



STATE OF WISCONSIN
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Correspondence Memorandum

Date: October 8, 2021

To: Group Insurance Board

From: Molly Heisterkamp, Wellness and Disease Management Program Manager
 Office of Strategic Health Policy

Subject: meQuilibrium Pilot Program

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

Due to the ongoing pandemic and its impact on the mental health and well-being of Group Health Insurance Program (GHIP) members, WebMD, the Group Insurance Board's (Board's) wellness vendor, proposed implementing meQuilibrium (meQ) as part of the Well Wisconsin program offerings. meQ is an evidence-based stress and resilience digital coaching solution available on the web and via a mobile application (see Attachment for more information).

A month-long pilot with 28 wellness champions and employee assistance program coordinators was implemented in the summer of 2021. There was overwhelmingly positive feedback. Some highlights from a post-program survey with 19 respondents include:

- 95% of respondents felt the program was engaging
- 100% learned something about themselves and will apply the skills, activities, and tips to their daily lives
- 100% thought employee well-being could benefit from meQ
- 95% would recommend meQ to others

ETF and WebMD agreed to pilot the program with approximately 10,000 eligible employees who are enrolled in the GHIP to further evaluate the program with GHIP members in order to determine long-term engagement and potential impact on health outcomes. The pilot program is launching November 8, 2021 and runs through December 31, 2022. Leveraging the health assessment results, the following state agencies were identified for the pilot program population based on risk for stress and depression:

- Department of Administration
- Department of Employee Trust Funds
- Department of Health Services
- Department of Justice

Reviewed and approved by Eileen K Mallow, Director, Office of Strategic Health Policy
 Electronically Signed 11/04/2021

Board	Mtg Date	Item #
GIB	11.17.21	8

- Department of Natural Resources
- Department of Public Instruction
- Public Defenders Office
- Public Service Commission

WebMD is promoting the program to employees using a comprehensive communication campaign including short videos, emails, handouts, and flyers. WebMD is supplying designated wellness champions with promotional materials and ensuring they are familiar with the resources available.

Participating in the meQ program will qualify as a well-being activity for the 2022 Well Wisconsin incentive for interested employees. They will continue to have other well-being activity options available.

Preliminary results on participant engagement, satisfaction, behaviors, and health outcomes will be compiled and shared at the May 2022 Board meeting. Program staff are aiming to have 10% of eligible employees enroll in the program with 55-60% of them engaged or actively participating by the time data is compiled for the May Group Health Insurance Board meeting. A survey will be administered to gather data on satisfaction and behavioral impact. The Board will receive baseline insight on the overall meQ score, resilience factors, and risk level (i.e. productivity impairment, burnout, high stress, poor sleep, depression and anxiety). Program staff will determine goals for changes in health outcomes upon understanding the baseline metrics for the population. Areas that will be evaluated include measuring changes in the Resilience Indicator Index, which is a leading indicator for building resilience, resilience factor scores, and risk reduction. Reassessments are administered at 90-day intervals with most seeing more substantial outcomes after six months to one year of engagement.

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

meQuilibrium
(meQ)
Pilot



Agenda

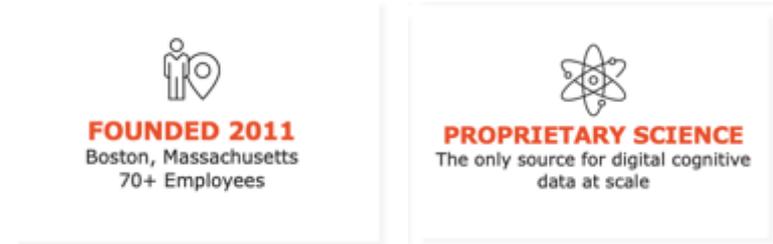
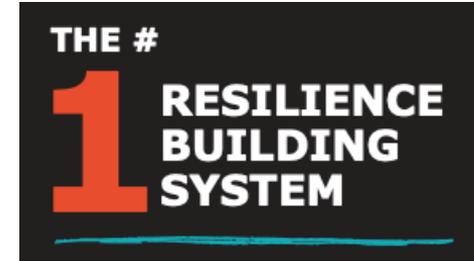
- meQ Overview
- Pilot Details
- Goals of the Pilot
- Eligibility
- Communications
- meQ Deep Dive

WEBMD MISSION STATEMENT

To empower organizations and their populations to improve well-being through personalized, strategic partnerships.

Who is meQ?

