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**Correspondence Memorandum**

**Date:** May 28, 2020  
**To:** Group Insurance Board  
**From:** Molly Heisterkamp, Disease Management & Wellness Program Manager  
 Office of Strategic Health Policy  
**Subject:** 2020 Health Screenings

**The Department of Employee Trust Funds (ETF) requests the Group Insurance Board (Board) approve updating the 2020 health screening options to allow for a dental cleaning, one health coaching call, or an at-home screening test, in addition to the onsite biometric screening and health care provider form.**


**Background**

Current program requirements for members to earn their Well Wisconsin incentive include a health screening, health assessment, and one well-being activity. The current options available to complete the health screening include participating in an onsite biometric screening or completing a health care provider form. Due to the COVID-19 pandemic and Safer at Home orders in place this spring, more than half (158 out of 282) of onsite biometric screening events have been cancelled, impacting approximately 12,100 appointments that were available and expected to be filled, based on scheduling and previous experience. To date, 64 sites have rescheduled or increased capacity at other events; however, there is a likelihood that they will be cancelled as well. StayWell is experiencing site cancellations due to safety concerns and uncertainty of whether employees will be physically at the workplace.

As of June 12, 2020, 6.0% of eligible members have completed their health screening activity as compared to 11.7% in 2019.

**2020 Screening Recommendation**

To encourage members to remain engaged in Well Wisconsin and access resources to enhance or maintain their current level of health and well-being, ETF recommends adjusting the health screening requirement for 2020 by allowing members to complete a dental cleaning, one health coaching call, or an at-home screening test, in addition to the biometric health screening or health care provider form. This recommendation is in line with what the Board approved for the 2021 program year, with the addition of the

Reviewed and approved by Eileen K Mallow, Director, Office of Strategic Health Policy  
 Electronically Signed 6/16/20

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test kit ([Ref. GIB | 05.13.20 | 5A](#)). The recommendation has been reviewed with key employers, StayWell, and Delta Dental.

To complete the home screening test, members would request a kit from StayWell. The kit would include all the supplies for the participant to self-collect a blood sample via fingerstick, a link to a how-to video and written instructions, and the packaging to return the sample to the laboratory. The sample will be tested for total cholesterol, HDL, LDL, triglycerides and glucose. These are similar tests that are completed at biometric screening events -- height, weight, waist circumference and blood pressure are excluded, however. Test results will be returned to the participants via mail and uploaded into their StayWell wellness portal. The cost is \$20 per kit requested and \$35 for each kit returned/processed, for a total of \$55 per test completed. As a comparison, biometric screenings cost \$55 each. There is no expected impact to program costs with this option. However, there is a risk of people requesting a kit and not returning it. StayWell typically sees a 70% return rate, which could pose a challenge for members and the program. Members would need to request the kit by September 25, 2020, and have it postmarked by October 9, 2020, to qualify for the screening activity.

Dental cleanings taking place between January 1, 2020, and September 25, 2020, will qualify for the screening activity. Delta Dental will send the data directly to StayWell to award credit. The deadline for the dental cleaning must be earlier than the October 9 incentive deadline to allow time for the claim to be processed and data to be transferred to StayWell.

One health coaching call occurring between January 1, 2020, and October 9, 2020, will qualify for the screening activity. StayWell will track this information and award credit internally.

This recommendation may have a minor effect on cost, possibly resulting in lower costs overall since the health coaching calls (\$46 each) cost less than the biometric screenings (\$55 each) and the dental cleanings are already covered in the contract. As stated earlier, the home test kits cost the same cost as a biometric screening.

This recommendation may increase program quality and satisfaction because members will have additional options to complete the program activities. In addition, this recommendation may increase member health. With the additional flexibility, members may be more likely to stay engaged, try new programs, and continue to stay focused on their well-being.

If this recommendation is approved, StayWell will send an in-home mailer to all subscribers and an email to all web portal users who haven't earned their incentive for 2020 with updated information on the options available to participate in Well Wisconsin. Additionally, ETF will send communication regarding the changes to employers.

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