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Correspondence Memorandum

Date: July 7, 2023

To: Group Insurance Board

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

Subject: 2022 Well Wisconsin Experience Report

This item is an informational item only. No Board action is required.

Background

WebMD is the administrator for the Well Wisconsin Program. 2022 was the sixth year of sole-source administration of the program. Well Wisconsin includes tools and resources to support Group Health Insurance Program (GHIP) subscribers and spouses with improving or maintaining their health and well-being. It also includes an annual \$150 incentive. Each year, WebMD provides a report that highlights participation and health risk metrics using their health assessment and health screening data as measurement tools. The purpose of this memo is to highlight some of the key findings.

2022 Key Findings

A total of 47,925 GHIP members (approximately 31% of those eligible) earned the \$150 incentive in 2022. This is up slightly from 2021 and is approaching overall pre-pandemic participation levels.

The top three risk areas were weight, exercise, and nutrition. Among repeat 2021 and 2022 participants, there was a 7.4% reduction in health risks. For those who also participated in health coaching, there was a 10.4% reduction in health risks. For those who participated in at least three condition management calls, there was a 12.2% reduction in health risks. WebMD met all performance guarantees in 2022, including risk change related standards.

More information and details from 2022 findings are included in Attachment A, "State of Wisconsin 2022 Program Evaluation."

Future

WebMD was the winner of the Request for Proposals for Well Wisconsin's services released in 2022. The new contract with WebMD, beginning in 2024, presents new

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ways to engage and support GHIP members in the Well Wisconsin Program. They will continue to offer core programs addressing the top health risks (i.e., coaching, screenings, wellness challenges, wellness champion toolkits, educational podcasts, and webinars), while also expanding access to Positively Me (an intensive weight management program), the Centers for Disease Control and Prevention Diabetes Prevention Program, and meQuilibrium (a stress management and resilience program).

WebMD is also offering additional intensive program options like a comprehensive chronic pain management program for members experiencing musculoskeletal pain; a mental health online community support forum moderated by licensed clinicians; and stress specialty coaches who support members with depression, anxiety, substance abuse, grief, and more.

Lastly, WebMD will be increasing the number of dedicated program management staff from two to seven to provide both employer and participant-level support. The Department of Employee Trust Funds will share updates on Well Wisconsin at future Board meetings.

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

Attachment A: [State of Wisconsin 2022 Program Evaluation](#)