

# State of WI GIB Presentation

## 2021 Well WI Program Review

May 18, 2022

**WebMD**  
health services

+

  
**WELL WISCONSIN**  
Healthier starts with you



# Agenda

- Welcome and Introductions
- WebMD Overview
- 2021 Metrics
  - Incentive Participation
  - Key Findings
  - Lifestyle & Chronic Condition Management
  - Satisfaction
- Lessons Learned
- Appendix
  - Case Studies/Testimonials

## WEBMD MISSION STATEMENT

At WebMD, we enable people to live better lives by empowering decisions and actions that improve well-being and health outcomes.

STATE OF WISCONSIN

# Welcome and Introductions

## WEBMD HEALTH SERVICES

# Improving Health and Well-Being Every Day

A Trusted  
**Brand**

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**2/3** OF AMERICANS

named WebMD as the first website they think of for health information.

A Well-Being  
**Industry Leader**

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**20+** YEARS

of making an impact on 60m+ consumers well-being.

Clinically driven  
**Behavior change**

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**9** BEST PRACTICES

when in place demonstrate higher risk reduction than clients not leveraging best practices.

High Standards of  
**Quality & Security**

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**10+** RECOGNITIONS

ranging from data privacy and security, NCCQA to customer service and program awards.

# The Triple Aim & Well Wisconsin

- Since the launch of the program in 2017, we have partnered with ETF to successfully deliver against defined focus areas with keen attention to fulfilling the objectives put forward through the Triple Aim.
- WebMD has monitored program performance across several critical success metrics, including program participation/engagement, participant satisfaction and health risk change.
  - **Participation:** Participation rates in Well Wisconsin have increased by over 70% from 2017 to 2022.
  - **Incentive Engagement:** On average, 30% (approximately 48,000) of eligible users across the State of WI earn the \$150 incentive annually.
  - **Participant Satisfaction:** We have continuously reported extremely high levels of participant satisfaction (>90%).
  - **Health Risk Change:** Year-over-year improvements in the health status (i.e., risk change) have been reported within the population who participated in a lifestyle health coaching program.

# Current Services Included

- WebMD ONE Health Portal
- Health Assessment (online and paper)
- Spanish translation
- Lifestyle Health Coaching, including a specialty weight management program
- Chronic Condition Management Coaching
- Biometric Screenings (onsite, health care provider form, home test kit)
- Two Dedicated Well-Being Staff
- Detailed Custom Reporting
- Robust Custom Communication Package

# Overview of Incentive Structure

1. Complete the Health Assessment
2. Complete a Health Check: biometric screening, dental exam or one coaching session
3. Complete a well-being activity

Earn **\$150 gift card** (or \$138.52)

- Delivered to participants in a hard card format directly to their homes



2021 REVIEW

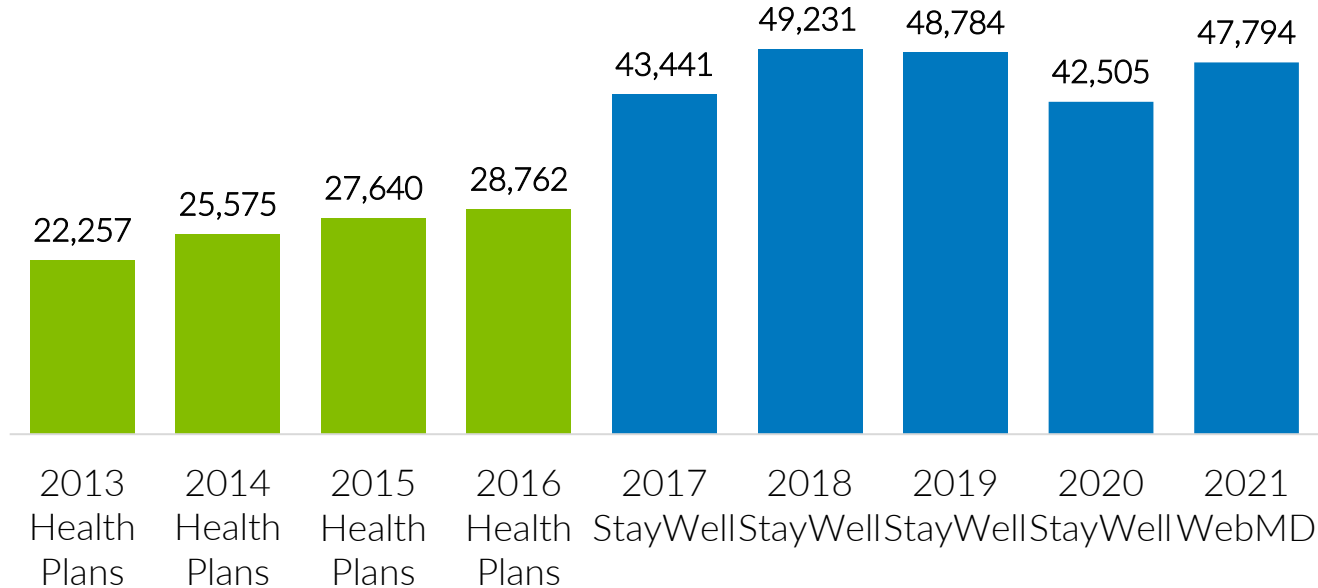
# 2021 Program Metrics



# Completion Metrics

- Health Assessment Completions: 53,916
- Health Check Completions: 50,724
  - Dental Cleaning: 38,363
  - Screening: 12,607
  - Health Coaching Call: 10,998
- **Well-Being Activities: 48,313**
  - Well WI Radio: 26,331
  - Employer-Sponsored Activity: 6,799
  - Daily Habits (1 plan): 6,591
  - Health Coaching (3 calls): 4,446
  - Seize the Zzzzz's Sleep Challenge: 3,581

