



State of WI Group Insurance Board Meeting

May 16, 2018

Dr. David Gregg, Chief Medical Officer
Emily Rathjen, Senior Strategic Account Executive

Meeting Agenda

- 2017 Program Goals and Highlights
- What We Learned in Year 1
- Weight Reduction Success
- 2018 Goals and Current Performance
- Future Areas of Focus
- Questions?



2017 Program Goals and Highlights



Revisit Goals Set in 2017



Short-term goals (12 month)

- 35,000 health assessment completions
- Exceed the 2016 participation rate of 15% (completion of both steps)
- Satisfaction over 90% in the program
- Consistent branding
- Increase employer leadership support
- Increase number of screening events

Long-term goals (3 years)

- Increase overall program participation to 50%
- Reduce risks
- Create a culture of health



2017: What we achieved



Year 1 Overall Program Highlights

- 50,695 health assessment completions
- The overall program participation was 25.3% (health assessment and health screening)
- Met goal of increasing number of onsite events with over 300 compared to 227 in 2016
- Unified communication approach with various modalities throughout the program year
- Unique portal log-ins: 55,803
- Satisfaction levels in all elements of the program exceeded 90%



2017: What we achieved (cont'd)



Year 1 Onsite Program Highlights

- Supported state agencies, the UW System, and some local employers
 - Provided guidance and support to 75+ wellness champions
 - Administered the Culture of Health Questionnaire at state agencies
 - Piloted onsite participant programs including Better Blood Pressure and Reach the Summit
- Increased Well Wisconsin Program awareness and engagement
 - Over 10,000 individual participants supported at onsite events
 - Over 62 unique locations visited across the state



What We Learned in Year 1



2017 Program Design Reminder



\$150 gift card for completing HA and screening by Oct. 20, 2017

- Active employees, retirees and covered spouses were eligible
- 2 screening options: onsite or health care provider form
- 2 gift card redemption options: online (electronic) or hard card (mailed)



Employee group details



- The active employee groups were similar in age and gender distribution to the StayWell BoB for government employers.

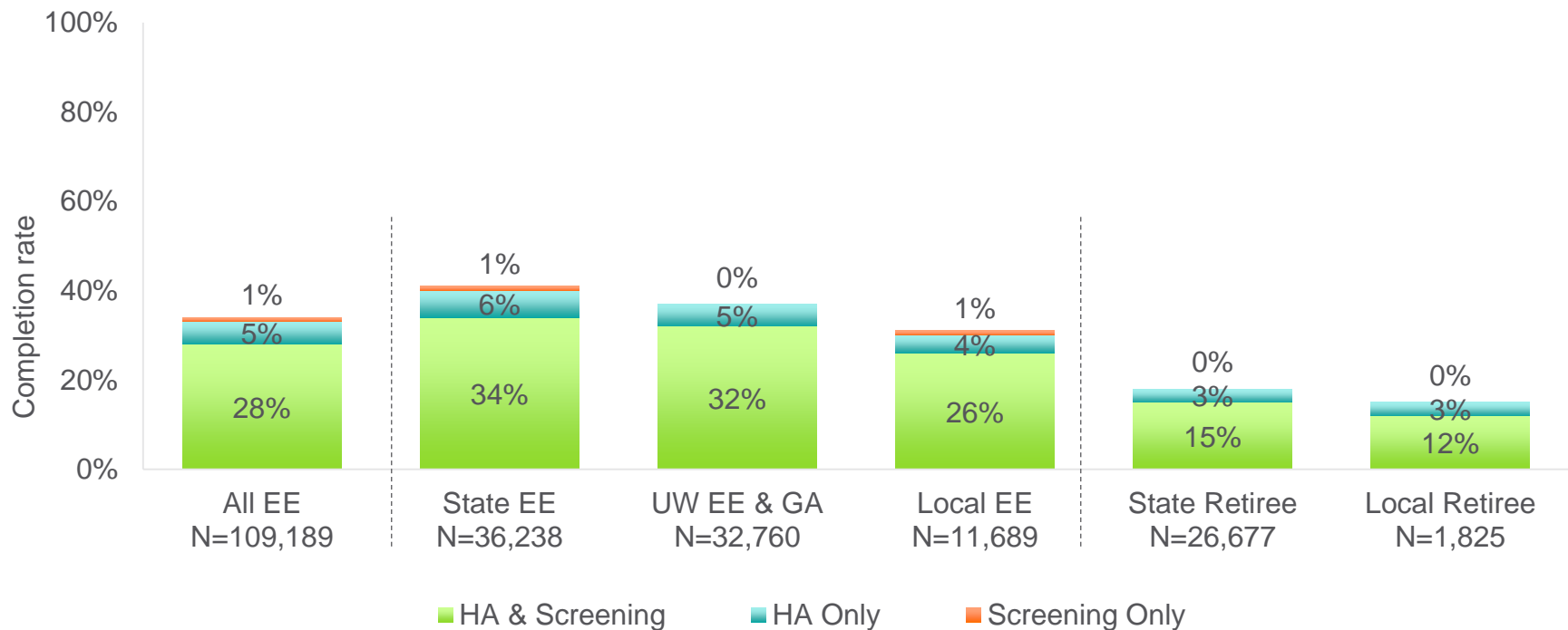
| | All EE | State EE | UW EE & GA | Local EE | State Retiree | Local Retiree | Book of Business* |
|-----------------|------------|------------|------------|------------|---------------|---------------|-------------------|
| Eligibles | 109,144 | 36,135 | 32,740 | 11,686 | 26,751 | 1,832 | -- |
| HA participants | 35,434 | 14,476 | 12,392 | 3,567 | 4,738 | 261 | 130,528 |
| Average age | 46.5 years | 43.3 years | 42.0 years | 44.9 years | 68.0 years | 63.6 years | 45.2 years |
| Sex (M / F) | 41% / 59% | 39% / 61% | 41% / 59% | 47% / 53% | 48% / 52% | 45% / 55% | 38% / 62% |

