, or their work with other vendors on informational materials through the ETF Council on Health Program Improvement.

StayWell has also recently purchased Provata Health, which will provide a suite of innovative tools to support health and well-being, including but not limited to:

- A mental health solution that incorporates virtual reality guided meditation
- Direct question/answer access to a network of 80,000 U.S. licensed physicians
- Enhanced social networking and peer group opportunities
- Fitness videos

The expected start date for ETF members to utilize Provata's platform and technology is January 2020.

More targeted interventions may also become available to address ETF members' top health risks as StayWell continually researches and develops innovative programs. ETF is currently piloting programs with StayWell to address high cost health risk areas such as Ignite (metabolic syndrome and diabetes prevention), Better Blood Pressure and Bounce Back (back health program). Depending on the results, ETF staff may bring recommendations to expand these programs at a future date.

Lastly, ETF may be able to achieve positive monetary impact by following a consistent and comprehensive health and well-being strategy focused on engagement, a healthy culture and behavior change. StayWell is dedicated to providing assistance and strategic direction for ETF to consider and implement. Some examples from other clients who have best in class, comprehensive solutions with broad reach and engagement include:

- Public university with just under 32,000 eligible participants realized a 5-year cumulative ROI of \$3.66 to \$1.
- Energy company with 40,000 eligible participants realized an 8-year cumulative ROI of \$3.23 to \$1.

Conclusion

StayWell has been a good business partner and is committed to supporting increased member participation and improved health. Extending the contract will allow for continued upward participation and engagement trends, program recognition from participants, sustained program support and integration for employers, the ability to objectively measure outcomes, access to enhanced technologies, new partnerships, and expanded interventions all helping to drive population health. A longer-term commitment will allow StayWell and ETF staff to develop, implement and evaluate the effectiveness of wellness and disease management strategies designed to engage members in managing their health. As stated by Segal Consulting in the March 2015 report (REF GIB | 3.25.15 | Item 4C1), "For the THM model to function effectively, a plan sponsor like ETF, must supply proactive prevention and chronic care to all of its covered population."

Staff will be at the Board meeting to answer any questions.

Attachment A: Participant Survey Results

Participant Onsite Screening Satisfaction Survey

Wisconsin Employee Trust Fund

Frequency: Quarterly

1/3/2018 - 6/30/2018

Summary
- Through June 2018, participants are relatively satisfied with health screenings - All 5 metrics have a satisfaction rate \geq 95%

Key: **Green** indicates a satisfaction rate of \geq 95%. **Red** indicates a satisfaction rate of $<$ 95%.

Overall, how satisfied or dissatisfied were you with...	Quarterly Results					
	Q2-2018 Total			Q1-2018 Total		
	Satisfaction Rate*	Satisfied Response	Total Valid Responses	Satisfaction Rate*	Satisfied Response	Total Valid Responses
1. The overall health screening?*	98.2%	16914	17224	98.5%	2569	2608
2. The professionalism of the screening staff?*	99.9%	17658	17676	100.0%	562	562
3. The knowledge of the screening staff?*	100.0%	17756	17763	99.8%	565	566
4. The explanation and consultation you received on your screening values?*	99.9%	17872	17881	99.8%	571	572
5. Experience scheduling your screening appointment?*	100.0%	17866	17874	100.0%	570	570
6. Screening appointment starting time?*	100.0%	17674	17674	93.8%	75	80
7. Would you recommend this type of health screening to others?†	99.5%	17850	17934	100.0%	562	562
8. Amount of time allowed for the screening?	97.7%	1503	1538	99.1%	570	575

*"Top two box" satisfaction rate on five-point survey ((Very Satisfied + Satisfied)/(Very Satisfied + Satisfied + Dissatisfied + Very Dissatisfied)). Neutral responses are excluded.

†Satisfaction rate = ((About Right + Too Much)/(About Right + Too Much + Not Enough)).

#"Top two box" satisfaction rate on five-point survey ((Definitely + Probably)/(Definitely + Probably + Definitely Not + Probably Not)). Neutral responses are excluded.

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Health Assessment & Portal Survey

Wisconsin Employee Trust Fund

Frequency: Quarterly

1/3/18 -6/30/18

Key: Green indicates a satisfaction rate of ≥95%. Red indicates a satisfaction rate of <95%.

Summary
- Through June 2017, participants are relatively satisfied with the online HA and portal, but there is definitely opportunity for improvement within these areas.

Overall, how satisfied or dissatisfied were you with...	Cumulative Results*		
	Q2-2018 Total		
	Satisfaction Rate*	Satisfied Responses	Total Valid Responses
1. Your experience completing the health assessment?	91.1%	692	760
2. Your experience navigating StayWell Portal?	88.0%	630	716
3. The length of time it took you to complete the health assessment?	93.9%	706	752
4. The usefulness of your health assessment results?	90.2%	675	748

*"Top two box" satisfaction rate on five-point survey ((Very Satisfied + Satisfied)/(Very Satisfied + Satisfied + Dissatisfied + Very Dissatisfied)). Neutral responses are excluded.

How easy or difficult was it...	Cumulative Results*		
	Q2-2018 Total		
	Satisfaction Rate*	Satisfied Responses	Total Valid Responses
5. Logging in to the StayWell Portal.	91.5%	679	742
6. Navigating the StayWell Portal.	86.7%	593	684
7. Completing the health assessment.	91.9%	646	703
8. Understanding your health assessment results.	94.8%	696	734

*"Top two box" satisfaction rate on five-point survey ((Very Satisfied + Satisfied)/(Very Satisfied + Satisfied + Dissatisfied + Very Dissatisfied)). Neutral responses are excluded.

