

WELL WISCONSIN PROGRAM

# State of WI

## 2022 Program Evaluation

March 9, 2023



# Agenda

- Welcome and Introductions
- Executive Summary
- Value Demonstration
  - DWS Programming
  - Participation
  - Population Health
  - Comparison Data
  - Health Coaching
  - Communication Summary
- Recommendations and Wrap-Up
- Appendix

## 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, NCQA to customer service and program awards.

# Overview of 2022 Program 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



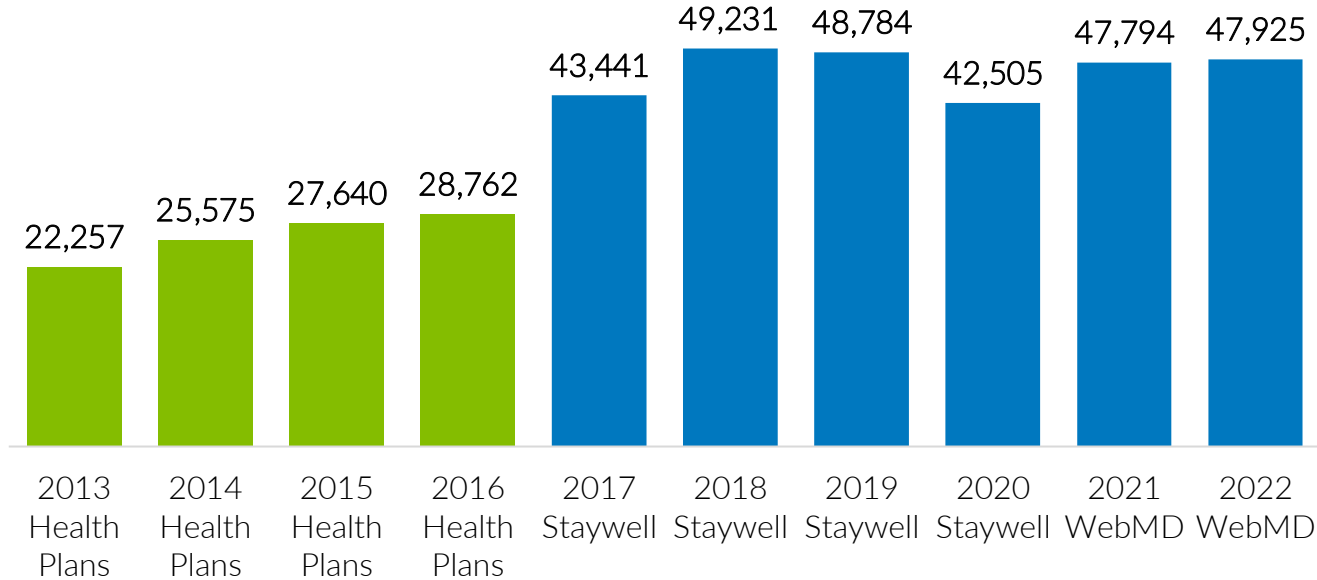
# 2022 Completion Metrics

- Health Assessment Completions: 53,531
- Health Check Completions: 50,652
  - Dental Cleaning: 38,519
  - Screening: 9,306
  - Health Coaching Call: 9,781
- Well-Being Activities: 48,714
  - Well WI Radio (two interviews): 32,200
  - Employer-Sponsored Activity: 6,041
  - Daily Habits (1 plan): 4,423
  - Health Coaching (3 calls): 3,910
  - Stress Less Challenge: 2,462
  - Spring Invitational (all five rounds): 1,299

# Top 20 Rewards Activity

11/21/2022	
Health Assessment	53,531
Health Check	50,652
Screening	9,306
Dental Cleaning	38,519
Health Coaching: 1 Call	9,781
Well-Being Activity: 1+ Activities	48,714
Daily Habits: 1 Plan	4,423
Employer-Sponsored Activity	6,041
Health Coaching: 3 Calls	3,910
meQuilibrium Assessment	437
Complete the Stressless Challenge	2,462
Spring Invitational: Round 1	1,577
Spring Invitational: Round 2	1,580
Spring Invitational: Round 3	1,558
Spring Invitational: Round 4	1,539
Spring Invitational: Round 5	1,460
Spring Invitational: All 5 Rounds	1,299
Fall Invitational: Round 1 ends 8.30	882
Fall Invitational: Round 2 ends 9.6	811
Fall Invitational: Round 3 ends 9.13	792
Fall Invitational: Round 4 ends 9.20	782
Fall Invitational: Round 5 ends 9.27	705
Fall Invitational: All 5 Rounds 10.12	623
Well Wisconsin Radio: 2 Interviews	32,200
Well Wisconsin Radio: Time 1	35,335
Well Wisconsin Radio: Time 2	32,377
Well Wisconsin Incentive Earned	47,925

# 2022 Overall Incentive Participation



**35.8%**  
State agency employees completed screening, health assessment and well-being activity

**38.4%**  
UW employees completed screening, health assessment and well-being activity

**29.1%**  
Local employees completed screening, health assessment and well-being activity



2022 ANNUAL REVIEW

# Executive Summary

# Executive Level Overview

## HIGHLIGHTS

- 47,925 participants earned the \$150 incentive. This represents approximately 30% of the population. This was a slight increase when compared to the 2021 number.
- The most popular well-being activities included a dental cleaning, Well WI radio and a health coaching call.
- Average age/sex engaged in the program are women between the ages of 30-50.
- The highest challenge completion was in Stress Less at 71%.
- Over one-third of those who engaged in lifestyle coaching, went on to complete 3 or more sessions.

## POPULATION HEALTH

- The top three risk areas were weight, exercise and nutrition. Clinically, they were weight, blood pressure and prevention.
- Almost a quarter of the population is struggling with anxiety.
- Alcohol is an area of concern with those at-risk higher than the BoB.
- Among the HA cohort, the average number of risks improved 7.4%, from 3.77 to 3.49.
- Coaching cohort has higher health risks, yet health status improved 10.4% (4.14 to 3.71 average risks).

## RECOMMENDATIONS

- Promote more engagement in the challenges throughout the year.
- Increase those who are engaged with health coaching.
- Consider a points-based incentive design that weights activities based on effort and impact.
- Opportunity to drive more engagement in Mental Health resources.
- Increase the number of participants who have downloaded the WAYS app.

# Specifications

## Program Period(s)

Start Date	End Date	Label
1/1/2022	12/31/2022	2022

## Book of Business

Market	Total Registered	HA Completers	Period
Employer	542,800	294,600	CY 2022

## Notes

- Applies to the following sections: Program Participation, Population Health, Program Impact.
- To ensure accurate program planning, data restricted to users who were active at the time the report was run.
- Minimum of 50 HA completers required for reporting (Population Health and Program Impact sections).
- Due to rounding, the sum of Moderate and High may not equal At Risk (Population Health and Program Impact sections).

# Dedicated Well-being Staff (DWS) Year-in-Review

# Executive Summary

- **Well Wisconsin Radio** moved to new website—[webmdhealthservices.com/wellwisconsinradio](http://webmdhealthservices.com/wellwisconsinradio)
  - Followers can subscribe and automatically receive episodes through streaming platforms; **Google podcasts, Apple podcasts, and Spotify**
- **Diabetes Prevention Program** launched
  - DWS staff received CDC certification to facilitate the program
  - Completed program for Cohort 1; Launched program for Cohort 2
- **Champion Communications** calendar launched
  - Developed annual communications plan with monthly topics of focus
  - Distributed promotional resources to Champions one month in advance
- **meQ Program** launched with 9 state agencies
  - Collaborated with Champions to create awareness and recruit participants
- **Benefit Fairs** were attended onsite across the state
  - Collaborated with Health Coaches to attend 13

# DWS Impact

## Well Wisconsin Radio

- 63,116 listens rate
- Released 9 new episodes with experts from WI

## Diabetes Prevention Program

- 100% achieved or made progress on goals
- 100% said coach was extremely or very helpful

## meQuilibrium Pilot

- 471 total enrollments
- 264 DHS enrollments
- 61% participants are engaged

## Employer-Sponsored Activity

- 49 ESAs
- 29 physical activity ESAs
- 128 RAK participants

## Champion Network & Support

- Planning calendars
- Monthly ETF news alerts
- Custom reports

## Presentations and Tabling

- 7 presentations
- 19 tabling events

# DWS Program Participation

# Well Wisconsin Radio

## Program Participation

Episode	Original Air Date	2022 Listens
2021 Podcast Episodes	Jan-Dec 2021	24,315
2022 Podcast Episodes	Jan-Dec. 2022	38,801
Goals and Purpose	Feb 2022	5,915
Nutrition and the Immune System	March 2022	8,158
Stress Management/Health Coaching	April 2022	6,290
Birds are Better than Tik Tok	May 2022	4,732
What Helps You Feel Alive?	June 2022	4,498
COVID 19 Update	July 2022	1,323
What Can You Do About Climate Change?	Aug 2022	7,162
Avoiding Holiday Overspending	Nov 2022	465
Advance Care Planning	Dec 2022	348



# Well Wisconsin Radio

## Highlights

- Top Episodes:
  1. Nutrition and the Immune System
  2. What Can You Do About Climate Change?
  3. Stress Management/Health Coaching
- Feedback from Listeners:
  - *“Really excellent; I was surprised at how much I enjoyed and benefitted from listening.”*
  - *“Just so enlightening. I wished I had listened sooner.”*
  - *“These are great. I initially listened to fulfill a requirement, but I have gone back because these provide useful information.”*

# Diabetes Prevention Program

## Program Participation: Cohort 1 (1/2022– 12/2022, Thursdays, 12-1 pm CST)

Cohort 1	2021	2022
Information sessions held for DOC's employees ( <i>Milwaukee and central offices</i> )	Nov.	
15 employees recruited	Nov.	
Cohort 1 started meeting virtually with 14 employees		Jan.
Cohort completed with 4 participants		Dec.
CDC data submitted		Dec.
Program recommendations from CDC received		Dec.

### Accomplishments from cohort 1 participants who completed program

- 20% achieved weight loss and healthier eating goals
- 80% made progress with weight loss and healthier eating goals
- 40% achieved physical activity goal
- 40% made progress with physical activity goal
- 100% said effectiveness of lifestyle coach was extremely helpful or very helpful in working toward lifestyle goals

Source: 2022 Cohort 1 DPP survey

# Diabetes Prevention Program

Program Participation: Cohort 2 (9/2022 – 9/2023, Wednesdays, 12-1 pm CST)

Cohort 2	2022
Information sessions held for DOA employees	Aug.
Cohort 2 started meeting virtually with 12 employees	Sept.

## Key Takeaways from cohort 1 implemented for cohort 2

- Implemented eligibility requirements—pre-diabetic and Well WI program participant
- Implemented eligibility survey after information sessions
- Developed accountability agreement form for participants to sign
- Recruited office-based employees
- Recorded sessions to share with participants that miss class

# Participant Feedback

## 2022

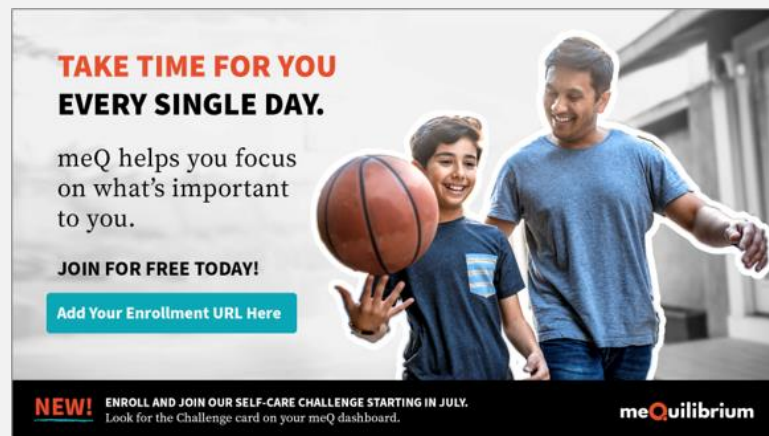
- *“I think success or failure depends a lot on someone’s motivation and persistence on making changes and not letting others change your planned course. For me, it is really increasing exercise so there are more calories being burned than being consumed.”*
- *“You were so supportive but made us be accountable which really helped me take it more seriously and stick with it. I’m really glad that I did! Now, I only have 5 or 6 pounds that I’d like to lose this year or should I say month!”*
- *“Very encouraging and supportive. Provided good information.”*
- *“Thank you for the opportunity to participate in the program and all the tools shared.”*
- *“Really liked the longevity of the program. Allowed for true change over time and then reinforcement of the ideals.”*

Source: 2022 Cohort 1 DPP survey

# meQuilibrium

## Program Participation

- Eligible State Agencies:
  - Public Service Commission (PSC)
  - Department of Public Instruction (DPI)
  - Department of Natural Resources (DNR)
  - Department of Health Services (DHS)
  - Department of Justice (DOJ)
  - Department of Administration (DOA)
  - Department of Employee Trust Funds (ETF)
  - Public Defenders Office (DPO)
- Program Promotion through Champion Collaboration:
  - Informational meetings, consulting, monthly promotional comms



**TAKE TIME FOR YOU  
EVERY SINGLE DAY.**

meQ helps you focus on what's important to you.

**JOIN FOR FREE TODAY!**

[Add Your Enrollment URL Here](#)

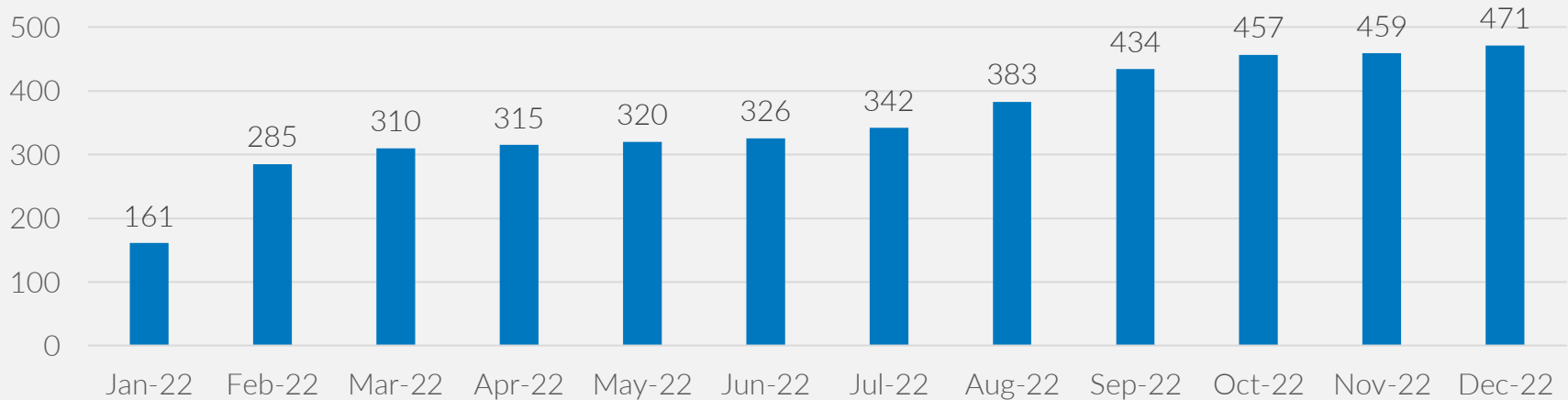
**NEW!** ENROLL AND JOIN OUR SELF-CARE CHALLENGE STARTING IN JULY. Look for the Challenge card on your meQ dashboard.

meQuilibrium

# meQuillibrium

Average Net New Enrollments Per Month = 28

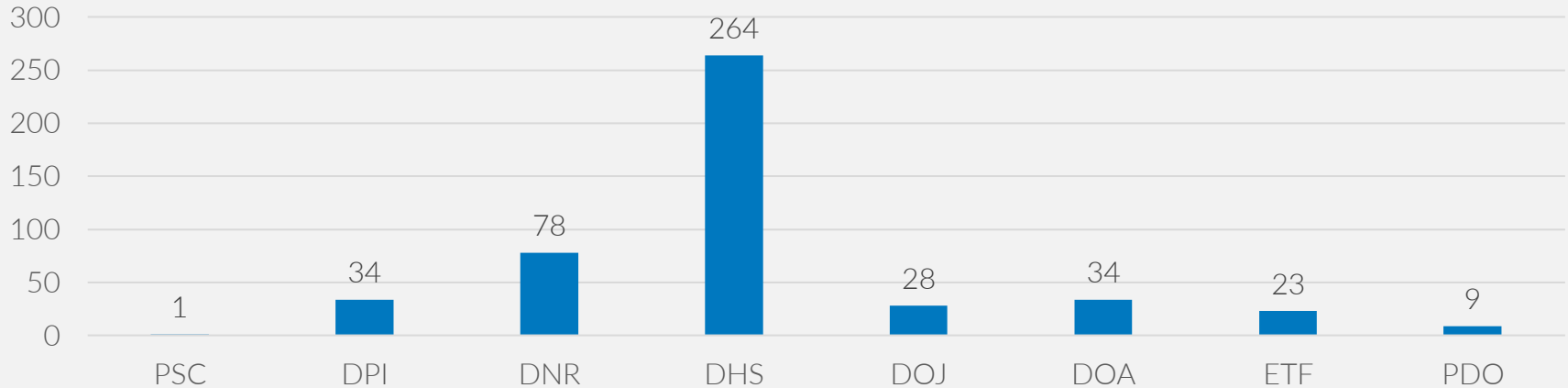
Enrollment totals between Jan-Dec 2022



# meQuillibrium

Total Enrollment = 471

Enrollment by state agency between Jan-Dec 2022



# meQuillibrium

## Engagement Highlights

- 61% of participants are engaged
- Top areas where employees were below the meQ norm in resiliency factors:
  - Physical activity
  - Sleep
  - Focus
  - Positivity
- 38% of engaged employees experienced improvement in their 4 lowest factors.



