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Correspondence Memorandum

Date: April 13, 2022
To: Group Insurance Board
From: Molly Heisterkamp, Disease Management & Wellness Program Manager
 Office of Strategic Health Policy
Subject: meQuilibrium Update

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

Background

meQuilibrium (meQ) is an evidence-based stress and resilience digital coaching solution available on the web and via a mobile application for Group Health Insurance Program (GHIP) subscribers from eight state agencies as part of their Well Wisconsin program benefits. The Department of Employee Trust Funds (ETF) presented information on the meQ pilot program at the November 2021 Board meeting ([Ref. GIB | 11.17.21 | 8](#)). As shared in the Board Attachment from the November meeting, the meQ resilience-building app can help participants “build the mental and emotional strength to face each day with confidence.” According to [meQ](#), organizations who invest in resilience see people who are five times more likely to experience good health, 80% less likely to exhibit signs of depression, and 96% less likely to suffer from clinical anxiety.

This memo provides an update on the current program results, including current enrollment and engagement data, insights into GHIP participants’ meQ resilience score and profile, factors influencing resilience, risk levels, and satisfaction metrics.

meQuilibrium Results

The overall enrollment numbers are trending lower than the goal of approximately 900 participants to date. However, those who are enrolled are engaging at a higher rate than the meQ benchmark. Within the first five months of the pilot program, 310 employees enrolled in meQ, with 72% of them considered engaged compared to 44% engaged in the meQ benchmark. In March, engaged users completed an average of 10.5 sessions compared to the 9.6 session benchmark. Over 3,200 science-based content resources have been consumed, including skill-building activities and reading blogs.

Data from the resilience profile shows that GHIP participants are trending higher in risk than the meQ book of business (BoB).

Reviewed and approved by Eileen K Mallow, Director, Office of Strategic Health Policy
 Electronically Signed 05/02/2022

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- Average resilience score is 11% lower than the BoB at 58 out of 100.
- 24% of those participating are at risk for anxiety; 14% in BoB.
- 24% have symptoms of clinical depression; 15% in BoB.
- 16% show evidence of burnout; 9% in BoB.
- 14% show signs of productivity impairment; 10% in BoB.

GHIP data from the resilience profile supports prior findings via the IBM Watson data warehouse suggesting the need to provide additional mental health support to members. Mental health/depression was the fourth highest episode summary group with \$38M in allowed amounts (medical and pharmacy) from December 2020 to November 2021.

To assess changes in resilience, meQ uses its proprietary “Resilience Indicator Index.” Measurements can be assessed 90 days after a participant first completes their intake assessment. Because relatively few users have passed their 90-day mark, data is limited and is expected to continue increasing. So far, 30 users have reassessed and have seen a 42% overall improvement in their resilience. Largest improvements in factors that influence participants’ resilience are increased energy, purpose, stress management, and support system resulting in an improvement in the following areas:

- Anxiety risk decreased 73%
- Stress risk decreased 50%
- Depression risk decreased 33%
- Productivity risk decreased 33%
- Burnout risk decreased 25%

Attachment A has more detailed information on program enrollment, engagement, and impact/change.

A participant satisfaction survey administered by meQ was sent to 242 participants who had enrolled and completed the initial assessment in late March 2022. There were 35 (14.5%) participants who completed the satisfaction survey. 80% of survey respondents are satisfied with the program and 80% would recommend meQ to others. 82.9% agree that meQ is an engaging and low stigma way to learn more about resilience and mental health related topics. 65.7% agree that meQ is helping them take better care of themselves. 42.8% agree that meQ is helping them have better relationships with coworkers, friends, and family. 57.2% agree that meQ is helping them be more productive and engaged in their life personally and professionally. Attachment B has the survey details and participant comments.

ETF and WebMD are currently leveraging their partnership with wellness champions from the participating state agencies to promote the program since embedding information in wide-reaching, general Well Wisconsin promotions is not advisable due to the limited scope of those eligible to participate. WebMD does send monthly emails to those eligible to participate who have already engaged in another aspect of the Well Wisconsin program. A home mailer was also sent to all eligible employees this spring.

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However, meQ information was not included in the general Well Wisconsin brochure or other incentive-related materials to help prevent confusion for those who are not eligible for the pilot.

Mental health is an area of opportunity within the GHIP membership. Utilization of the meQ resources and results have been positive for those who have enrolled; however, uptake is lower than expected. While continuing to provide access to meQ is a great way to support members, ETF staff do not believe enough time has passed to justify an expansion of the program. Staff will continue working with WebMD and the meQ teams to explore ways to increase enrollments and monitor impact through this year.

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

[Attachment A: meQuilibrium Phase One Reporting](#)

[Attachment B: meQuilibrium Report for State of WI Member Satisfaction](#)