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Well Wisconsin Program Overview & Planning

Executive Summary

Participation

- 2020 activity completion was slightly lower than 2019 (25.6% vs. 29%, respectively), which we believe is attributed to the COVID-19 pandemic.
- Health risk assessment completion for the State (42.3%) and UW (42.1%) groups were in line with the book-of-business of 44%.
- The Health Check participation ended at 29.5% which included a modified version of a Biometric Screening (i.e., dental cleaning, coaching call, biometric screening, health care provider form completion or home test kit submission).
- Incredible success with Well WI radio. The October session included more than 4,400 participants!

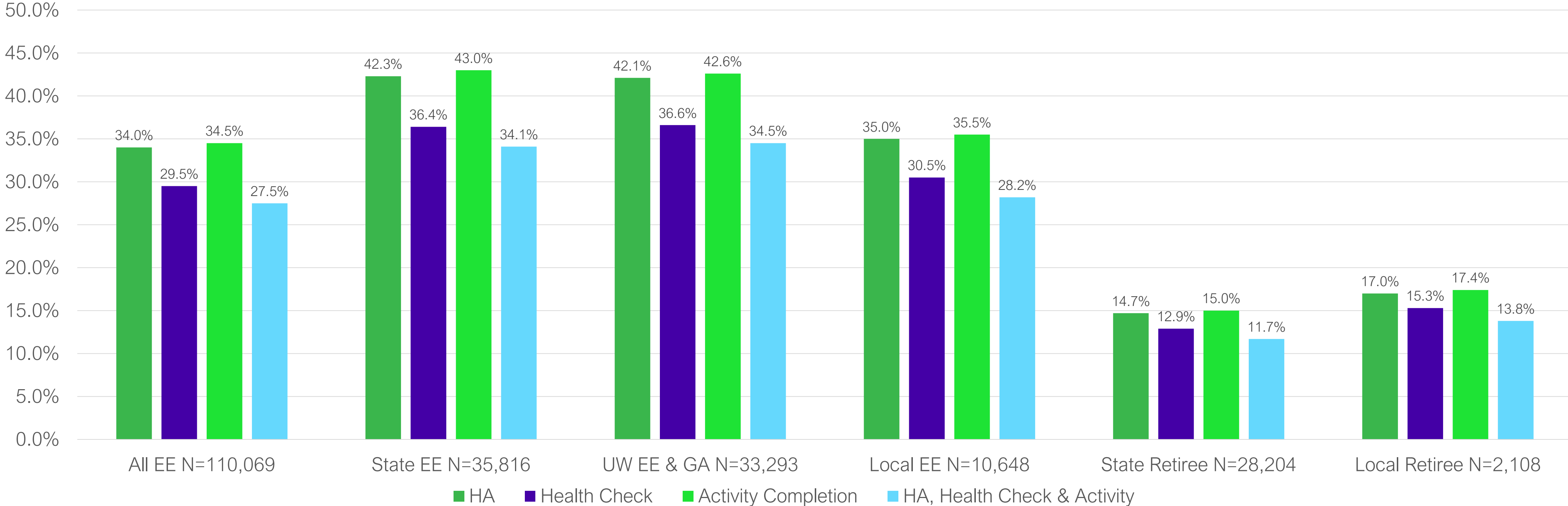
Health Risk Prevalence

- Like past years, weight and stress were among the top risk areas.
- Overall, average number of health risks decreased from 3.42 to 3.31, or a 3.0% improvement from 2019 to 2020.
- Those engaged with a lifestyle health coach experienced a 4.6% improvement and those who engaged with a disease management nurse coach experienced a 1.4% improvement.
- The impact of COVID on health risk prevalence is still emerging; the health risk results may not be generalizable to the broader population.

Employee Program Participation

- Program goal for 2021 is to close the gap among those who only completed two steps which ended up being 29.1% in 2020.
- 25.6% of the Wisconsin population completed all three activities in 2020 (27.5% for employees; 21.8% for spouses)

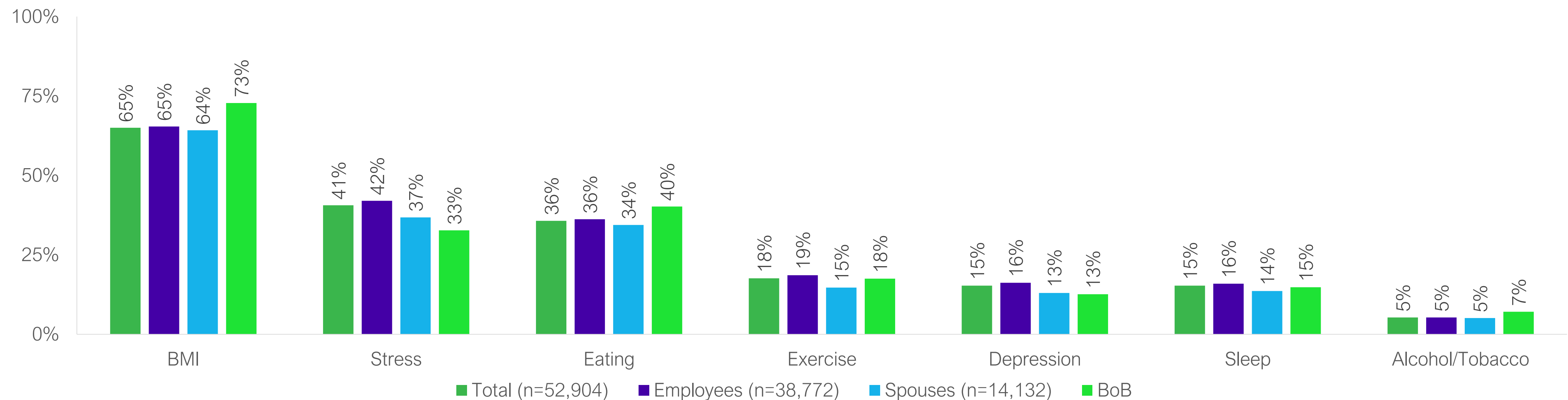
Employee Program Participation



Overall Risk Prevalence

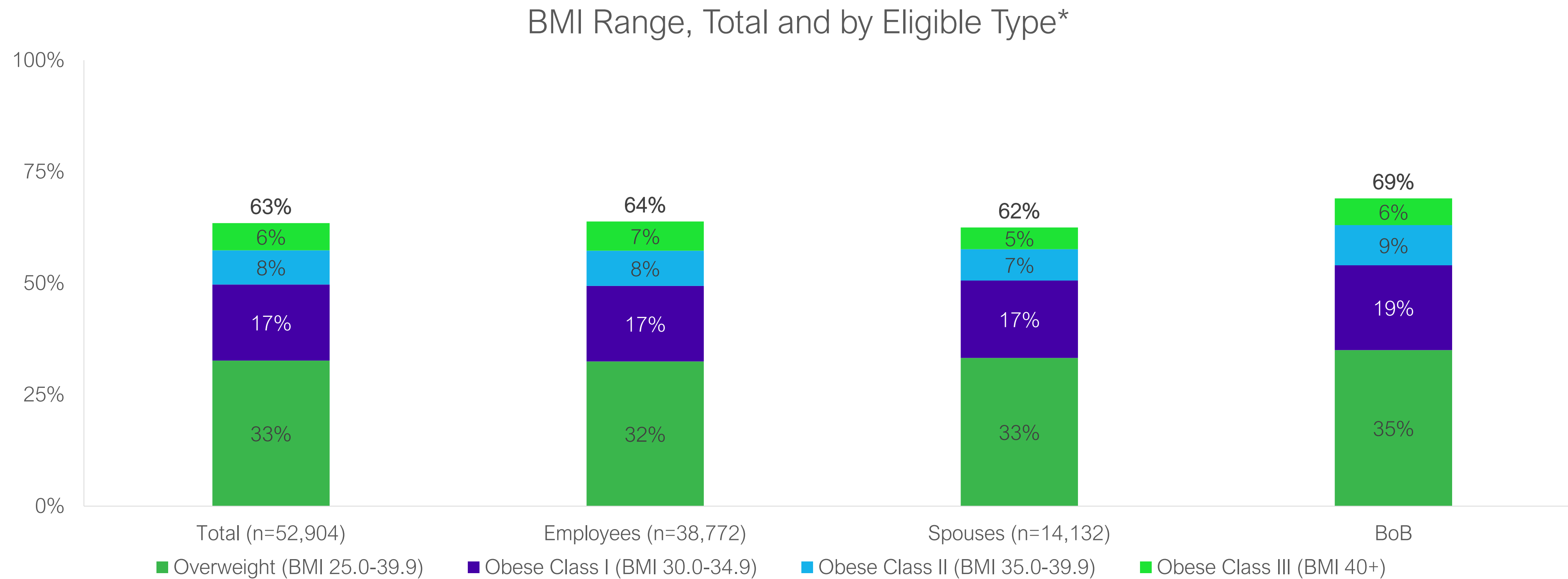
- The highest risk area for the employee population continues to be BMI/weight, with 65% of HA participants at elevated risk.
- Stress risk among employees (42%) is 5 percentage points higher than spouses (37%) and is 9 percentage points higher than StayWell's BoB (33%).

HA Risk Prevalence, Total & By Eligible Type



Weight Management: Risk Stratification

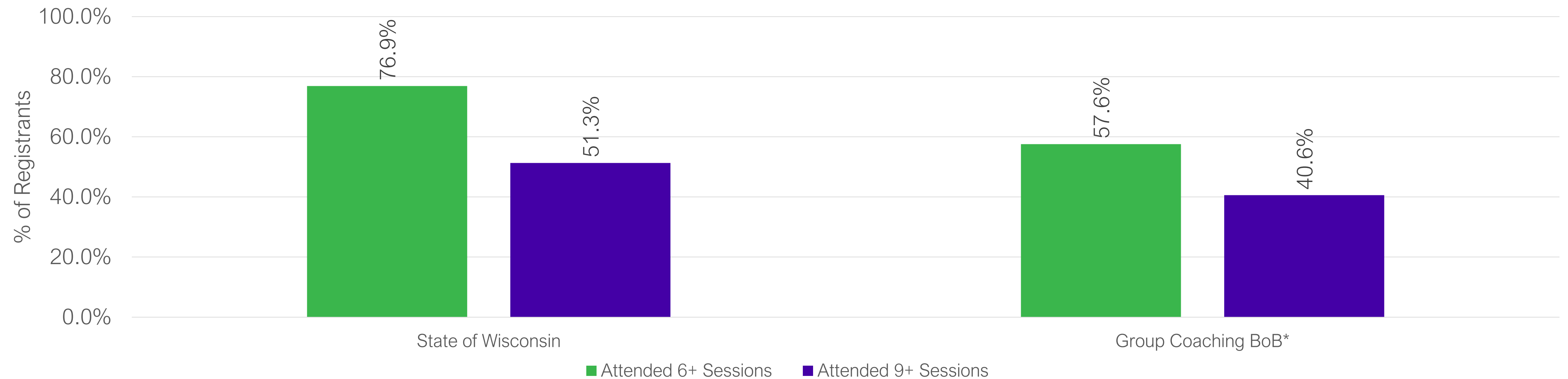
Population by BMI class shows rising risk, with an opportunity to prevent the overweight demographic from elevating to obese.



*Underweight (1%-2%) and normal weight are not shown.

