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## Correspondence Memorandum

**Date:** April 17, 2017  
**To:** Group Insurance Board  
**From:** Sarah Bradley, Wellness and Disease Management Program Manager  
Office of Strategic Health Policy  
**Subject:** 2016 Well Wisconsin Program Participation

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

This memo highlights participation in the Well Wisconsin Program and provides updates on the transition of the program to StayWell, the third party administrator for the wellness programs of the State of Wisconsin Group Health Insurance Program and the Wisconsin Public Employers Group Health Insurance Program.

### Overview of Well Wisconsin

In 2013 the Board approved a uniform wellness program. In 2014 all contracted health plans were required to issue a \$150 incentive to employees, retirees and spouses enrolled in group health insurance after completion of a health screening and a health plan-administered health risk assessment (HRA). To support participation in the wellness program, the Department of Administration entered into a contract with OptumHealth to provide on-site health screenings to all employers participating in the State of Wisconsin and Wisconsin Public Employers Group Health Insurance Program from 2014 through 2016.

On behalf of the Board, ETF entered into a contract in August 2016 with StayWell to administer the Well Wisconsin Program. Staywell is responsible for managing the program requirements, on-site health screenings, incentive payments and providing additional resources to program participants.

### 2014 - 2016 Member Participation Rates for Well Wisconsin

Participation rates for the Well Wisconsin Program have remained consistent for the three years of the program. 2016 participation increased by 2% over 2015; however, that increase is likely due to the decrease in eligible participants due the 2015 ruling by the U.S. Equal Employment Opportunity Commission that restricted the participation of adult dependents in wellness programs. That federal policy decreased the members

Reviewed and approved by Lisa Ellinger, Director, Office of  
Strategic Health Policy

Electronically Signed 5/17/17

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eligible to participate in the Well Wisconsin Program by approximately 20,000 individuals. Table 1 summarizes participation rates for 2014 to 2016.

**Table 1: Well Wisconsin Participation Rates**

<b>Well Wisconsin Program</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Members Eligible to Participate <sup>1</sup>	197,100	204,610	185,089
Completed Well Wisconsin Incentive Requirements	25,588	27,640	28,762
<b>Overall Participation Rate</b>	<b>12.9%</b>	<b>13.5%</b>	<b>15.54%</b>

<sup>1</sup>2013-2015: Participant could be employee, annuitant or spouse, domestic partner or adult dependent of employee/annuitant. 2016: Federal regulations no longer allowed participation of adult dependent.

There continued to be increased employer utilization of the on-site health screenings provided by OptumHealth. Overall, the number of participants screened in 2016 increased by almost 20% over 2015.

**Table 2: Employer Utilization of On-site Health Screening**

<b>Employer Group</b>	<b>2014</b>		<b>2015</b>		<b>2016</b>	
	<b># events</b>	<b># participants<sup>1</sup> screened</b>	<b># events</b>	<b># participants<sup>1</sup> screened</b>	<b># events</b>	<b># participants<sup>2</sup> screened</b>
State Agencies	113	7,982	105	8,485	124	9,882
University of Wisconsin Campuses	15	3,836	30	5,317	48	6,975
Wisconsin Public Employers	24	1,133	23	1,052	27	1,346
University of Wisconsin Hospital and Clinics	14	854	29	1,791	28	1,611
<b>Total</b>	<b>166</b>	<b>13,805</b>	<b>187</b>	<b>16,645</b>	<b>227</b>	<b>19,814</b>

<sup>1</sup>2013-2015 Participant could be employee, annuitant or spouse, domestic partner or adult dependent of employee/annuitant. 2016  
<sup>2</sup>2016 Federal regulations did not allow participation of adult dependent.

### Transition of Well Wisconsin to StayWell for 2017

Having a single vendor administer the Well Wisconsin Program streamlines the participant experience, improves member communication and education, increases both the quality and quantity of program data, and allows for greater flexibility for future program expansion.

StayWell will be presenting to Board at the May 24, 2017, meeting on overall 2017 implementation, year to date participation and future disease management capabilities.

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