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Lifestyle Management Health Coaching Survey (Online Version)

Wisconsin Employee Trust Fund

Frequency: Monthly

1/3/18 - 6/30/18

Summary
- Respondents to-date are generally satisfied with the program, but we are missing the PG targets in this area.

Question	Cumulative Results			
	Q2-2018 Total		Q1-2018 Total	
	Average Rating	Total Responses	Average Rating	Total Responses
1. How likely is it that you would recommend StayWell health coaching to a friend or colleague?*	9.25	17	9.5	11

*Scale of 1 to 10, with 1 indicating "Not At All" and 10 indicating "Extremely Likely."
Average rating is the sum of all ratings divided by the number of responses.

Question	Cumulative Results					
	Q2-2018 Total			Q1-2018 Total		
	Satisfaction Rate	Satisfied Responses	Total Valid Responses	Satisfaction Rate	Satisfied Responses	Total Valid Responses
2. How satisfied or dissatisfied are you with your overall health coaching experience?*	94.4%	17	18	100.0%	11	11
3. How satisfied or dissatisfied are you with the convenience of coaching calls?*	83.3%	15	18	100.0%	11	11
4. How satisfied or dissatisfied are you with your health coach?*	94.4%	17	18	100.0%	11	11
5. Would you recommend your health coach to a colleague?***	88.9%	16	18	100.0%	11	11
6. How do you feel about the length of health coaching call(s)?‡	72.2%	13	18	81.8%	9	11
7. Do you intend to continue participating in the health coaching program?	83.3%	15	18	90.9%	10	11
8. If you are no longer working with your health coach, would you participate in a similar program again?***	55.6%	10	18	54.5%	6	11

**"Top two box" satisfaction rate on five-point survey ((Very Satisfied + Satisfied)/(Very Satisfied + Satisfied + Dissatisfied + Very Dissatisfied)). Neutral

***"Top two box" satisfaction rate on five-point survey ((Definitely + Probably)/(Definitely + Probably + Probably Not + Definitely Not)). Neutral

‡"Top two box" satisfaction rate on five-point survey ((Just the Right Length + A Little Too Short + A Little Too Long)/(Just the Right Length + A Little Too Short + Much Too Short + A Little Too Long + Much Too Long)). Neutral responses are excluded.

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Disease Management Health Coaching Survey

Wisconsin Employee Trust Fund

Frequency: Monthly

1/3/18 - 6/30/18

Summary
- Through June 2018, participants are generally satisfied with disease management health coaching.
- Of 15 total metrics, all metrics have a satisfaction rate \geq 94%

Key: Green indicates a satisfaction rate of \geq 95%. Red indicates a satisfaction rate of $<$ 95%.

Overall, how satisfied or dissatisfied were you with...	Quarterly Results*					
	Q2-2018 Total			Q1-2018 Total		
	Satisfaction Rate	Satisfied Responses	Total Valid Responses	Satisfaction Rate	Satisfied Responses	Total Valid Responses
1. Overall quality of the Health Coaching program?	98.6%	144	146	100.0%	8	8
2. Length of coaching calls?	97.9%	143	146	100.0%	8	8
3. Number of coaching calls?	98.6%	139	141	100.0%	8	8
4. Overall satisfaction with your Health Coach?	99.3%	148	149	100.0%	8	8
5. How working with your Health Coach helps you manage your health?	98.5%	134	136	100.0%	6	6
6. Ease of understanding the recommendations made by your Health Coach?	99.3%	147	148	100.0%	8	8
7. How well the StayWell program addresses your specific health-related needs?	97.8%	134	137	100.0%	7	7
8. Ease of connecting with your Health Coach?	94.9%	130	137	87.5%	7	8
9. The quality of the educational materials you received?	100.0%	39	39	100.0%	3	3

*"Top two box" satisfaction rate on five-point survey ((Very Satisfied + Satisfied)/(Very Satisfied + Satisfied + Dissatisfied + Very Dissatisfied)). Neutral responses are excluded.

How much improvement did you experience with...	Quarterly Results*					
	Q2-2018 Total			Q1-2018 Total		
	Satisfaction Rate	Satisfied Responses	Total Valid Responses	Satisfaction Rate	Satisfied Responses	Total Valid Responses
10. Your overall health?	97.4%	76	78	100.0%	5	5
11. Your ability to manage your health?	99.0%	95	96	100.0%	5	5
12. Your ability to identify and evaluate resources to assist you with your health?	100.0%	90	90	100.0%	6	6
13. Your ability to effectively deal with obstacles to improve your health?	99.0%	95	96	100.0%	5	5
14. Your ability to achieve a health-related goal?	99.1%	106	107	100.0%	5	5

*"Top two box" satisfaction rate on five-point survey ((Very Easy + Easy)/(Very Easy + Easy + Difficult + Very Difficult)). Neutral responses are excluded.

In the future...	Quarterly Results*					
	Q2-2018 Total			Q1-2018 Total		
	Satisfaction Rate	Satisfied Responses	Total Valid Responses	Satisfaction Rate	Satisfied Responses	Total Valid Responses
15. Would you participate in a similar program?	97.6%	121	124	100.0%	7	7

*"Top two box" satisfaction rate on five-point survey ((Definitely + Probably)/(Definitely + Definitely Not + Probably + Probably Not)). Neutral responses are excluded.