2020 Group Coaching Participation Detail

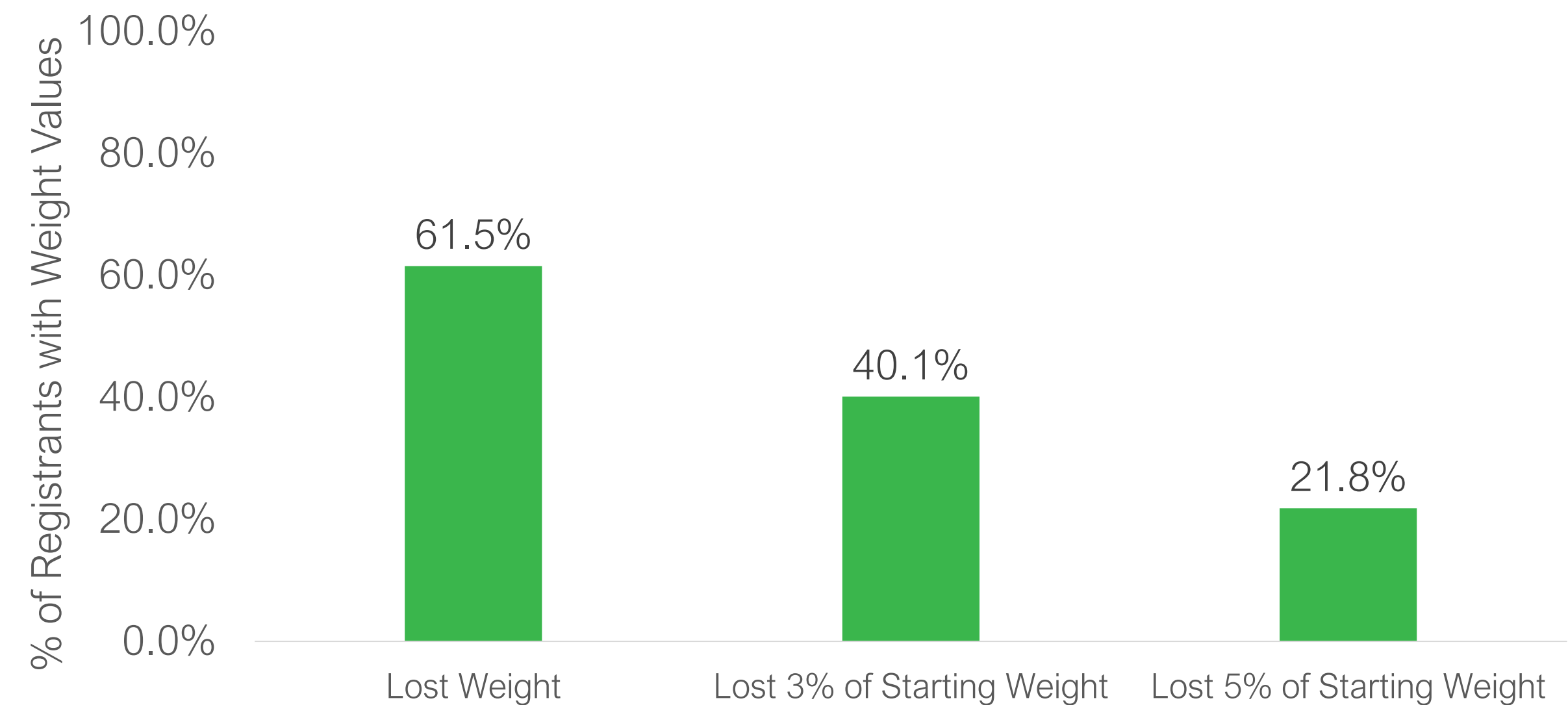
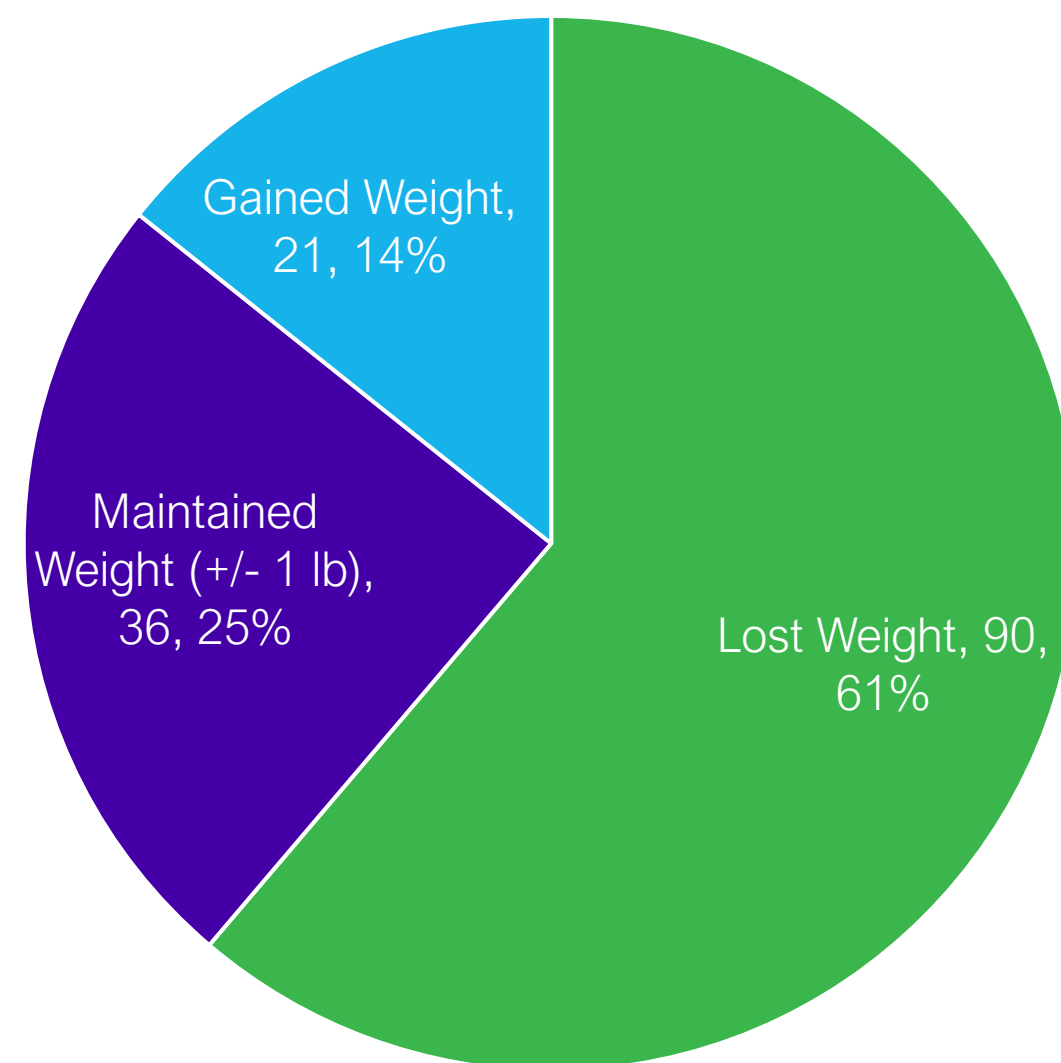
- Of those who registered for Group Coaching, 76% attended at least 6 sessions and 51% completed at least 9 sessions.
- Registrants attended 1,500 total group coaching sessions (average 7.7 group sessions per registrant).
- 43% of participants completed a 1:1 call with their group coach in week 16.



N=195 Group Coaching registrants.
Report generated 11/10/2020.
*Group Coaching BoB based on 12-week program

Group Coaching Weight Loss Detail

- After 16 weeks, 61% (n=90) lost weight which is higher than the BoB (55%); average weight loss was 11.3 pounds among those who lost weight.
- Overall, 40% of participants lost $\geq 3\%$ of their starting weight, and 22% lost $\geq 5\%$ of their starting weight.

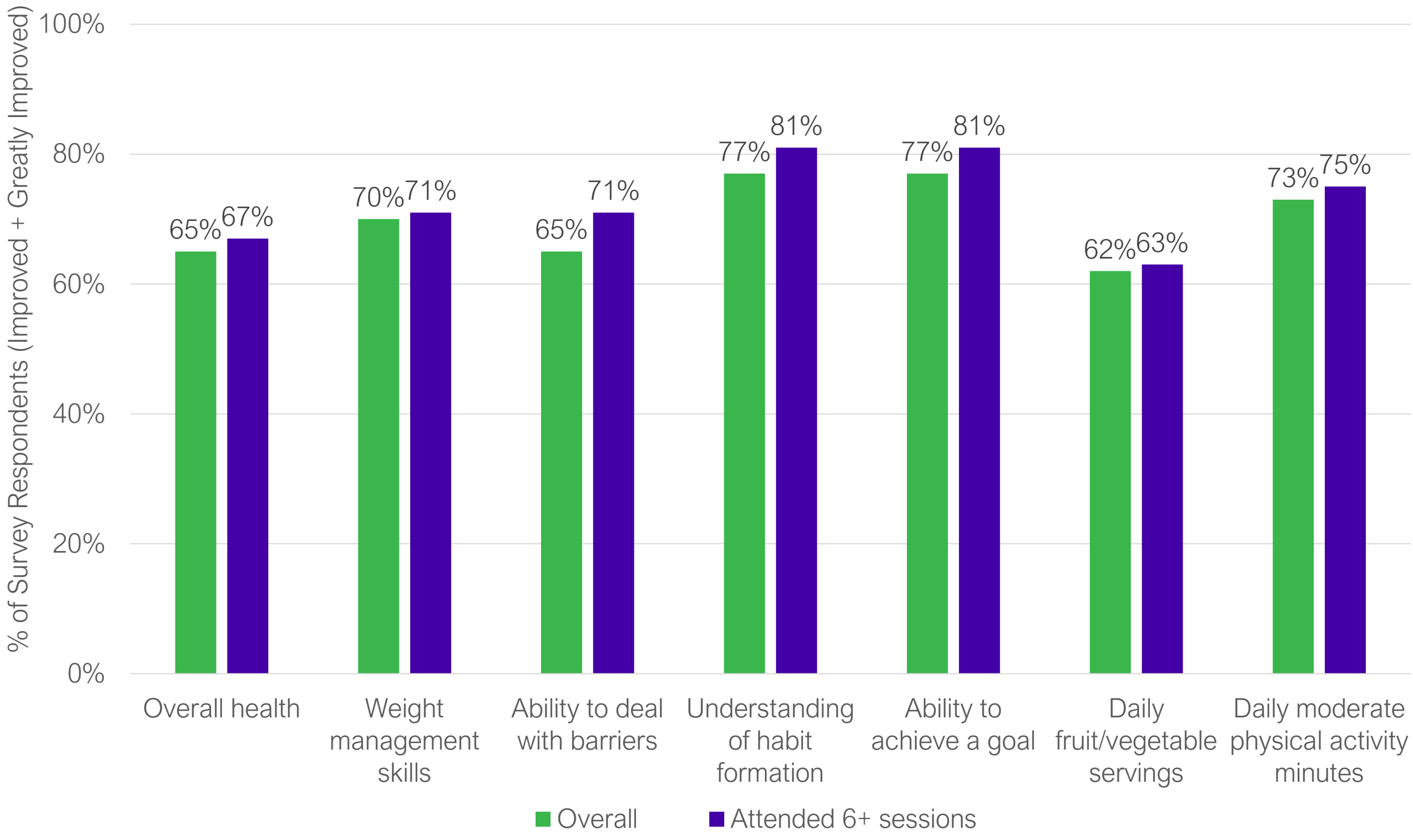


N=195 Group Coaching registrants. 75% (n=147) of registrants had recorded both a starting and a follow-up weight. Overall weight loss numbers based on difference between starting weight and closing or most current weight captured in system as of report run date (11/10/2020). Percent of starting weight lost reflects percent of all registrants that hit targets at any point from start of group coaching to report run date.

Participant Satisfaction

- Overall, 67% reported they would recommend the group coaching program while 81% reported that they would recommend their health coaching to a friend or colleague*
- When asked about specific aspects of the program, participants reported highest levels of satisfaction with coach interactions
 - 97% satisfied with 1:1 communication with group health coach
 - 95% satisfied with private/direct messaging with group health coach

Reported Changes as a Result of Group Coaching Participation

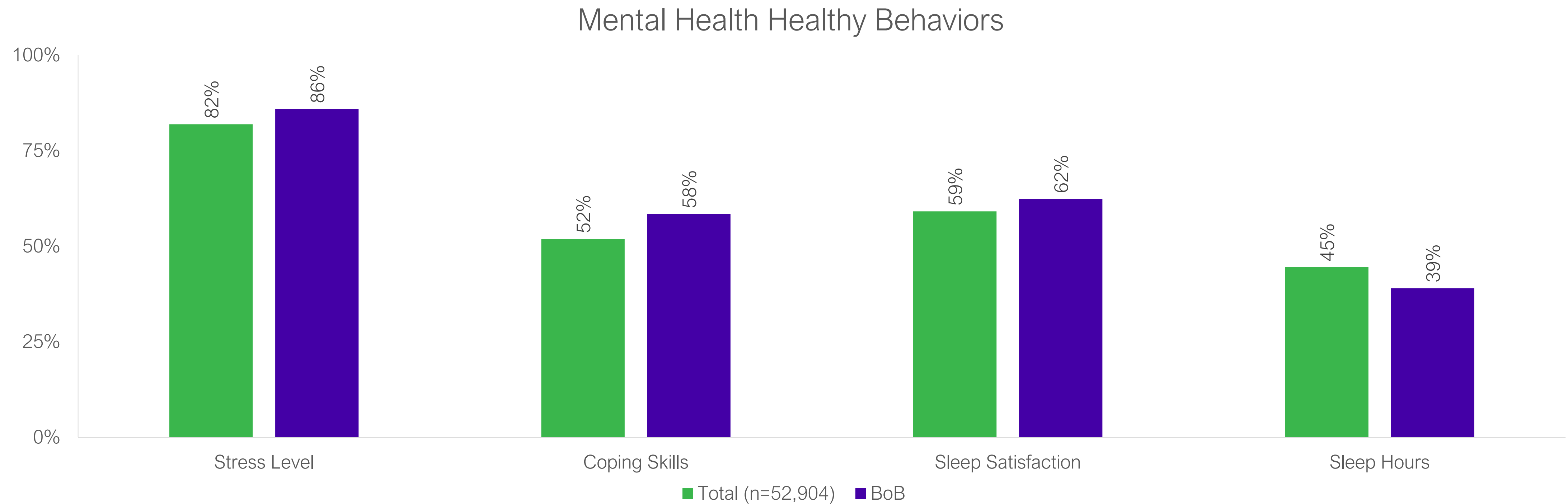


N=60 survey respondents.

