

Pilot Programs Report and 2024 Recommendations



Item 3D – Group Insurance Board

Molly Dunks, Disease Management and Wellness Program Manager

Tricia Sieg, Pharmacy Benefits Program Manager

Office of Strategic Health Policy





Action Needed

ETF requests the Group Insurance Board (Board) approve the following pilot programs for 2024:

- *It's Your Health Diabetes* via Navitus/WebMD
- Acupuncture benefits via Dean Health Plan
- Diabetes management programs via Quartz and Security Health Plan
- Doula services via Quartz
- *Therapy360* via Quartz

Background

Innovative programs not currently included in the Group Health Insurance Program (GHIP)

Differ from uniform benefits for health plans

Not originally included in non-health plan vendor contracts

Current Pilot Programs

Vendor	Program	Years Implemented
Dean Health Plan	Living Healthy Plus (diabetes management, reducing cost sharing for related medical services)	2019 – 2023
Dean Health Plan	Acupuncture benefit	2020 – 2023
Network Health	Acupuncture benefit	2021 – 2023
WebMD & Navitus	It's Your Health: Diabetes (reduced cost sharing for diabetes-related pharmaceuticals)	2019 – 2023
WebMD	meQuilibrium (stress management and resilience building program)	2022 – 2023

Dean Health Plan Pilots

Living Healthy Plus

- Low participation
- Merative identified preliminary positive findings
- Dean *discontinuing* program

Acupuncture Benefit

- Low utilization
- Challenges with contracting providers
- Recommend continuing pilot

Network Health Acupuncture

Discontinuing program due to provider contracting challenges

WebMD/Navitus

It's Your Health: Diabetes

Participation increasing each year

Total savings of \$1.17M for members since 2019

Some evidence of better healthcare engagement

Higher trend in participant medical costs; higher use of preventive services

Participants maintain or improve disease stage at higher rate than non-participants

Recommendation to continue program

WebMD meQuilibrium

Participation increasing

Improvements in stress management, emotion control, and work-life balance

Reductions in anxiety, depression, and burnout

WebMD including in 2024 contract for all Well Wisconsin participants

Quartz

Recommended 2024 pilot:

- Obesity and Type 2 Diabetes Reversal Treatment, powered by Virta Health
- AbleTo Therapy 360
- Doula services

Not recommended, or not a pilot:

- Pharmacist Diabetes Care Management Program
- Food as Medicine
- AbleTo Coaching+

Security Health Plan

Recommended 2024 pilot:

- Omada, diabetes management

Not considered a pilot:

- Freespira, panic disorder, panic attacks, and post-traumatic stress disorder



Action Needed

ETF requests the Group Insurance Board (Board) approve the following pilot programs for 2024:

- *It's Your Health Diabetes* via Navitus/WebMD
- Acupuncture benefits via Dean Health Plan
- Diabetes management programs via Quartz and Security Health Plan
- Doula services via Quartz
- *Therapy360* via Quartz

The background is a dark blue gradient with numerous out-of-focus light spots in shades of blue and purple, creating a bokeh effect.

Questions?

Thank you



[wi_etf](#)



[etf.wi.gov](#)



ETF E-mail Updates



608-266-3285
1-877-533-5020