- Clinically validated, proven platform for building resilience for individuals, teams, and organizations as a whole
- Created on the basis of over 25 years of research in positive psychology, resilience training and integrative medicine spearheaded by psychologist Andrew Shatté, Ph. D. and Adam Perlman, M.D.
- Supporting people and organizations in a world of endless change with sustainable behavior change to face challenges head on with the skills of resilience



What is the (meQ) pilot?

- A select number of agencies will have access to meQ via the WebMD ONE portal
- Pilot duration: 11/1/2021 - 12/31/2022
- Incentive requirement: complete the intake assessment in order to be awarded the well-being activity in 2022
- Additional raffle opportunities will be available
- Data will be collected throughout the pilot and then presented to the Board in May 2022 to determine whether it will be further expanded to the WI population



What is the Purpose of the Pilot?

- Provide stress and resiliency tools and resources to chosen participants.
- Determine how impactful these resources are in reducing stress, etc.
- Reporting will be provided by meQ that will address how employees are utilizing the tool in addition to key insights into overall resilience scores, sources of stress, resilience measured across 18 different factors that identify strengths and areas of opportunity in addition to employee risks for various mental and behavioral health concerns.

What are the overall goals of the pilot?

- Reduce stigma around mental wellbeing
- Reduce high stress of employees
- Improve overall wellbeing
- Build a foundation of data to help drive business decisions/initiatives

What are the goals we can measure?

Best Practice Strategy & Engagement Goals

- Enrollment: 10% & Engagement: 55-60%
 - 4.5 months over holidays, 30% health assessment completion
 - Outstanding best practice implementation: executive sponsors, communication channels, frequency, incentives, Cup of Calm Nurture



**EXECUTIVE
SPONSORSHIP**



**MARKETING &
COMMUNICATIONS**



**EMBED IN
HR ECOSYSTEM**



**DATA AND
MEASUREMENT**



**INCENTIVE
STRATEGY**

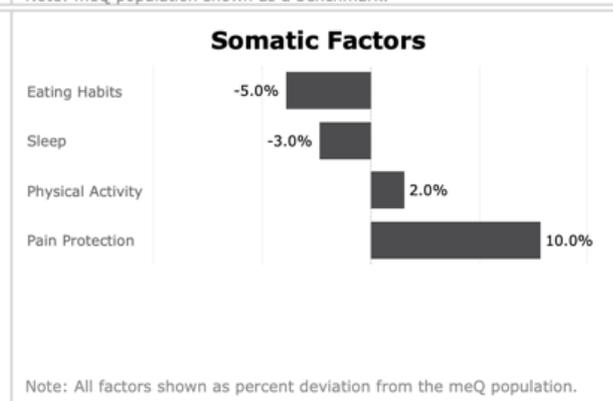
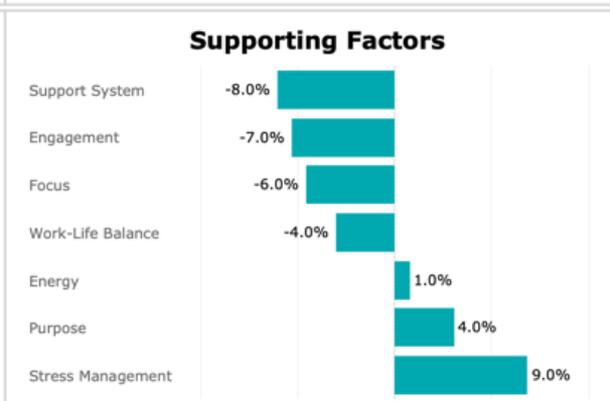
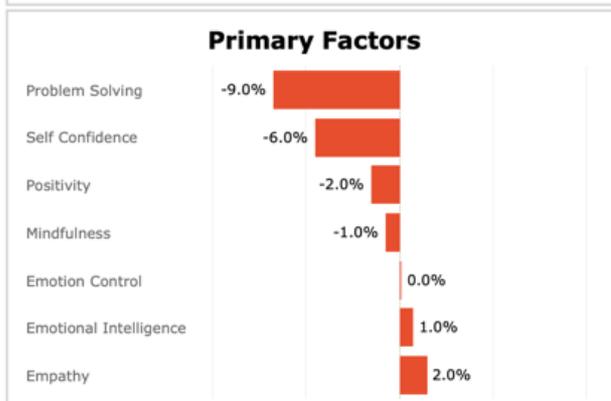
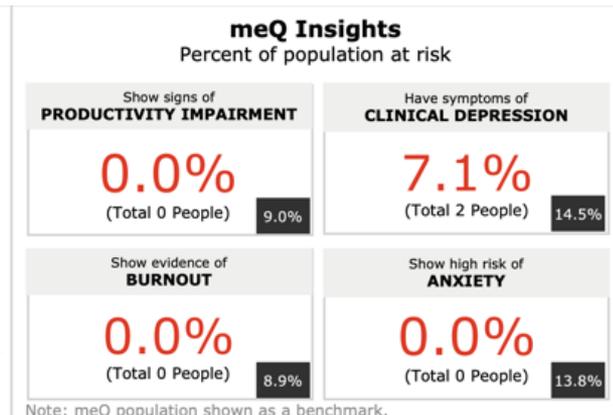
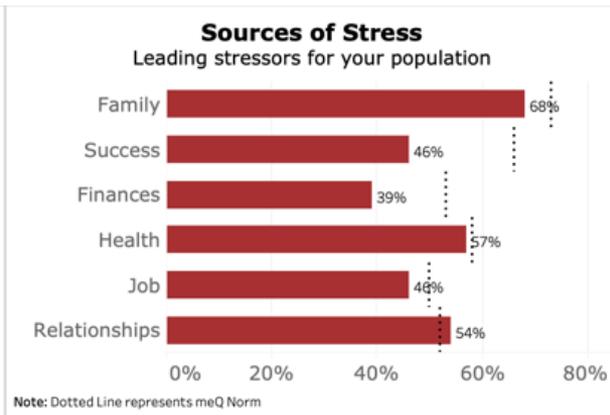
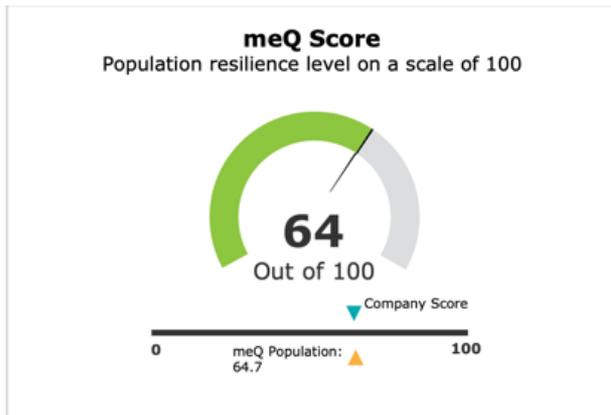
What are the goals we can measure?