*Based on n=58 valid responses to questions “How likely is it that you would recommend <the Group Coaching program/your Health Coach> to a friend or colleague?”. Response scale of 0-10 where 10 = very likely.

Mental Health: Healthy Behaviors

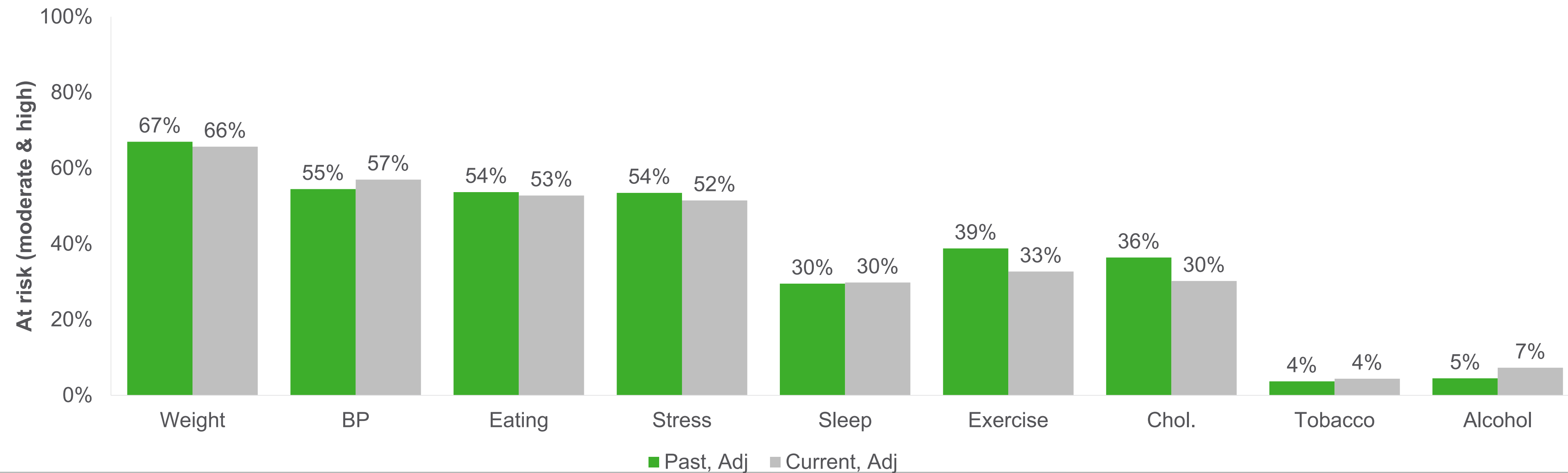
While most WI employees report manageable stress levels (with 42% at risk for stress), only 52% feel they have the appropriate coping skills.



Risk Change

State of Wisconsin Risk Change, 2019 vs. 2020, Adjusted Comparison

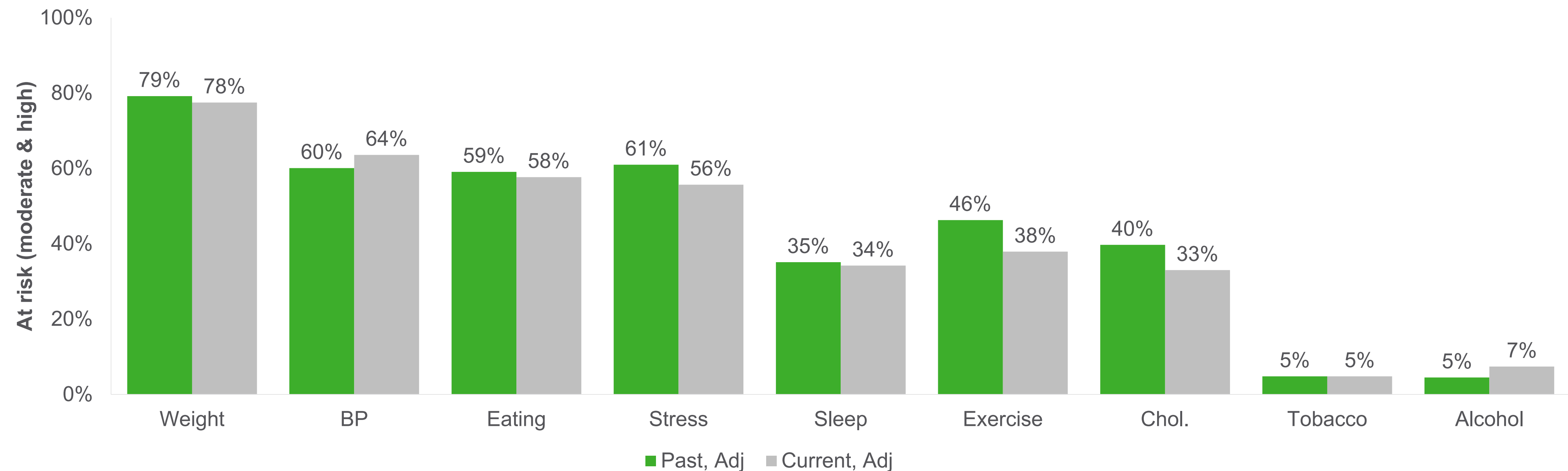
- The average number of health risks* decreased from 3.42 to 3.31, or a 3.0% improvement. Results **were adjusted** for eating, exercise, sleep and stress. No adjustments were made to biometric risks, tobacco or alcohol.
- The impact of Covid on health risk prevalence is still emerging; the health risk results may not be generalizable to the broader population.



*Based on 9 health risks: alcohol use, blood pressure, cholesterol, eating, exercise, sleep, stress, tobacco, weight
HA cohort; n=38,254
Updated 1/20/2020

State of Wisconsin Coaching Risk Change, 2019 vs. 2020, Adjusted Comparison

- The average number of health risks* decreased from 3.90 to 3.72, or a 4.6% improvement.
- As anticipated, health coaching participants has greater risk burden compared to the overall population and experienced more favorable risk improvements.



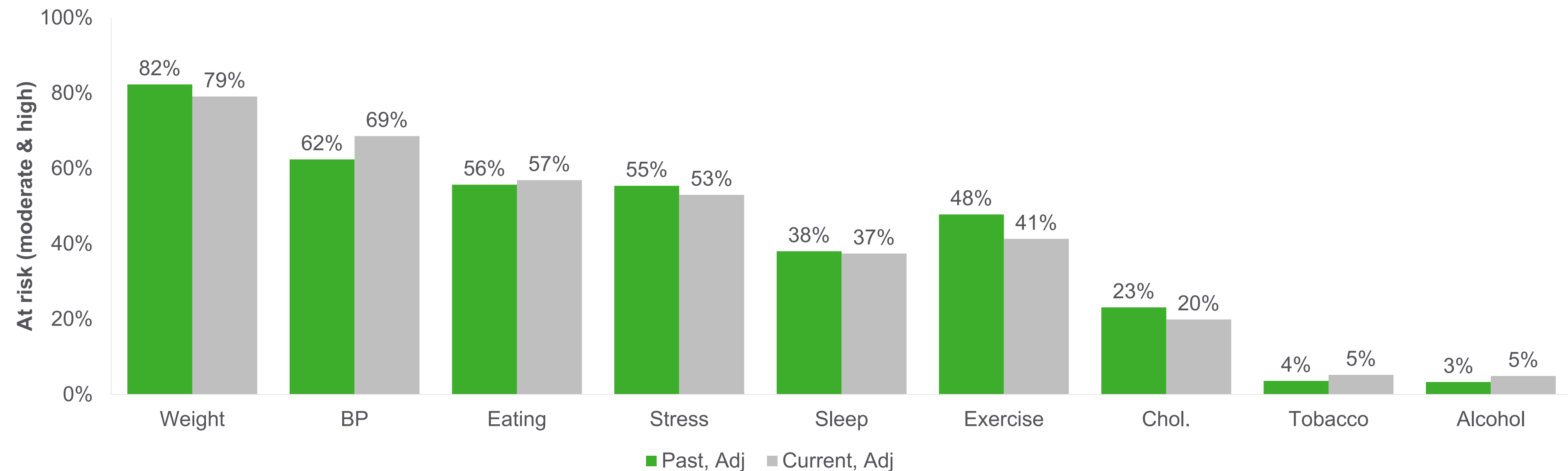
n=1,955

*Based on 9 health risks: alcohol use, blood pressure, cholesterol, eating, exercise, sleep, stress, tobacco, weight; Results were adjusted for eating, exercise, sleep and stress. No adjustments were made to biometric risks, tobacco or alcohol.

Updated 1/20/2020

State of Wisconsin DM Coaching Risk Change, 2019 vs. 2020, Adjusted Comparison

- The average number of health risks* decreased from 3.72 to 3.66, or a 1.4% improvement.
- As anticipated, health coaching participants has greater risk burden compared to the overall population and experienced more favorable risk improvements.



n=757

*Based on 9 health risks: alcohol use, blood pressure, cholesterol, eating, exercise, sleep, stress, tobacco, weight; Results were adjusted for eating, exercise, sleep and stress. No adjustments were made to biometric risks, tobacco or alcohol.

Updated 1/20/2020

Group Details – 2019 vs. 2020

| HA period | Overall HA Cohort | LM Coaching Cohort | DM Coaching Cohort |
|--------------------------------|------------------------|------------------------|------------------------|
| Current (My StayWell Platform) | 1/4/2020 to 12/29/2020 | 1/4/2020 to 10/21/2020 | 1/6/2020 to 12/28/2020 |
| Past (Connex Platform) | 1/3/2019 to 12/18/2019 | 1/3/2019 to 12/4/2019 | 1/3/2019 to 10/22/2019 |
| Average time between HAs | 1.0 years | 1.0 years | 1.0 years |
| Repeat HA participants | 38,254 | 1,955 | 757 |
| Average age | 47.2 years | 54.2 years | 58.2 years |
| Gender | 41% male, 59% female* | 39% male, 61% female | 45% male, 54% female |

*May not add to 100% due to Other (0.0%) and Prefer not to answer (0.2%) response options

Due to the differences between the health assessments administered in 2019 and 2020 (i.e., question sets, scoring algorithms), lifestyle risk definitions were adjusted to enable comparisons.

- We looked for consistency in questions and defined risk accordingly.
- As much as possible, we kept as much consistency between the definitions, and kept the definitions close to evidence-based guidelines and validated definitions.
- Risk change patterns were further compared to book of business risk-change data; significant outliers were adjusted.