# 2021 Overall Incentive Participation

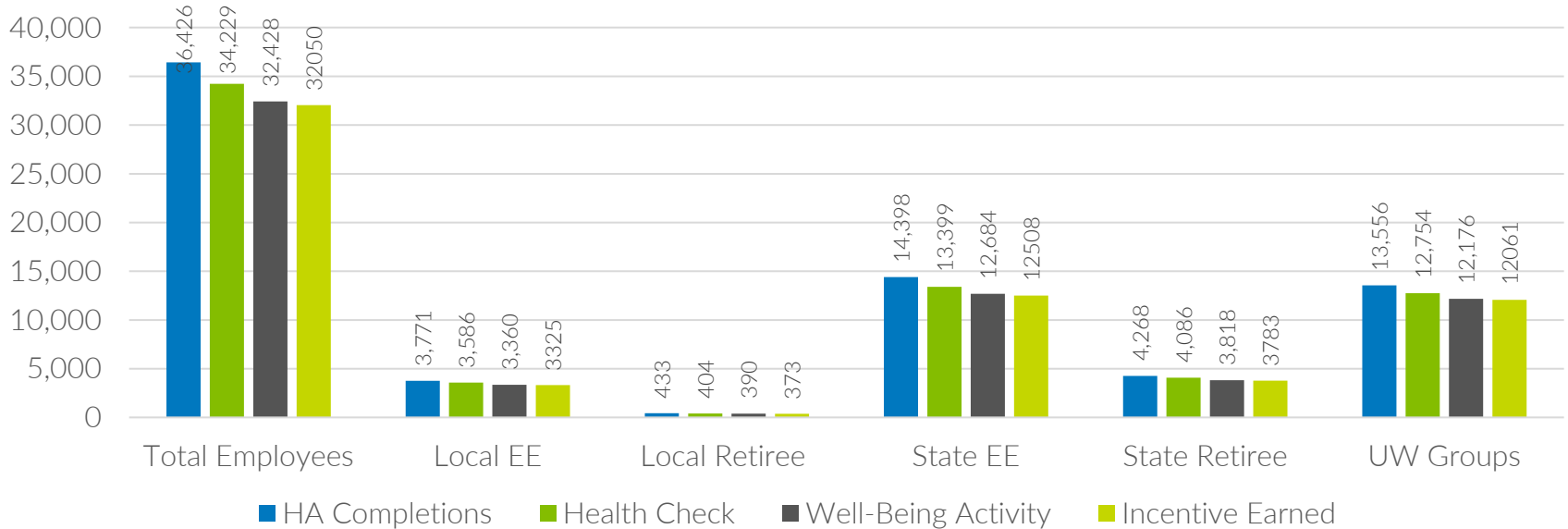


**35.5%**  
State agency employees completed screening, health assessment and well-being activity

**36.8%**  
UW employees completed screening, health assessment and well-being activity

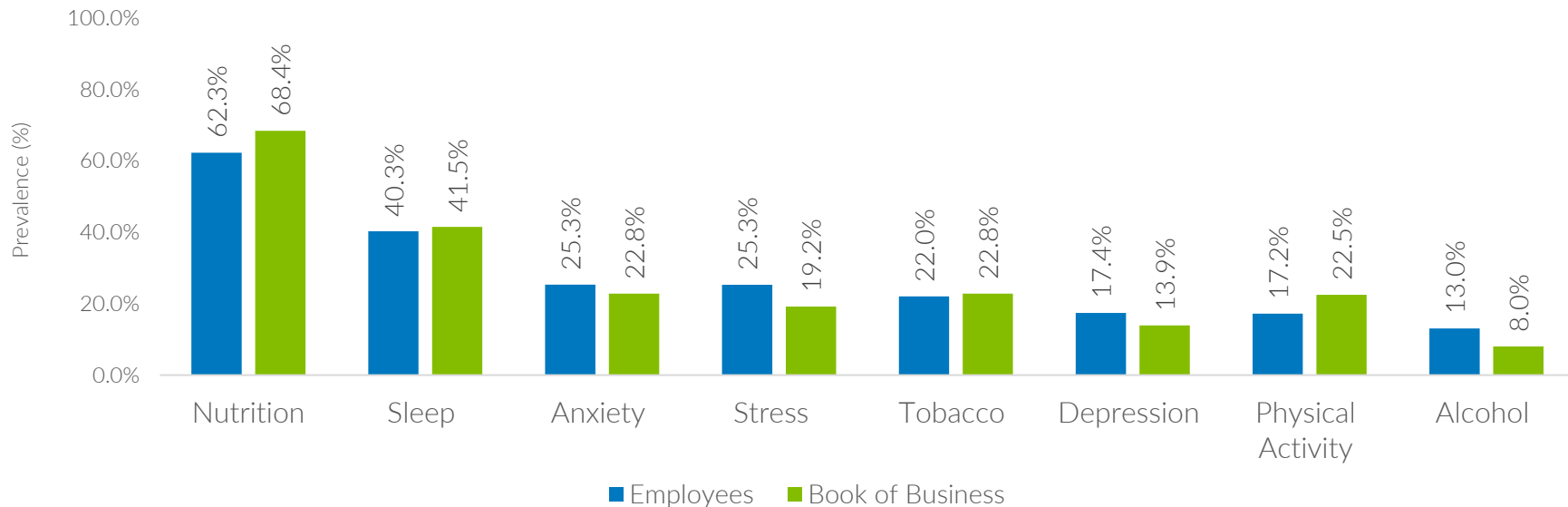
**31.1%**  
Local employees completed screening, health assessment and well-being activity

# Well-Being Activity Completion



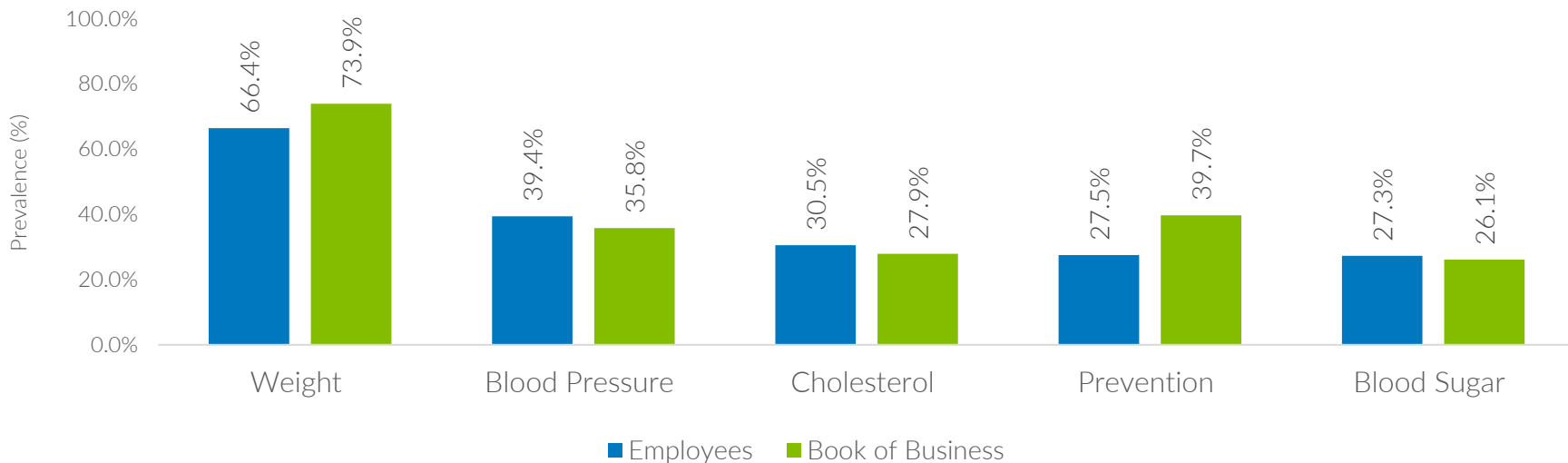
# Modifiable Health Risk Prevalence

- Nutrition is the highest modifiable risk area with more than two thirds with poor eating habits.
- Anxiety, Stress, tobacco, depression and alcohol risk areas are all above the book-of-business.
- Alcohol is 1.5 times the WebMD book-of-business.