# Employer-Sponsored Activities

## Number of Activities by Health Category

Employer-Sponsored Activity Category	2022
Book Clubs	1
Hydration	1
Kindness	2
Meditation/Stress Management/Mindfulness	4
Nutrition	2
Physical Activity	29
Prevention	6
Professional Development	3
Sleep	1

## Random Acts of Kindness Feedback

- *“It helped me to think about my actions and attitudes. I feel better about myself by participating.”*
- *“It was a great reminder to be kind to oneself and to others. Being kind to others starts a ripple effect, spreading good vibes out into the community.”*
- *“How it challenged me to think outside the box to go and make someone’s day just a tad bit more positive.”*
- *“It made a positive difference in my day and others. It also helped me find gratitude and center myself to be present and do the best I can each day.”*

# Onsite Programming

Month	Location	Event	Attendance
November	Virtual, ETF Call Center	Self-Care Isn't Selfish (1)	42
October	Virtual, Statewide	Last Chance Webinars (2)	121
October	Various Locations	Benefit Fairs (11)	653
September	UW-Parkside & Green Bay	Benefit Fairs (2)	150
August	UW-Stout	Health Fair (1)	25
July	UW-Madison	Facilities Reception (1)	10
May	Virtual, UW-Madison CLS & UW-Parkside	Presentations (2)	7
May	UW-Eau Claire & DHS	Health Fairs (2)	200
April	UW-Whitewater & Stout	Health Fair (2)	385
March	Virtual, City of Bayfield	Well WI Presentation (1)	5
<b>Total</b>		<b>25 Events</b>	<b>1598</b>

# Participant Feedback: Well Wisconsin Program

2022

- *“Thank you, Well Wisconsin! Your commitment to reflection and improvement makes programming better and better each year!”*
- *“Keep it up! Love this program and the great job you do of both building and communicating.”*
- *“Our worksite really enjoyed the Spring Invitational.”*
- *“We’ve been encouraging fitness walks/breaks during the workday.”*
- *“Thank you for all that you do!”*

# Wellness Champion Network

# Champion Networks



## UW SYSTEMS

- Meetings: 4
- Presentations: 3
- Consultations: 10



## UW HEALTH

- Meetings: 4
- Presentations: 2



## STATE AGENCIES

- Meetings: 6
- Presentations: 3
- Consultations: 4



## LOCALS

- Meetings: 2
- Consultations: 2

23 Meetings with Champion Network Leaders—UW System, UW Health, State Agencies

# Champion Network

## Empowering a network of employees to bring awareness to well-being benefits

### 2022 Year in Review

- Met with leaders of each network to provide program updates and data reports
- Participated in champion meetings throughout the year with each network
- Provided Well Wisconsin program support to Champions in all groups
- Launched ETF Member and Employer website with Well WI resources
- Attended bi-annual ETF meetings with locals, sharing Well WI updates
- Developed annual planning calendar and ETF grant recommendations
- Implemented monthly Well WI communications calendar
  - Shared resources monthly through ETF update
- Provided event planning support for annual Champion awards ceremony
- Surveyed Champions and incorporated feedback in 2023 program plan



# Champion Feedback: Most Impactful Organizational Strategy

2022

- *“Added a blood pressure kiosk on campus”*
- *“Sent ongoing communications—intranet news, email, newsletter, paper flyers, etc.”*
- *“Implemented calm app for our agency, mindful Monday meditations, sessions on caring for aging friends and family.”*
- *“Onsite flu clinics and wellness screenings have been well attended. Looking forward to seeing what we can do going forward to enhance our well-being offerings.”*
- *“Our wellness committee focuses a lot on understanding equity and how it relates to our wellness work. We hosted a number of health equity events and activities, which helps us see our work through a lens of equity.”*

Source: 2022 Well Wisconsin Champion survey

# Recommendations for 2023

## DWS Focus

- Increase **Well Wisconsin program** awareness and participation
- Maintain high listen and satisfaction rates for **Well WI radio**, while providing education through monthly podcast episodes
- Increase **Diabetes Prevention Program** participation and maintain engagement
- Increase participant engagement by leading **onsite and virtual events** for program promotion and health education
- Increase **meQ%** of participants who enroll in the program and maintain engagement
- Increase collaboration with and impact of **Champion Network**



2023 ANNUAL REVIEW

# Employee Program Participation

# Specifications

## Program Period

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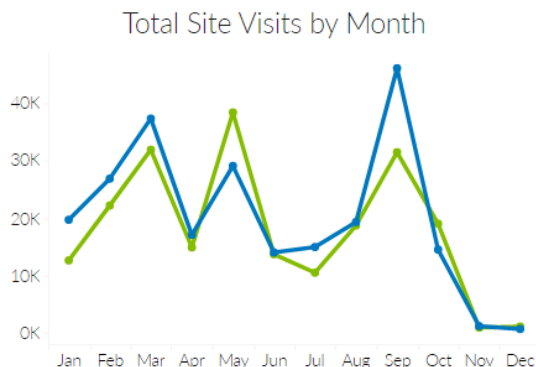
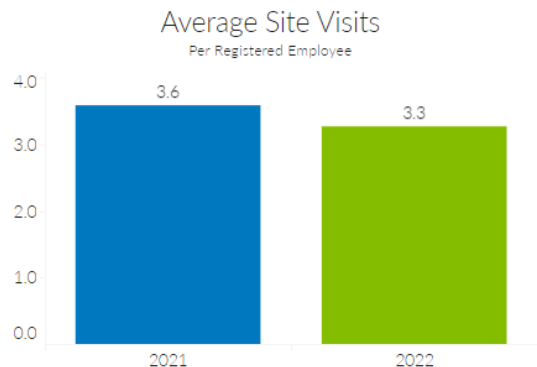
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## Notes

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# Site Visits



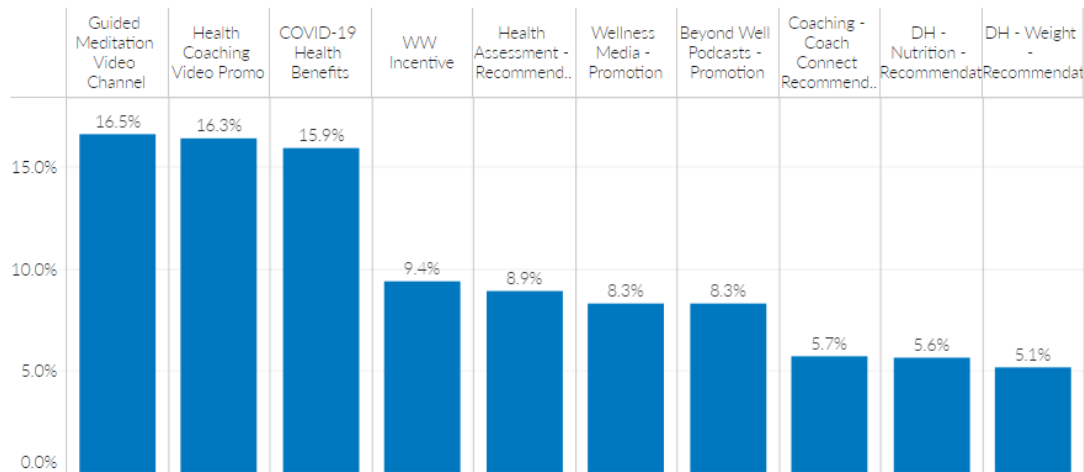
Average site visits took a dip in 2022. Significantly below the WebMD BoB of 7.2 average site visits per program year.

Work to increase the stickiness to the portal so that participants aren't only engaging to earn the incentive.

Employer BoB | Average Site Visits Per Registered Employee 7.2.

# Card Utilization

Top 10 Cards (Distribution of Unique Users)



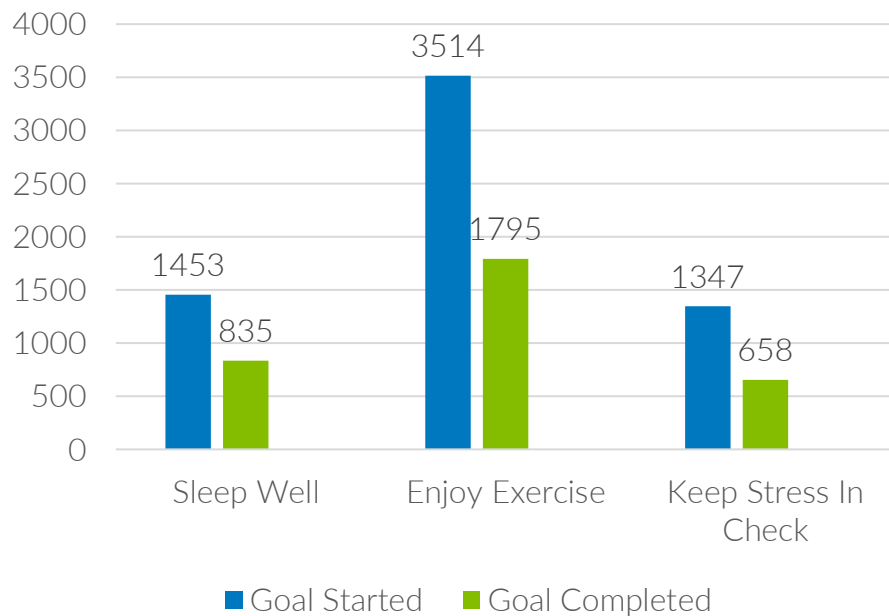
Use of promotional cards is helping to drive users to meaningful content.

Videos seem to be a great way to engage the population on the portal.

Will incorporate more videos onto the portal in the current program year.

# Daily Habits

## Lifestyle Goals



- Plans with the best completion rates:
  - Sleep Well (57%)
  - Enjoy Exercise (51%)
  - Keep Stress In Check (49%)

## PARTICIPATION

# Biometric Screening Completions & Flu Shots

Onsite	Self-Collection	Physician Form
2,468	2,112	5,000

Onsite Flu
3,017

## Biometric Screenings

- Increase return rate for self-collection materials
- Increase volume of onsite screening events
- DWS promote screening services to Wellness Champions

# Challenges

## STRESS LESS

February – March 2022

Registered 3,270

Completed 2,329

Completion % 71%

## INVITATIONAL (SPRING)

May- June 2022

Registered 2,086

Completed 1,238

Completion % 59%

## FIVE TO THRIVE

July – Aug 2022

Registered 1,186

Completed 615

Completion % 52%

## INVITATIONAL (FALL)

August- September 2022

Registered 1,124

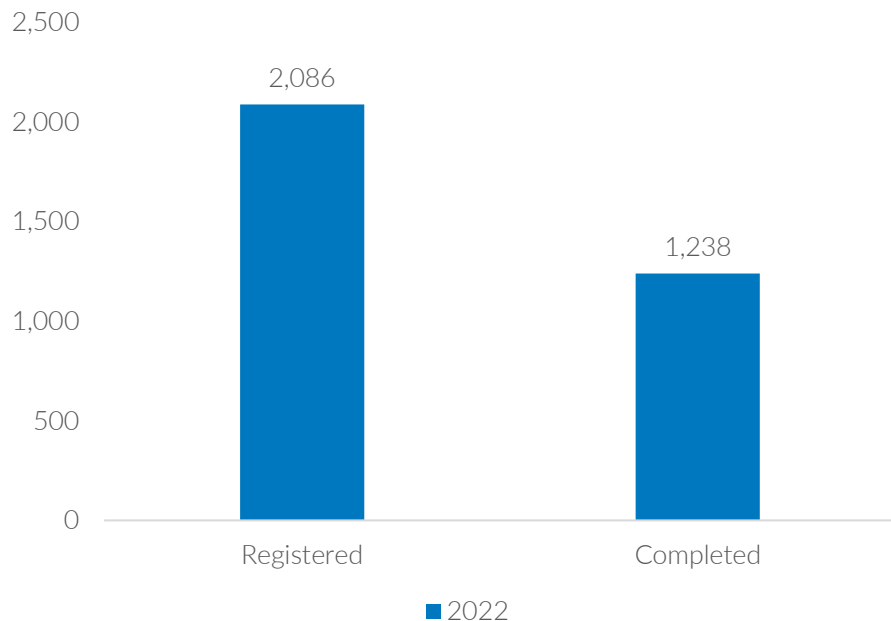
Completed 616

Completion % 55%

Source: CoreInsights, Challenge Individual Report

# The Invitational (Spring)

59% of participants tracked steps for 5 rounds for a minimum of 5 days.

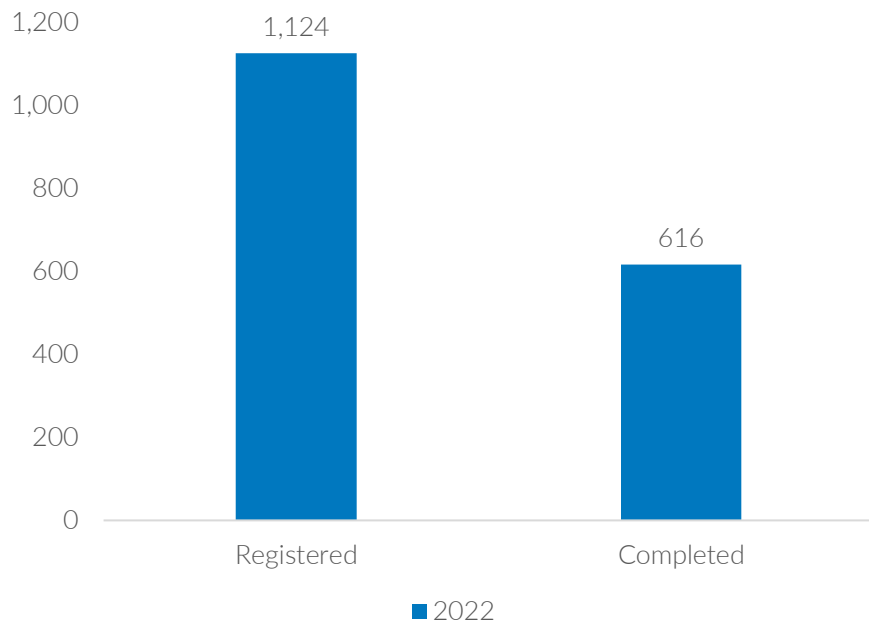


- May 4, 2022- June 8, 2022
- Total steps (all participants): 579,930,644
  - Total steps day (Avg): 16,569,446
  - Steps/participant (Avg): 278,010
  - Steps/participant/day (Avg): 10,641



# The Invitational (Fall)

55% of participants tracked steps for 5 rounds for a minimum of 5 days



- August 24 – September 28, 2022
- Total steps (all participants): 288,698,144
  - Total steps day (Avg): 8,248,518
  - Steps/participant (Avg): 256,848
  - Steps/participant/day (Avg): 10,288

2023 ANNUAL REVIEW

# Employee Population Health

# Demographics

Unique HA Completers	34,755
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Gender	2022	BoB
Female/Woman	60.0%	55.6%
Male/Man	39.0%	42.7%
Non-binary	0.3%	0.1%
Decline to Answer	0.6%	0.4%
No Response	0.0%	1.3%