2021 Updates

Program Year 5 Updates

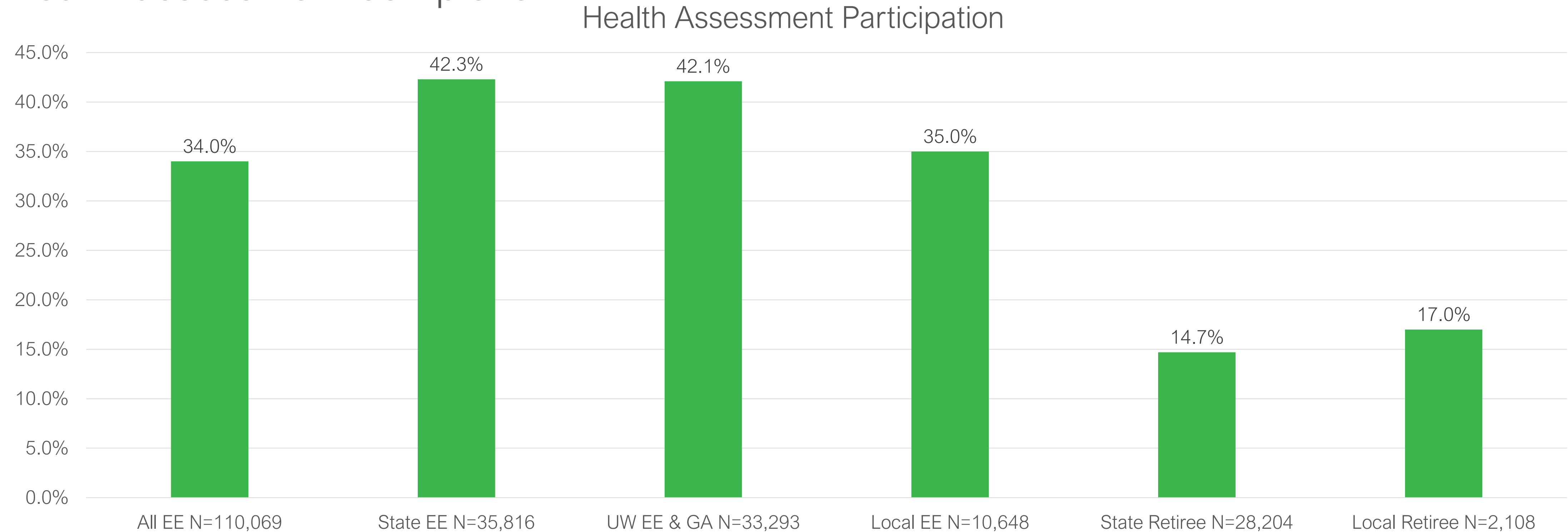
- Successful transition to the WebMD ONE Platform 1/4/2021
- Review current engagement metrics
- Goals and objectives for 2021:
 - Regain program momentum, post-COVID and achieve at least 50,000 participants who earn the \$150 incentive.
 - Close the gap of those who are completing two of the three steps.
 - Audit performance guarantees on a monthly basis.
 - Achieve more than 5,000 participants in one Well WI Radio session.
 - Plan and implement the launch of a few pilots focusing on products that touch on the key risk areas within the WI population (text-based coaching, financial services program, stress and resiliency program, retiree outreach, etc.)
 - Monitor new portal satisfaction metrics.

Questions?

Appendix

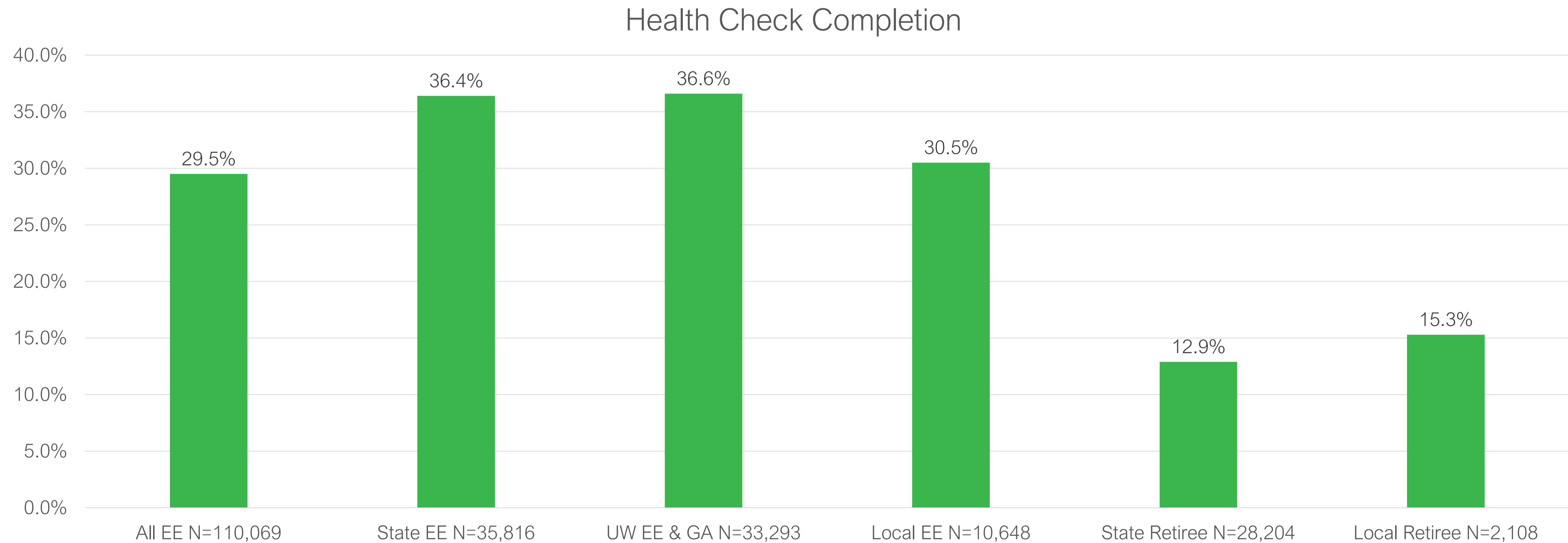
Employee HA Participation

Overall, Wisconsin had strong participation, with variability across the groups with the health assessment completion.

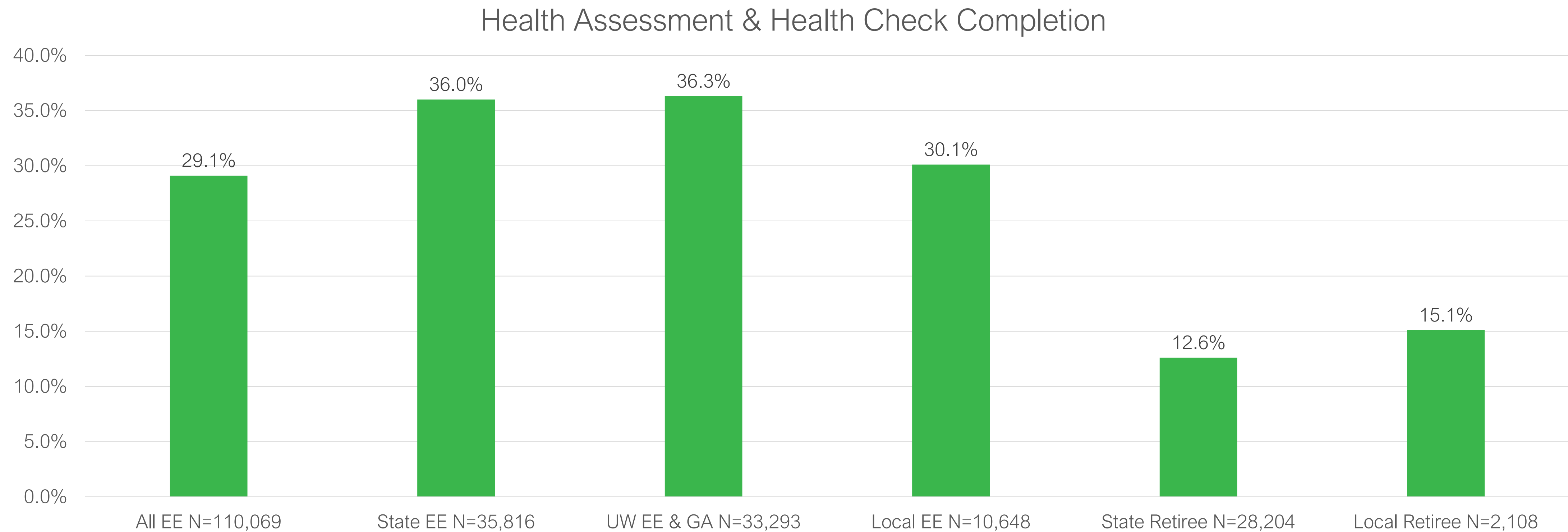


Employee Health Check Participation

The State and UW Groups remain the most engaged across all groups.

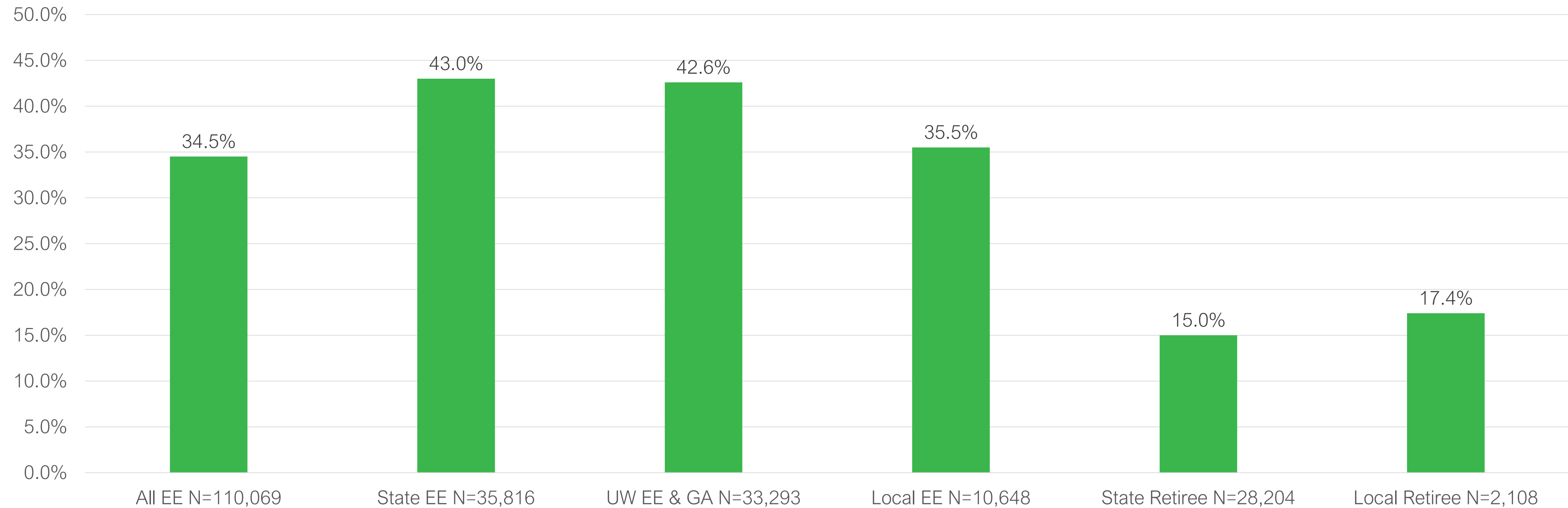


Employee HA and Health Check Participation



Employee Activity Participation

Wellbeing Activity Completion



Health Risk Definitions

- **Alcohol & Tobacco:** Tobacco user; or score of 2+ on alcohol index including: drinks per sitting (4+F/5+M), 15+ drinks per day, recent attempt to quit excessive drinking, suggestion by another to cut down on drinking.
- **Depression:** Felt significantly depressed now or in last 7 days, or prescribed/taking medication for depression.
- **Eating:** Score of 3+ on index including servings of: fruits, vegetables, fast food, fried food, high-fiber food, processed meat, high-fat dairy or meat, sugary or diet soda, and water.
- **Exercise:** Mostly sedentary lifestyle; or less than 2 days per week of: moderate-intensity exercise for 30 minutes, vigorous exercise for 30 minutes, or strength-building activity for 15 minutes.
- **Sleep:** Trouble sleeping in last 7 days, fell asleep while driving in last 3 months, averaged less than 6 hours/night of sleep in last 30 days, currently feeling very sleepy, or prescribed/taking sleep medication.
- **Stress:** Score of 13+ on 10-question weighted index of perceived stress and coping ability.
- **Weight:** BMI of >18.5 or >24.9.

Minimum reporting requirements: 50 HA Completions

Healthy Behavior Definitions

Eating Risk: Healthy Behaviors

- Fruits & Vegetables – 5 or more per day.
- High-Fiber Food – Always/very often eat whole-grain breads, cereals, beans, etc., each day.
- Red or Processed Meat – 3 or fewer servings of red meat per week and always/very often avoid deli meats like corned beef, pastrami, sausages and hot dogs.
- Fried Foods – Never/almost never eat French fries, fried potatoes or other fried foods.
- Soda – 1 or fewer days per week of drinking a 12 oz. serving of regular or diet soda.

Physical Activity Risk: Healthy Behaviors

- Activity Level – Active (on my feet most of the day).
- Moderate Activity – 30 or more minutes of moderate-intensity activity, 5 or more days per week.
- Vigorous Activity – 20 or more minutes of vigorous activity, 4 or more days per week.

Stress Risk: Healthy Behaviors

- Stress Level – Life is not at all, slightly or somewhat stressful.
- Coping Skills – Coping skills are quite or extremely effective.