- Additional Measurements
 - Satisfaction
 - Baseline insights: meQ score, resilience factors, risk level (productivity impairment, burnout, depression, anxiety)
 - Initial efficacy: pending reassessment sample size
 - Resilience Indicator Index (RII)
 - Factor score improvement
 - Risk reduction: Burnout, Clinical Depress, Anxiety, High Stress, Productivity Impairment, Poor Sleep, Low Resilience

Pilot Satisfaction Survey Questions

- I am satisfied with the meQuilibrium program
- I would recommend meQuilibrium to a co-worker.
- How much do you agree or disagree with each of the following statements:
 - meQuilibrium is helping me take better care of myself
 - meQuilibrium is helping me be a better team member at work
 - meQuilibrium is helping me have better relationships with friends and family
 - meQuilibrium is helping me be better at my job
- Is there any additional feedback you like to share about meQ?

meQ Data that will be evaluated



What agencies are eligible for the pilot?

- Public Defender's office
- Public Service Commission
- Department of Public Instruction
- Employee Trust Funds
- Department of Health Services
- Department of Administration
- Department of Justice
- Department of Natural Resources

What Communications will be included?

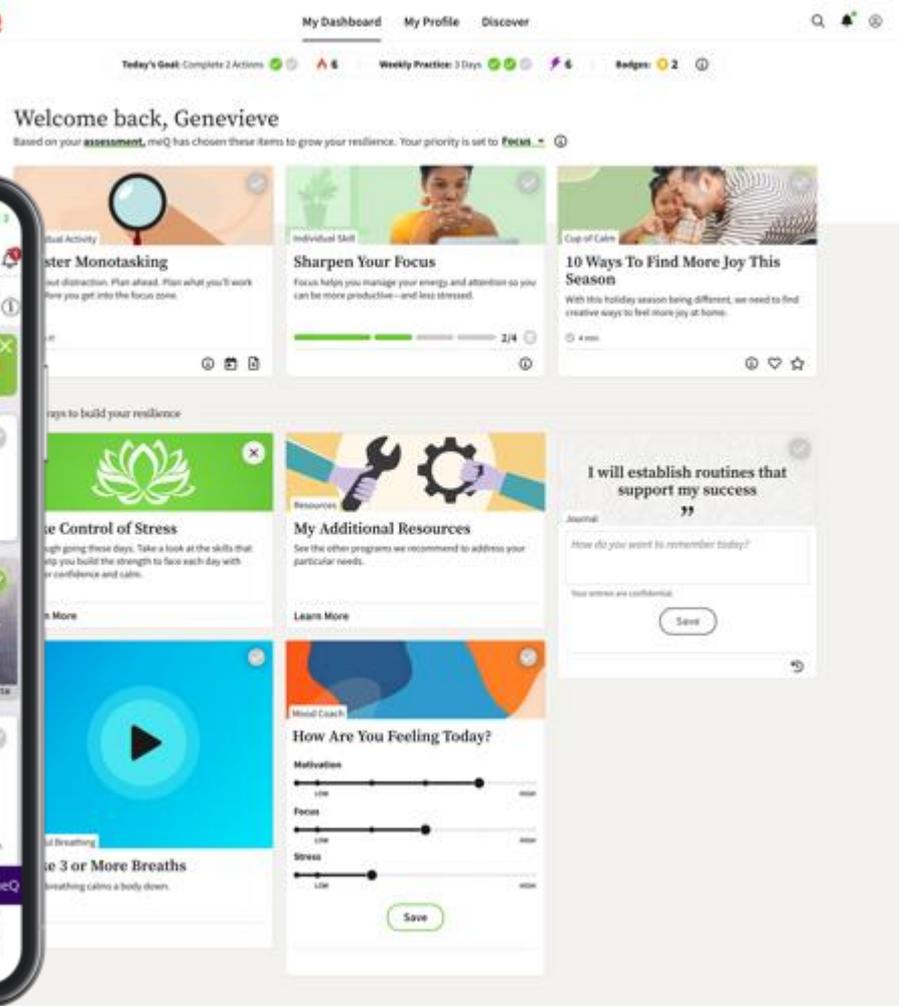
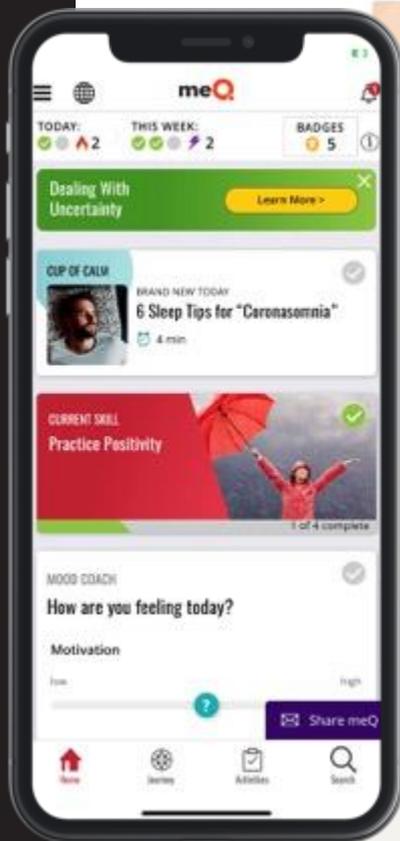
- Flyers/handouts to Champions
- Monthly engagement reminder email
- Weekly 'cup of calm' email sent to registered users



meQ Deep Dive

THE #1 RESILIENCE BUILDING SYSTEM

A resilience-building app designed to help you build the mental and emotional strength to face each day with confidence.





RESILIENCE IS NOT:

A fad or trend. It isn't something we put on, try out or sample. We aren't born with it. We develop it. We practice it, **because we have to.**

RESILIENCE

IS:

Flying in the face of adversity when it's doing everything it can to throw you off your game.

Strengthening the muscle memory that allows you to react to the things that challenge your comfort zones, push you past your limits, and allow you to fight through, continually adapting to new normals.