*11 clients in the industries of administration, education and health care; data primarily represents active employees. Due to rounding, percentages may not add to 100.



Employee HA & screening participation*

- State Employee participation level: 34%
- UW Employee and Graduate Assistant: 32%.
- Opportunity to increase the overall awareness and participation in the program with retirees



*Screening participation includes onsite health screenings or health care provider forms.

Participation is unique (participants are counted in one category only: either HA & Screening or HA Only or Screening Only).

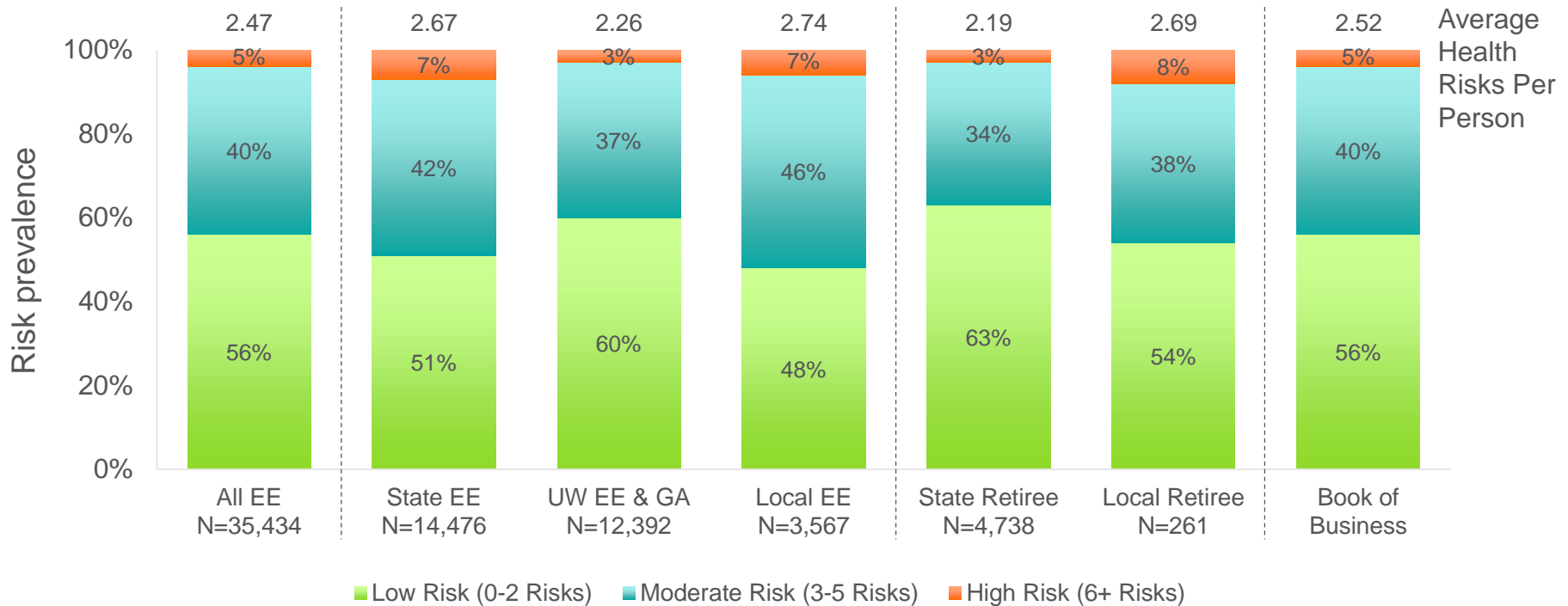
Due to rounding, percentages may differ from total HA and total screening participation rates shown elsewhere.