Sleep Risk: Healthy Behaviors

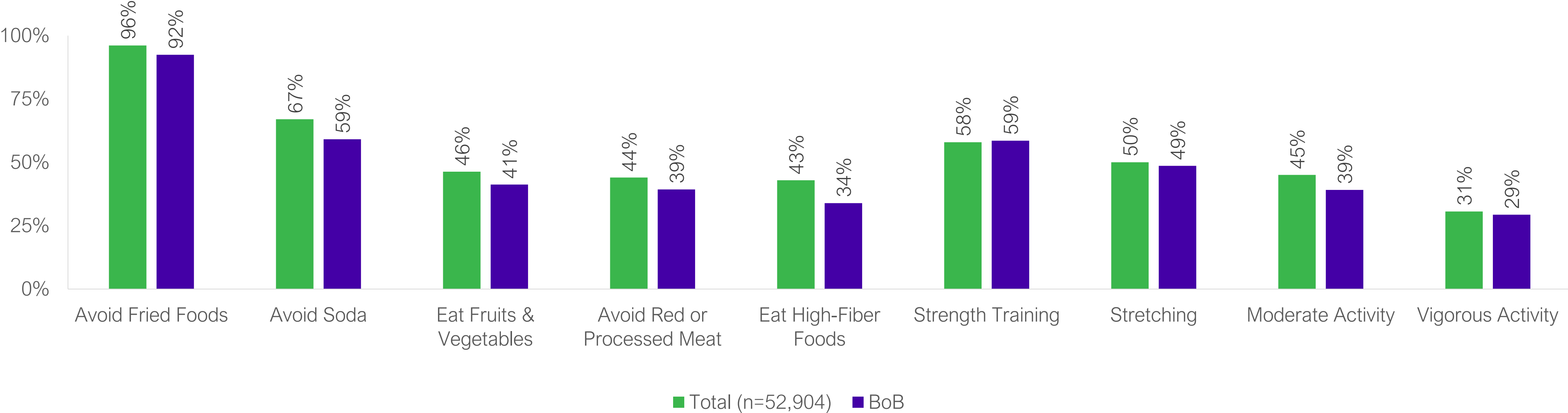
- Sleep Satisfaction – Always/often satisfied with sleep in the last 7 days.

Minimum reporting requirements: 50 HA Completions

Weight Management

State of WI employees typically avoid fried food and soda, but there's an opportunity to increase fruit and vegetable consumption, as well as whole grain/high fiber foods. While nutrition is a key foundation for weight management, additional opportunity to increase physical activity.

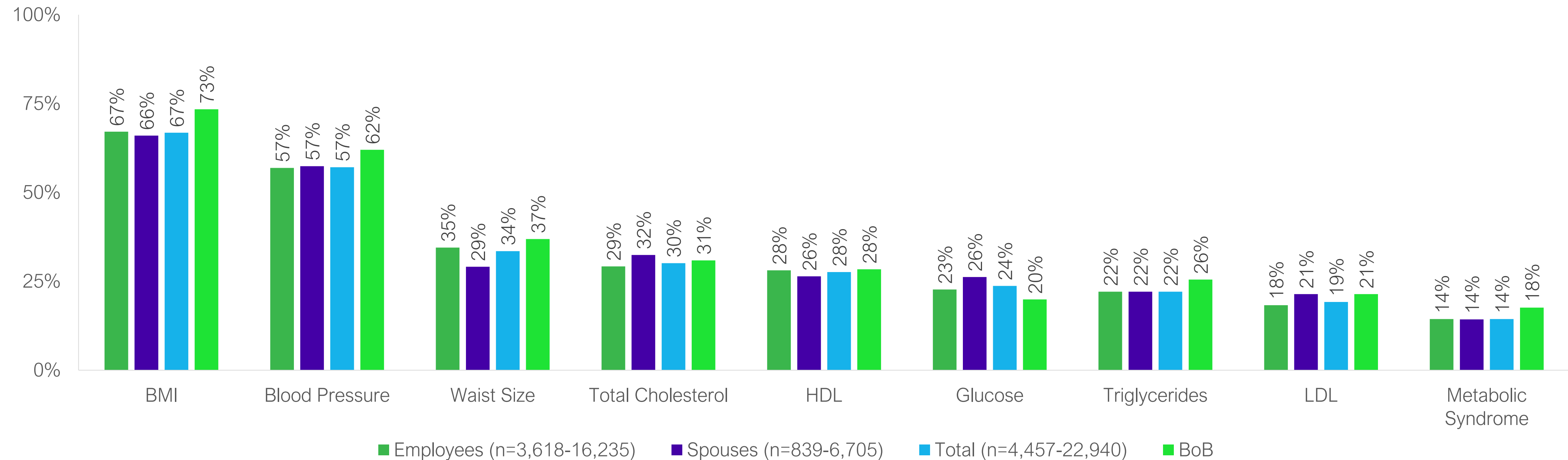
Weight Healthy Behaviors



Weight Management: Biometric Values

State of WI's outcomes are in line with the StayWell book of business in order of risk areas, but consistently lower than or comparable to the prevalence.

Screening Risk Prevalence (Clinically Collected), Total & By Eligible Type



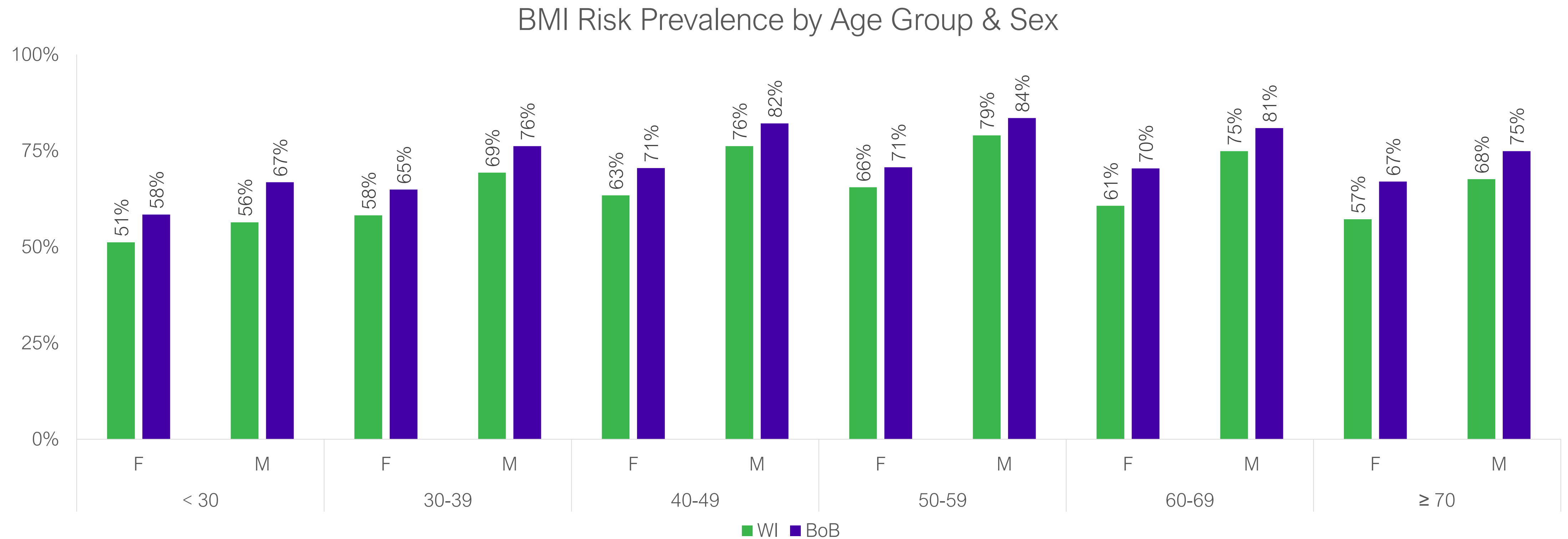
Minimum reporting requirements: 50 HA Completions

Waist Risk: > 40M; >35F
 Blood Pressure Risk: >120; >80
 HDL: <40M; <50F

LDL: >130
 Total Cholesterol: >200
 Glucose: >100F, >140M
 Metabolic Syndrome: 3+ risks

Weight Management: Risk Prevalence by Age Group and Sex

The State of WI remains lower than the StayWell BoB in all age and sex categories, with men consistently higher BMI risk levels when compared to females.

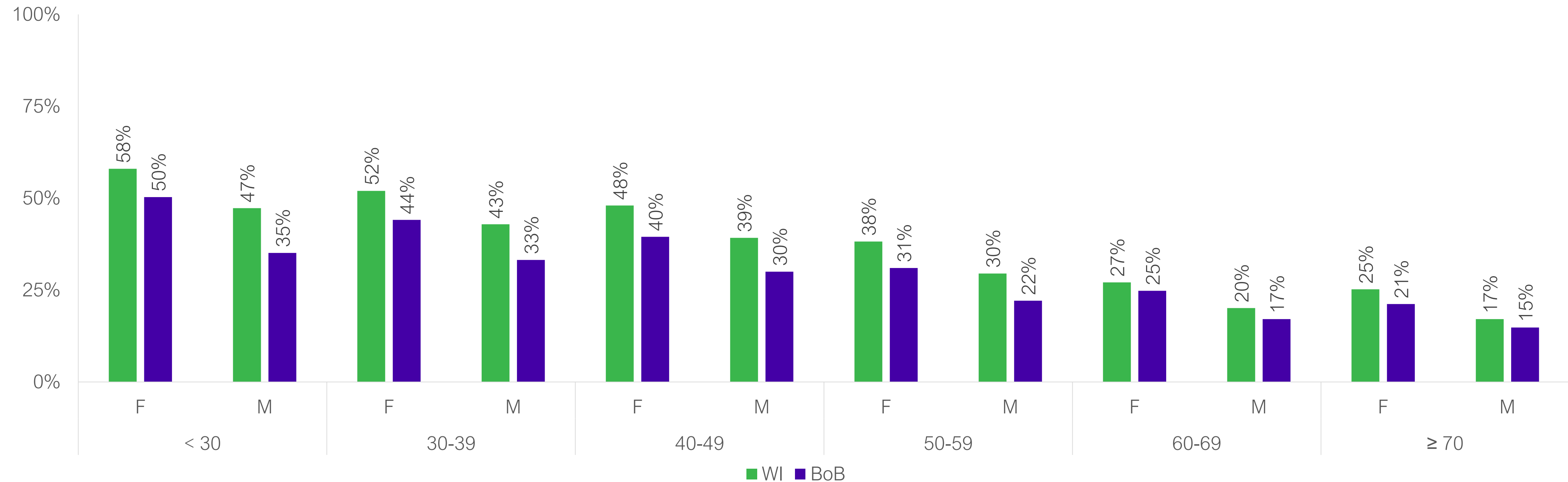


*Underweight (1%-2%) and normal weight are not shown.

Mental Health: Stress Risk Prevalence by Age Group and Sex

The State of WI has consistently higher stress risk levels in all age groups within the female population when compared to the book-of-business.

Stress Risk Prevalence by Age Group & Sex



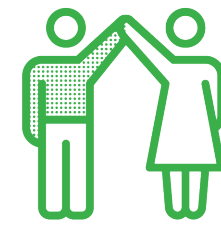
Weight Management: Key Recommendations

With 65% of participants at-risk for weight, we need to continue to support State of WI participants with a multi-pronged approach to weight management



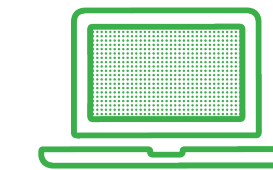
Competitions and Campaigns

- Utilize competitions and communications to encourage healthy eating, such a fruits and vegetable competition with accompanying events and resources.
- Encourage employees through daily habit checklists to ensure they're eating nutritiously, which can be posted on the portal and onsite.



Leverage Ambassador Team

- Assign an ambassador to each office location to host healthy potlucks and lunch and learns at office locations, encouraging virtual options for remote employees especially with the continued pandemic.
- Encourage ambassadors to share healthy recipes and nutrition content in communications.



Expand Benefits Awareness

- Ensure employees are aware of offerings such a health coaching, available group coaching opportunities, etc.
- Provide targeted communications regarding applicable benefits during nutrition campaigns.

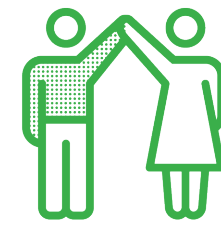
Mental Health: Key Recommendations

With higher rates of stress risk compared to the StayWell BoB, StayWell recommends supporting mental health awareness and highlighting appropriate resources for State of WI employees



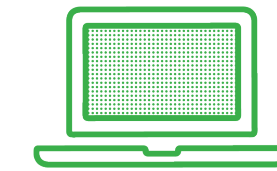
Competitions and Campaigns

- Partner with WebMD to launch a mental health awareness campaign.
- Encourage employees to track their mindful minutes, walks, and stretch breaks.
- Provide breathing, meditation, and sleeping resources for employees



Leverage Ambassador Team

- Engage ambassadors to host lunch and learns regarding stress management tactics and leverage available benefits offerings.
- Encourage ambassadors to send out calendar holds for daily walks or brain breaks to those in their community or office.



