

Wellness Program Background

Item 12 – Group Insurance Board

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Program Manager

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Informational Item Only

- No Board action is required

History of Contract Changes

Pre-2009 – programming for moderate/high risk members via health plans



2013 – health risk assessments and biometric screenings



2014 – \$150 incentive and biometric screening vendor



2017 – Contract with StayWell



2021 – WebMD acquired StayWell; GIB approved releasing RFP

Regulatory Considerations

Health Insurance Portability and
Accountability Act

Americans with Disabilities Act

Genetic Information Nondiscrimination Act

- Monitoring regulations pertaining to 30% incentive limits

Eligibility and Funding

Subscribers and spouses enrolled in GHIP

Medicare Advantage members can utilize resources

Funded via wellness fee embedded in total premium rate

Program Impact

Reductions in
aggregate health
risks

Lower rate of
increase in relative
risk scores

Better healthcare
utilization rates

Greater savings in
actual healthcare
spending compared
to amount expected

.12 : 1 ROI in
2017 - 2019

Future Board Considerations

RFP evaluation team recommendation for 2024

Excluding Medicare Advantage members from Well Wisconsin

Transitioning incentive to points-based program

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Questions?

Thank you



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