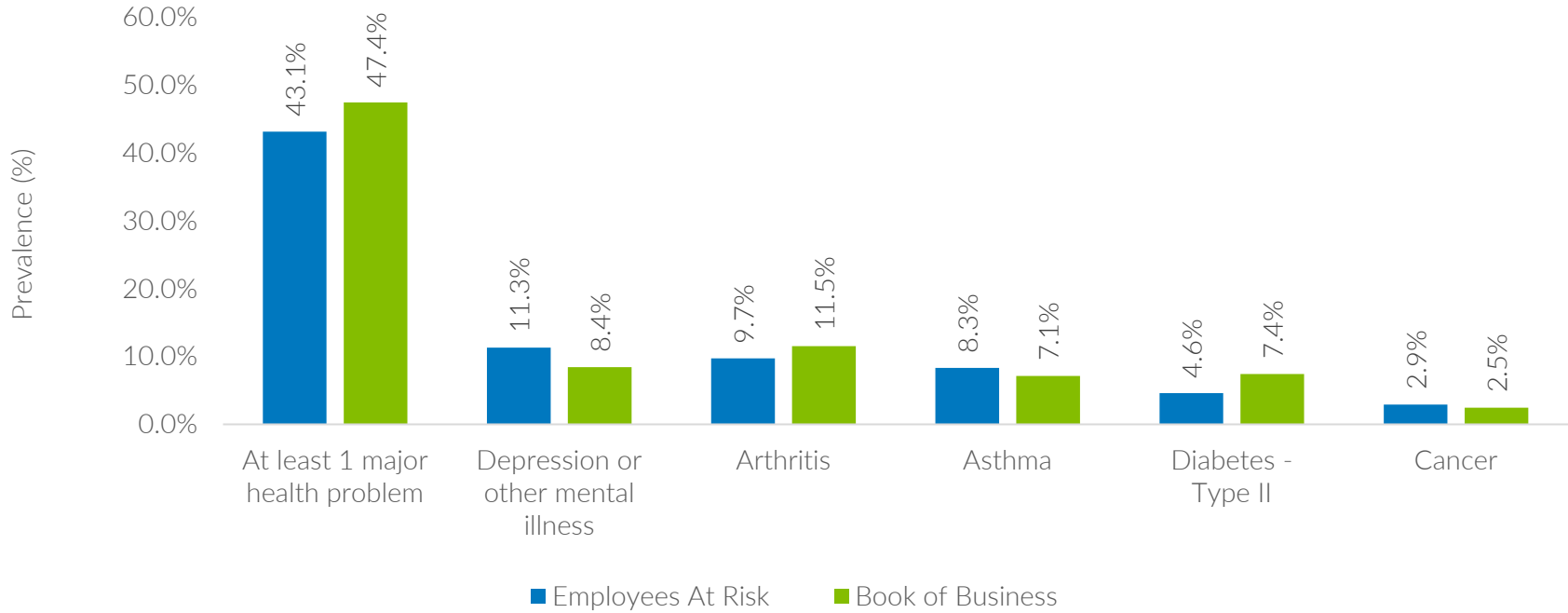


# Clinical Risk Prevalence (HA)

- Weight remains the highest risk area to focus on from a clinical perspective with 66% with a BMI > 25.
- The following clinical risk areas are above the WebMD book-of-business; blood pressure, cholesterol and blood sugar.



