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**Correspondence Memorandum**

**Date:** April 22, 2019  
**To:** Group Insurance Board  
**From:** Molly Heisterkamp, Wellness & Disease Management Program Manager  
 Office of Strategic Health Policy  
**Subject:** 2018 Well Wisconsin Participation

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

**Final 2018 Participation Results**


In 2018, Group Health Insurance Program subscribers and spouses were eligible to earn a \$150 Well Wisconsin incentive upon completing a health screening, health assessment and well-being activity. Table 1 includes the final participation numbers for earning the incentive each program year, including the year-over-year percent increases. The 2018 participation number reflects 29% of the eligible population. 2018 was the first time a third requirement, the well-being activity, was added to the incentive design.

*Table 1: Final Well Wisconsin Program Participation Rates*

Program Administrator	Year	# of Participants	% Increase
Health Plans	2013	22,257	NA
	2014	25,575	15%
	2015	27,640	8%
	2016	28,762	4%
StayWell	2017	42,254	47%
	2018	47,720	13%

StayWell will present to the Board at the May 15 meeting overall 2018 program results, including risk prevalence and change for repeat participants; 2019 program goals and current program performance; and incentive benchmarking as compared to other clients.

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

Reviewed and approved by Eileen K Mallow, Director, Office of Strategic Health Policy  
 Electronically Signed 4/24/19

Board	Mtg Date	Item #
GIB	5.15.19	7A