Expand Benefits Awareness

- Ensure employees are aware of EAP resources, such as therapy sessions.
- Provide targeted communications regarding applicable benefits during mental health awareness campaigns
- Share coping skills such as mindfulness techniques, particularly during the COVID-19 pandemic.

HA Instrument Change

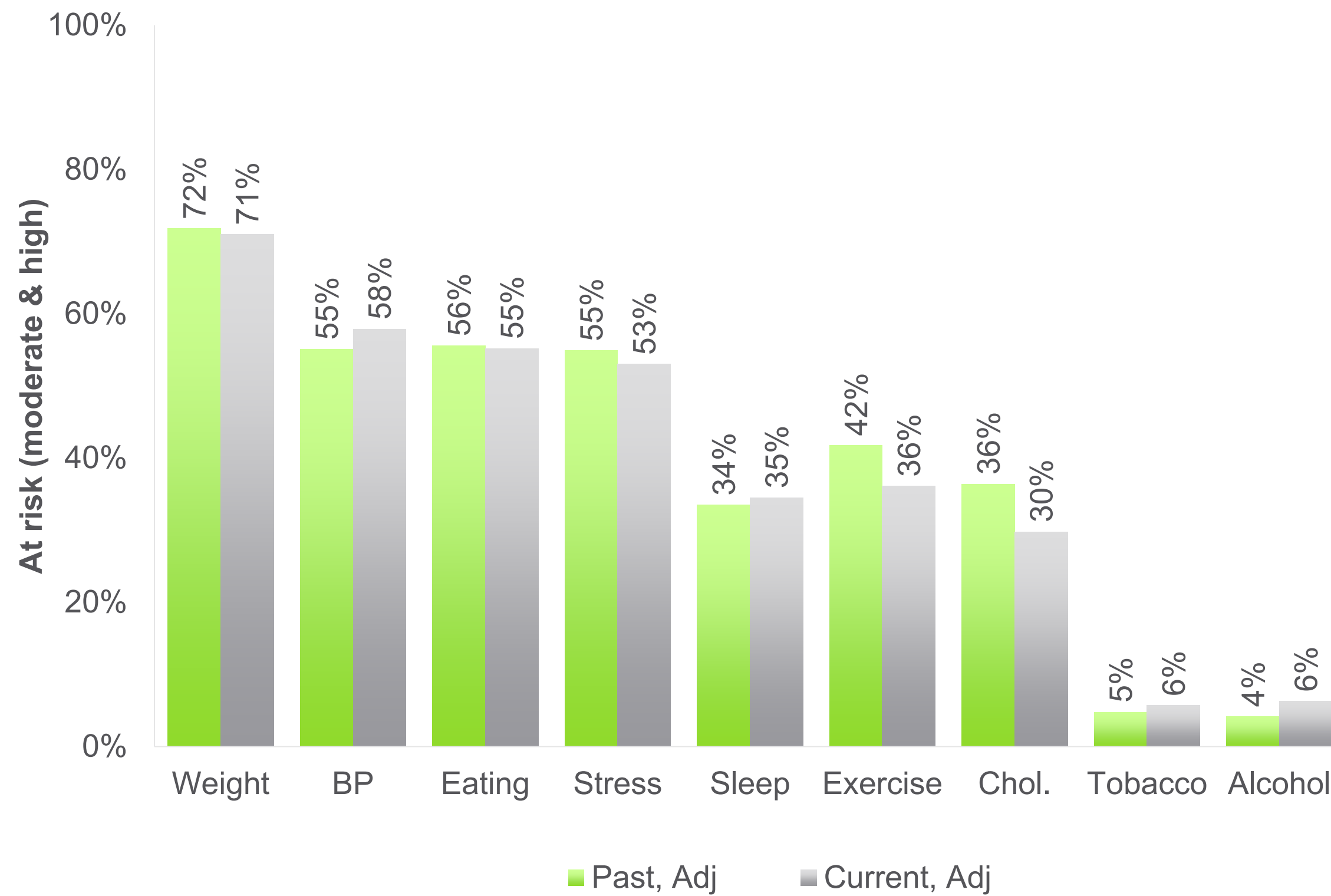
Risk Definitions

| | Low-Risk Definition | Primary Consideration |
|-------------------|--|---|
| Alcohol | Males: 14 or fewer drinks per week Non-males: 7 or fewer drinks per week | Total number of alcoholic drinks per week |
| Blood pressure | Systolic < 120 mmHg and diastolic < 80 mmHg | Systolic and diastolic blood pressure |
| Cholesterol | Total cholesterol < 200 mg/dL | Total cholesterol |
| Nutrition | 5 or more servings of fruits and/or vegetables per day | Total number of fruits and vegetables per day, on average |
| Physical activity | 150+ minutes of moderate-intensity activity, or 75+ minutes of vigorous-intensity activity, or an equivalent combination of both | Total physical activity minutes per week |
| Sleep | Age 18-64: reports between 7 and 9 hours of sleep per night Age 65+: reports 7 or 8 hours of sleep per night | Hours of sleep per night |
| Stress | Reports “quite effective” or better at dealing with stress and that their life is “somewhat stressful” or less | Stress level and ability to deal with stress |
| Tobacco | Reports no tobacco use | Any form of tobacco use |
| Weight | Body Mass Index of 18.5+ or less than 25.0 | Body Mass Index |

State of Wisconsin Risk Change by Employee Type, 2019 vs. 2020, Adjusted Comparison

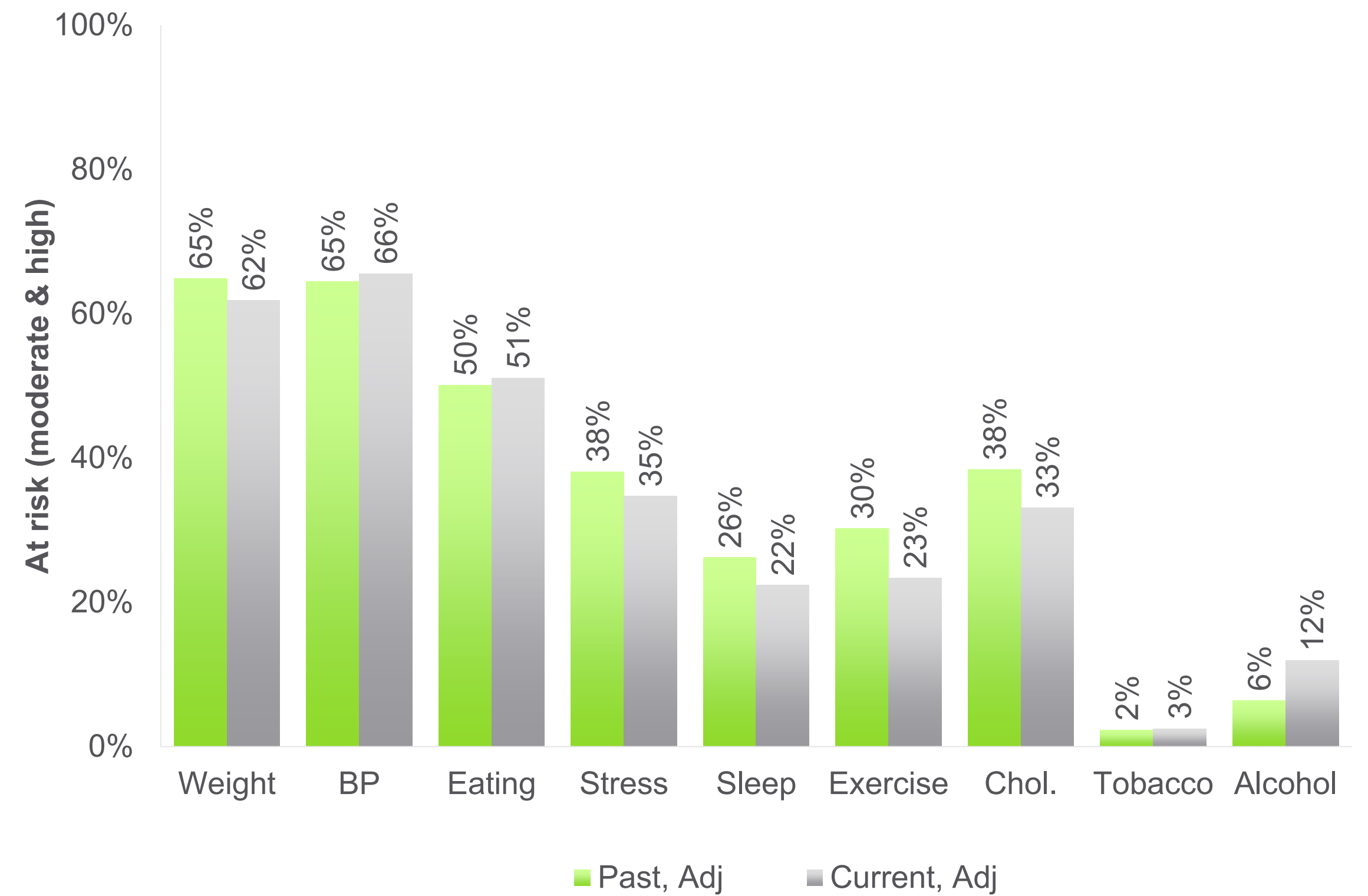
State Employee n=15,426

2.4% risk improvement* from 3.58 to 3.50 risks



State Retiree n=4,739

4.5% risk improvement* from 3.21 to 3.07 risks

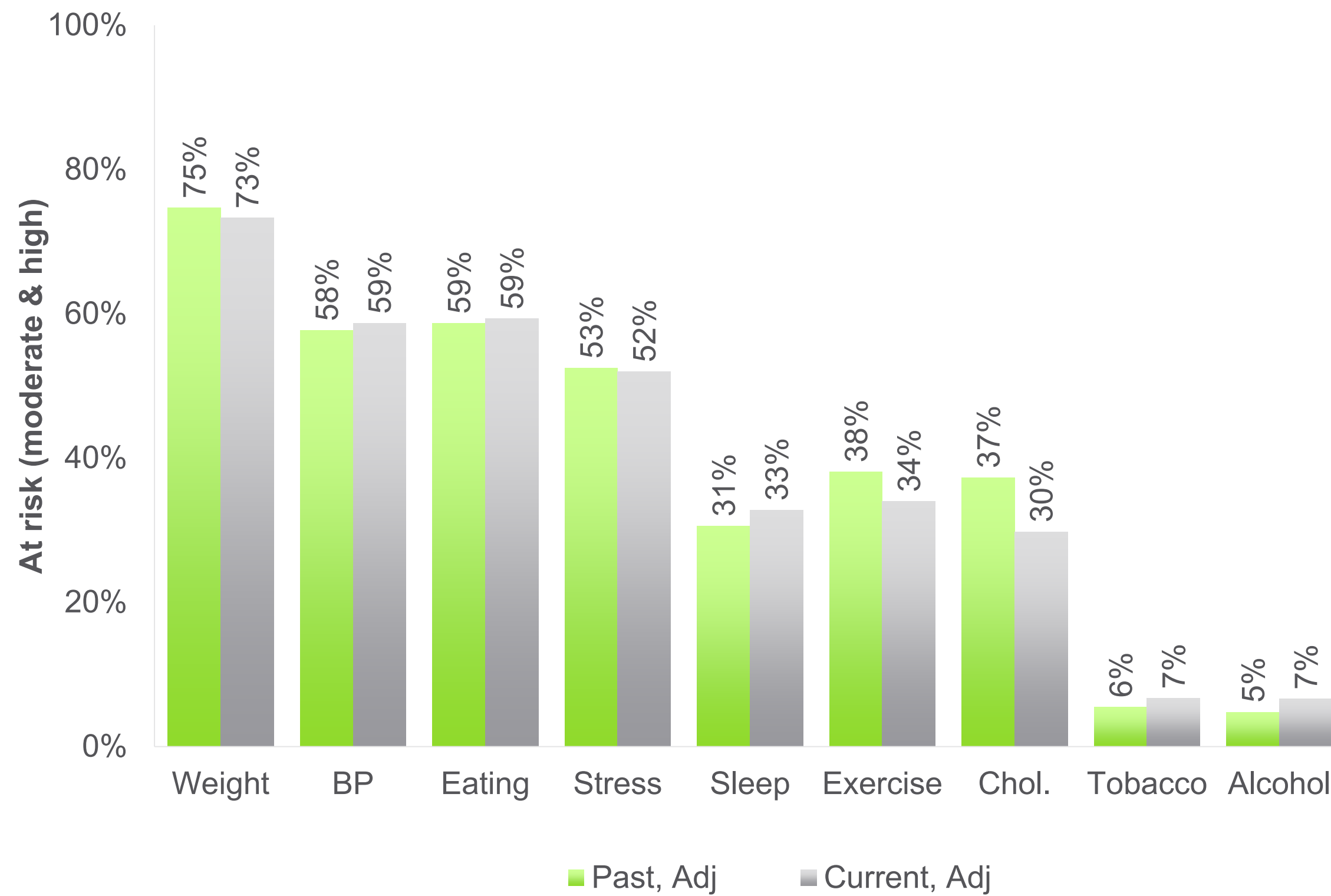


*Based on 9 health risks: alcohol use, blood pressure, cholesterol, eating, exercise, sleep, stress, tobacco, weight
Updated 1/20/2020