# Top 5 Chronic Conditions

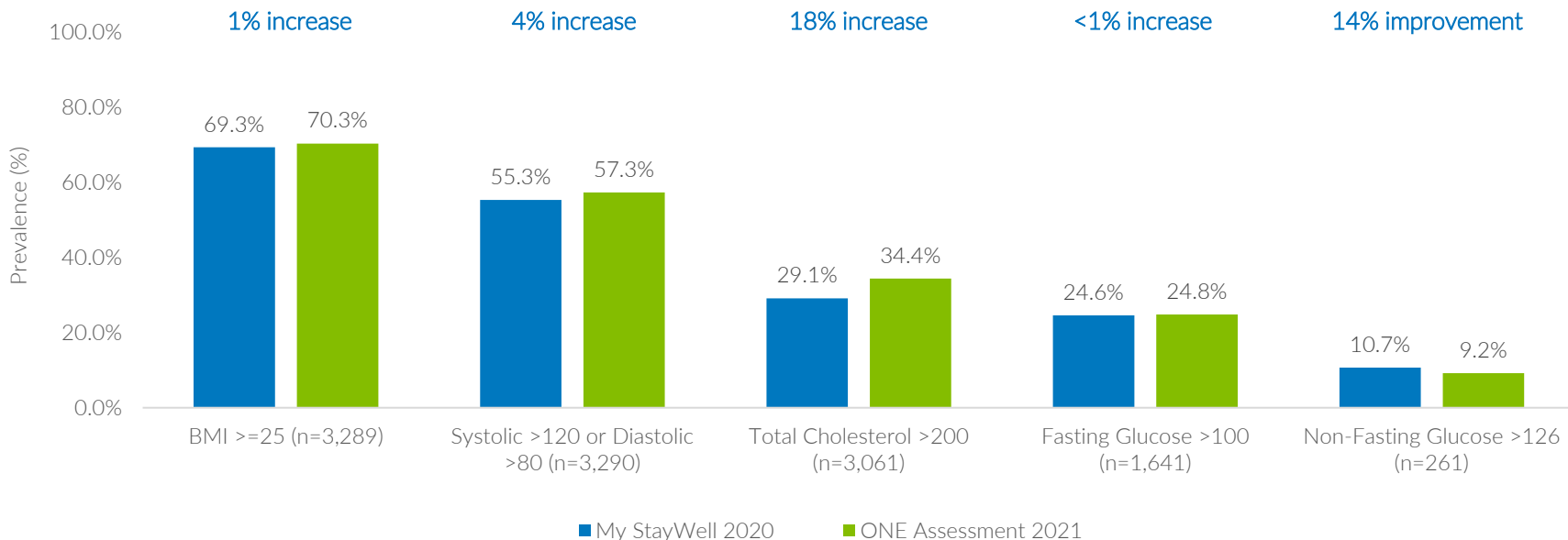


CUSTOM LOOK

# Comparison of Health Risk Prevalence of Current and My StayWell Health Assessment

# Clinical Health Risk Change - Employees

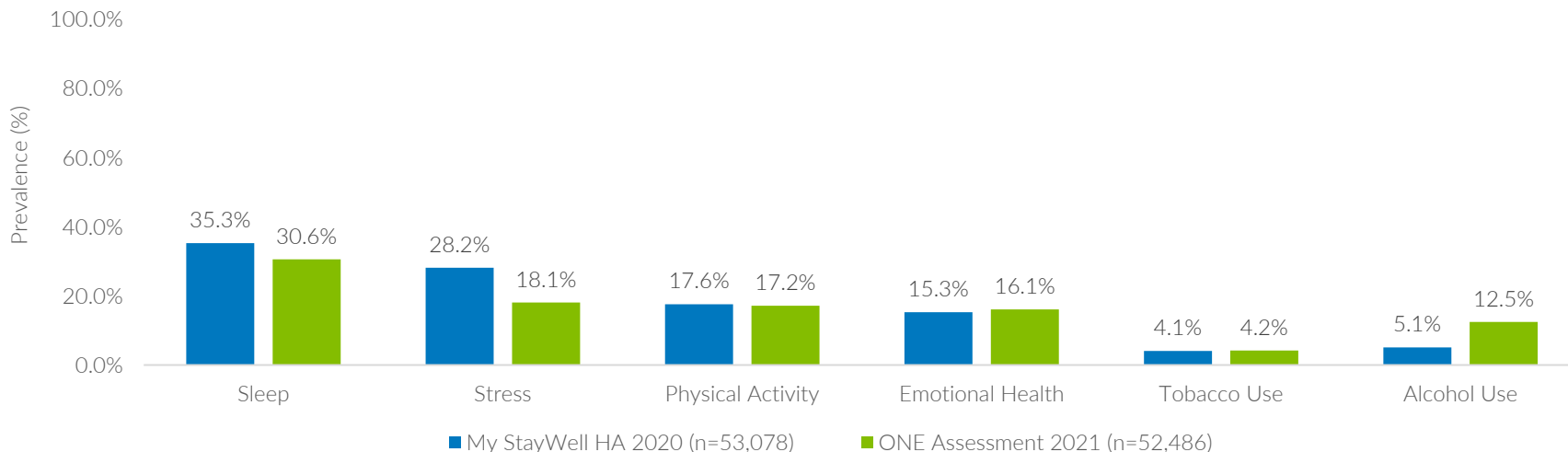
- Risk prevalence among employees increased slightly for most risk factors with the most change occurring for cholesterol (18% increase)





# Modifiable Health Risk Prevalence by Year

- Favorable differences in health prevalence was observed among those who completed assessments in 2020 compared to those who completed in 2021, particularly for sleep and stress
- Emotional Health and Alcohol risks are trending upwards, which may be, at least in part, residual impacts of the pandemic



# Health Coaching

# Health Coaching Cascade

Metric	Definition	2021		WHS BoB
		N	%	
Health Coaching	High, Moderate, Low, PM, CM			
Enrolled	% HA Completion	54,474	33%	52%
Engaged	% Health Coaching Enrolled	12,286	23%	46%
3+ Sessions	% of Health Coaching Engaged	5,430	44%	39%

Note: Health Coaching Enrolled defined as those stratified into an available coaching product offering; Health Coaching Engaged defined as having completed at least 1 health coaching session.

Of the overall State of Wisconsin population enrolled in coaching (n= 12,286):

- 1 in 4 engaged in coaching
- Over 40% of those who engaged went on to complete 3 or more coaching sessions
- Of those that engaged in the first 6 months of the year, almost half of them had 3+ reaches
- Average of 2.66 calls for those in coaching and identified as high-risk

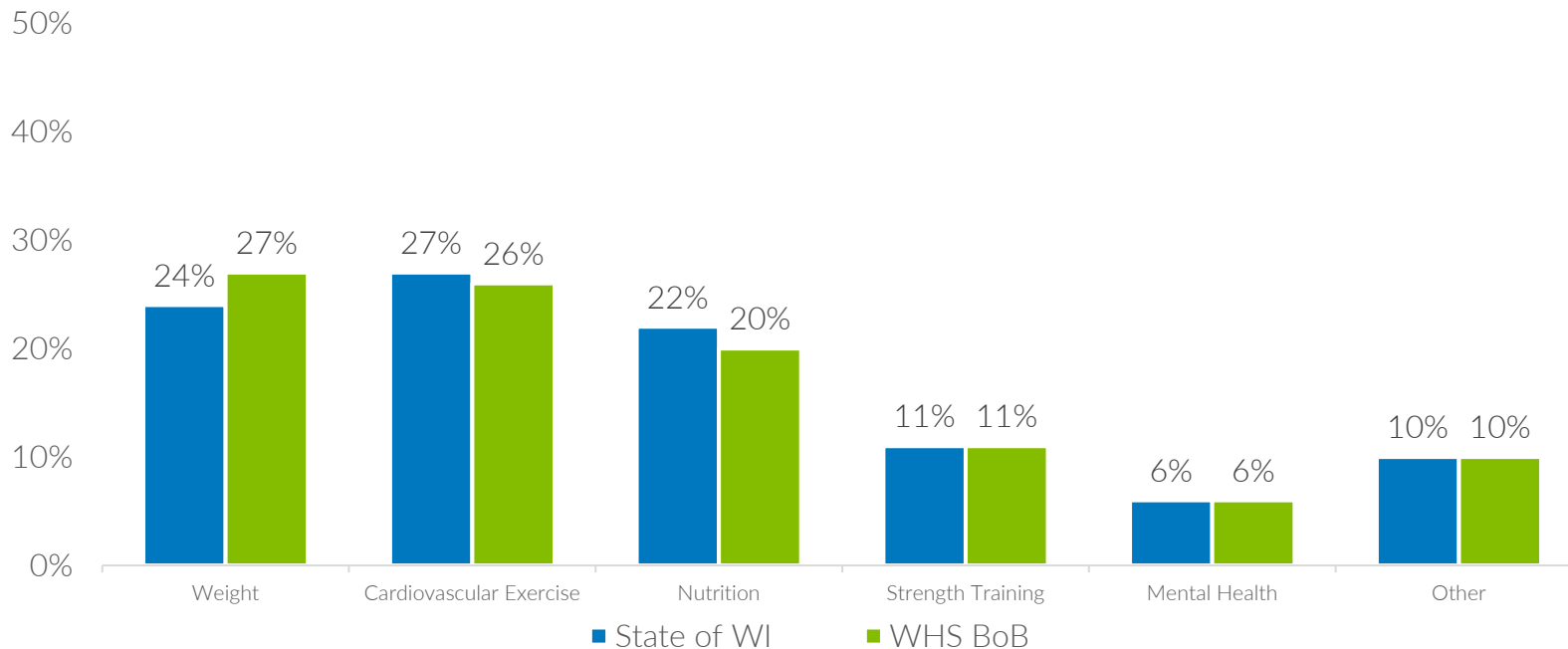
# Specialized Coaching Programs

	2021		WHS BoB
	N	%	%
<b>Weight Management</b>			
Enrolled	6,608		
Engaged (% of enrolled)	354	5.4%	14.8%
Average Sessions	3.30		3.78
<b>Condition Management</b>			
Enrolled	7,004		
Engaged (% of enrolled)	1,957	27.9%	16.9%
Average Sessions	2.70		2.73

