

StayWell Contract Extension

Item 7B – Group Insurance Board

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Office of Strategic Health Policy



Per Segal Consulting

“For the Total Health Management model to function effectively, a plan sponsor like ETF, must supply proactive prevention and chronic care to all of its covered population.”

REF GIB | 3.25.15 | Item 4C1

Contract Status

Initial Contract

- August 16, 2016 – December 31, 2018, with the option for two additional two-year terms



First Contract Extension

- Board approved a one-year extension through December 31, 2019

Requesting Approval



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Healthier starts with you

Two-year contract extension with StayWell

- Wellness and disease management program
- Contract period: Jan. 1, 2020 – Dec. 31, 2021



Program Overview

Well Wisconsin

Overview

- Administration of uniform \$150 wellness incentive upon completion of:
 - Health screening
 - Health assessment
 - Well-being activity
- Disease management coaching:
 - Asthma
 - Diabetes
 - Coronary artery disease
 - Chronic obstructive pulmonary disease
 - Congestive heart failure

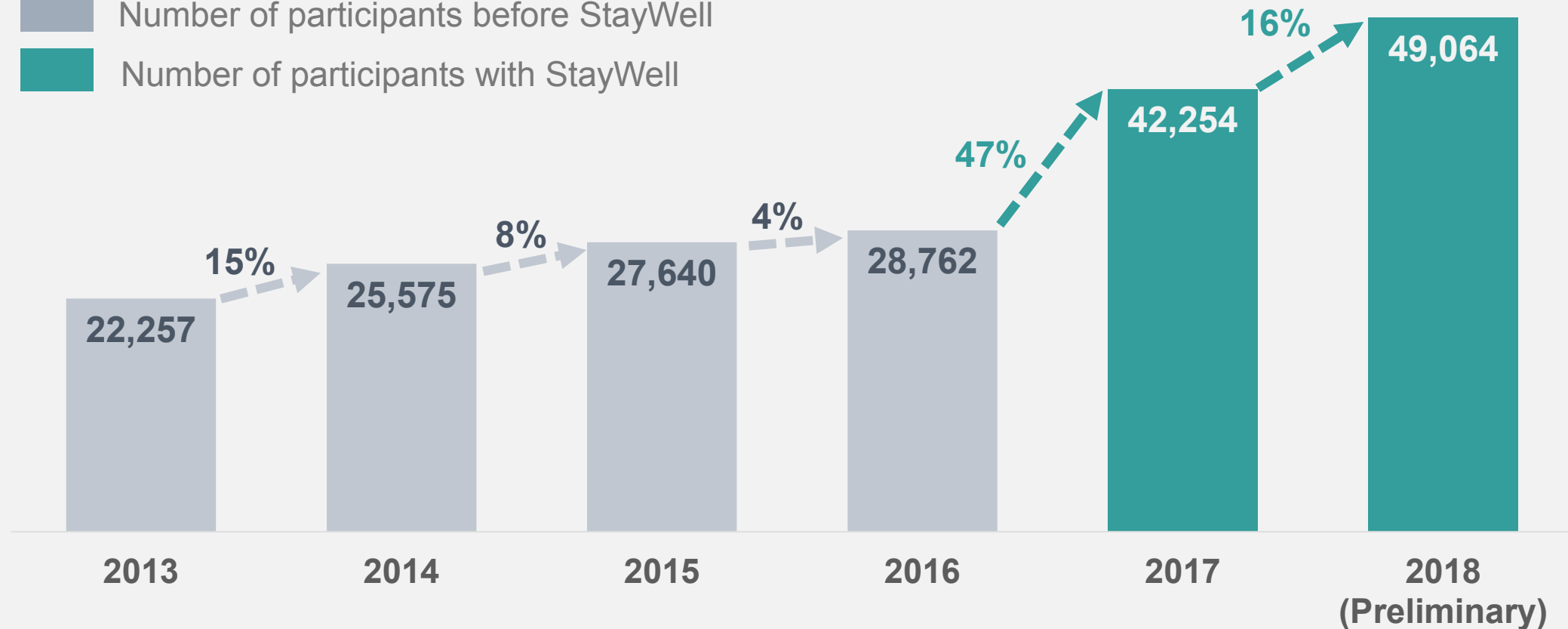


Program Results

Well Wisconsin

Participation Rates

- ➔ Percentage increase in participation
- Number of participants before StayWell
- Number of participants with StayWell