State of Wisconsin Risk Change by Employee Type, 2019 vs. 2020, Adjusted Comparison

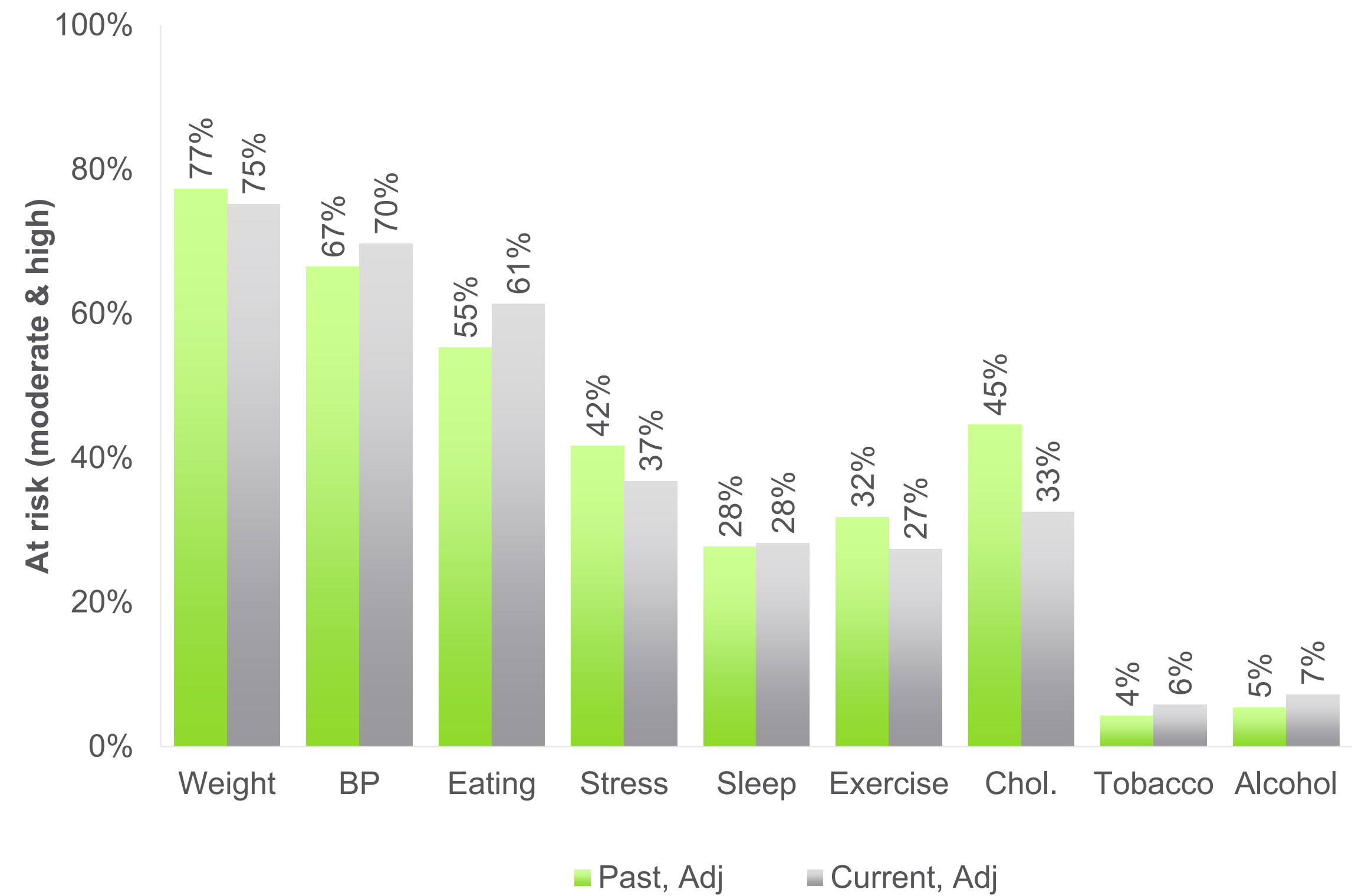
Local Employee n=3,752

1.9% risk improvement* from 3.60 to 3.53 risks



Local Retiree n=278

2.9% risk improvement* from 3.55 to 3.44 risks

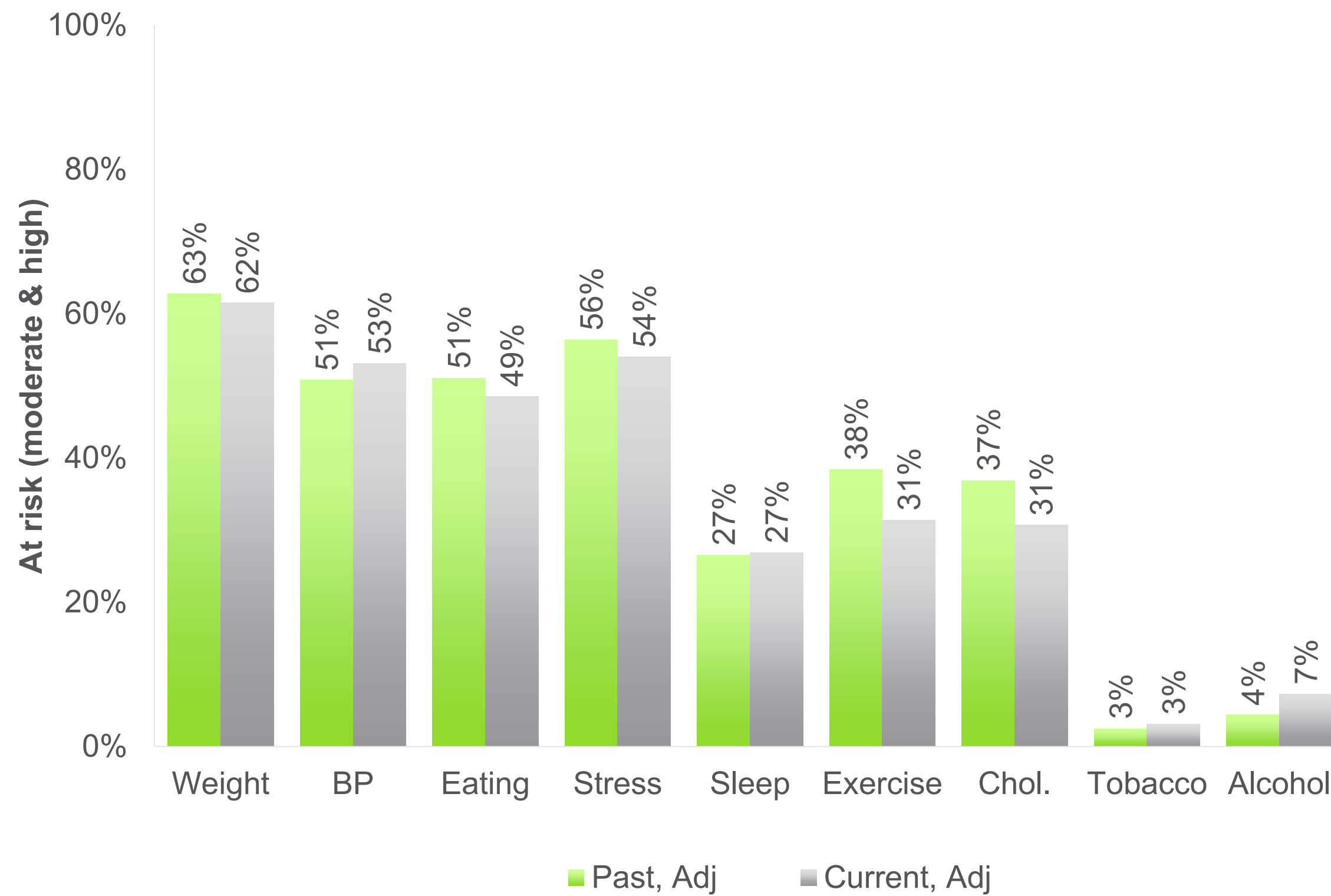


*Based on 9 health risks: alcohol use, blood pressure, cholesterol, eating, exercise, sleep, stress, tobacco, weight
Updated 1/20/2020

State of Wisconsin Risk Change by Employee Type, 2019 vs. 2020, Adjusted Comparison

