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**CORRESPONDENCE MEMORANDUM**

**DATE:** February 26, 2015  
**TO:** Group Insurance Board  
**FROM:** Sarah Bradley, Manager, Wellness and Disease Management  
**SUBJECT:** Well Wisconsin Program Updates

**This memo is for informational purposes only. No Board action is required.**

This memo highlights the 2014 participation in the \$150 Well Wisconsin incentive program and utilization of the Department of Administration's (DOA) contract for a vendor to provide worksite biometric screenings.

**Overview of Well Wisconsin Incentive and Worksite Biometric Screenings**

In 2013 the Group Insurance Board approved a uniform wellness incentive to begin in plan year 2014. This incentive required all health plans to issue \$150 to adult members who completed a biometric screening and a health plan-administered health risk assessment (HRA). Prior to this requirement, there was significant variation in whether health plans offered a wellness incentive--and among those that did offer an incentive, program requirements and incentive amounts varied widely.

Members have the option to complete the biometric screening with their physician or at a worksite biometric screening event. To improve the availability of worksite biometric screenings, DOA contracted with a single vendor to perform this function, OptumHealth, in December 2013. All employers participating in the State of Wisconsin Group Health Insurance Program may access the OptumHealth contract to host worksite biometric screening events. The contract costs are covered by the employer health insurance administrative fee paid to ETF which includes \$0.80 per employee per month for wellness.

**2014 Utilization of Worksite Biometric Screening Contract**

Following is a summary of 2014 utilization for DOA's OptumHealth contract that lists the number of events held and the number of participants who had a biometric screening performed on site.

Reviewed and approved by Lisa Ellinger, Administrator,  
Division of Insurance  
  
*Lisa Ellinger*  
Electronically Signed:  
03/06/15

Board	Mtg Date	Item #
GIB	3.25.15	4D

2014 OptumHealth Utilization by Employer Group	# of events	# of participants* screened
State Agencies	113	7,982
University of Wisconsin Campuses	15	3,836
Participating Wisconsin Public Employers	24	1,133
University of Wisconsin Hospital and Clinics	14	854
<b>Total Worksite Biometric Screening</b>	<b>166</b>	<b>13,805</b>

*\*Participant may be employee, annuitant or eligible family member (spouse, domestic partner or adult dependent of employee).*

### Member Participation Rates for Well Wisconsin Incentive

Following is a summary of 2013 and 2014 participation in the Well Wisconsin incentive program, where members received \$150 after completing a biometric screening and the health plan-administered HRA.

Well Wisconsin Incentive	2013	2014
Members Eligible to Participate*	190,918	197,100
Completed Well Wisconsin Incentive Requirements	22,257	25,588
Overall Participation Rate	11.7%	12.9%

*\*Participant may be employee, annuitant or eligible family member (spouse, domestic partner or adult dependent of employee/annuitant).*

Most health plans experienced an increase in participation from 2013 to 2014, which can likely be attributed to the uniform \$150 incentive and the increased availability of worksite biometric screening. However, the two health plans with the largest number of participants in 2013 had a significant **decrease** in 2014 participation, resulting in an overall increase in 2014 participation of only 1.2%. It was expected that the efficiencies of one vendor providing worksite biometric screenings and a uniform \$150 incentive across all health plans would have had a greater effect on overall participation in 2014. Possible explanations of this minimal impact are:

- 1) The need for stronger promotion and education in collaboration with the employer groups such as DOA or Office of State Employment Relations, University of Wisconsin System, and University of Wisconsin Hospitals and Clinics
- 2) Significant variation among health plans in the administrative steps required to obtain the incentive, and in follow-up services offered to members attempting to improve health or enroll in disease management programs
- 3) Members taking advantage of other wellness incentives that are offered by some of the health plans that equal or exceed the \$150 Well Wisconsin incentive and do not require submission of personal health information, such as membership reimbursement for fitness clubs or Community Supported Agriculture for fresh produce.
- 4) The incentive design is not robust enough to drive or incent participation.

In 2015, ETF will continue to collaborate with DOA and the health plans to promote the Well Wisconsin incentive and increase member participation in health awareness. To date, 102 biometric screening events are scheduled for 2015, including a Well Wisconsin Expo on

May 13, 2015 at Monona Terrace in Madison. ETF has contracted with the Department of Tourism's marketing firm for development of Well Wisconsin promotional materials, and ETF will be contracting with OptumHealth to provide a pilot of one-on-one health coaching at select 2015 biometric screening events. Additional outreach options for employer sites outside of the Madison area are also being identified to ensure the availability of statewide wellness resources. DOA will continue outreach to employers regarding utilization of the OptumHealth contract and maintenance of the Well Wisconsin website.

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