



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

801 W Badger Road  
PO Box 7931  
Madison WI 53707-7931

1-877-533-5020 (toll free)  
Fax (608) 267-4549  
<http://etf.wi.gov>

## CORRESPONDENCE MEMORANDUM

**DATE:** August 1, 2013

**TO:** Group Insurance Board

**FROM:** Mary Statz, Director, Health Benefits and Insurance Plans Bureau  
Holly Klawitter, Manager, Disease Management and Wellness

**SUBJECT:** Wellness Benefit Update

**This memo updates the Group Insurance Board (Board) on discussion to date concerning wellness programs. No Board action is required.**

### Background

Staff continues to work with the Department of Administration (DOA) to develop wellness policies that include uniform incentives, processes, and programs with the goal of improving the health and wellness of our members.

At the May 21 Board meeting, the Board approved a technical change in the Guidelines to follow the United States Preventive Task Force (USPTF) Guidelines for glucose and cholesterol testing for biometrics. Also in May, the Board approved a uniform \$150 incentive that will be administered to eligible adult members by the health plans for completion of the HRA and biometrics components of wellness programs. This motion effectively eliminated grandfathering of higher incentives that had previously been extended to certain health plans as pilot wellness programs.

Additionally, the Strategic Planning Workgroup (SPW) of the Board approved a motion on June 26, 2013 allowing DOA to procure a third party administrator (TPA) for on-site biometric screenings for state employees.

### Discussion

Uniform processes allow the employer, through ETF and DOA to send a unified message to covered members that their health and wellness are important. Educating members on their health status and risks are important tools towards improving the overall health of member population. Wellness programs must be well designed and readily available for members to access to be effective.

Reviewed and approved by Lisa Ellinger, Administrator, Division of Insurance Services

Electronically Signed 8/8/13

Board	Mtg Date	Item #
GIB	8.27.13	3A

ETF staff will be implementing the following wellness policies in accordance with already approved Guidelines.

- Health plans will be required to offer an online and paper or telephonic (available if requested by a member to meet an accommodation) Health Risk Assessment.
- Plans must provide biometric screening forms that include blood pressure, body mass index, glucose, and cholesterol (within USPTF guidelines).
- Biometric results obtained through the member's provider must be verifiable within a member's electronic medical record or signed by the provider and submitted to the health plan.
- Health plans will not participate in on-site biometric events for state employees but may continue to do so for local groups.
- Plans must be able to accept evidence that a member completed a biometric screening from a TPA or member that attends an onsite biometric screening.
- Plans may provide health coaching through case management, online educational tools, or other tools consistent with ETF guidance.
- Incentives must be paid in the quarter the member completes all requirements or within four weeks of quarter ending.
- Incentives must be paid by the plan as \$150 total for completion of both the HRA and biometrics in the form of cash, check, or universally accepted cash equivalent gift card. Members must complete both the HRA and biometrics to receive any incentive.
- Health plans may continue to offer discounts or reimbursements for weight loss programs, Community Supported Agriculture, fitness club memberships, and other wellness related programs as approved by the Department.
- Marketing materials must include instructions to members on how to complete the HRA, how to access provider obtained biometric screenings forms including submission instructions, and how to collect the incentive. Links to HRA's must be active prior to sending instructions to members.
- Members must be notified of the health coaching tools available and that they may be contacted by a health coach.

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

Attachment: DOA Wellness Memo



**WISCONSIN DEPARTMENT OF  
ADMINISTRATION**

**SCOTT WALKER**  
GOVERNOR

**MIKE HUEBSCH**  
SECRETARY

Office of the Secretary  
Post Office Box 7864  
Madison, WI 53707-7864  
Voice (608) 266-1741  
Fax (608) 267-3842

---

August 19, 2013

**To:** Group Insurance Board Members

**From:** Wendy Coomer, Executive Assistant, Department of Administration  
Hannah Zillmer, Wellness Coordinator, Department of Administration

**Subject:** Update on Issuance of a Bid for Procurement of a Third Party Administrator for Biometric Screenings and Related Wellness Services

The Department of Administration's (DOA) Procurement Bureau is currently working with the Wisconsin Department of Employee Trust Funds and DOA's Well Wisconsin team to craft a Request for Bid (RFB) from companies interested in conducting Biometric Screenings and facilitating Health Risk Assessments.

As determined by the Group Insurance Board, a third party administrator (TPA) will be contracted to perform on-site Biometric Screenings available to adults covered by State of Wisconsin insurance contracts. The TPA will also be tasked to inform members on how to easily find and complete their insurance company's Health Risk Assessment.

The DOA Procurement Bureau chose to issue an RFB as opposed to a Request for Procurement (RFP) because of the short time line allotted to them. An RFB will allow the Procurement Bureau, ETF, and DOA to be highly specific in the qualifications and services they are requesting as well as promote a quicker response from interested parties. The DOA Bureau of Procurement anticipates that a contract will be in place and TPA services will be available beginning January 1, 2014.