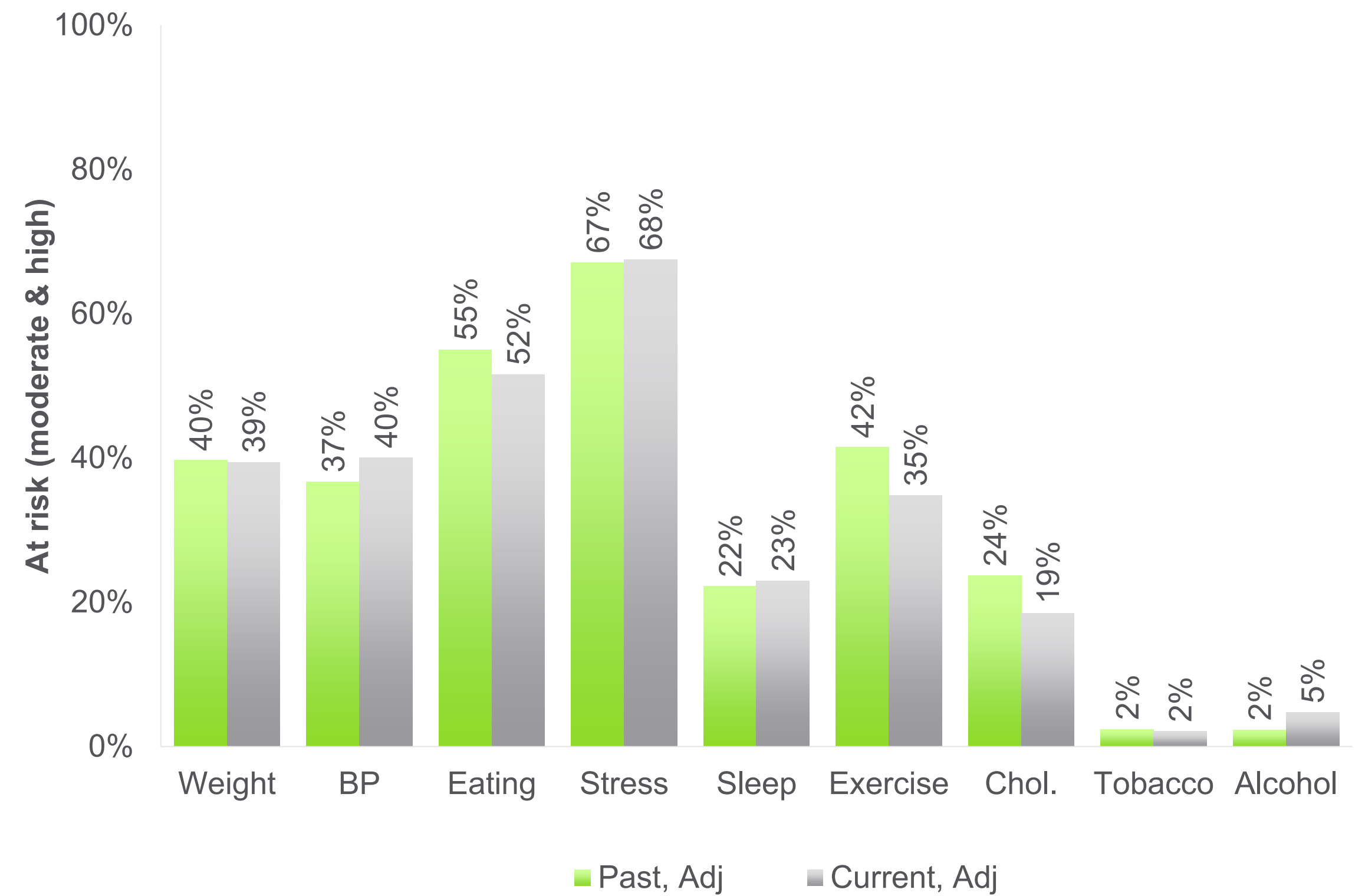
UW Employee n=12,456

4.0% risk improvement* from 3.30 to 3.17 risks



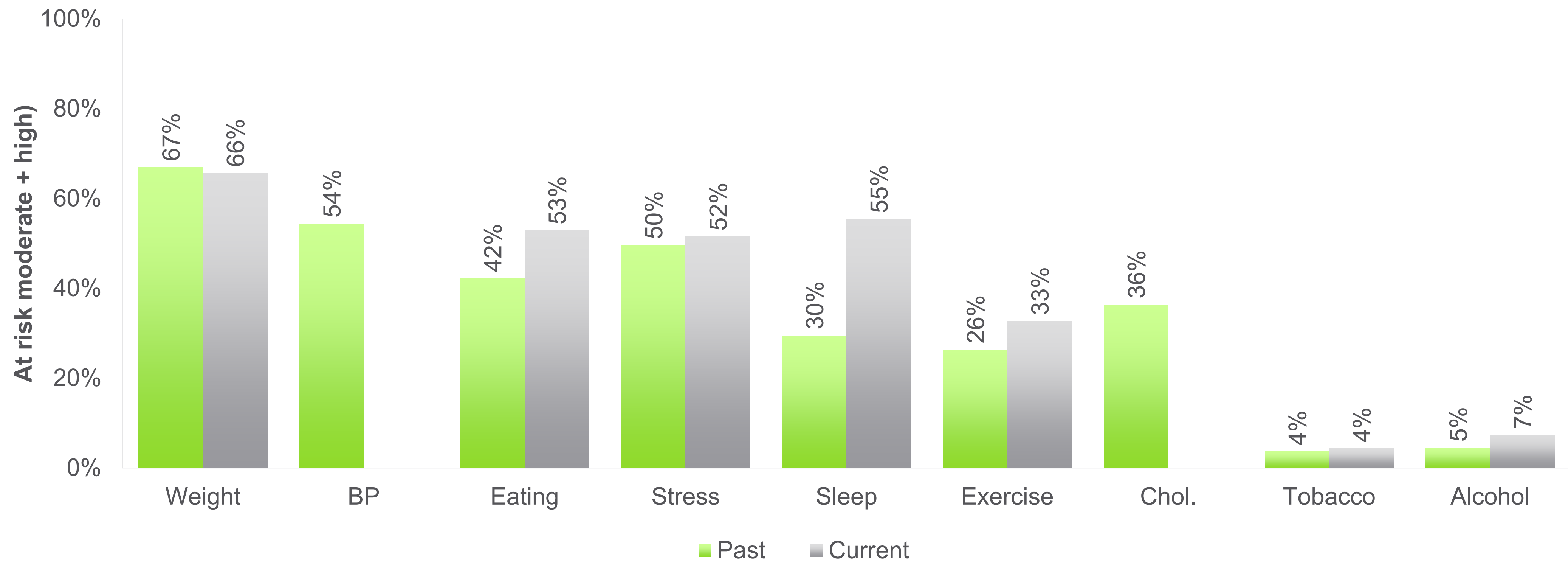
UW Grad Assistant n=1,563

3.1% risk improvement* from 2.91 to 2.860 risks

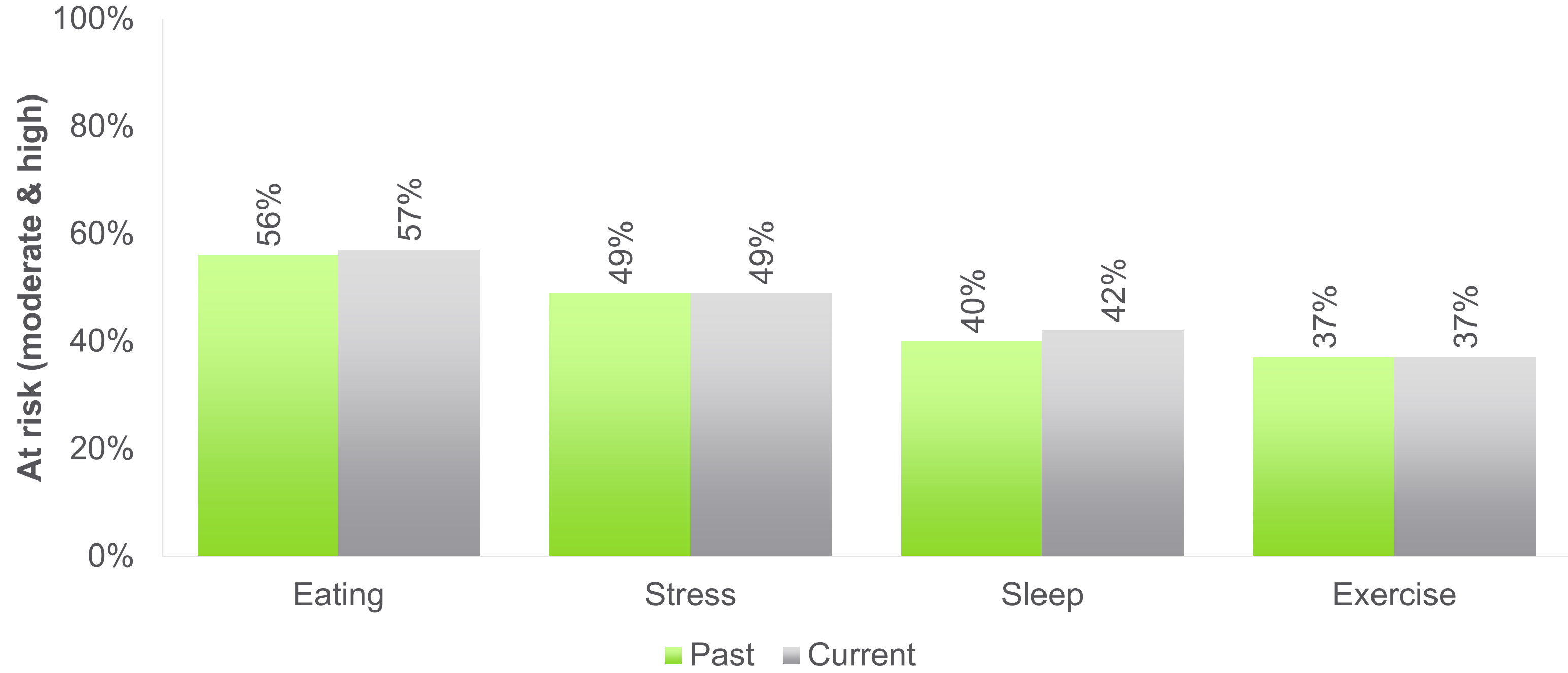


*Based on 9 health risks: alcohol use, blood pressure, cholesterol, eating, exercise, sleep, stress, tobacco, weight
Updated 1/20/2020

State of Wisconsin Risk Change, 2019 vs. 2020, Unadjusted Comparison

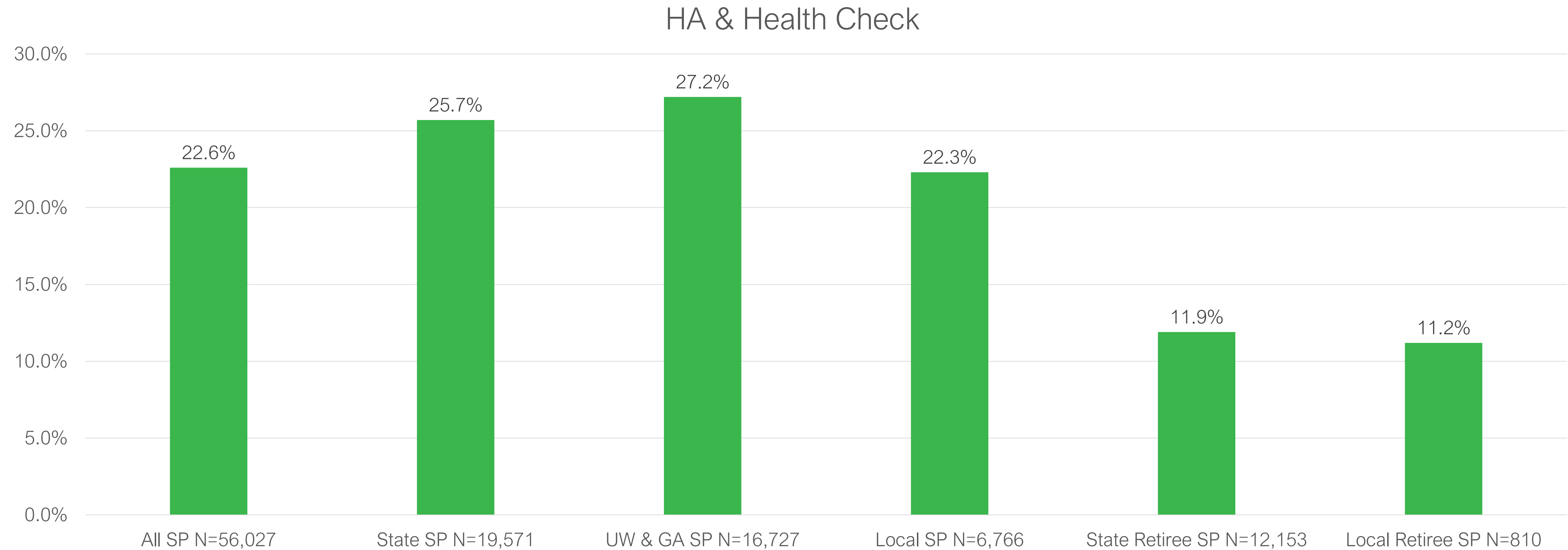


My StayWell BoB – Risk Change, Adjusted Data



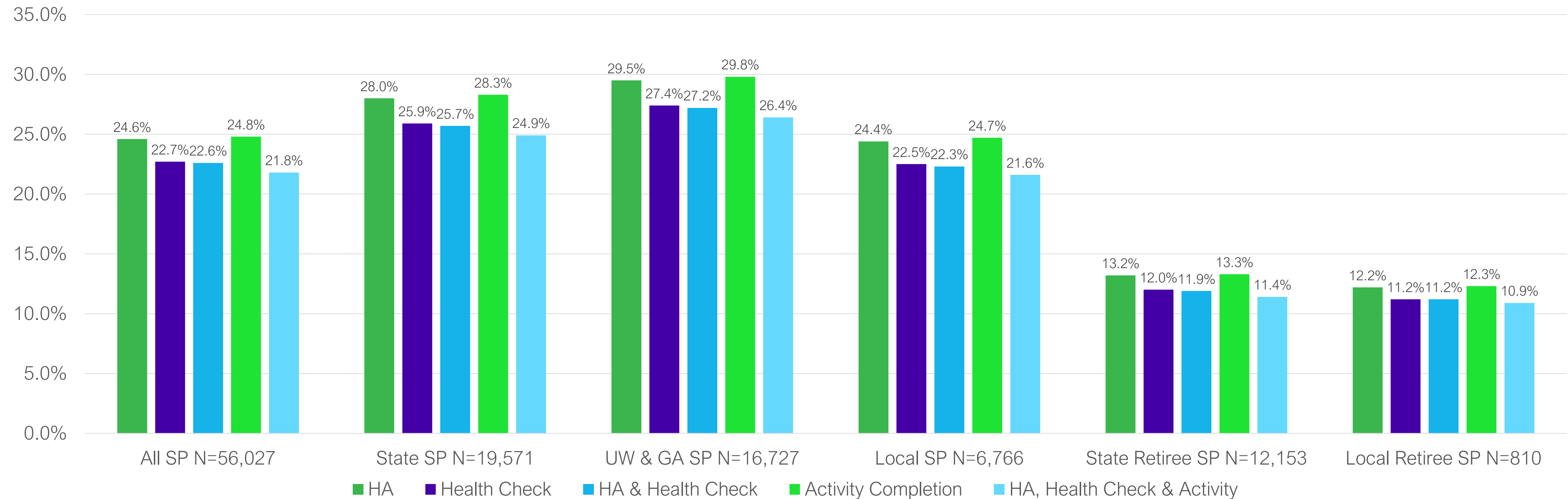
Spouse Findings

Spouse HA and Health Check Participation



Spouse Program Participation

Spouse Program Participation



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