Age Group	2022	BoB
< 30	7.2%	5.9%
30 - 39	24.7%	20.7%
40 - 49	24.1%	24.9%
50 - 59	22.0%	28.1%
60+	22.0%	20.4%

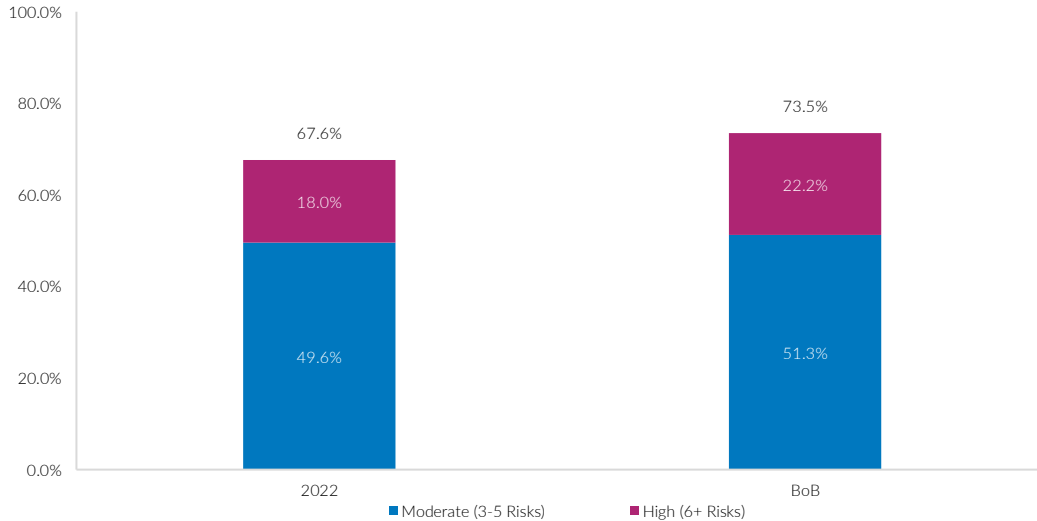
# Additional Demographics

Main Language	2022	BoB
English	96.42%	96.50%
Other	1.17%	0.90%
Chinese (Mandarin)	0.86%	0.40%
Spanish	0.70%	1.60%
Korean	0.29%	0.10%
German	0.12%	0.00%
Hindi	0.10%	0.10%
Russian	0.07%	0.00%
Japanese	0.07%	0.00%
French	0.06%	0.00%
Arabic	0.06%	0.10%
Italian	0.04%	0.00%
Vietnamese	0.02%	0.20%
Punjabi	0.01%	0.00%
Thai	0.01%	0.00%

Race/Ethnicity	2022	BoB
White	83.04%	78.60%
Asian	5.86%	4.40%
Black or African-American	3.24%	7.40%
Hispanic or Latino	3.16%	5.00%
Prefer not to say	2.66%	2.20%
Other	1.02%	1.10%
American Indian or Alaska Native	0.85%	1.00%
Native Hawaiian or other Pacific Islander	0.18%	0.30%

Education Level	2022	BoB
Post-graduate or professional school	37.48%	27.20%
College Graduate	36.52%	30.00%
Associate Degree or Vocational school	11.73%	11.60%
Some college	8.61%	15.00%
High School Graduate or equivalent	5.24%	15.00%
Some high school	0.22%	0.70%
Less than High School	0.20%	0.50%

# Health Risk Stratification



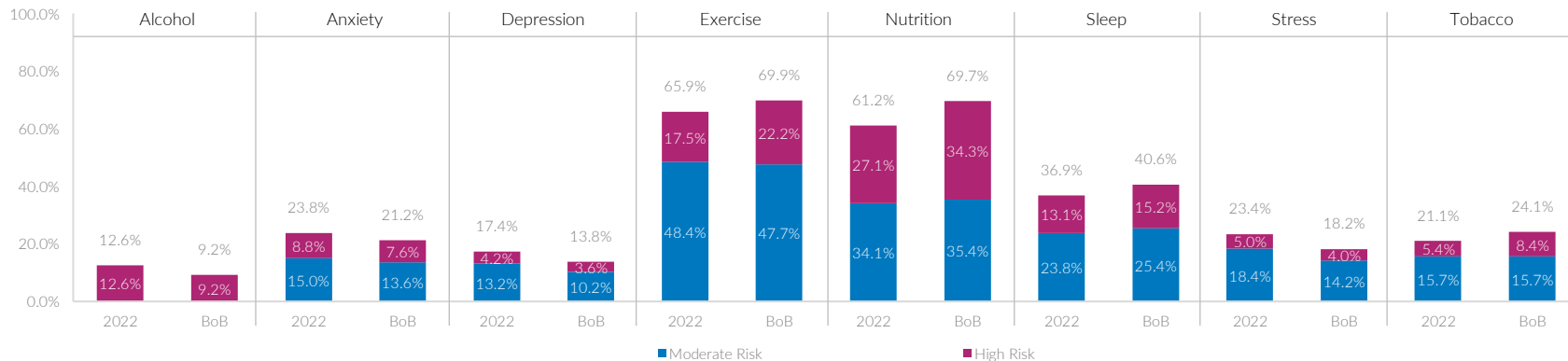
Based on 13 clinical and modifiable health risks: Alcohol, Anxiety, Blood Pressure, Blood Sugar, Cholesterol, Depression, Exercise (high risk), Nutrition, Prevention, Sleep, Stress, Tobacco and Weight. Due to rounding, the sum of Moderate and High may not equal At Risk.

The average risks per person is 3.63 compared to the BoB of 4.00.

67.6% of population is at risk (moderate or high-risk), which is lower than the BoB (73.5%)

# Modifiable Health Risk Prevalence

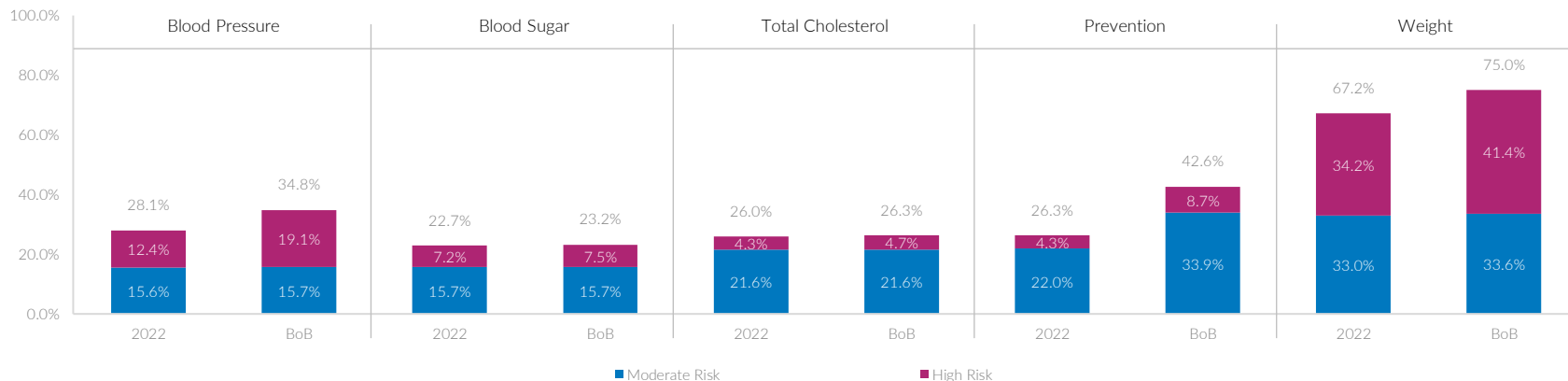
- Prevalence of modifiable risks was generally lower (better) than the book of business except for alcohol, anxiety, depression and stress.
- Opportunity to address these risk areas via mental health resources.



Alcohol risk scoring has no moderate risk.

# Clinical Health Risk Prevalence

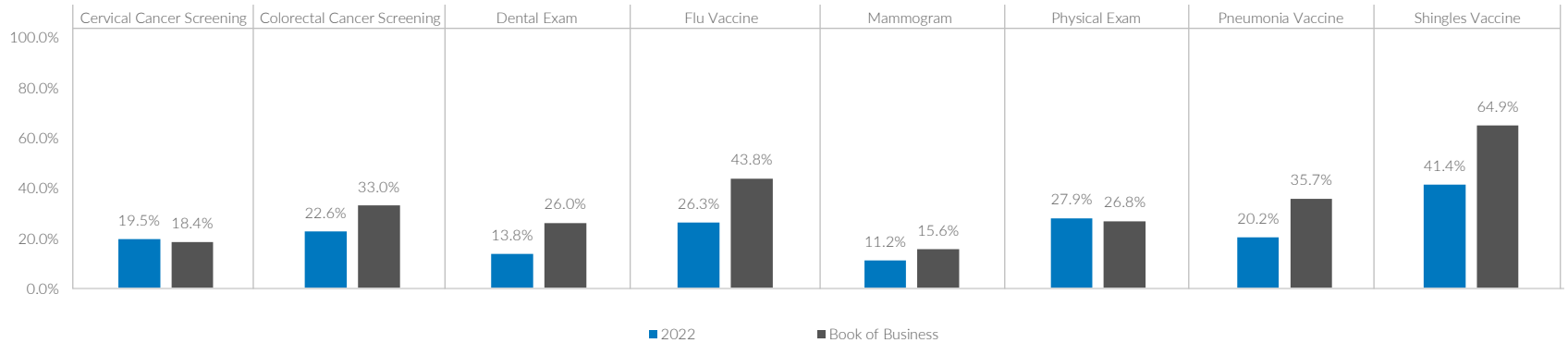
- Weight continues to be the highest risk area with 33% having a Body Mass Index of  $\geq 25.0$



Based on values reported by HA completers or professionally sourced biometrics imported prior to HA completion; data restricted to users who reported a value or a range as indicated by the HA question.

# Prevention Risk

- Risks are lower than the BoB in all but two areas: cervical cancer screening and physical exams.

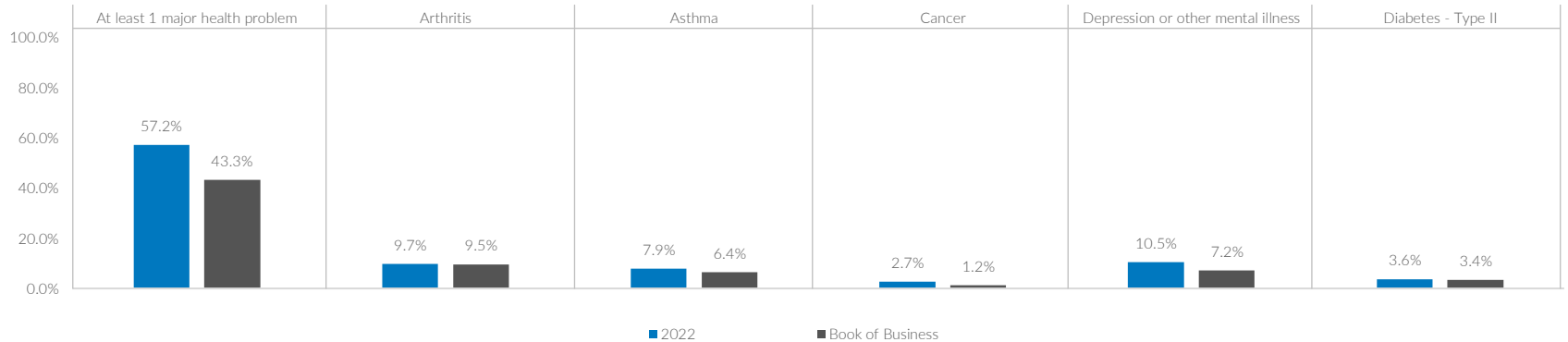


Risk rates are shown as a percent of those recommended for exam or vaccine based on age and/or sex.



# Top 5 Chronic Conditions

- Overall chronic condition prevalence of 57.2% is higher than the BoB (43.3%).
- Rates for individual conditions are higher than the BoB. Opportunity to continue to drive engagement into the Chronic Condition Management programs that are available.



Excludes "Other".

2023 ANNUAL REVIEW

# Employee Professionally Sourced Biometrics

# Specifications

## Program Period(s)

Start Date	End Date	Label
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## Book of Business

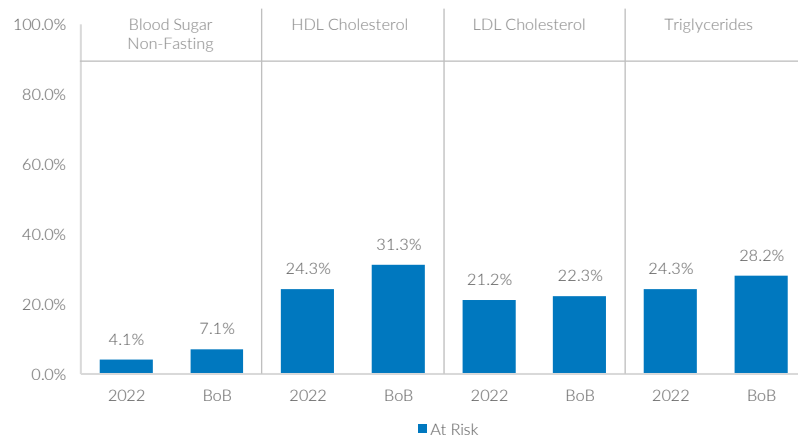
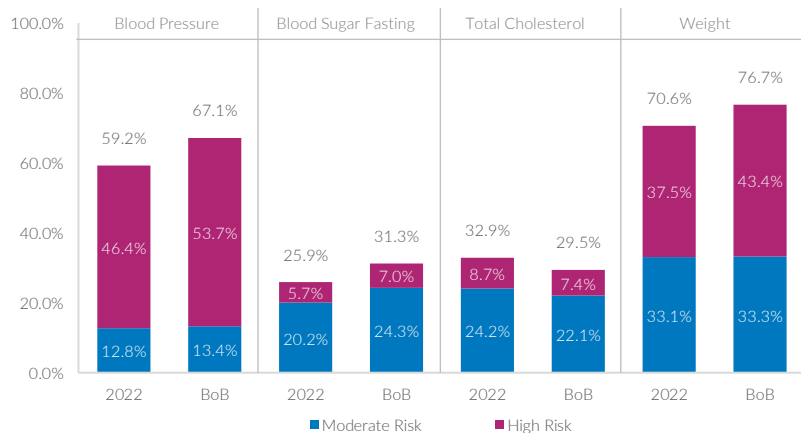
Market	Users with Prof. Sourced Biometrics	Period
Employer	138,300	CY 2022

## Notes

- Applies to the following sections: Professionally Sourced Biometrics, Change in Professionally Sourced Biometrics.
- To ensure accurate program planning, data restricted to users who were active at the time the report was run.
- Minimum of 50 unique users with biometric measure required for reporting.
- Due to rounding, the sum of Moderate and High may not equal At Risk.

# Professionally Sourced Biometrics

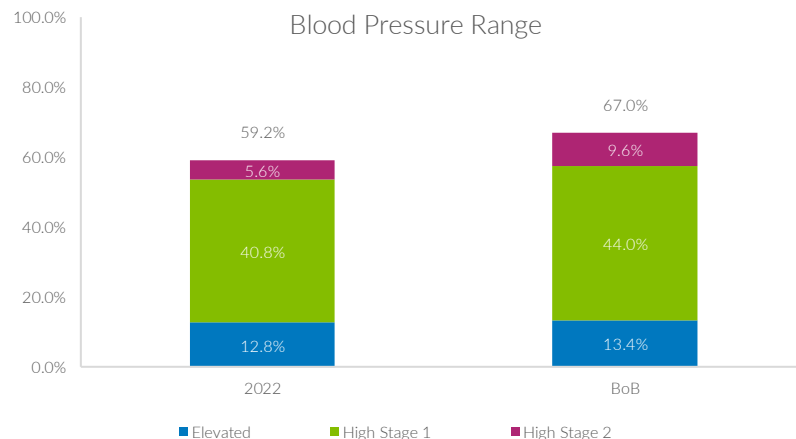
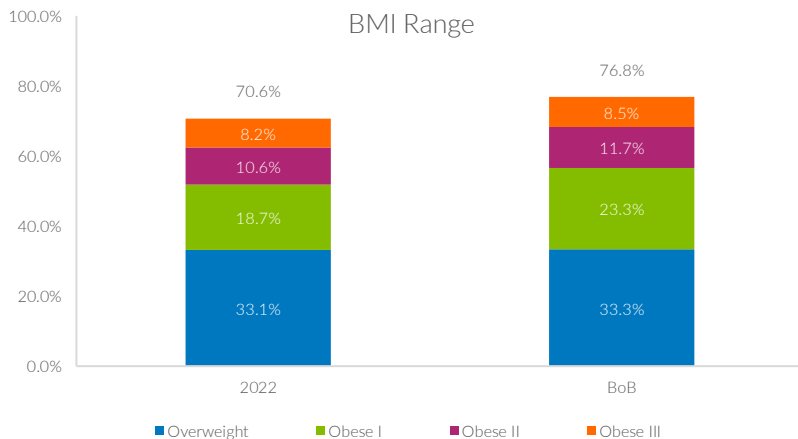
- Weight and Blood Pressure are the most prevalent biometric risks but are lower than the BoB.
- Of those at-risk for weight, almost 38% have a BMI > 30.