Data is from source file for monthly report delivered in December 2017 reflecting participant activity through Nov. 30, 2017.



Employee overall risk prevalence*

- The low-risk population are participants carrying 0-2 health risks. The moderate-risk population are participants with 3-5 risks and the high-risk group are participants with 6 or more health risks.

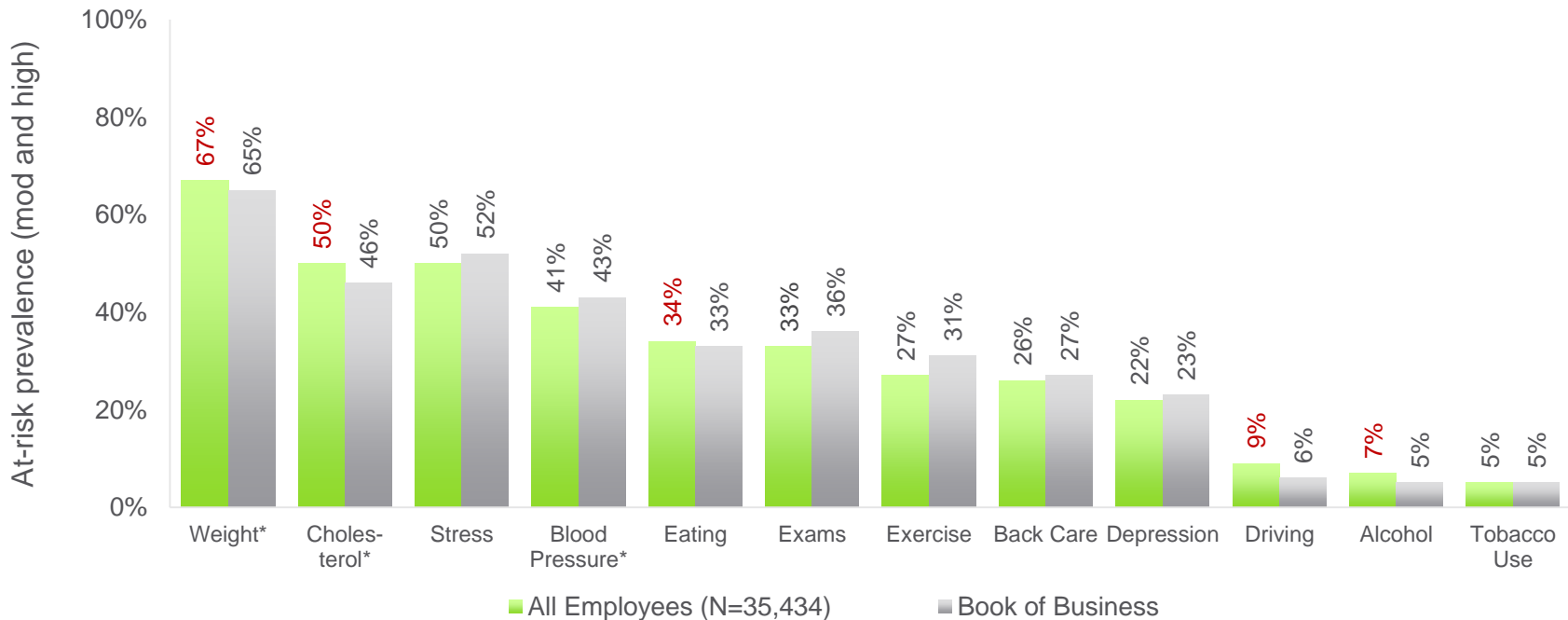


*Based on nine risks (alcohol, back care, depression, driving, eating, physical activity, stress, tobacco, weight).
Due to rounding, percentages may not add to 100.



Employee risk prevalence by risk

- Weight and its biological consequences (high cholesterol and blood pressure) were the most prevalent risks, along with stress.
 - Weight and cholesterol risks were above the BoB, while stress and BP were below.