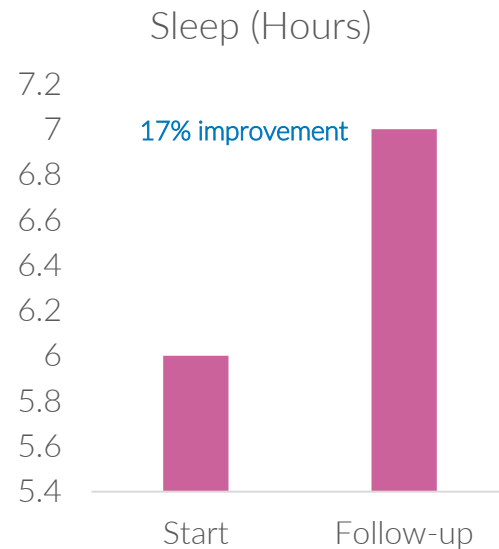
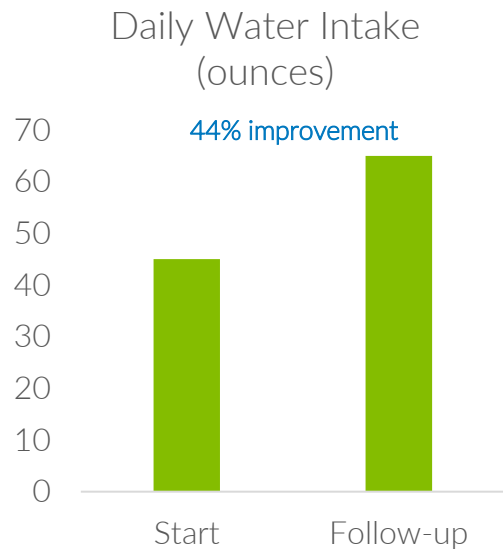
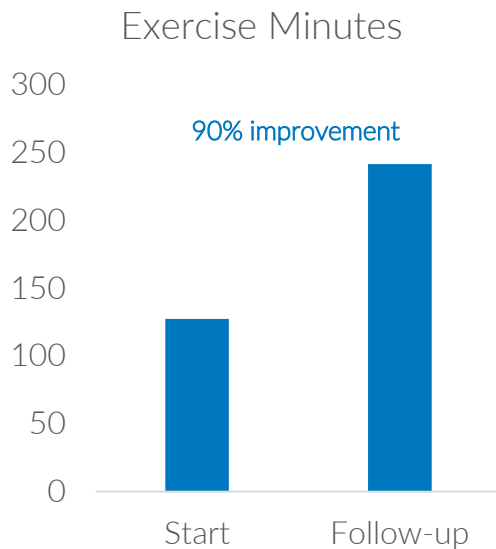
Note: Enrolled defined as those stratified into an available coaching product offering; Health Coaching Engaged defined as having completed at least 1 health coaching session.

# Goal-Setting

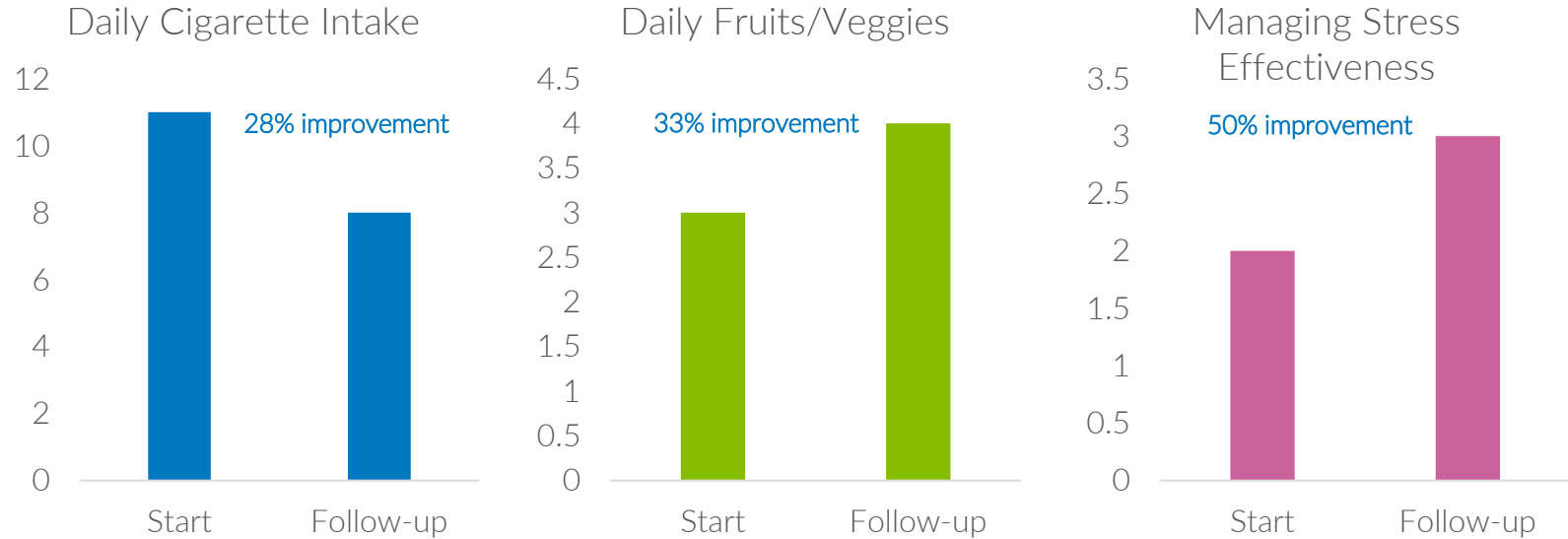
- Weight, Exercise and Nutrition highest percentage of goal setting



# Health Coaching Program Impact



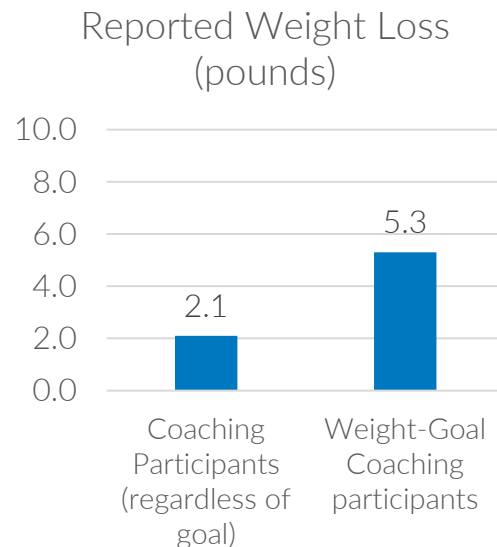
# Health Coaching Program Impact



2: Only slightly effective  
3: Somewhat effective

# Lifestyle Weight Outcomes

- Overall, coaching participants reported an average weight loss of 2.1 pounds
- Nearly 25% of Coaching participants set a short- or longer-term goal focused on weight
- Among participants who set a weight goal, 68% reported an improvement in their weight.
  - Average weight loss was 5.3 pounds
  - Total of almost 14,000 pounds lost across all weight-goal participants
  - 3% of starting weight was lost