Based on 6,621 unique users with professionally sourced biometric values; not all users may have data for all measures.

# Weight and Blood Pressure Risk Detail

- Obesity prevalence is 37.5% and high blood pressure prevalence is 46.4%.
- Both are lower than the BoB of 43.5% and 53.6%, respectively.

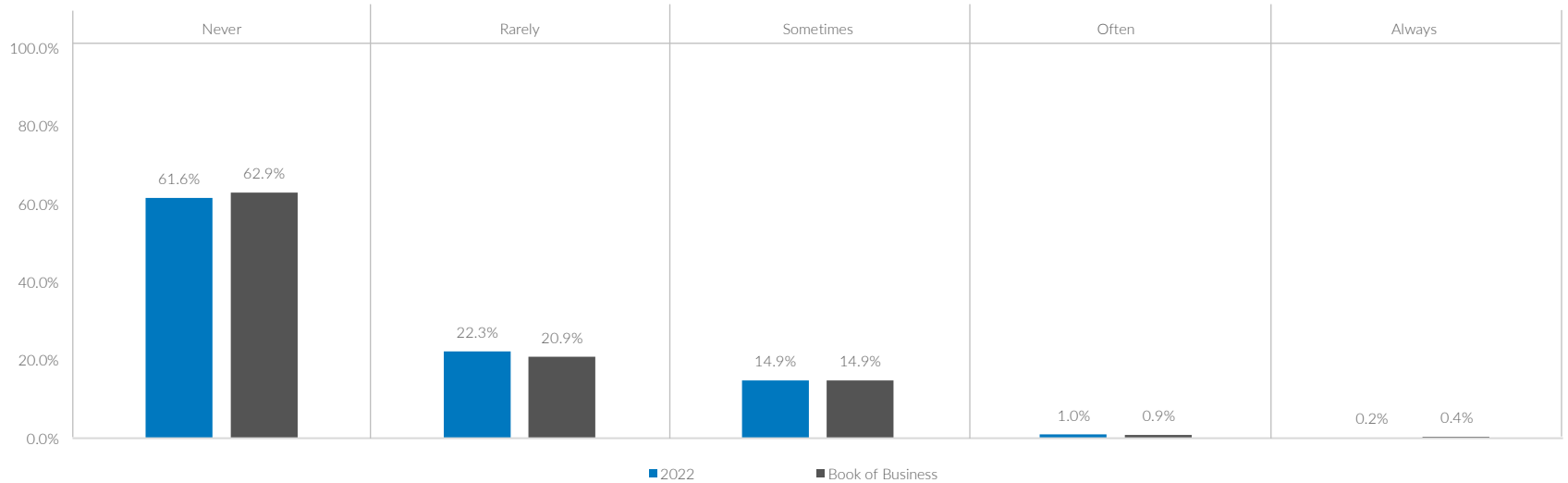


Based on 6,621 unique users with professionally sourced biometric values; not all users may have data for all measures.

2023 ANNUAL REVIEW

# Workforce Well-Being

# Productivity



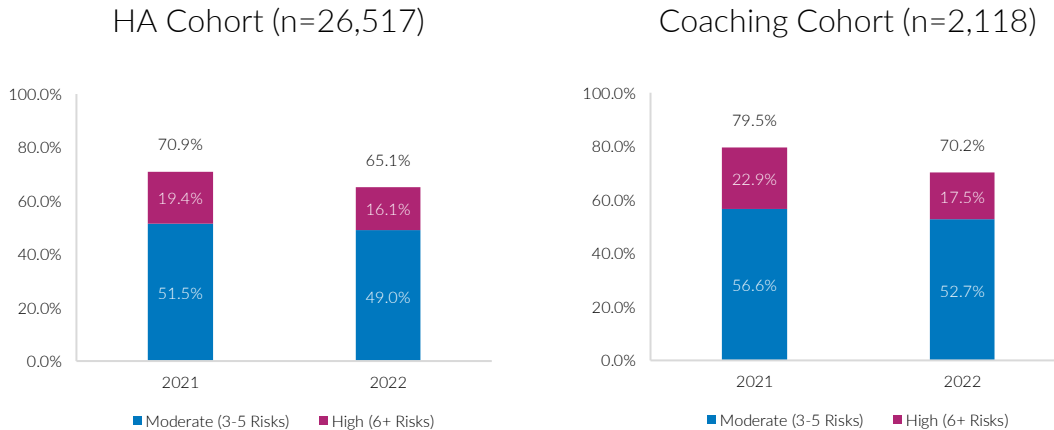
ONE Assessment question: In a typical month, how often was your work performance affected by health-related issues?

2023 ANNUAL REVIEW

# Employee Program Impact (Cohort Change)



# Change in Overall Health Risk Stratification



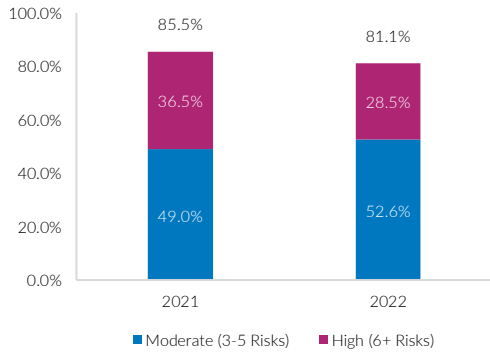
- Among the HA cohort, the average number of risks improved 7.4%, from 3.77 to 3.49.
- Coaching cohort has higher health risks, yet health status improved 10.4% (4.14 to 3.71 average risks).

Based on 13 clinical and modifiable health risks: Alcohol, Anxiety, Blood Pressure, Blood Sugar, Cholesterol, Depression, Exercise (high risk), Nutrition, Prevention, Sleep, Stress, Tobacco and Weight.

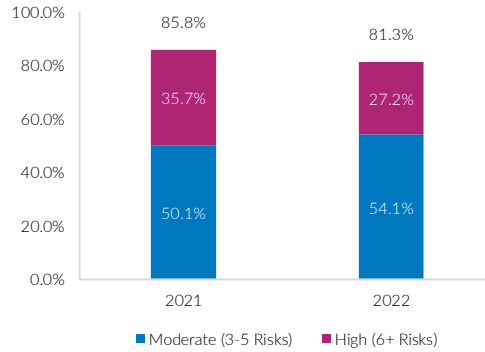
HA Cohort completed the ONE Assessment in each period shown. Coaching Cohort completed the ONE Assessment in each period shown and completed 3 or more moderate- or high-risk lifestyle coaching calls in the earliest period.

# Change in Overall Health Risk Stratification: CCM Program

CCM Cohort 1+ Call (n=977)



CCM Cohort 3+ Call (n=423)

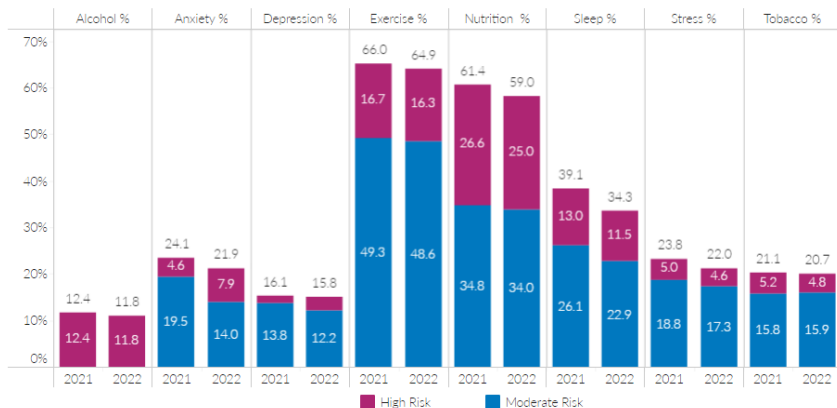


- Among the CCM cohort who completed 1+ calls; the average number of risks improved 9.0%, from 4.85 to 4.42.
- Among the CCM cohort who completed 3+ calls; the average number of risks improved 12.2%, from 4.87 to 4.27.

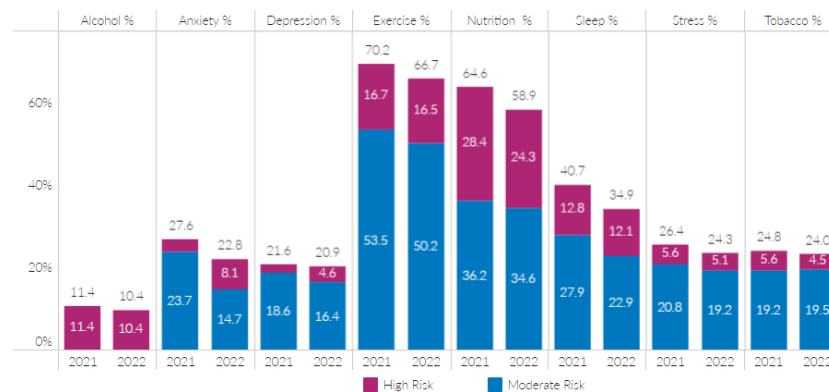
# Change in Modifiable Risk Prevalence

- Most risks – but particularly Exercise, Nutrition and Sleep – were higher in 2021 and improved more for the coaching cohort compared to the HA cohort.

HA Cohort (n=26,517)



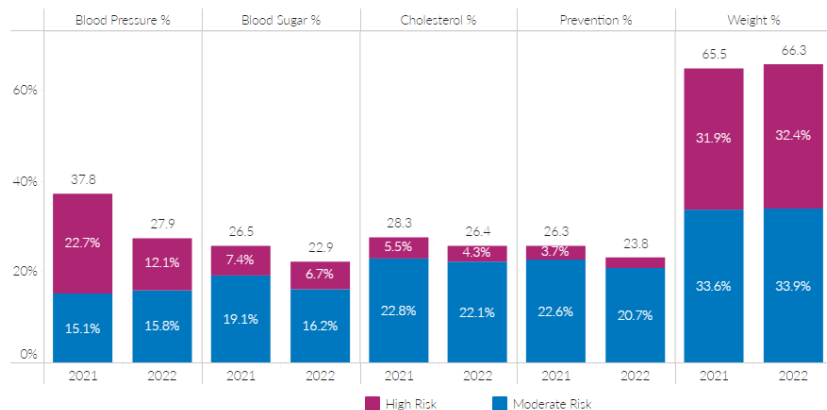
Coaching Cohort (n=2,118)



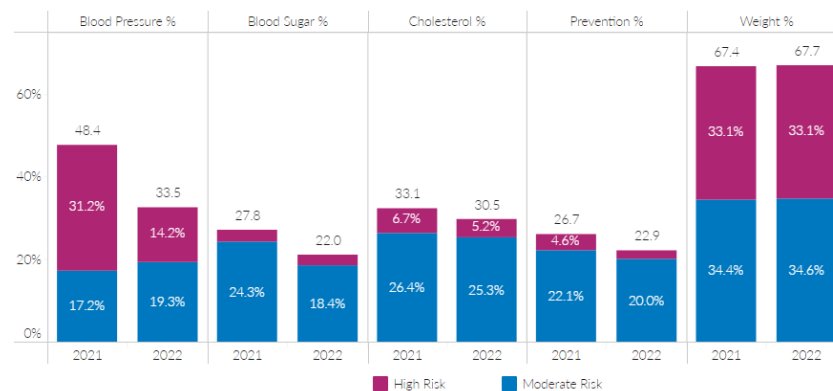
# Change in Clinical Risk Prevalence

- Saw a slight increase in those at-risk for weight overall in the HA cohort group. For those who engaged with a health coach, risks maintained for moderate and high-risk.
- When comparing 2021, there were nice decreases in risks for blood pressure and blood sugar.

HA Cohort (n=26,517)



Coaching Cohort (n=2,118)



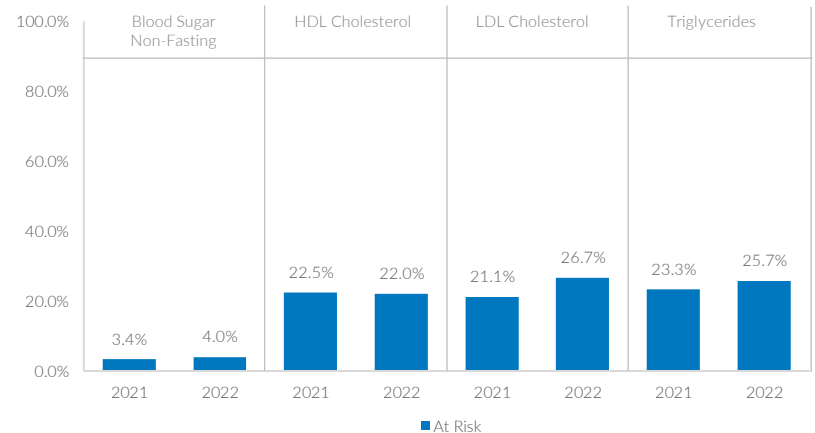
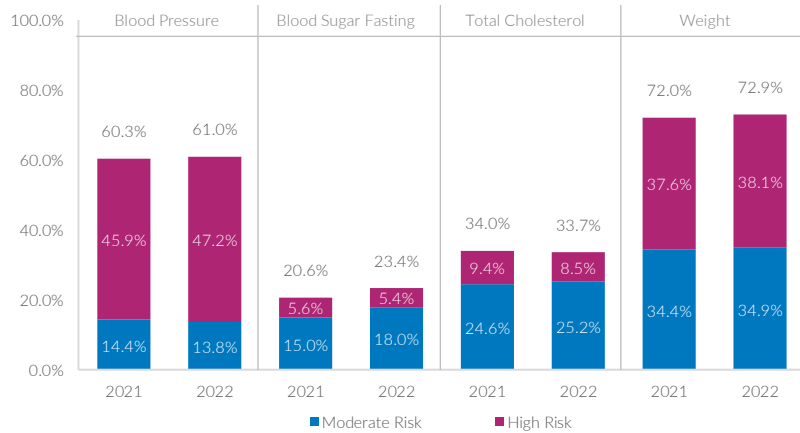
Based on values reported by HA completers or professionally sourced biometrics imported prior to HA completion; data restricted to users who reported a value or a range as indicated by the HA question.

2023 ANNUAL REVIEW

# Employee Change in Professionally Sourced Biometrics

# Change in Professionally Sourced Biometrics

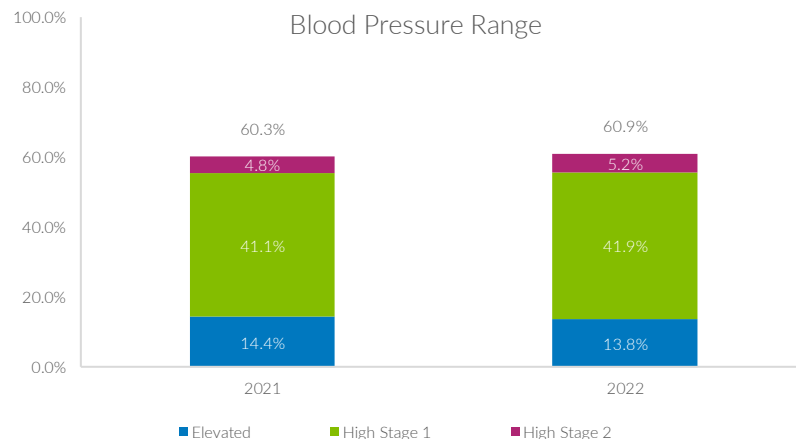
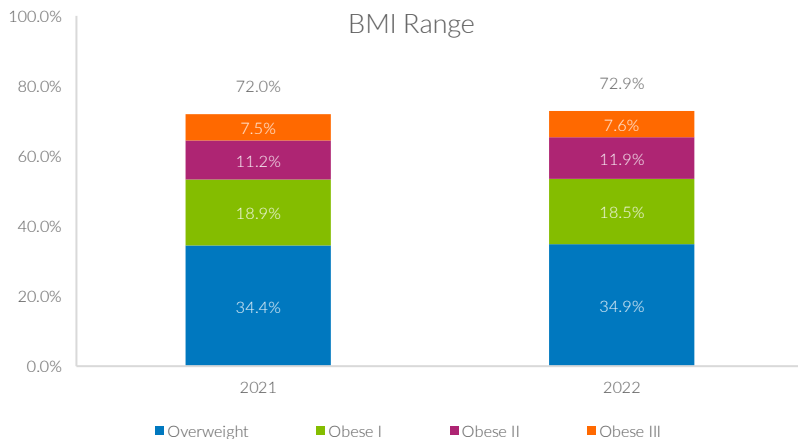
- Saw a slight increase in those at-risk blood pressure, blood sugar and weight.
- Opportunity to address those at high-risk for blood pressure and weight.