New Engagement Strategies

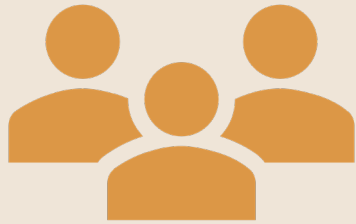
2018

- Year-end program video
- Modified email campaigns
- Evolving in-home communications
- Reminder phone calls
- Employer-level reports on Million Steps Challenge
- Health coach attendance at events
- Mobile application

2019

- SleepWell Challenge
- Portal instructions handouts
- Pilot virtual reality headsets
- More pilot program opportunities to be determined

Continued Engagement Strategies



Dedicated onsite staff



Robust
communications and
promotions plan

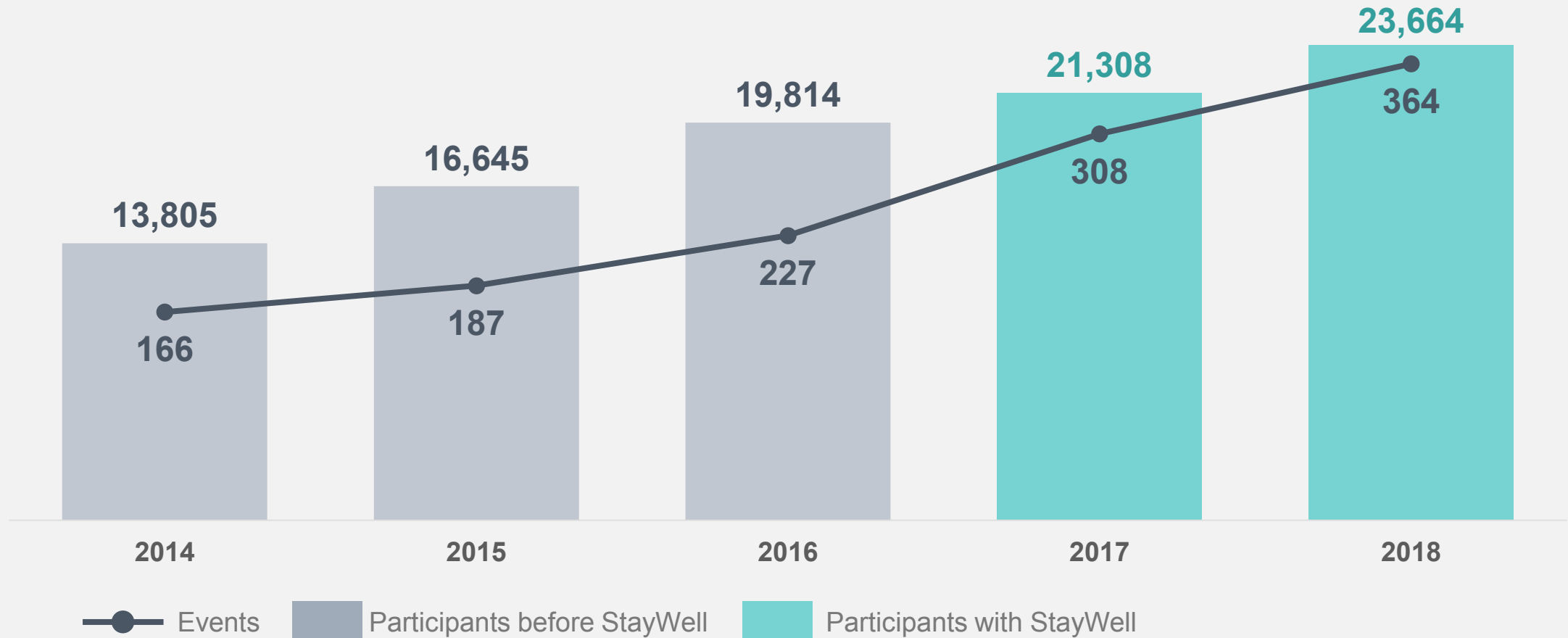


Dedicated customer
service



Accommodating
requests for onsite
screening events

Screening Rates



Preliminary Health Risk Change

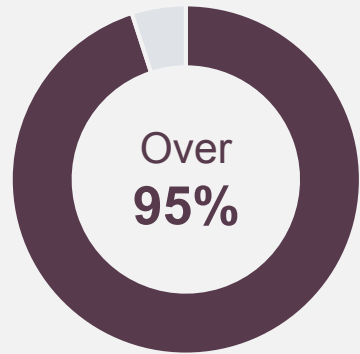
 **2.9%**

Overall health risk reduction
for members that participated
in 2017 & 2018

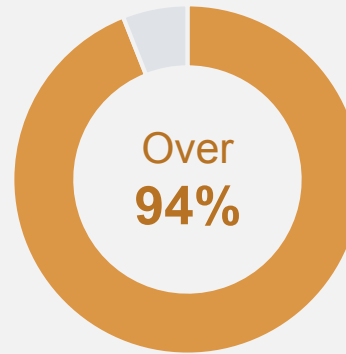
 **10.1%**

Overall health risk reduction
for repeat members that also
participated in coaching

Satisfaction Rates



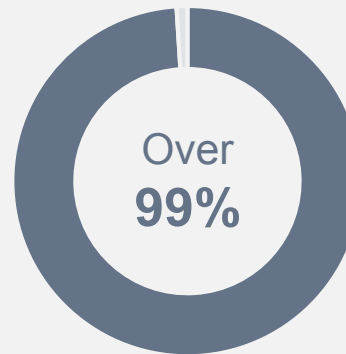
Health screenings



Overall health coaching experiences



Health assessment & web portal



Indicate disease management helps manage health



Program Costs

Well Wisconsin

Program Costs

	Cost Increase	
	Effective 1/1/2020	Effective 1/1/2021
Wellness program administration fee	0%	3.7%