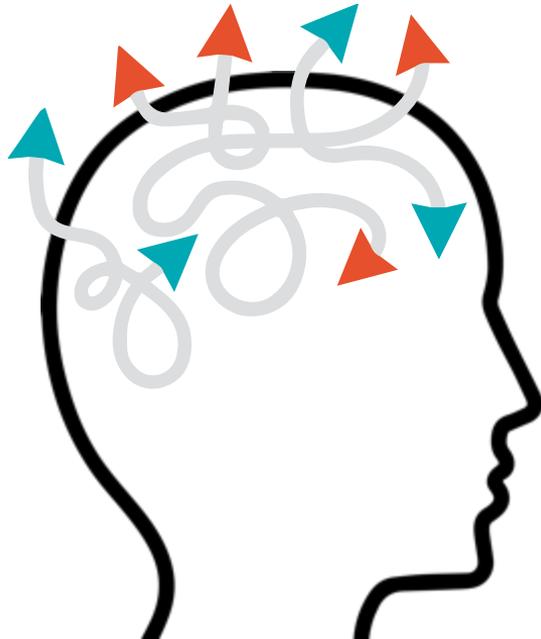
And good news, resilience is a set of capabilities that can be measured, improved, and quantified.

meQuilibrium helps you get there.





THOUGHTS DRIVE
EMOTIONS
AND
BEHAVIOR





Does it work?
ABSOLUTELY.

RESILIENT PEOPLE ARE...

5x

As likely to have good health or excellent health

46%

Experiencing less perceived stress

1/2

As likely to have high financial stress

60%

Less likely to suffer burnout

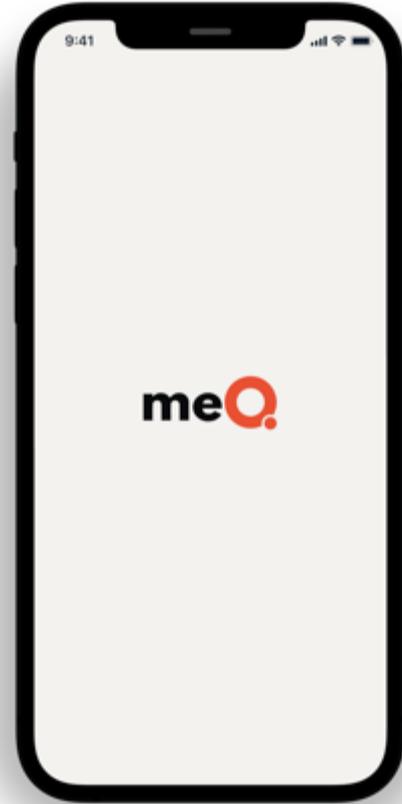
4x

More likely to have high job satisfaction

66%

More likely to have higher quality of live overall

HOW DO I USE meQuilibrium?



TELL US ABOUT YOURSELF



REGISTER OR LOG IN:

Using your WebMD account
<https://www.webmdhealth.com/wellwisconsin>



Complete your assessment to
get your personalized program

* Required Step 3/4

Email *

Confirm Email *

Password *

Password must contain at least:

- 8 characters
- one uppercase letter (A-Z)
- one lowercase letter (a-z)
- one special character

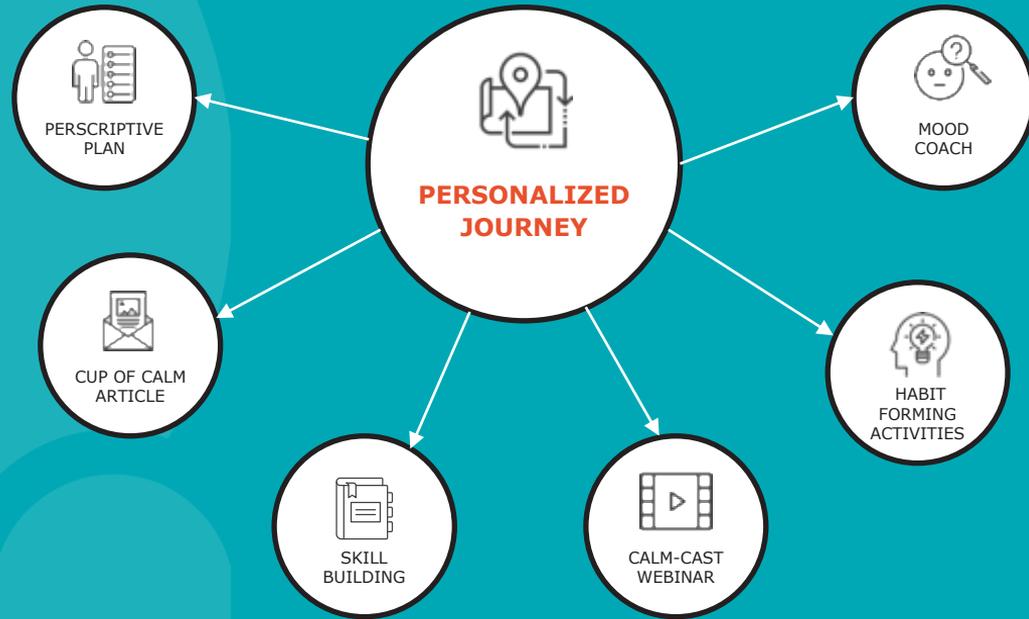
Confirm Password *

Continue

[Already a member? Sign in](#)