Based on 1,738 unique users with professionally sourced biometric values in both time periods; not all users may have data for all measures.

# Change in Weight and Blood Pressure

- Obesity prevalence was 37.6% in 2021 and 38.0% in 2022, just a slight increase overall
- High stages for blood pressure was 45.9% in 2021 and increased to 47.1% in 2022



Based on 1,738 unique users with professionally sourced biometric values in both time periods; not all users may have data for all measures.

# Health Coaching



# Lifestyle Coaching Cascade

Metric	Definition	2022		WHS BoB
		N	%	
HA Completion	% of Platform Registered	54,404	32%	
Lifestyle Coaching	High and Moderate			
Enrolled	% HA Completion	46,513	85%	n/a
Engaged*	% Health Coaching Enrolled	7,332	21%	23%
3+ Sessions*	% of Health Coaching Engaged	2,683	<b>37%</b>	30%

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

\*excludes low-risk due to the nature of the call cadence.

## State of Wisconsin's Lifestyle Coaching program

- Over one-third of those who engaged went on to complete 3 or more coaching sessions
- Of those who engaged in the first 6 months, nearly half of them had 3+ sessions
- High Risk averaged 2.7 sessions

# Specialized Coaching Cascade

Metric	2022		WHS BoB
	N	%	
Weight Management			
Enrolled (HA Completions)	4,847	9%	
Engaged (% of Enrolled)	342	7%	8%
Average Sessions	4.8		3.9
Condition Management			
Enrolled (HA Completions)	7,891	15%	
Engaged (% of Enrolled)	2,714	34%	27%
Average Sessions	2.6		3.2

Note: Health Coaching Enrolled defined as those stratified into an available coaching product offering; Health Coaching Engaged defined as having completed at least health coaching session. Positively Me Weight Management engagement rates artificially low due to program triaging process.

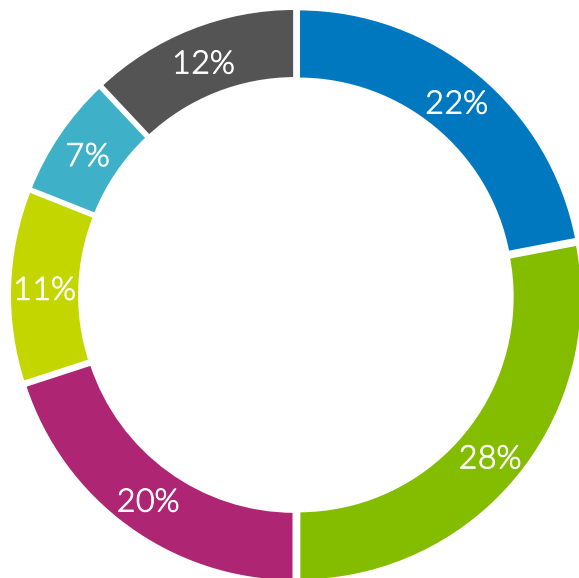
## Weight Management

- The number of engagements was limited by the cap on this program
- State of Wisconsin participants had 26% more sessions than the WHS BoB Weight Management population

## Condition Management

- 34% engaged in the program
- High Risk who engaged in the first 3 months averaged over 4.0 sessions

# Goal Setting



- Weight
- Cardiovascular Exercise
- Nutrition
- Strength Training
- Mental Health
- Other

WebMD BoB is representative of 2020, State of WI 1/1/22-12/31/22

## WebMD Book of Business

- 27% Weight
- 26% Cardiovascular Exercise
- 23% Nutrition
- 9% Strength Training
- 6% Mental Health
- 9% Other

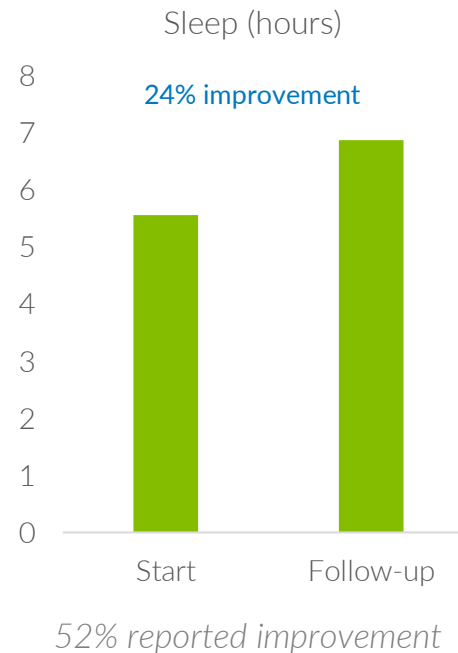
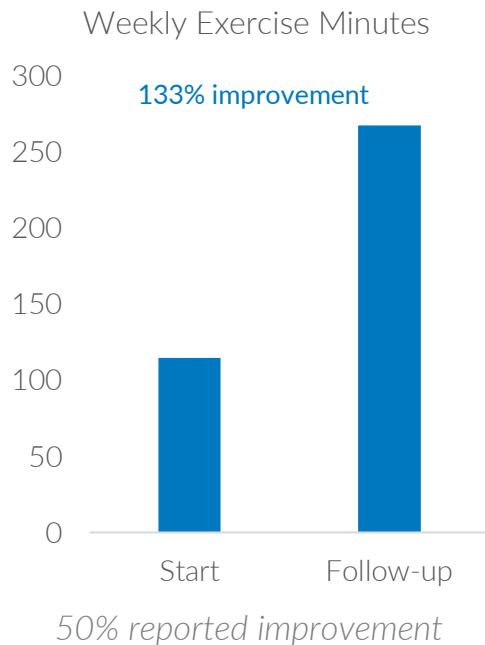
# Coach-Delivered Referrals

1/1/22-12/31/22	
Case Management - Quartz	2
Case Management - Dean Health Plan	1
Case Management - GHC Eau Claire	1
Case Management - GHC SCW	8
Case Management - Medical Associates	1
Case Management - UHC Medicare	1
Case Management WEA Trust	2
Case Management Health Partners	2
City of Madison EAP	10
Dean Care - Complex Case Management	26
Dean Health Disease Management	519
Diabetes - WEA Trust Livongo for Diabetes	5
Diabetes Program - Health Partners	3
Disease Management Aspirus	3
Disease Management Dean	3
Disease Management Dean Prevea	2
Disease Management Health Partners	1
Disease Management Network Health	1
Disease Management Quartz	1
Disease Management UHC	1
Disease Management WEA Trust	8
EAP-Kepro	6
ElderCare Locator Service	45
Freedom from Smoking & Quit for Life	5
Freedom from Smoking Program - Mercy Care	2
GHC's Tobacco Cessation Service - GHC SCW	3
HealthPartners Healthy Discounts	2
Healthy Pregnancy - Quartz	2
Healthy Pregnancy - WEA Trust	1
Healthy Pregnancy HealthPartners	3
High Risk Pregnancy Care Management Program - Network	2
Journey Discount - GHC Eau Claire	2
LifeMatters	571
Living Healthy Plus (Diabetes Program) Dean Prevea	1

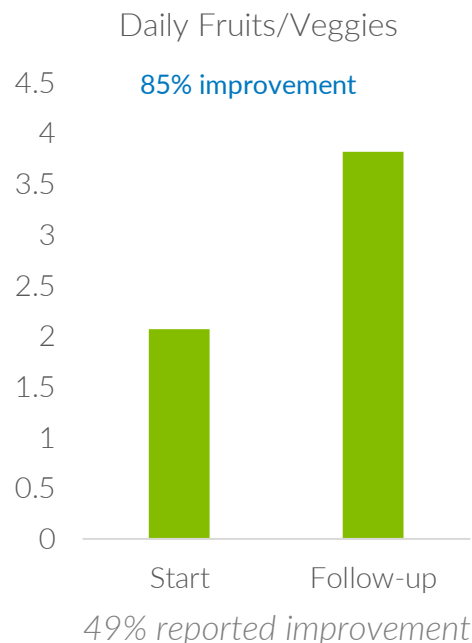
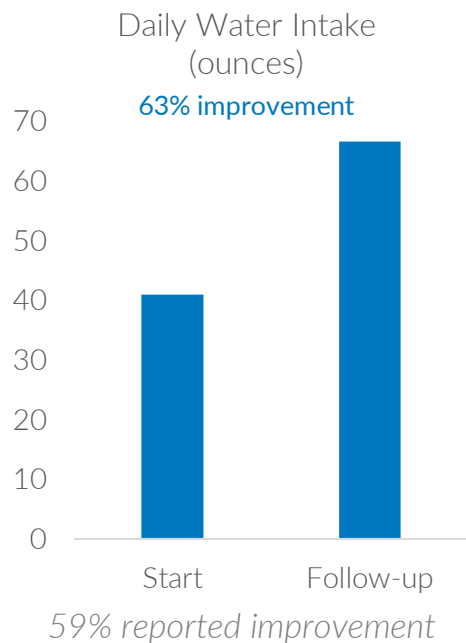
MD Live - Aspirus (Telehealth)	1
Medication Discounts (Navitus)	2
Navitus - Diabetes Management/Medication Program	3
Nurseline - Dean Health Plan	2
Nurseline - Dean Prevea	1
Nurseline - GHC Eau Claire	1
Nurseline - GHC SCW	1
Nurseline HealthPartners	3
Nurseline - UHC Medicare	1
Nurseline - WEA Trust	2
Oncology Care Management Program - Network	1
Partners in Quitting - HealthPartners	1
Prenatal Care Management - GHC SCW	1
Serious Persistent Mental Illness Care Management Program - Network	2
Silver Sneakers - UHC Medicare	2
Strong Beginnings Prenatal Program	559
Tobacco Cessation NRT - GHC Eau Claire	2
United Way AIRS 211	13
WEA - EAP	40
WEA - Harmony Care Management	5
WEA - Livongo for Diabetes	8
WEA - Low back pain	11
WEA - Nurseline	1
WebMD - Coach Connect	673
WebMD - Daily Habits	279
WebMD - Device Integration	9
WebMD - Instagram	78
WebMD - Mobile Apps WAYS	1
WebMD - Stress Specialist	386
WebMD - WAYS APP	488
WebMD - WebMD ONE	9
WebMD - Wellness Media Library/Coaching University	5
WebMD One	507
Wisconsin Tobacco Quit Line	1
<b>Total</b>	<b>4345</b>

State of WI 1/1/22-12/31/22

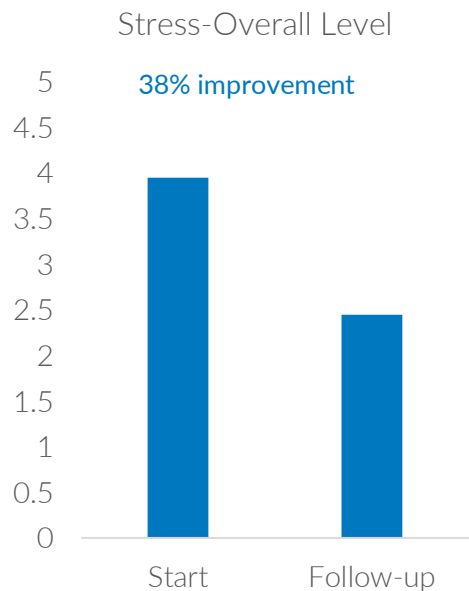
# Health Coaching Program Impact - Lifestyle



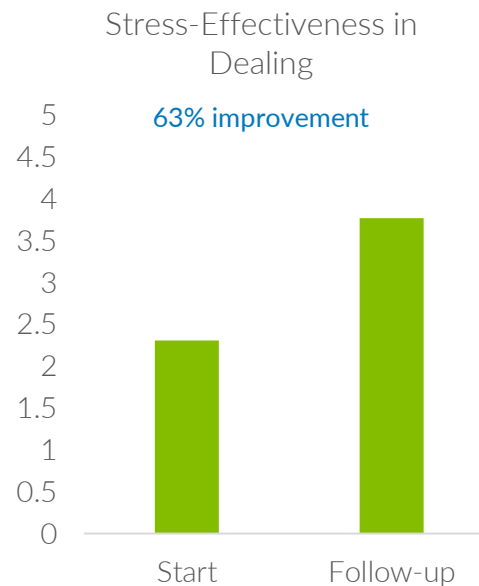
# Health Coaching Program Impact - Lifestyle



# Health Coaching Program Impact - Lifestyle

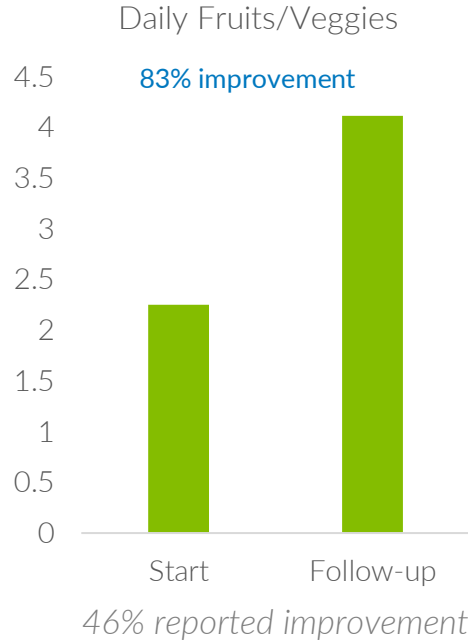
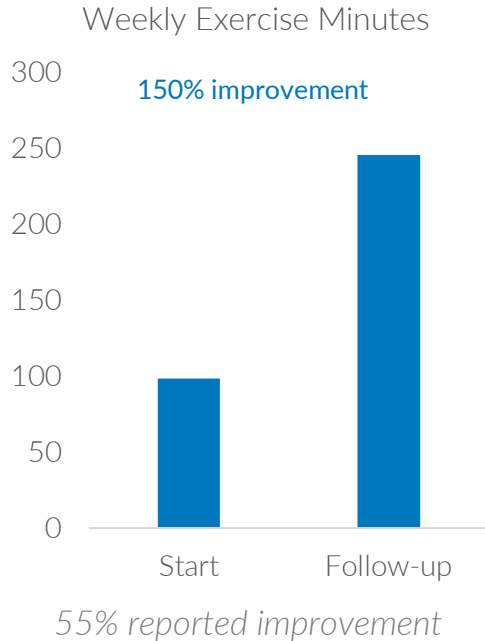


44% reported improvement



44% reported improvement

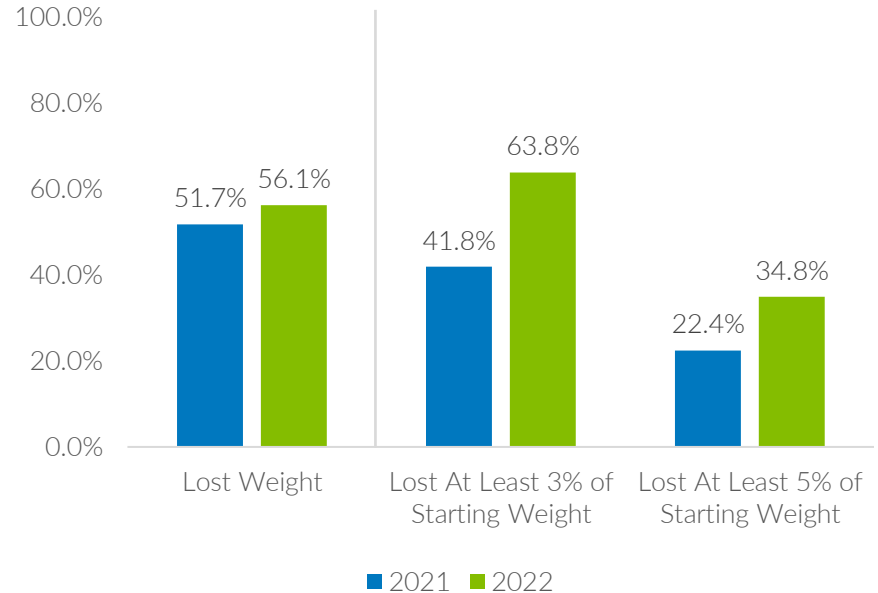
# Health Coaching Program Impact - Weight





# 2022 Positively Me Program Impact

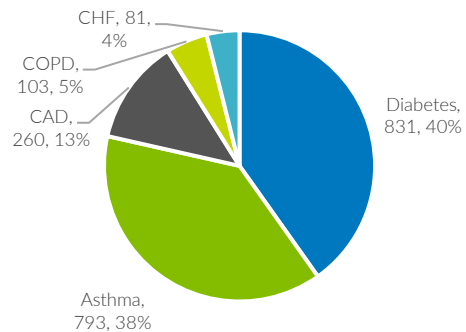
- Among individuals who engaged in the Positively Me program, 56% lost weight.
- Average weight loss among individuals who lost weight was 13 pounds (average 3.8% of starting weight).
- Of those who lost weight, 64% lost at least 3% of their starting weight; 35% lost 5% or more of their starting weight.
- While 5% weight loss is typically considered “clinically significant”, research has shown that significant health benefits can be achieved in association with weight loss of 3%.