Disease management program administration fee	0%	3.7%
Health coaching	0%	3.2%
Disease management coaching	0%	3.8%
Onsite health screening	0%	3.6%
Onsite flu shots	0%	3.2%



Future Opportunities

Well Wisconsin

Collaborations & Acquisition

ETF Collaborations

- Council on Health Program Improvement
- Navitus

StayWell acquisition of Provata Health

- Virtual reality guided meditation
- Direct question/answer access to 80,000 US licensed physicians
- Social networking
- Fitness videos

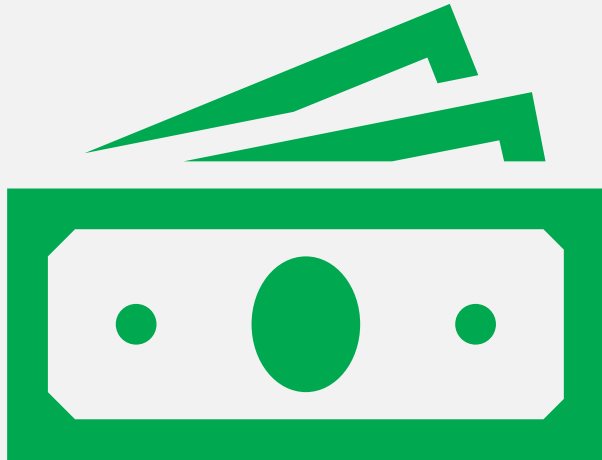
Targeted Interventions



StayWell-driven program research, development, implementation and evaluation

- Ignite
- Better Blood Pressure
- Bounce Back

Return on Investment (ROI)



ETF may see a ROI if following a comprehensive health and well-being strategy.

- Public university with 32,000 eligible participants
 - 5-year cumulative ROI of \$3.66 to \$1
- Energy company with 40,000 eligible participants
 - 8-year cumulative ROI of \$3.23 to \$1

Summary

- StayWell is a committed partner
- Participation rates are increasing exponentially
- Reduced health risks are being realized
- Members are satisfied with the program administration
- Variety of future opportunities exist

Requesting Approval



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Questions?

Thank you



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