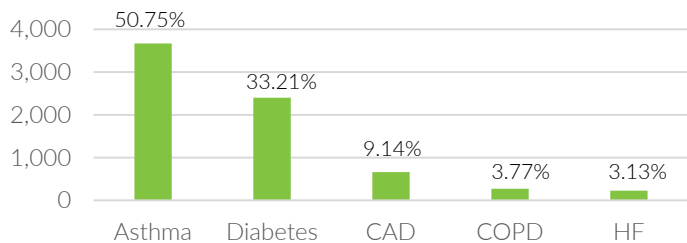


\*Positively Me Data will be shared mid-year 2022 after a full year of the program

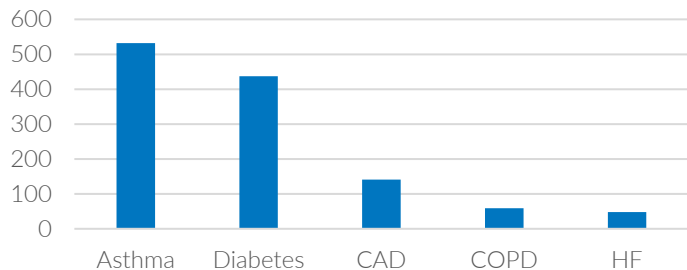


# Condition Management

Primary Condition, Cumulative Enrollees 2021



2021 Engaged 6+ Months by Condition

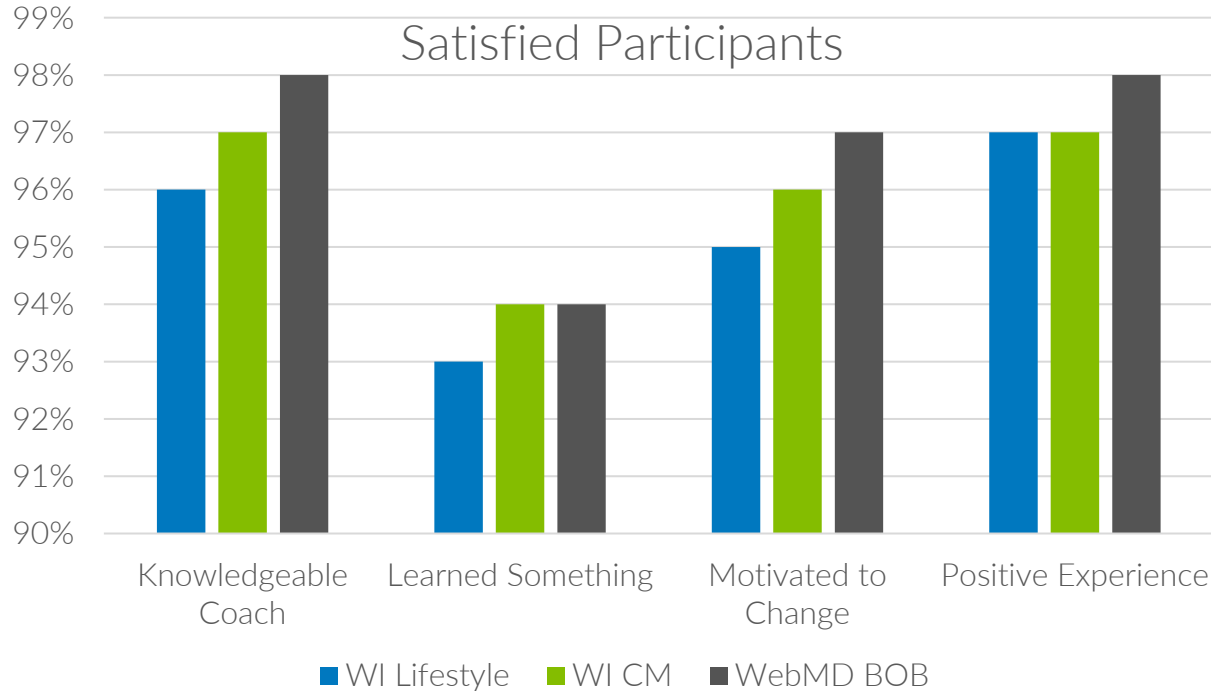


Condition Management Outcomes 2021  
Pre to Post Coaching, 6+ Months

Asthma	# Pt	Pre	Post
Percent to Rarely or Never Miss Medication in Last Week	447	90.6%	95.8%
Percent to Have an Asthma Action Plan	241	31.1%	66.8%
Percent to have a flu vaccine in the last 12 months	555	82.5%	79.8%
CAD	# Pt	Pre	Post
Percent to Rarely or Never Miss Medication in Last Week	151	95.4%	96.7%
Percent with LDL Cholesterol Test in the Last Year	160	96.9%	97.5%
Percent to use Statin Medication	126	96.8%	99.2%
Percent to Eat a Low (Saturated and Trans) Fat Diet	122	19.7%	83.6%
Heart Failure	# Pt	Pre	Post
Percent to Rarely or Never Miss Medication in Last Week	38	92.1%	97.4%
Percent to Use Beta Blockers	23	91.3%	100.0%
Percent to Use ACE, ARB/ARNI	16	81.3%	100.0%
Percent to Eat a Low Salt Diet	32	37.5%	75.0%
COPD	# Pt	Pre	Post
Percent to Rarely or Never Miss Medication in Last Week	54	88.9%	94.4%
Percent to have a flu vaccine in the last 12 months	58	93.1%	87.9%
Diabetes	# Pt	Pre	Post
Percent to Rarely or Never Miss Medication in Last Week	386	93.5%	95.9%
Percent with Retinal or Dilated Eye Exam in Last Year	362	97.5%	97.2%
Percent with A1c < 7	274	46.4%	52.2%
Percent with Nephropathy Screening in the Last Year	465	90.8%	93.1%