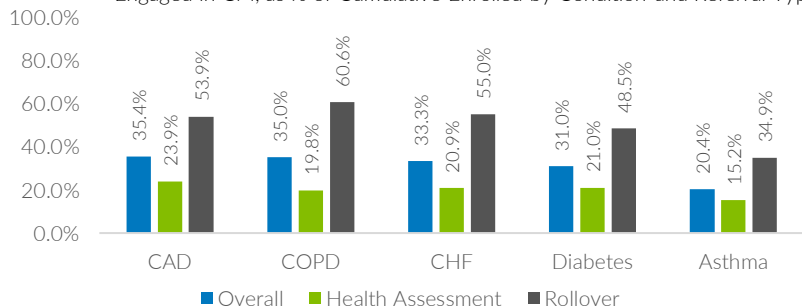
Source: WHS Positively Me Coaching Interim Risk Questionnaire, State of Wisconsin Program Years 2021 and 2022; Based on Positively Me participants who completed 2 or more sessions with a health coach and reported an improvement in specific behaviors. Restricted to participants who lost weight (n=134 in 2021 and n=123 in 2022).

# Condition Management

Overall Distribution of CM Engaged by Condition



Engaged in CM, as % of Cumulative Enrolled by Condition and Referral Type



Change in Clinical Measures by Condition, 2022, Among those engaged 6+ months

Asthma	n	Pre	Post	% Change
Percent to Rarely or Never Miss Medication in Last Week	553	92.6%	94.4%	2.0%
Percent to Have an Asthma Action Plan	258	54.7%	81.4%	48.9%
Percent with Flu Shot in Last Year**	667	80.4%	81.9%	1.9%
CAD	n	Pre	Post	% Change
Percent to Rarely or Never Miss Medication in Last Week	221	95.5%	97.3%	1.9%
Percent with LDL Cholesterol Test in Last Year**	223	98.2%	97.8%	-0.5%
Percent to Use Statins	183	98.9%	100.0%	1.1%
Percent to Eat a Low Fat Diet	207	51.7%	79.2%	53.3%
Heart Failure	n	Pre	Post	% Change
Percent to Rarely or Never Miss Medication in Last Week	62	95.2%	98.4%	3.4%
Percent to Use Beta Blockers	45	97.8%	97.8%	0.0%
Percent to Eat a Low Salt Diet	53	62.3%	77.4%	24.2%
Percent to Use ACE or ARB	32	100.0%	100.0%	0.0%
COPD	n	Pre	Post	% Change
Percent to Rarely or Never Miss Medication in Last Week	76	93.4%	94.7%	1.4%
Percent with Flu Shot in Last Year**	85	84.7%	83.5%	-1.4%
Diabetes	n	Pre	Post	% Change
Percent to Rarely or Never Miss Medication in Last Week	631	94.1%	95.6%	1.5%
Percent with Eye Exam in Last Year**	534	94.6%	95.1%	0.6%
Percent with A1c < 7	466	49.8%	54.7%	9.9%
Nephropathy Screening: Urine or Blood in Last Year**	672	94.9%	96.3%	1.4%



Lifestyle Coaching

# Female, 46

Motivated by progress made on her own, this participant started working with a health coach to expedite her goal of losing weight. Her initial goals were to choose healthier options while eating out, add variety to her meals, and to drink more water. After seeing improvements with her hair, skin, and levels of energy, she was inspired to continue making changes. She joined a yoga class and tried many new recipes. She also found success by participating in walks with her husband, who was also losing weight. Meeting her goals motivated her to set more challenging goals and to keep going!



## RESULTS:

**22** pounds lost  
At WebMD, we enable  
**3.8** people to live better  
point reduction in BMI  
lives by empowering  
**152** decisions and actions  
ounces of water per day  
that improve well-being  
and health outcomes.

Participated in 2 coaching sessions this program year

Added 152 ounces of water daily

Incorporated 15-17 thousand steps per day



## Weight Management Coaching

# MALE, 65

Support through health coaching allowed this participant to exceed his initial 10-pound weight loss goal. While working with his coach, this participant was able to increase his physical activity and improve his eating habits to lower blood glucose levels. He made strong efforts to cut out soda and increase his water intake. By watching what he ate, increasing his physical activity, and using the help of his coach, he was able to reach his goal weight. The small changes in his routine continue to motivate and lead him to more success.



## RESULTS:

**12** pounds lost  
At WebMD, we enable

**2** people to live better  
cups/day increase in fruits and vegetables  
lives by empowering

**240** decisions and actions  
min/week increase in physical activity  
that improve well-being  
and health outcomes.

participated in 5 coaching sessions this program year

improved overall diet and eating habits

implemented more physical activity throughout the week



## Condition Management Coaching

# Male, 58

Motivated to lose weight and improve his diet, this participant worked with a health coach to reinforce his personal goals. Motivated to build a consistent exercise routine, he took time each day to re-evaluate his approach and determine which positive actions would be most beneficial for him at that moment. Whether it was doing exercises at home or eating a balanced lunch, he was able to find healthy habits that worked for him. After years of avoiding change, this participant found that his success was his biggest motivator and helped him to keep going, even when there were setbacks!



## RESULTS:

**10** pounds lost  
At WebMD, we enable  
**125** people to live better  
5 minutes of cardiovascular  
exercise daily  
lives by empowering  
decisions and actions  
**5** days of added strength training  
that improve well-being  
and health outcomes.

Participated in 5 coaching sessions this program year

Limited daily snacks to vegetables and proteins

Added plant-based food options



Condition Management Coaching

FEMALE, 65

Inspired to lose weight and feel better, this participant worked with a health coach to improve overall health and wellness. After the pandemic, this participant became very motivated to turn her life around. By working with a health coach, she was able to lose weight, incorporate regular exercise, and improve her dietary habits. As a result of her hard work and determination, she reached her two ultimate goals to lose weight and lower her A1C levels. With both goals reached and more in sight, this participant is motivated more than ever to continue her path towards healthy success!



RESULTS:

22 pounds lost  
At WebMD, we enable  
4.7 people to live better  
point reduction in BMI  
lives by empowering  
100 decisions and actions  
min of weekly exercise increase  
that improve well-being  
and health outcomes.

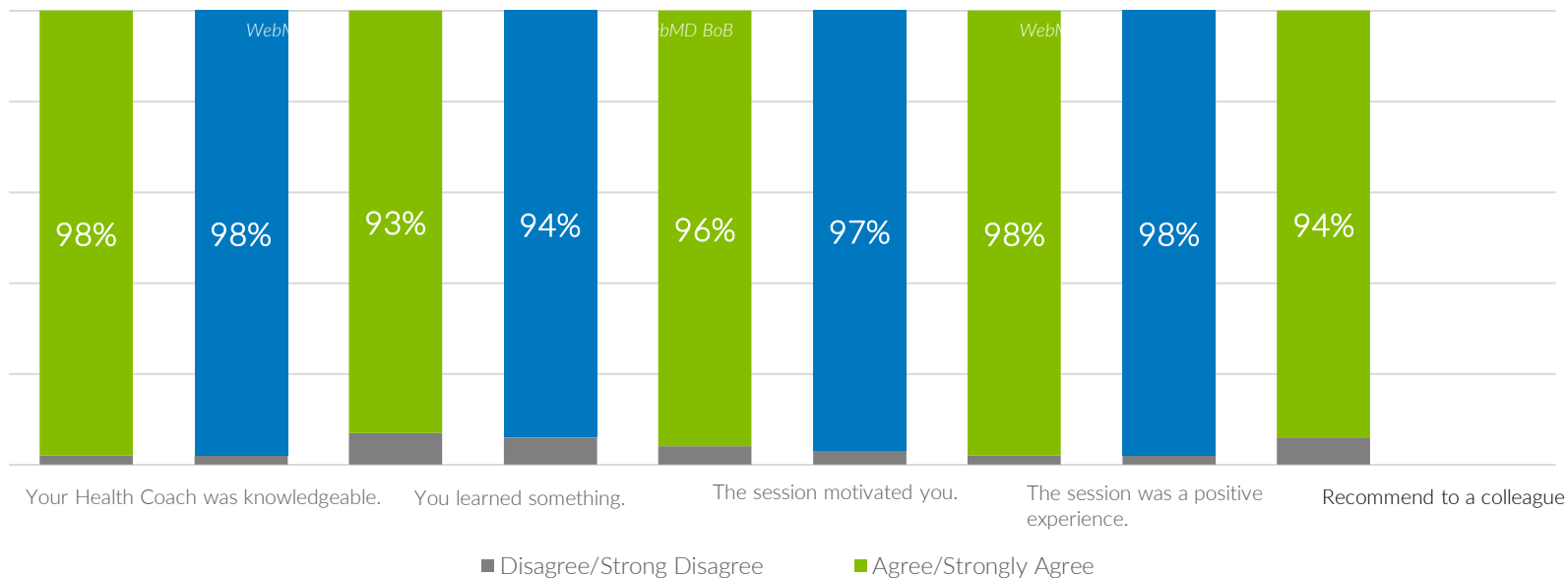
Participated in 4 coaching sessions this program year

Incorporated regular physical activity

Improved her dietary habits

# Coaching Participant Satisfaction - Lifestyle

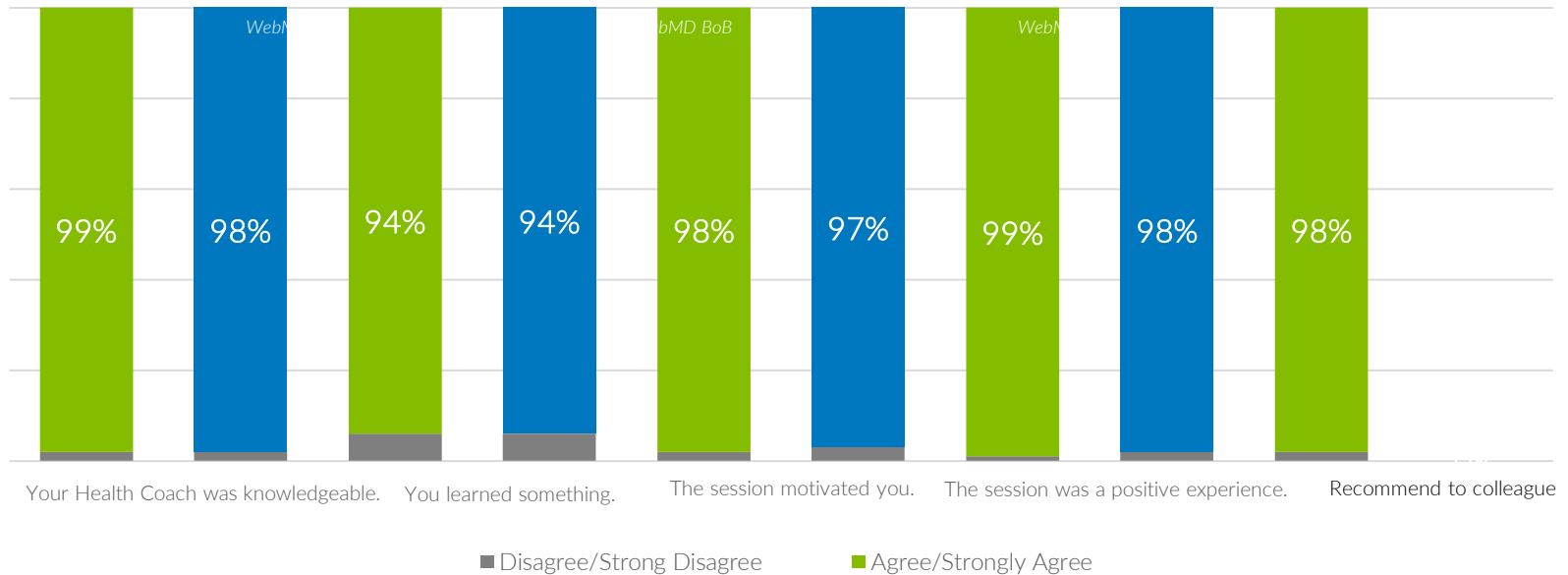
## State of WI versus WebMD BoB



WebMD BoB is representative of 2021, State of WI 1/1/22-12/31/22

# Coaching Participant Satisfaction - Condition Management

## State of WI versus WebMD BoB



WebMD BoB is representative of 2021, State of WI 1/122-12/31/2022





# What Your Participants are Saying About Lifestyle



I think what's best is that you have someone interested in you getting better. It's like having a family member professionally advising you to do the right thing, then having those discussions with you. Its very helpful in terms of getting better positive results, so I appreciate it. Thank you.



Talking with someone personally not on the computer is more rewarding and motivating. Thank you.



I think its the best thing, I like it, it keeps me focused on positive goals and I'm not sure I'd be as readily working on them if I didn't have someone to answer to, so its a motivational factor for me. Thank you very much.



Messaging: Thank you! I really appreciate the suggestions for small, manageable changes to help get me on track. Also, the sense of accountability to somebody helps me be mindful of making health-positive choices during the day. Thank you!



# What Your Participants are Saying About Condition Management

“ I like the program. It helps that someone is there to help you out with medical issues or anything that you may be going through. I've been in the Well Wisconsin for the last four or five years and I think its very important to have someone tell you you're doing something wrong or right and gives suggestions on it and I've been very thankful for it.

“ I just I like talking with someone and getting encouragement and reinforcement on things I'm doing or not doing so its helpful to have these sessions and I appreciate it.

“ The coaches have been very knowledgeable very encouraging helping with solutions for problems. It's been overall a good experience in terms of motivating me to make better choices for my health.

“ I like how it helps me realize simple solutions that I just wouldn't have realized on my own because of taking something for granted or not realizing that possibility exists.

STATE OF WISCONSIN

# 2022 Program Year Communication Summary

# 2022 Communication Objectives

## OBJECTIVES

- Drive registration to the website and participation in the reward programs.
- Continue design theme with greater DE&I in all imagery for a strong inclusive brand
- Strategic coordination with DWS/wellbeing champions and meQuilibrium vendor team

## CALLS TO ACTION

- Participate in Well Wisconsin
- Complete the Incentive by October 14, 2023.
- Participate in challenges
- Schedule a call with a health coach & seasonal reminders
- Participate in other rewardable activities (meQ, diabetes program)

## TOOLS/PROGRAMS PROMOTED

- Health Assessment
- Screenings
- Coaching
- Challenges (two rounds of the Invitational)
- Wellness At Your Side app
- Flu shots
- meQ

# 2022 Communication Campaigns

1. Launch\*
2. meQ\*
3. Screenings
4. Stress Less Challenge
5. Chronic Condition Management
6. Health Assessment
7. Health Coaching
8. Invitational Challenge (2 rounds)
9. Five to Thrive Challenge
10. Flu Shots
11. Program Engagement Reminders\*

\* Indicates campaigns with print

## KEY HIGHLIGHTS

- Successful end of year push in incentive completions before October 2022 deadline with Last Chance campaign: Targeted Letter, Targeted Emails
- Steady increase in meQ enrollments, especially from August to December 2022 (added print pieces)
- 72.9% completion rate in Invitational

# 2022 Email Open Rate Averages

Audience	Open Rate AVERAGE
Program: Non-Registered Users	31%
Program: Registered Users	42% -- well above average book of business
	Average combined open rate of 36.5%

*2022 Unsubscribe rate remained low: 0.1%*

# Solution Recommendations

# Recommendations

- Collaborate with the State of WI to put together a points-based incentive design that weights activities based on effort and impact.
- Increase the number of participants who are utilizing the WAYS app. Current engagement is 2,481 unique users.
- Implement a targeted approach in collaboration with Navitus to engage more asthmatic participants into the Chronic Condition Management Program.
- Continue to address the high weight risk by organizing and promoting all weight management resource options available to participants, including the DPP program and Positively Me.
- Consider rolling out a Culture of Health survey to key locations/agencies around the State.
- Work to spread the word on the Well WI program through engaging onsite events (e.g., smoothie bike, raffles for giveaway items, etc.).
- Address mental health risk by organizing and promoting all mental health resource options available to the population. Collaborate with health plans to mention benefit options available to participants.