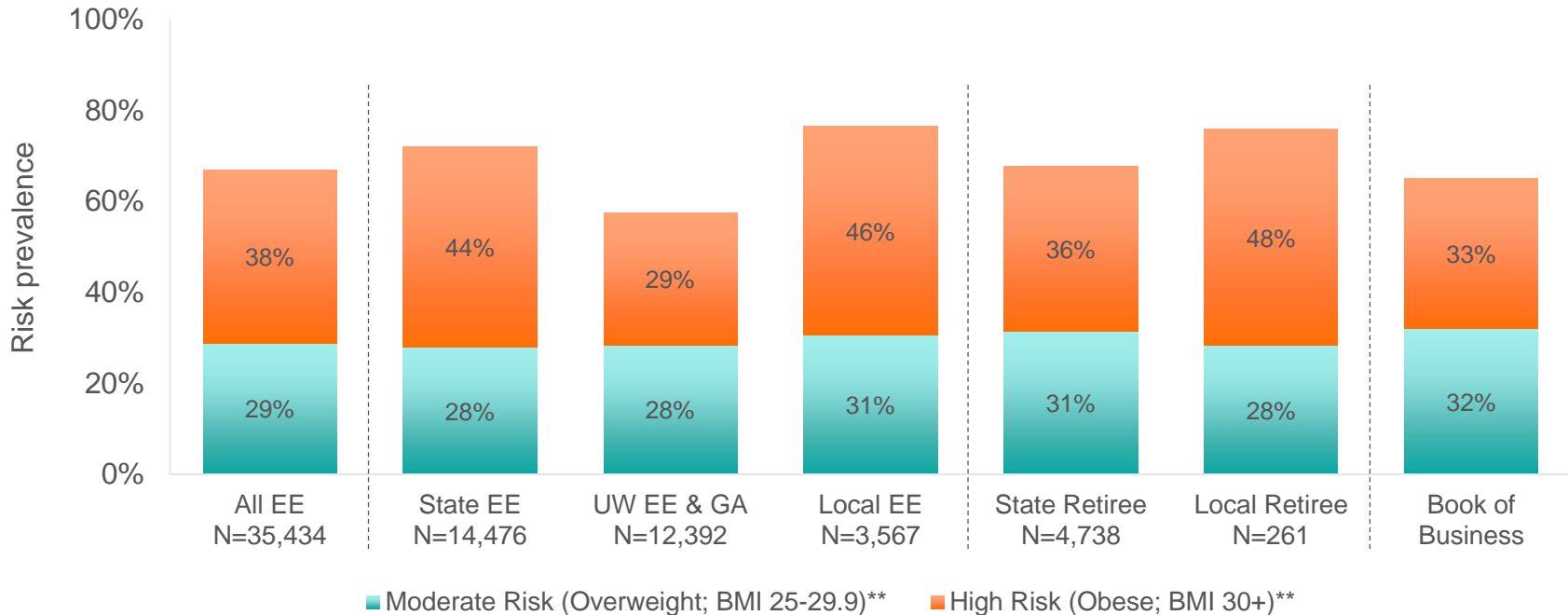


*Results are from the HA and include both clinically collected and self-reported data. 83% reported cholesterol and 89% reported blood pressure.

Red indicates ETF prevalence is greater than the book of business.

Employee weight risk prevalence*

- Weight was the #1 health risk for the employees and a focus for 2018-19 programs.
- Weight risk considers height and weight (BMI), and waist size when available.
- Prevalence was greatest among State/Local Employees and Local Retirees.
- Relative to the BoB, overweight prevalence was lower but obesity was higher.



*Results are from the HA and include both clinically collected and self-reported data.

**Also considers waist size. BMI 25.0 to 29.9 is moderate risk with a healthy waist size (≤ 40 "M, ≤ 35 "F) or high risk with an unhealthy waist size (> 40 "M, > 35 "F).

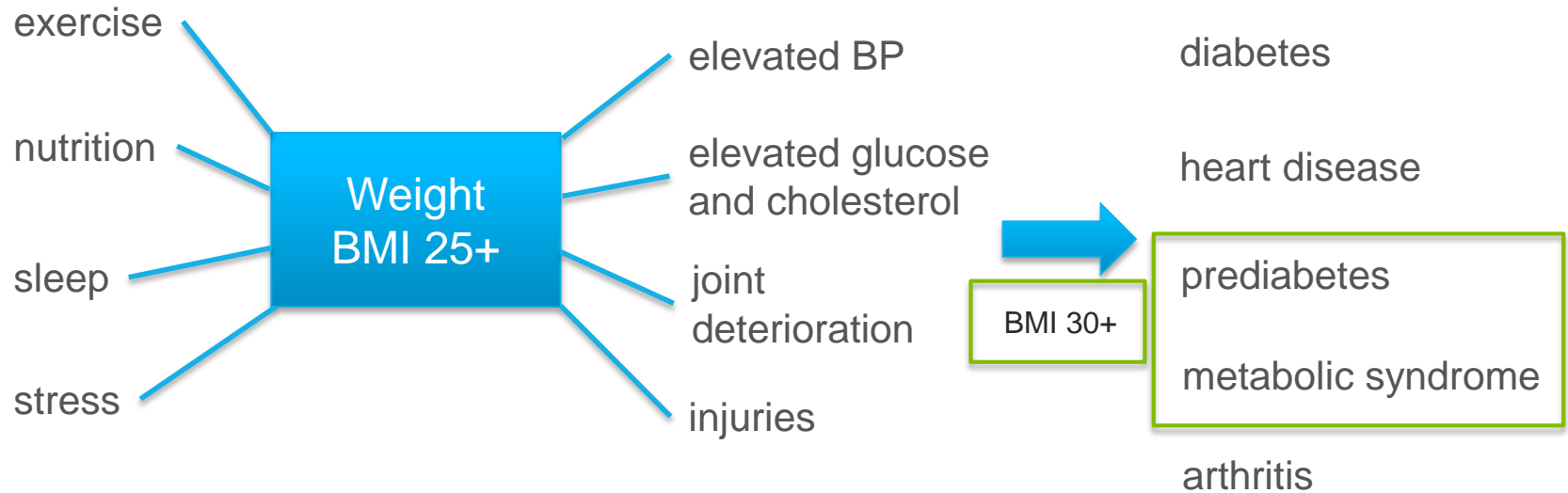
Refer to appendix for detailed risk definition.