# Health Coaching Participant Satisfaction

## State of WI Versus WebMD Book of Business



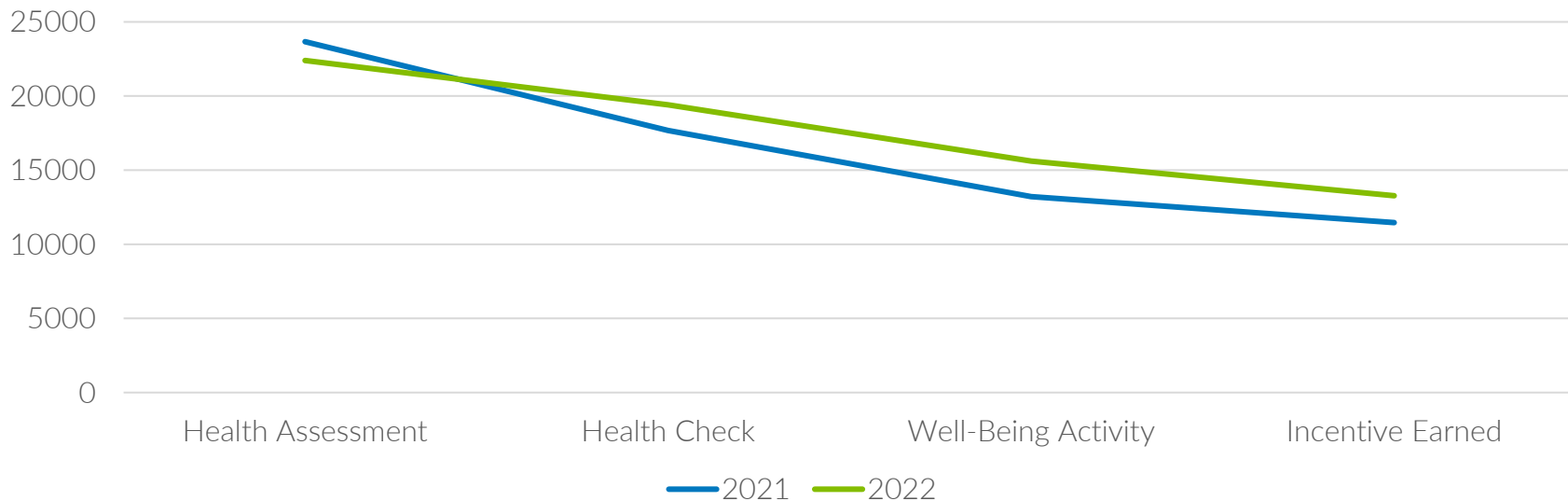
# Current Program Performance

# Current 2022 Metrics

	5/2/2022
Health Assessment	22,395
Health Check	19,403
Screening	3,248
Dental Cleaning	12,728
Health Coaching: 1 Call	5,671
Well-Being Activity: 1+ Activities	15,608
Daily Habits: 1 Plan	2,582
Employer-Sponsored Activity	1,711
Health Coaching: 3 Calls	996
meQuilibrium Assessment	302
Complete the Stressless Challenge	2,462
Well Wisconsin Radio: 2 Interviews	8,408
Well Wisconsin Radio: Time 1	9,558
Well Wisconsin Radio: Time 2	8,454
Well Wisconsin Incentive Earned	13,275

# Current 2022 Metrics Compared to 2021\*

## Well WI Activity Completion



\*Compared to same timeframe in 2021. 2022 data is through May 2, 2022.

# Lessons Learned

# Lessons Learned

- Promote programs that move the needle, like lifestyle management and chronic condition management coaching programs (DPP engagement, expanding outreach for participants with diabetes, etc.).
- Currently working on creating a handout that focuses specially on chronic condition management and how to engage.
- Address weight risk and mental health concerns by organizing and promoting all resource options via communities and other avenues throughout the year.
- Work to increase the “stickiness” to the portal.
- Pilot the group coaching program as an additional option available to participants.
- Continue to increase challenge participation through fun and engaging onsite events (e.g., smoothie bike, raffles for giveaway items, etc.).
- Incorporate more testimonials throughout communications and promotional material.





APPENDIX I

# Participant Feedback & Case Studies

# What WI Participants are Saying



*It is always great to hear from the Well Wisconsin team. They are knowledgeable they are motivated and if I have any specific questions about something I can ask them and get another opinion about things that I may have questions about they are great at pointing to resources and helping me understand about diets and just overall about weight."*



*I think the monthly reminders are good it's easy to kind of forget but when you know that deadline is coming up its like bookends you have a succinct amount of time that you can work towards and then you have your check ins you can kind of recommit and then you can move on to the next stop."*



*What I love about the health coaching program is that you take an active interest in keeping me healthy. It's amazing to me that more insurance companies don't use this kind of wisdom because it makes dollars and cents. I just appreciate the fact that you are prioritizing giving out good information and being helpful towards the goal of making the people who are paying the premiums healthy because healthy people that pay premiums keep paying premiums and they live long enough to continue to pay premiums it's just a good idea a win-win."*



*I think that it's very helpful very educational and it helps you keep on track when you're not able to keep on track. It also helps you to be honest with yourself and you can if you miss something they don't make you feel bad they just help you get on track and go a different direction."*



*The fact that there is someone knowledgeable that is kind of sort of a cheerleader and yet keeping me on track with the individual issues and goals that I have not to even mention that she is a very likeable person and I enjoy speaking to Mary Jo and I feel as if I've acquired a new friend at least someone that could motivate me. Knowing that I'll be talking to her again motivates me to actually work towards the goals that I have set."*



*It's a good reminder of where we're at especially with my job and for my health coach to listen to my daily my weekly schedule and how it's hard for me to get eating in and everything else and it's just a reminder that I still have to try to keep looking for better options instead of eventually falling back on excuses instead of solutions. Very positive health coach they did a very good job and I hope picking fives was the positive one because everything was perfect."*



### Lifestyle Coaching

# Male, 49

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Working with a health coach helped this participant to quit smoking. A new job with fewer opportunities to go for a smoking break and less people who smoked at work motivated this participant to quit smoking. With his coach, he created a plan to leave his cigarettes at home during the workday to limit access to them. By his second coaching call, he had quit cold turkey! Now, focusing on his health took a new turn. Setting goals with his coach to reduce red meat, eat more salads, and begin running became new habits for him to continue his health journey and stay smoke-free.



## RESULTS:

0 cigarettes – completely tobacco free!

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- Participated in 3 coaching sessions this program year
- Quit smoking
- Implemented healthier eating habits
- Implemented a plan to start exercising



Lifestyle Coaching

Male, 45

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Setting goals for exercise with his coach helped him to explore ways to stay active during the winter months and continue his success with weight loss. A goal to walk in the evening became a nightly routine. As the weather warmed up, he also began riding his bike to and from work. Exploring resources from his coach for strength training helped him to consider ways to build a new routine as he was ready to join the gym. The goals set with his health coach to exercise and eat healthier helped him to exceed his weight loss goal!



**RESULTS:**

29 pounds lost

4.4 points BMI reduction

150 minute increase in weekly exercise

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- Participated in 5 coaching sessions this program year
- Moved from obese weight range to overweight range
- Implemented a consistent exercise program



Condition Management Coaching

# Female, 60

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Health coaching helped this participant to stay accountable to her goals to manage her weight and A1C. Paying attention to daily habits helped her see the relationship between her eating patterns and diabetes. She began bringing lunches to work to assist her with eating more consistently. Including fruits and vegetables became a priority. As her energy improved so did her willingness to explore other habits, like walking. Small steps, encouraged by her coach, made a big difference. She shared with her coach that she was more excited about exercise and even looked forward to walks to the greenhouse!