APPENDIX I

# Health Risk Definitions

# Modifiable Health Risk Definitions

	Moderate Risk	High Risk
Alcohol	N/A (Alcohol scoring has no moderate risk).	Younger than 65 years: Males more than 14 alcoholic drinks per week or Females more than 7 alcoholic drinks per week. 65 years or older: More than 7 alcoholic drinks per week, or Females 4 or more (Males 5 or more) drinks in a single sitting.
Anxiety	Over the last 2 weeks, several days of anxiety and several days of uncontrolled worrying.	Over the last 2 weeks, several days of anxiety and more than half the days of uncontrolled worrying (or vice versa).
Depression	Over the last 2 weeks, several days of feeling depressed and several days of little interest in doing things.	Over the last 2 weeks, several days of feeling depressed and more than half the days of little interest in doing things (or vice versa).
Exercise	1 to 75 minutes per week of light-intensity exercise and 1 day of strength training; 1 to 150 minutes per week of moderate-intensity exercise and less than 2 days of strength training; 1 to 75 minutes of vigorous exercise and less than 2 days of strength training. Will not be calculated if user indicates they inability to exercise due to medical condition.	Less than 150 minutes per week of light intensity exercise, no moderate-intensity or vigorous exercise, and no strength training; or 1 day per week of strength training and no other exercise. Will not be calculated if user indicates they inability to exercise due to medical condition.
Nutrition	Less than 5 daily servings of fruits/vegetables, less than 3 daily servings of whole grains, and less than 3 weekly servings of nuts/seeds (if not allergic).	Less than 5 daily servings of fruits/vegetables, less than 3 daily servings of whole grains, and 0 weekly servings of nuts/seeds; or 0-1 daily servings of fruits/vegetables, less than 3 daily servings of whole grains, and less than 3 weekly servings of nuts/seeds; or less than 5 daily servings of fruits/vegetables, 0 daily servings of whole grains, and less than 3 weekly servings of nuts/seeds (if not allergic).
Sleep	6-7 hours of sleep or more than 9 hours of sleep (5-6 or more than 8 if age 65+) and rarely, sometimes, usually or always feel tired after sleep.	Less than 6 hours of sleep or more than 9 hours of sleep (less than 5/more than 8 if age 65+) and usually or always feel tired after sleep.
Stress	Over the last month, stress didn't negatively impact health and happiness but most of the time there was a lack of effectiveness at dealing with stress (or vice versa), or stress negatively impacted health and happiness a little and sometimes there was a lack of effectiveness at dealing with stress (or vice versa).	Over the last month, stress didn't negatively impact health and happiness but all of the time there was a lack of effectiveness at dealing with stress (or vice versa), or stress negatively impacted health and happiness a little and mot of the time there was a lack of effectiveness at dealing with stress (or vice versa).
Tobacco	Quit using tobacco products more than 1 year ago.	Current tobacco user or quit in the last 12 months.

# Clinical (HA) Health Risk Definitions

	Moderate Risk	High Risk
Blood Pressure	Reported values of systolic blood pressure 120-129 and diastolic blood pressure <80; or indicated blood pressure range of Elevated.	Reported values of systolic blood pressure $\geq 130$ or diastolic blood pressure $\geq 80$ ; or indicated blood pressure range of High/Stage 1, or High/Stage 2.
Blood Sugar	Reported fasting glucose value of 100 to 125 or A1c value of 5.7% to 6.4%; or indicated glucose or Ac1 range of Borderline High.	Reported fasting glucose value of $\geq 125$ or A1c value of $\geq 6.4\%$ ; or indicated glucose or Ac1 range of Borderline High or High.
Cholesterol	Reported total cholesterol value of 200 to 239; or indicated total cholesterol range of Borderline High.	Reported total cholesterol value of $\geq 240$ ; or indicated total cholesterol range of High.
Weight	Reported height and weight values that calculate to Body Mass Index of 18.5 to 24.9.	Reported height and weight values that calculate to Body Mass Index of $\geq 30.0$ or $< 18.5$ .
Prevention	Up-to-date on one-third to two-thirds or fewer of preventive screening exams and vaccines recommended for age and sex.	Up-to-date on less than one-third of preventive screening exams and vaccines recommended for age and sex.

# Prevention Health Risk Definitions

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## At Risk

Cervical Cancer Screening	For women ages 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 ages 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 ages 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 ages 65 or older, never had pneumonia vaccine.
Shingles Vaccine	For adults ages 50 or older, never had shingles vaccine.

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# Professionally Sourced Biometric Definitions

	Risk Level	Value	Clinical Guideline Source
Blood Pressure	Moderate/Elevated High/Stage 1 High/Stage 2	Systolic 120 to 129 and Diastolic less than 80 Systolic 130 to 139 or Diastolic 80 to 89 Systolic 140+ or Diastolic 90+	American Heart Association <a href="http://www.heart.org">www.heart.org</a>
Blood Sugar Fasting	Moderate/Pre-Diabetes High/Diabetes	100 to 125 126+	American Diabetes Association <a href="http://www.diabetes.org">www.diabetes.org</a>
Blood Sugar Non-Fasting	At Risk	200+	American Diabetes Association <a href="http://www.diabetes.org">www.diabetes.org</a>
HDL Cholesterol	At Risk	Less than 40 (men) or less than 50 (women)	American College of Cardiology <a href="http://www.acc.org">www.acc.org</a>
LDL Cholesterol	At Risk	130+	National Heart, Lung, and Blood Institute <a href="http://www.nhlbi.nih.org">www.nhlbi.nih.org</a>
Total Cholesterol	Moderate/Borderline High High	200 to 239 240+	National Heart, Lung, and Blood Institute <a href="http://www.nhlbi.nih.org">www.nhlbi.nih.org</a>
Triglycerides	At Risk	150+	American College of Cardiology <a href="http://www.acc.org">www.acc.org</a>
Weight/Body Mass Index	Moderate/Overweight High/Obese I High/Obese II High/Obese III	25.0 to 29.9 30.0 to 34.9 35.0 to 39.9 40.0+	Centers for Disease Control and Prevention <a href="http://www.cdc.gov">www.cdc.gov</a>

APPENDIX II

# Detailed Reference Data

# Specifications

## Program Period(s)

Start Date	End Date	Label
1/1/2022	12/31/2022	2022

## Subgroup(s)

1. Registration Type (Employee/Spouse) and Employee Type (Structure Level 1)

## Notes

- Applies to the following sections: Detailed Reference Data.
- To ensure accurate program planning, data restricted to users who were active at the time the report was run.
- ONE Assessment risk reporting: Minimum of 50 HA completers required. Subgroups or data not shown did not meet the minimum requirement.
- Professionally Sourced Biometrics risk reporting: Minimum of 50 unique users with biometric measure required. Subgroups or data not shown did not meet the minimum requirement.
- MR is Moderate Risk, HR is High Risk, AR is At Risk. Due to rounding, the sum of Moderate and High may not equal At Risk.

# Platform Registration

Subgroup(s)	Eligible	Registered Users	Registered Users (% of Eligible)	Unique HA Completers	Unique HA Completers (% of Registered)
EE   LOCAL EMPLOYEE	10,486	10,486	100.0%	3,627	34.6%
EE   LOCAL RETIREE	2,036	2,036	100.0%	318	15.6%
EE   STATE EMPLOYEE	34,842	34,842	100.0%	14,089	40.4%
EE   STATE RETIREE	29,520	29,520	100.0%	4,269	14.5%
EE   UW EMPLOYEE	25,511	25,511	100.0%	10,655	41.8%
EE   UW GRAD ASSIST	6,915	6,915	100.0%	1,798	26.0%
SP   LOCAL EMPLOYEE	6,596	6,596	100.0%	2,131	32.3%
SP   LOCAL RETIREE	696	696	100.0%	120	17.2%
SP   STATE EMPLOYEE	18,408	18,408	100.0%	6,361	34.6%
SP   STATE RETIREE	11,949	11,949	100.0%	1,710	14.3%
SP   UW EMPLOYEE	14,679	14,679	100.0%	5,331	36.3%
SP   UW GRAD ASSIST	1,121	1,121	100.0%	335	29.9%



# Modifiable Health Risk Prevalence (1 of 2)

Subgroup(s)	Unique HA Completers	Alcohol %			Anxiety %			Depression %			Exercise %		
		MR	HR	AR	MR	HR	AR	MR	HR	AR	MR	HR	AR
EE   LOCAL EE	3,627	0.0	17.0	17.0	14.2	6.7	20.9	10.3	3.0	13.3	47.4	21.4	68.8
EE   LOCAL RET	318	0.0	9.7	9.7	9.4	6.6	16.0	7.9	4.4	12.3	45.6	15.7	61.3
EE   STATE EE	14,089	0.0	13.8	13.8	15.1	9.5	24.6	13.5	4.7	18.2	48.9	19.9	68.8
EE   STATE RET	4,269	0.0	10.1	10.1	8.7	5.1	13.7	8.6	2.3	10.8	45.9	12.0	58.0
EE   UW EE	10,655	0.0	10.7	10.7	16.2	9.1	25.3	14.0	4.0	18.1	49.6	16.0	65.5
EE   UW GA	1,798	0.0	11.2	11.2	24.5	14.2	38.7	23.7	7.5	31.1	46.6	13.2	59.7
SP   LOCAL EE	2,131	0.0	13.1	13.1	13.0	6.7	19.7	8.8	2.3	11.2	49.7	19.1	68.8
SP   LOCAL RET	120	0.0	10.8	10.8	8.3	4.2	12.5	10.0	3.3	13.3	40.0	10.0	50.0
SP   STATE EE	6,361	0.0	11.8	11.8	12.8	6.7	19.5	9.3	2.8	12.2	50.3	18.0	68.2
SP   STATE RET	1,710	0.0	10.3	10.3	9.1	4.3	13.5	8.0	2.2	10.1	50.0	10.3	60.3
SP   UW EE	5,331	0.0	9.3	9.3	12.8	6.6	19.4	11.1	3.0	14.1	49.1	15.5	64.6
SP   UW GA	335	0.0	8.1	8.1	19.7	9.9	29.6	18.5	6.3	24.8	54.3	16.4	70.7

Alcohol risk scoring has no moderate risk.

# Modifiable Health Risk Prevalence (2 of 2)

Subgroup(s)	Unique HA Completers	Nutrition %			Sleep %			Stress %			Tobacco %		
		MR	HR	AR	MR	HR	AR	MR	HR	AR	MR	HR	AR
EE   LOCAL EE	3,627	35.7	34.5	70.2	24.8	15.0	39.8	15.8	3.2	19.0	17.3	8.2	25.5
EE   LOCAL RET	318	39.0	26.7	65.7	21.7	7.5	29.2	8.8	4.1	12.9	21.1	7.2	28.3
EE   STATE EE	14,089	35.2	30.4	65.6	25.2	16.5	41.6	18.5	5.3	23.8	16.8	7.1	23.9
EE   STATE RET	4,269	31.9	15.9	47.8	22.1	6.4	28.4	9.9	1.8	11.7	23.2	3.2	26.4
EE   UW EE	10,655	33.1	23.8	56.9	22.6	11.2	33.8	20.8	5.7	26.5	12.2	3.4	15.6
EE   UW GA	1,798	31.9	32.6	64.5	22.1	12.0	34.1	30.9	10.5	41.4	5.3	3.7	9.0
SP   LOCAL EE	2,131	35.8	29.7	65.5	22.6	12.0	34.5	14.6	2.9	17.5	14.3	6.9	21.3
SP   LOCAL RET	120	40.8	15.8	56.7	21.7	5.8	27.5	10.8	0.8	11.7	21.7	3.3	25.0
SP   STATE EE	6,361	35.4	27.4	62.7	22.2	12.4	34.7	15.1	3.3	18.4	16.1	7.1	23.2
SP   STATE RET	1,710	31.5	12.3	43.8	22.0	6.4	28.4	10.1	1.4	11.5	21.9	3.0	24.9
SP   UW EE	5,331	33.7	21.5	55.2	21.7	10.6	32.3	16.4	3.6	20.1	13.2	3.3	16.5
SP   UW GA	335	38.5	23.3	61.8	26.6	11.0	37.6	25.4	5.7	31.0	8.7	0.6	9.3

# Clinical Health Risk Prevalence

Subgroup(s)	Unique HA Completers	Blood Pressure %			Blood Sugar %			Cholesterol %			Prevention %			Weight %		
		MR	HR	AR	MR	HR	AR	MR	HR	AR	MR	HR	AR	MR	HR	AR
EE   LOCAL EE	3,627	16.2	13.4	29.6	14.9	6.7	21.5	21.7	4.5	26.3	30.7	4.8	35.4	37.3	39.4	76.7
EE   LOCAL RET	318	24.3	12.0	36.2	20.8	5.2	25.5	31.5	5.0	36.6	13.5	0.6	14.2	38.4	36.8	75.2
EE   STATE EE	14,089	14.4	11.7	26.1	13.7	7.1	20.6	20.8	4.2	24.9	23.7	4.7	28.4	32.1	40.1	72.1
EE   STATE RET	4,269	24.7	17.3	42.0	23.5	11.1	34.2	23.6	4.5	28.1	10.4	1.0	11.4	34.8	29.6	64.4
EE   UW EE	10,655	13.9	12.1	26.0	15.4	5.9	21.3	22.3	4.7	27.0	20.6	3.8	24.4	32.9	29.6	62.5
EE   UW GA	1,798	8.1	4.9	13.0	6.4	2.3	8.7	13.1	1.8	14.9	28.1	11.2	39.3	26.0	15.5	41.5
SP   LOCAL EE	2,131	12.3	10.3	22.6	11.5	5.7	16.8	21.8	4.2	26.0	24.9	4.3	29.1	33.7	34.7	68.4
SP   LOCAL RET	120	27.3	14.5	41.8	25.0	5.0	30.0	27.2	3.7	30.9	11.7	1.7	13.3	29.2	32.5	61.7
SP   STATE EE	6,361	14.6	11.3	25.9	14.0	5.6	19.4	21.5	3.9	25.4	26.2	4.2	30.5	35.1	35.4	70.4
SP   STATE RET	1,710	20.1	17.4	37.5	23.7	8.9	32.5	25.3	6.0	31.2	10.5	0.5	11.0	33.1	26.9	60.0
SP   UW EE	5,331	13.5	10.8	24.3	16.1	5.2	21.2	21.7	4.3	26.0	21.9	3.6	25.4	35.8	25.8	61.6
SP   UW GA	335	9.2	7.6	16.8	5.9	1.5	7.4	14.1	0.8	14.8	23.9	5.7	29.6	28.7	16.1	44.8

Based on values reported by HA completers or professionally sourced biometrics imported prior to HA completion; data restricted to users who reported a value or a range as indicated by the HA question.

# Preventive Exam Risks

Subgroup(s)	Unique HA Completers	Cervical Cancer Screening	Colorectal Cancer Screening	Dental Exam	Flu Vaccine	Mammogram	Physical Exam	Pneumonia Vaccine	Shingles Vaccine
EE   LOCAL EE	3,627	19.2%	27.2%	15.3%	39.1%	12.3%	28.3%	47.5%	54.0%
EE   LOCAL RET	318	31.7%	13.9%	10.4%	21.1%	9.0%	21.4%	18.3%	28.1%
EE   STATE EE	14,089	18.1%	27.1%	14.7%	29.8%	12.3%	29.1%	27.0%	51.9%
EE   STATE RET	4,269	29.4%	14.3%	6.0%	14.1%	7.1%	14.5%	17.1%	22.6%
EE   UW EE	10,655	17.9%	24.3%	13.1%	22.8%	13.4%	28.9%	37.2%	46.7%
EE   UW GA	1,798	28.1%	30.8%	27.5%	24.5%	22.2%	43.8%		46.2%
SP   LOCAL EE	2,131	13.6%	28.5%	12.4%	37.2%	10.7%	26.1%	41.2%	55.2%
SP   LOCAL RET	120	22.7%	9.1%	7.5%	20.8%	3.6%	22.5%	17.9%	32.8%
SP   STATE EE	6,361	16.2%	25.4%	11.7%	32.3%	12.2%	26.5%	33.2%	51.5%
SP   STATE RET	1,710	25.1%	11.4%	4.4%	14.7%	5.6%	13.1%	17.4%	21.1%
SP   UW EE	5,331	17.1%	22.4%	10.8%	23.2%	13.1%	28.2%	30.5%	44.4%
SP   UW GA	335	13.3%	25.0%	17.6%	23.6%	0.0%	38.5%		25.0%

Risk rates are shown as a percent of those recommended for exam or vaccine based on age and/or sex; blank cell(s) indicate no users met the recommendation criteria.

