



State of Wisconsin / OFFICE OF THE COMMISSIONER OF INSURANCE

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DATE: May 20, 2013

TO: Group Insurance Board Members

FROM: Dan Schwartz, Deputy Commissioner

SUBJECT: Third-Party Administrator for On-Site Biometric Screenings and
Uniform Financial Incentives for Completion of a Health Risk Assessment/
Biometric Screening

This memo is intended for informational purposes only.

Health plans currently participating in the State of Wisconsin Group Health Benefit Program (state health plan) must provide enrollees an opportunity to complete a health risk assessment and biometric screening. Health plans may provide cash or cash-equivalent incentives up to \$150.00 to increase enrollee participation in these activities. According to ETF there is one plan allowed to offer incentives up to \$225.00.

In an effort to further increase enrollee participation, many health plans offer on-site biometric screening. This allows enrollees to complete a biometric screening at their place of employment, without having to schedule an appointment and travel to a separate location. The Department of Administration (DOA) Wellness Coordinator helps with the coordination of the on-site screenings for state employees. In doing so, DOA has learned that some health plans do not offer on-site screenings or only do so if a certain number of enrollees sign up in advance. This creates an inequity among state employees in completing the screenings and receiving the financial reward attached to those screenings.

To level the playing field and ensure that all state employees enrolled in the state health plan have an equal opportunity to access biometric screenings, DOA is advocating that the state hire a third-party administrator to conduct on-site biometric screenings. OCI supports this proposal and emphasizes that the third party administrator would only perform the on-site screenings and would not take over the administration of the health risk assessment, biometric screenings available at the enrollee's doctor's office or the distribution of the reward for completing these activities.

Another area of concern is the variation among financial incentives plans offer for completion of the HRA and biometric screenings. To address this inequity, DOA proposes, and OCI supports, establishing a uniform dollar amount plans must provide

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state employees who complete the HRA and biometric screening. The plans would continue to administer this benefit, but employees would be able to access the same incentive amount regardless of which health plan they choose.

Thank you for your consideration of these issues.