Weight Reduction Success:

**1-on-1 Coaching &
Ignite Group Coaching**



Pivotal role of weight



*Precursors
of Weight*

*Biologic
Consequences
of Weight*

*Chronic
Conditions of
Weight*

Impact of weight in your population



Weight and related risks are the greatest opportunity

- 2 of every 3 employees is overweight (BMI 25+) – 60% are in obese range (BMI 30+)
- #1 health risk is Weight
- #2 health risk is Stress, a barrier to weight loss
- #3 and #4 risks are Cholesterol & Blood Pressure, both consequences of weight

Good news

- 54% of this overweight/obese group are ready to take action and lose weight

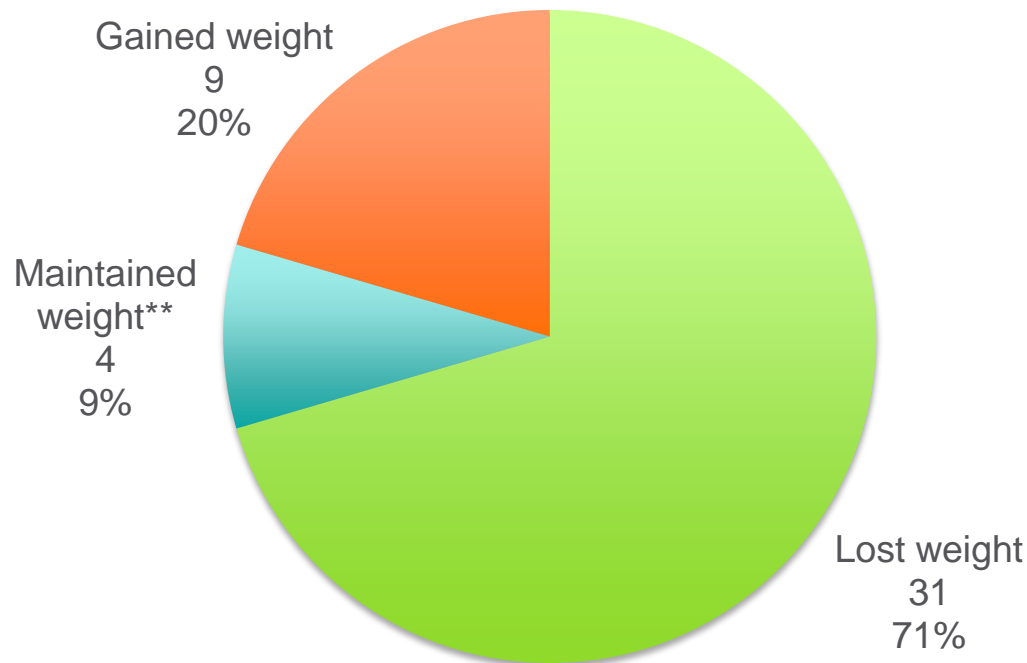
Better news – both 1-on-1 and Group Coaching help people lose weight*

- 1-on-1 Coaching: 69% lost an average of 4.8 lbs./person in 16 weeks
- Group Coaching (Ignite): 71% lost an average of 6.1 lbs./person in 12 weeks

*1-on-1 Coaching results include 287 people; Group Coaching Ignite results include 31 people

Ignite group coaching pilot results

- Group coaching program piloted in September 2017 with 50 registrants
- Over the 12-week program, 71% of participants lost weight, 9% maintained their weight and 20% gained weight*
- Results are better than the Ignite BoB [64% lost, 11% maintained, 25% gained]