[< Back](#)

EXPLORE YOUR PERSONALIZED JOURNEY



CHECK OUT YOUR PROFILE

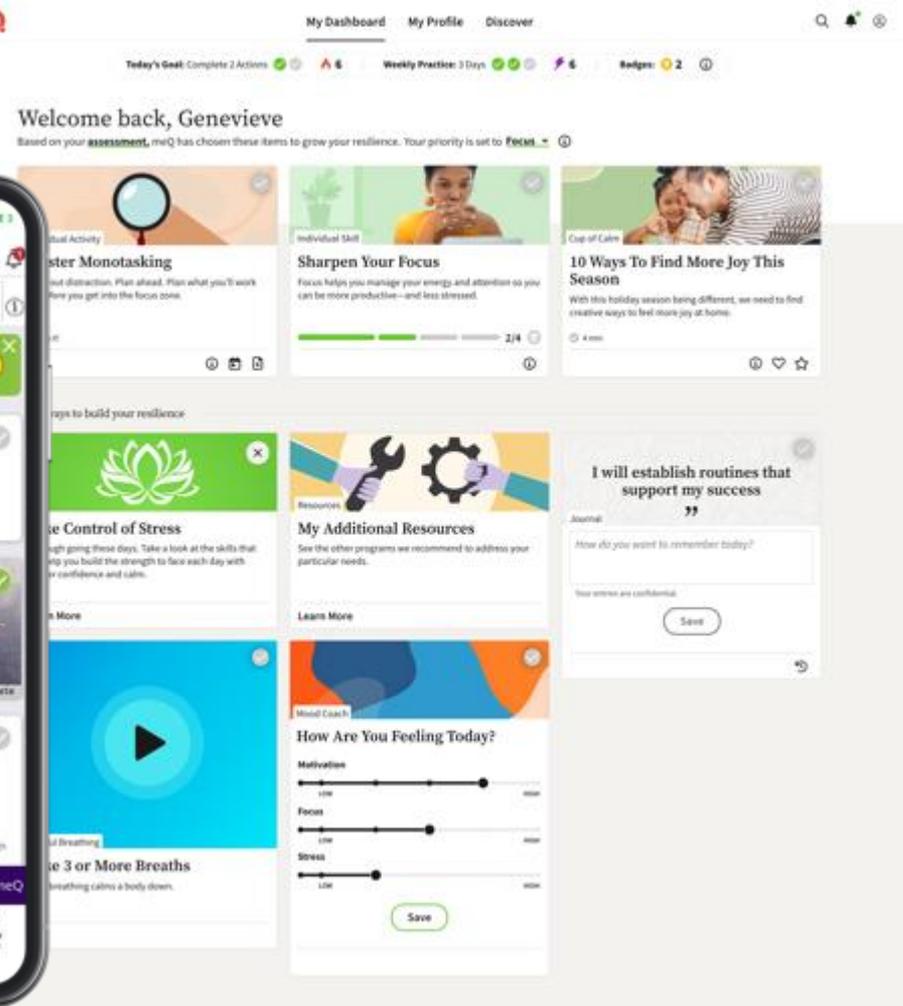
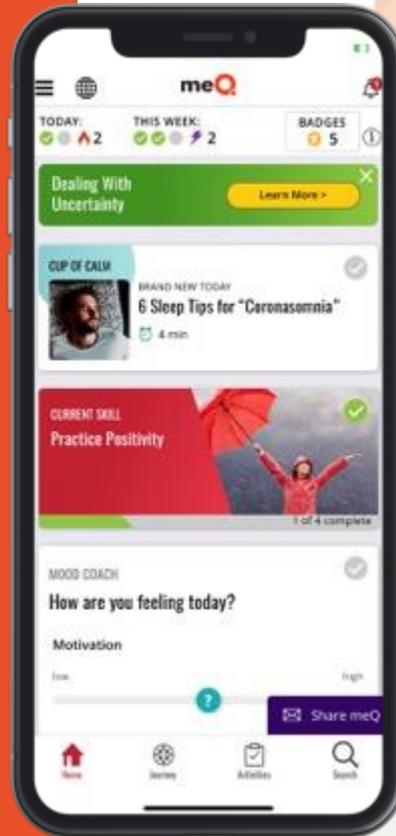
- Understand your meQ Score and Sources of Stress
- Learn more about your meQ Stress Personality
- Track your progress as you complete skills in your journey and practice what you learn