## RESULTS:

80 pound reduction in weight

12.1 point reduction in BMI

30 minute increase in physical activity

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- Participated in 7 coaching sessions this program year
- Reduced blood pressure
- Reduced A1C
- Increased fruits and vegetables intake



Lifestyle Coaching

Male, 46

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With the help of his WebMD health coach, this participant learned about healthy weight loss guidelines. He first focused on increasing fruits and vegetables, going from 2 servings to 8 servings daily! As his readiness increased to do more exercise, he and his coach focused on a plan that would help him ease back into a routine after an injury. Cardiovascular, strength training, and stretching became consistent. With health coaching, he exceeded his initial weight loss goal feeling healthier and more supported than ever.



RESULTS:

27 pound reduction in weight

6 servings per day increase in fruits and veg

60 minute exercise increase

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- Participated in 5 coaching sessions this program year
- Improved overall diet
- Implemented a new exercise routine
- Moved BMI from overweight to healthy weight range

## APPENDIX II

# Health Risk and Report Definitions

# Modifiable Health Risk Definitions

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Risk	"At Risk" Definition
Alcohol	Younger than 65 years: Males more than 4 alcoholic drinks/week or Females more than 7 alcoholic drinks/week. 65 years or older: More than 7 alcoholic drinks/week, or Females 4 or more / Males 5 or more drinks in a single sitting.
Anxiety	Derived index including indication of current anxiety (i.e., past two weeks) and indication of lack of control over worrying.
Depression	Derived index including indication of current depression (i.e., past two weeks) and indication of lack of interest in activities.
Nutrition	Derived index including less than 5 daily servings of fruit/vegetables, less than 3 daily servings of whole grains, and less than 3 weekly servings of nuts/seeds (if not allergic).
Physical Activity	Derived index including light intensity exercise; less than 150 minutes per week of moderate-intensity exercise and less than 2 days of strength training; or less than 75 minutes of vigorous exercise and less than 2 days of strength training. Will not be calculated if user indicates they are unable to exercise to due a medical condition.
Sleep	Less than 7 hours of sleep or more than 9 hours of sleep (more than 8 hours if age 65+) and report rarely, sometimes, usually or always feeling tired after sleep.
Stress	Derived index including lack of effectiveness at dealing with stress and perception that stress has negatively impacted health and happiness.
Tobacco	Current or former tobacco user.

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# Clinical (HA) Health Risk Definitions

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Risk	"At Risk" Definition
Blood Pressure	Reported values of systolic blood pressure $\geq 120$ or diastolic blood pressure $\geq 80$ ; or indicated blood pressure range of Elevated, High/Stage 1, or High/Stage 2.
Blood Sugar	Reported fasting glucose value of $\geq 100$ or A1c value of $\geq 5.7\%$ ; or indicated glucose or Ac1 range of Borderline High or High.
Cholesterol	Reported total cholesterol value of $\geq 200$ ; or indicated total cholesterol range of Borderline High or High.
Weight	Reported height and weight values that calculate to Body Mass Index of $\geq 25.0$ or $< 18.5$ .
Prevention	Up-to-date on two-thirds or fewer of preventive screening exams and vaccines recommended for age and sex.

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# Preventive Exam Health Risk Definitions

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Risk	"At Risk" Definition
Cervical Cancer Screening	For women age 21-65, last pap smear was 3 years ago or more, or don't know last occurrence, or never had screening.
Colorectal Cancer Screening	For adults age 50-75, last colonoscopy was 10 years ago or more, or last CT colography/flexible sigmoidoscopy was 5 years ago or more, or last stool-based test was 1 year ago or more, or don't know last occurrence, or never had screening.
Dental Exam	For all adults, last dental exam was 1 year ago or more, or don't know last occurrence.
Flu Vaccine	For all adults, last flu vaccine was 1 year ago or more, or don't know last occurrence.
Mammogram	For women age 50-74, last mammogram was 2 years ago or more, or don't know last occurrence, or never had screening.
Physical Exam or Wellness Visit	For all adults, last physical exam or wellness visit was 1 year ago or more, or don't know last occurrence.
Pneumonia Vaccine	For adults age 65 or older, never had pneumonia vaccine.
Shingles Vaccine	For adults age 50 or older, never had shingles vaccine.

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# Risk Change Comparison Definitions

Modifiable Health Risk Area	Definition
Alcohol Use	Age <65 years, Males >14 drinks/week or Females >7 drinks/week; Age 65+ years, >7 drinks/week; OR Females 4+ / Males 5+ alcoholic drinks in a single sitting
Cigarette Use	Current tobacco user
Emotional Health	MSW = Felt significantly depressed now or in last 7 days or prescribed/taking medication for depression; ONE = Derived index including indication of current depression (i.e., over past two weeks) and indication of lack of interest in activities
Physical Activity	Derived index including light intensity exercise; less than 150 minutes per week of moderate-intensity exercise and less than 2 days of strength training; or less than 75 minutes of vigorous exercise and less than 2 days of strength training
Sleep	% who reported less than 7 hours of sleep per night or 9 or more hours of sleep per night
Stress	% who reported Sometimes, Fairly Often/Most of the time, or Very Often/All the time to "In the last month, how often have you found that you could not cope with all the things that you had to do?"

APPENDIX III

# Additional Data Points

# Sex and Age

	Employees	Book of Business
Unique HA Completers	34,971	-
Sex		
Female/Woman	59.5%	62.4%
Male/Man	39.7%	37.2%
Non-Binary	0.3%	0.1%
Decline to Answer	0.5%	0.3%
Age Group		
< 30	7.4%	6.0%
30 - 39	24.6%	19.5%
40 - 49	22.9%	23.8%
50 - 59	21.8%	27.2%
60+	23.2%	23.5%

Endnote(s): 1, 2

# Additional Demographics

Main Language	Employee	BoB
English	96.5%	98.1%
Other	1.2%	0.5%
Chinese (Mandarin)	0.9%	0.3%
Spanish	0.7%	0.7%
Korean	0.3%	0.1%
Hindi	0.1%	0.1%
German	0.1%	0.0%
French	0.1%	0.0%
Russian	0.1%	0.0%
Japanese	0.1%	0.0%
Italian	0.0%	0.0%
Vietnamese	0.0%	0.0%
Punjabi	0.0%	0.0%
Arabic	0.0%	0.0%
Thai	0.0%	0.0%

Race/Ethnicity (check all that apply)	Employee	BoB
White	86.0%	88.2%
Asian	6.2%	2.8%
Hispanic or Latino	3.0%	2.4%
Black or African-American	3.0%	5.0%
Prefer not to say	2.1%	1.6%
Other	0.8%	0.6%
American Indian or Alaska Native	0.8%	0.7%
Native Hawaiian or other Pacific Islander	0.1%	0.1%

Education Level	Employee	BoB
Post-graduate or professional school	38.3%	35.1%
College Graduate	36.0%	28.1%
Associate Degree or Vocational school	11.5%	9.9%
Some college	8.5%	12.4%
High School Graduate or equivalent	5.4%	13.8%
Less than High School	0.2%	0.2%
Some High School	0.2%	0.5%

Endnote(s): 1, 4

**WEBMD HEALTH SERVICES**

Clinically Driven. Behavior Change.

Thank you