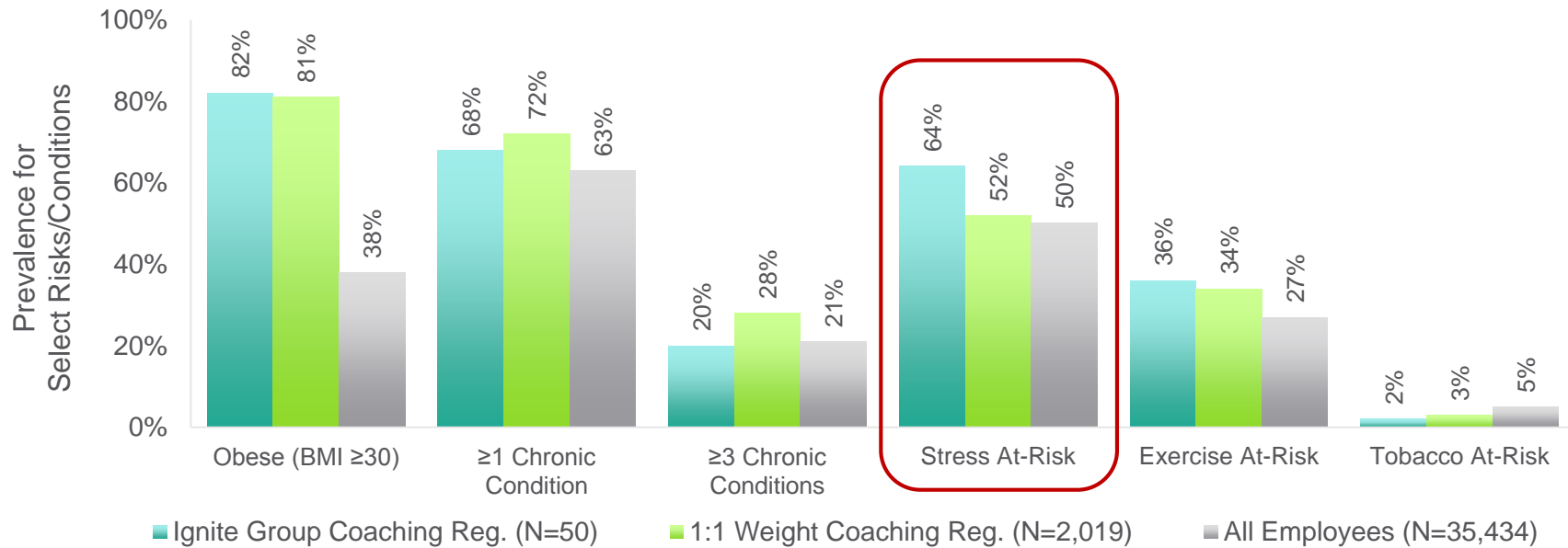


*Includes 44 registrants who attended 1+ classes and recorded a baseline and follow-up weight. Baseline is the first weight in weeks 1-3. Follow-up is the most recent weight in weeks 9-13.

**Follow-up weight was ± 0.5 pounds of baseline weight.

Coaching engages those with greatest risk

| | Ignite Participants | 1-on-1 Participants | All Employees |
|-------------|---------------------|---------------------|---------------|
| Age | 50 yrs. | 47 yrs. | 47 yrs. |
| % Female | 86% | 64% | 59% |
| Risk/Person | 3.4 | 3.3 | 2.7 |



2018 Goals and Current Performance



2018 Program Overview



\$150 gift card for completing HA, screening and 1 activity by Oct. 19, 2018

- Active employees, retirees and covered spouses are eligible
- 2 screening options: onsite or health care provider form
- 2 gift card redemption options: online (electronic) or hard card (mailed)
- Multiple well-being activity options:
 - Telephonic health coaching (complete 3 calls in lifestyle or disease management)
 - Million Steps Challenge (achieve 1 million steps)
 - Self-directed coaching (complete 2 online modules)
 - 21-Day Meditation (complete 21 days)
 - Daily Dash (complete 20 dashes)
 - Custom quiz on health benefits/preventive care (answer 12 of 20 questions correctly)