The image displays the meQ app interface. At the top, navigation tabs include 'My Dashboard', 'My Profile', 'My Organization', and 'Discover'. A progress bar shows 'Today's Goal: Complete 2 Actions' (2/2), 'Weekly Practice: 3 Days' (3/3), and 'Badges: 2'. The main section is titled 'My Profile' with a subtitle: 'Your profile is a picture of your overall resilience based on your responses to the meQ Assessment.' Below this, there are three main panels: 'My Sources of Stress' (Family, Finances, Success, Job, Relationship, Health), 'The Caregiver' (Motto: I'll take care of it; Best known for: Open-door policy; Hidden talent: Empathy; Possible pitfall: Work-life balance; Skill: meQ Personality: The Caregiver), and 'MY SIGNATURE EMOTION' (How do you typically react to stress? Learn this in: Change Your Mind, Change Your Life). A table at the bottom shows 'CURRENT SCORE', 'CHANGE', and 'RECOMMENDED SKILL FOR THIS FACTOR'.

Factor	Current Score	Change	Recommended Skill
Family	30	↑ +1	Restore: The meQ Sleep Solution, Session 1
Finances	36	↑ +2	Change Your Mind, Change Your Life
Success	40	↓ -1	Sharpen Your Focus
Job	50	0	Mindfulness Meditation, Session 2

VISIT YOUR DASHBOARD

- Content tailored to your meQ assessment
- Simple tools to take a deep breathe, track your mood, and create a moment of calm
- Visit the Discover tab to search for topics of interest





**HOW DO I FIT MEQUILIBRIUM
INTO MY LIFE?**

meQuilibrium

**GOT 1
MINUTE?**

When you're waiting for a meeting to start or heating up your lunch...

PAUSE



Take a Breather

0:33 minutes



OBSERVE



Observe Your Thoughts

- Pause and tune in to your thoughts. What's going on? Are they negative—why can't I do this right, why does this always happen to me, etc? What are the emotions going along with them—anger, anxiety, frustration? Or is there contentment, happiness, a feeling that you have all that you need?
- Write down what you're thinking, if you'd like. And let it all out!
- If a negative thought does pop up, challenge it. What evidence do you have to support it?
- Take a few breaths, turning your attention to the present moment—getting out of your head.

Type here. Your response is confidential.

TRACK



Track How You Feel

Motivation



Focus



Stress



Save

GOT 3
MINUTE?

When you're in line for a coffee or
waiting in your car for kids pickup, etc.

READ A
CUP OF CALM



5 Habits of Highly Calm People

Alanna Fincke 5 min

★ MEMBER FAVORITE

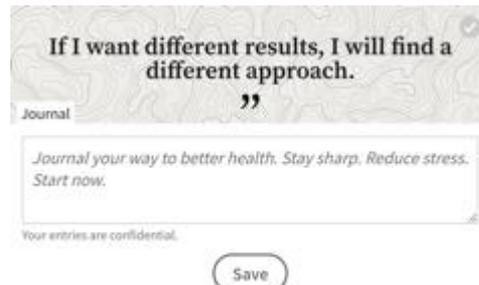
TRY AN
ACTIVITY



Trap It, Map It, Zap It

Ever wish you could catch yourself before you spiral into anxiety, anger, or frustration? You can. The **Trap It, Map It, Zap It** method allows you to **gain control**

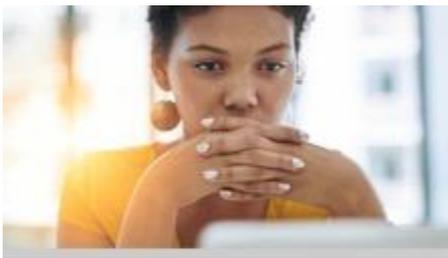
COMPLETE A
JOURNAL ENTRY



**GOT 5
MINUTE OR
MORE?**

**When you're winding down, getting
your day going or taking time for you...**

**LEARN A
NEW SKILL**



0/4 items completed

Sharpen Your Focus

STRENGTHEN:

Focus

**WATCH A
CALM-CAST**

Boost Your Mental Wellbeing

meQuilibrium ⌚ 1 min



**JOIN A
CHALLENGE**



5 Day Stress Detox

★ **MEMBER FAVORITE**

SHARE WITH YOUR COLLEAGUES

CUP OF CALM
ARTICLES ON
WEB OR MOBILE

- Open a Cup of article on the web or mobile
- Click the Share icon
- Share via email or your company social channels (ex: yammer, slack)



Click to share

How to Quit After-Hours Emailing

Hannah Wallace

🕒 4 min read



546



Save

Click to share



Anyone with a smartphone knows how hard it is to resist checking work-related emails after hours. But it's more than just a bad habit: Recent research suggests that employees who monitor and respond to work-related messages during non-work times report detachment, burnout, and lower sleep quality than those who resist its siren call.

If that weren't enough to make you log out of Outlook, new research by William J. Becker and his colleagues at Virginia Tech's Pamplin College of Business has identified an even more troubling consequence of round-the-clock emailing. They found that this practice could actually harm employees' romantic relationships, too.

SHARE WITH YOUR COLLEAGUES

GETTING STARTED WITH meQuilibrium

Videos:

[What to Expect](#)

[Meet meQuilibrium](#)

[What is Resilience](#)

meQuilibrium

Proven Methods to Manage Stress

Conquer the Chaos of Life's Demands

State of Wisconsin is pleased to offer you meQuilibrium—a stress management app designed to help you discover simple techniques to build your resilience and shift your response to stressful thoughts and situations. meQuilibrium is HIPAA-compliant and all information is confidential.

You'll get a personalized program created from over 20 years of research in positive psychology, resilience training, and integrative medicine spearheaded by psychologist Andrew Starke, Ph.D. and Adam Perlmutter, Ph.D.

Discover how changing your thoughts and habits helps you build resilience in the following areas:

<ul style="list-style-type: none">• Positivity• Focus• Self-Confidence• Emotional Resilience• Mindfulness	<ul style="list-style-type: none">• Physical Activity• Eating Habits• Pain Protection• Sleep	<ul style="list-style-type: none">• Problem Solving• Empathy• Stress Management• Work-Life Balance• Energy	<ul style="list-style-type: none">• Engagement• Support System• Purpose
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How To Get Started:

- **Enroll using your WebMD Accounts**
- **Complete the assessment.** Immediately gain insights into your stress personality, thinking patterns, and lifestyle habits that cause you to feel overwhelmed. It takes 10-15 minutes!
- **Download the meQuilibrium app.** Get quick access to daily stress-busting tips and inspiration whenever and wherever you need it.

meQuilibrium

9 Things to Do with meQuilibrium

meQuilibrium is a stress management app that is designed to help you feel more resilient and focused on what's important to you. meQuilibrium targets your individual stress triggers and provides you with a specific set of skills to help you be your best.

- Get your personalized profile.** Discover your stress personality and your lifts and drags (what's giving you energy and what's draining you of it).
- Take meQ on-the-go!** Get daily stress management tips and inspiration whenever and wherever you need it. Available on iOS and Android.
- Break the cycle of stress.** Learn the core concepts of meQuilibrium's approach and get strategies you can put to use right away.
- Track your Mood.** Get in control of your stress by becoming more aware of how you're feeling.
- Learn new skills.** Create new habits and keep doing it until it feels second nature—and then you'll have a skill for life.
- Earn badges.** Our badge system rewards you as you move through our program. Tracking your progress is fun and easy. Go ahead, brag a little!
- Try an activity.** Feel less frazzled, and more in control in as little as one minute.
- Read a Cup of Calm.** The weekly blog full of short, informative and actionable advice.
- Watch a Calm-Cast.** A monthly webcast designed to connect you in real-time with meQuilibrium's experts.

Try it Today!
ENROLL WITH YOUR WEBMD ACCOUNT

HOW DO I GET STARTED?

GET STARTED ON
NOVEMBER 1



REGISTER OR LOG IN:

Using your WebMD account

<https://www.webmdhealth.com/well/wisconsin>



Complete your assessment to
get your personalized program



Download the meQ app



Spread the love! Share your testimonials with us by sending an email to: editor@meQuilibrium.com