Incentive Benchmarking

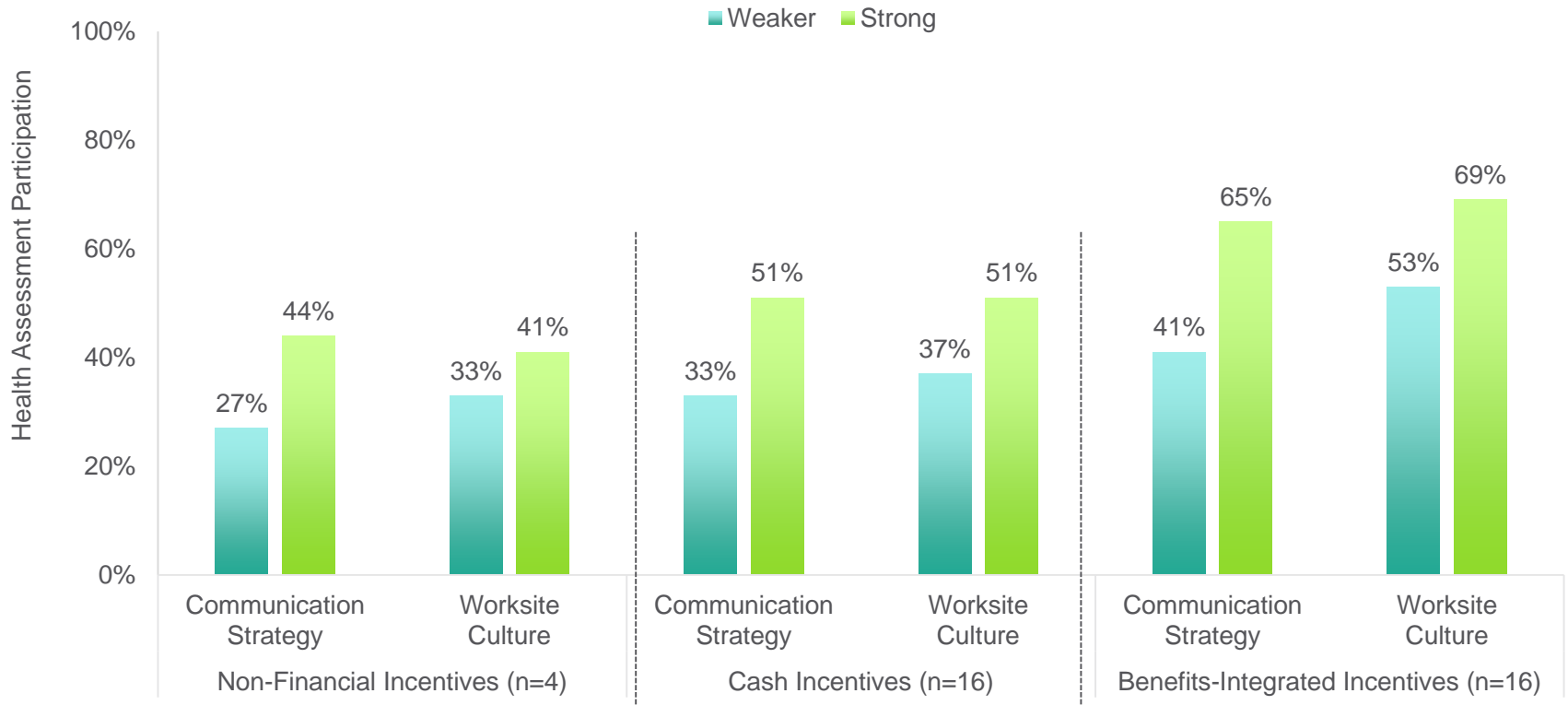


| Incentive Detail | State of WI | SW Norm (N=6) |
|--|-------------|---------------------------------|
| Incentive type | Gift Card | Health Insurance Premium Credit |
| Average employee count per client | 109,189 | 10,332 |
| Average incentive offered per employee | \$150 | \$491 |
| Average employee participation rate in health assessment (HA) and screening | 27.5% | 65.9% |
| Average employee participation rate in health assessment (HA) and screening | 30,027 | 6,809 |
| Average incentive cost per employee per percentage point of HA/screening participation | \$5.45 | \$7.41 |
| Average incentive cost per employee who participated in HA/screening | \$0.005 | \$0.09 |

Incentive Benchmarking



HA Participation by Incentive Type, Communication & Culture



Seaverson EL, Grossmeier J, Miller TM, Anderson DR. The role of incentive design, incentive value, communications strategy, and worksite culture on health risk assessment participation. Am J Health Promot. May-Jun 2009;23(5):343-352.

2018 Program Goals

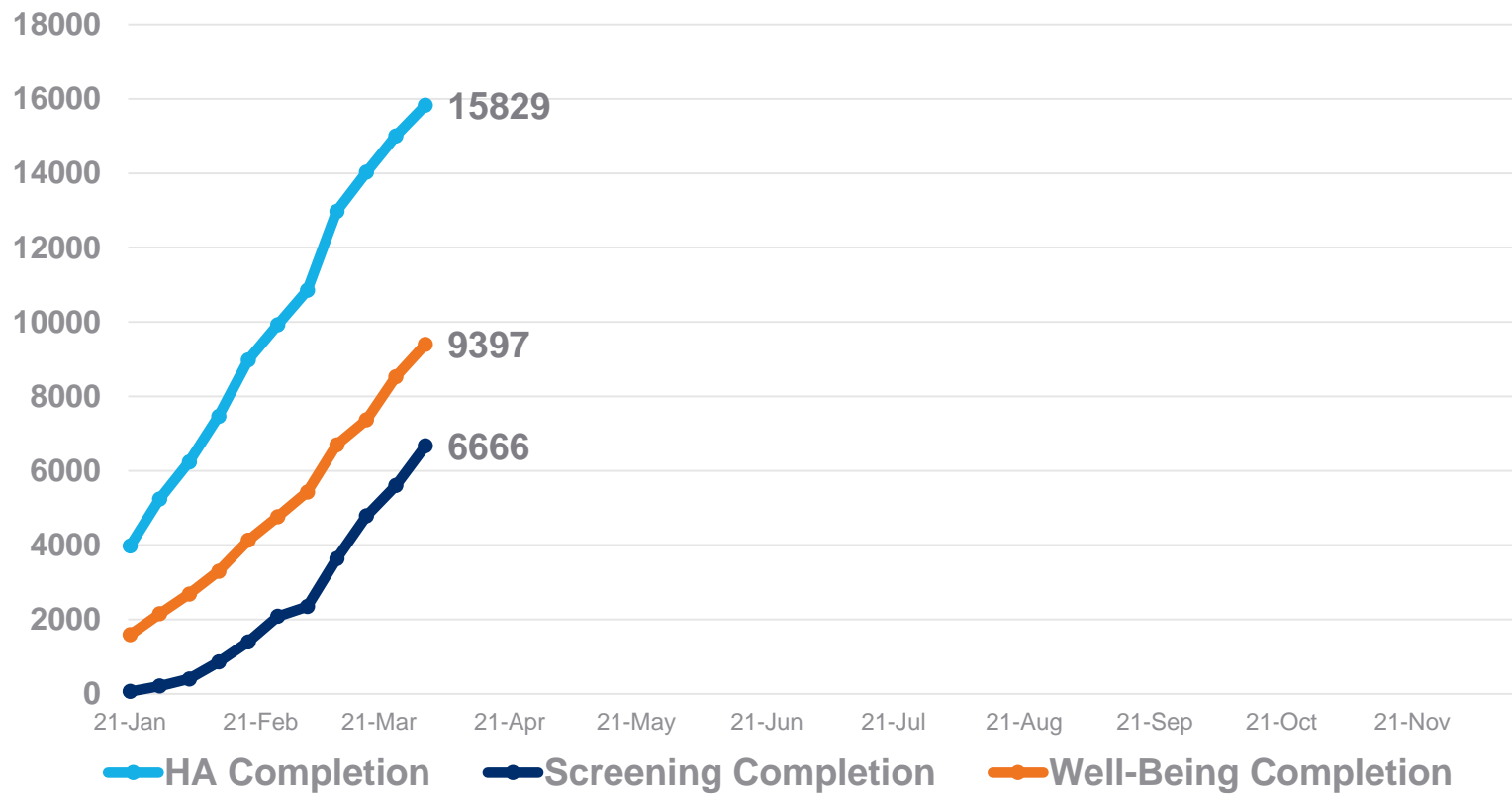
- Increase overall program participation rates
 - Overall population: stretch goal of 35% or approximately 57,000 completing all three steps in 2018
 - Active Employees: base goal of 35% and our aggressive stretch goal is 50% or approximately 50,000 completing all three steps in 2018
 - Portal Utilization Metrics (unique): more than 65,000 participants
- Increase those enrolled in telephonic coaching: $\geq 15\%$ to better align with the StayWell book-of-business registration rate of 27%
- Achieve risk reduction within the repeat population when pulling data findings at the close of year two



2018 Current Metrics



2018-Q1 Growth -- Health Assessment, Screening, and Well-Being Completions



2018 Key Initiatives

- Year 1 data suggests weight is the key risk area within the population
- Leverage the Million Steps Challenge
- Focus on driving engagement in follow-up activities to drive risk change:
 - Telephonic coaching
 - Ignite group coaching program
- Refresh communication strategy
- Continue to engage and expand the Wellness Champion Network and implement cultural audits with additional employer groups

Future Areas of Focus for the Well WI Program



2019 Recommendations

Year 3 Key Initiatives

- Revise incentive design:
 - Utilize data to determine the follow-up well-being activity options
 - Weight activities based on effort
 - Explore the addition of employer-sponsored events or self-report options
 - Consider increasing incentive value
- Relaunch an ongoing robust communication plan
- Continue with Million Steps Challenge (Addresses #1 risk factor)
- Focus on Stress Management (#2 risk factor)
- Launch Nutrition-based Challenge
- Revisit onsite cultural audits with state agencies
- Ongoing pilot opportunities

Additional Well Wisconsin Program Goals



2020+ and Beyond

- Award winning program
- Continue to see risk reduction on an annual basis
- Offer programs that address the health risk continuum within the population
- Bring the State of WI new ideas and product solutions
- Evolve the incentive requirements and add activities that target risk areas within the population

Questions?