## DETAILED REFERENCE DATA

# Chronic Conditions

Subgroup(s)	Unique HA Completers	At least 1 major health problem	Arthritis	Asthma	Cancer	Depression or other mental illness	Diabetes - Type II
EE   LOCAL EE	3,627	39.1%	6.6%	6.6%	2.1%	8.0%	0.5%
EE   LOCAL RET	318	50.4%	22.8%	8.6%	8.4%	9.4%	0.5%
EE   STATE EE	14,089	42.9%	7.7%	8.4%	2.0%	11.5%	0.6%
EE   STATE RET	4,269	59.7%	25.5%	8.5%	7.9%	7.2%	0.8%
EE   UW EE	10,655	39.4%	6.3%	7.9%	1.9%	11.9%	0.6%
EE   UW GA	1,798	27.6%	1.5%	5.6%	0.3%	10.6%	0.3%
SP   LOCAL EE	2,131	38.5%	6.8%	5.7%	2.8%	8.0%	0.6%
SP   LOCAL RET	120	58.5%	20.4%	7.5%	3.4%	8.2%	0.0%
SP   STATE EE	6,361	39.1%	6.8%	7.0%	2.1%	8.3%	0.5%
SP   STATE RET	1,710	58.0%	25.1%	8.4%	6.9%	7.5%	0.4%
SP   UW EE	5,331	37.2%	6.9%	6.1%	2.1%	8.1%	0.6%
SP   UW GA	335	30.1%	0.7%	5.5%	1.7%	9.7%	1.2%

Data restricted to overall chronic condition prevalence and top 5 most prevalent conditions based on the total population; excludes "Other".

# Weight and Blood Pressure Risk Detail

Subgroup(s)	Unique Users with P.S. Biometrics	Weight					Blood Pressure			
		Overweight	Obese I	Obese II	Obese III	At Risk	Elevated	High Stage 1	High Stage 2	At Risk
EE   LOCAL EE	638	36.8%	21.6%	14.3%	9.6%	82.3%	12.7%	46.6%	4.7%	64.1%
EE   STATE EE	1781	30.2%	22.0%	14.0%	11.0%	77.1%	12.8%	42.2%	6.1%	61.1%
EE   STATE RET	463	35.4%	19.7%	8.4%	3.0%	66.5%	19.9%	38.9%	5.4%	64.1%
EE   UW EE	1726	34.4%	15.6%	7.3%	6.9%	64.2%	10.9%	39.4%	5.6%	55.9%
EE   UW GA	221	29.9%	5.9%	2.3%	1.4%	39.4%	10.4%	30.8%	4.1%	45.2%
SP   LOCAL EE	283	31.1%	23.3%	11.3%	6.4%	72.1%	16.3%	37.8%	5.3%	59.4%
SP   STATE EE	640	30.6%	23.9%	10.9%	9.1%	74.5%	13.8%	42.4%	5.3%	61.5%
SP   STATE RET	185	38.4%	16.8%	5.4%	3.8%	64.3%	15.6%	36.6%	8.1%	60.2%
SP   UW EE	588	36.9%	16.7%	7.5%	3.9%	65.0%	13.2%	39.6%	4.4%	57.2%

Data restricted to users with professionally sourced biometric values; not all users may have data for all measures.

APPENDIX III

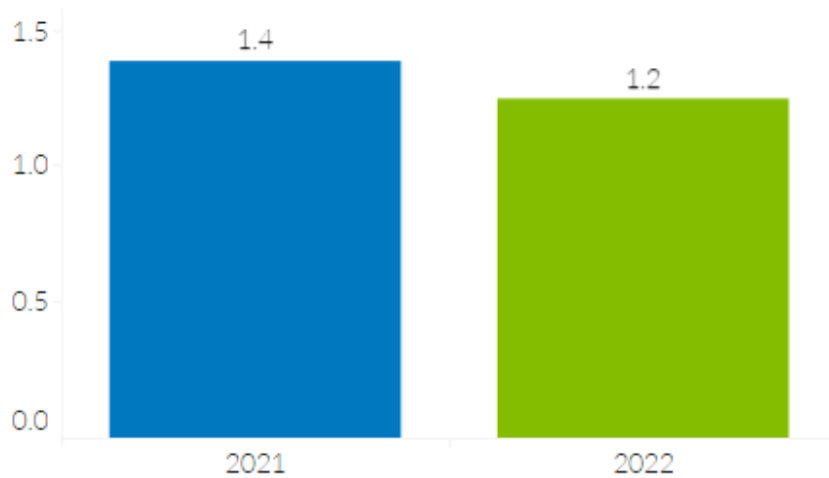
2022 ANNUAL REVIEW

# Spouse Program Participation

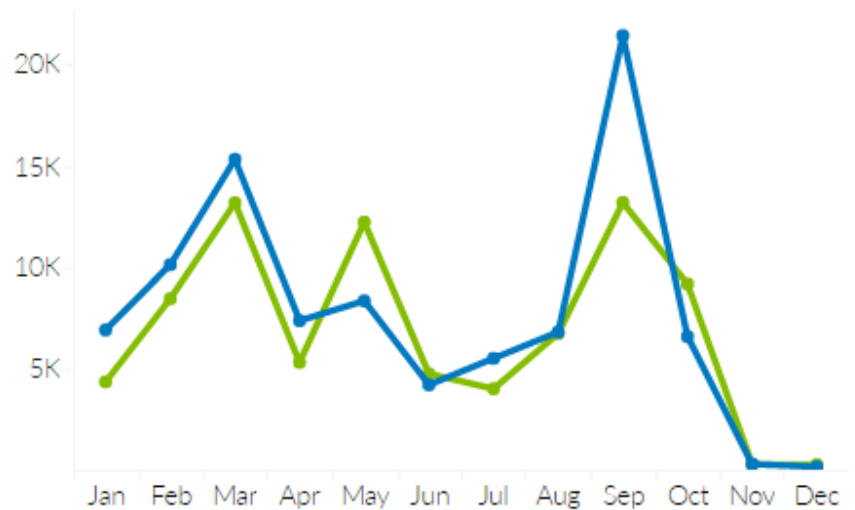
# Site Visits

### Average Site Visits

Per Registered Employee



### Total Site Visits by Month



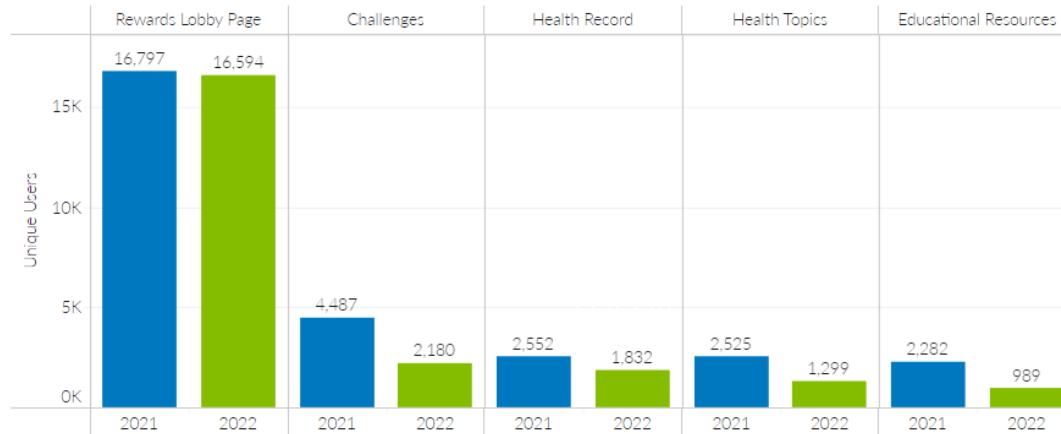
Employer BoB | Average Site Visits Per Registered Employee 7.2.



# Platform Usage

### Top Five Product Usage (Excluding HA)

Based on Utilization in 2022



2022 ANNUAL REVIEW

# Spouse Population Health

# Demographics

Unique HA Completers	15,987
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Gender	2022	BoB
Female/Woman	54.4%	55.6%
Male/Man	45.2%	42.7%
Non-binary	0.2%	0.1%
Decline to Answer	0.3%	0.4%
No Response	0.0%	1.3%

Age Group	2022	BoB
< 30	2.2%	5.9%
30 - 39	23.2%	20.7%
40 - 49	28.5%	24.9%
50 - 59	23.1%	28.1%
60+	23.0%	20.4%

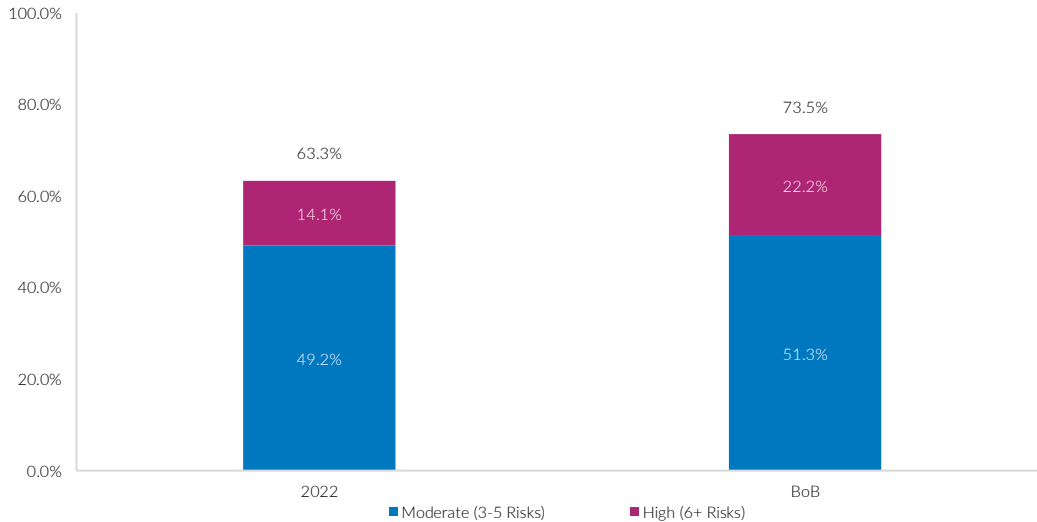
# Additional Demographics

Main Language	2022	BoB
English	96.94%	96.50%
Other	0.97%	0.90%
Chinese (Mandarin)	0.66%	0.40%
Spanish	0.64%	1.60%
Korean	0.26%	0.10%
Hindi	0.12%	0.10%
Russian	0.09%	0.00%
Japanese	0.08%	0.00%
German	0.06%	0.00%
Arabic	0.05%	0.10%
French	0.05%	0.00%
Thai	0.04%	0.00%
Italian	0.02%	0.00%
Vietnamese	0.01%	0.20%
Punjabi	0.01%	0.00%

Race/Ethnicity	2022	BoB
White	86.38%	78.60%
Asian	5.32%	4.40%
Hispanic or Latino	2.70%	5.00%
Prefer not to say	2.18%	2.20%
Black or African-American	1.85%	7.40%
Other	0.80%	1.10%
American Indian or Alaska Native	0.62%	1.00%
Native Hawaiian or other Pacific Islander	0.15%	0.30%

Education Level	2022	BoB
College Graduate	37.49%	30.00%
Post-graduate or professional school	29.75%	27.20%
Associate Degree or Vocational school	13.12%	11.60%
Some college	10.59%	15.00%
High School Graduate or equivalent	8.43%	15.00%
Some high school	0.43%	0.70%
Less than High School	0.19%	0.50%

# Overall Health Risk Stratification

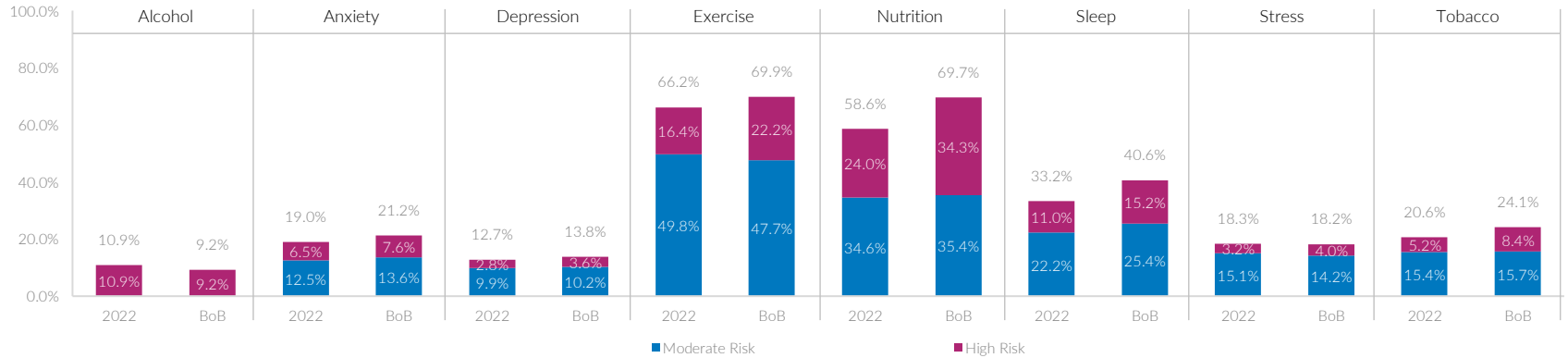


The average risks per person is 3.35 compared to the BoB of 4.00.

63.3% of population is at risk (moderate or high risk), which is lower than the BoB (73.5%)

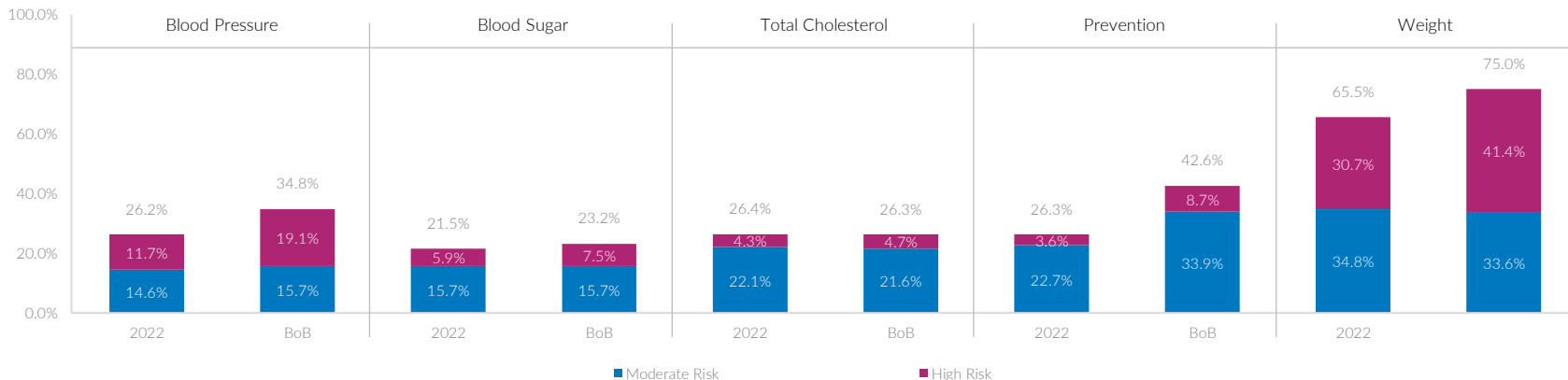
Based on 13 clinical and modifiable health risks: Alcohol, Anxiety, Blood Pressure, Blood Sugar, Cholesterol, Depression, Exercise (high risk), Nutrition, Prevention, Sleep, Stress, Tobacco and Weight.

# Modifiable Health Risk Prevalence



Alcohol risk scoring has no moderate risk.

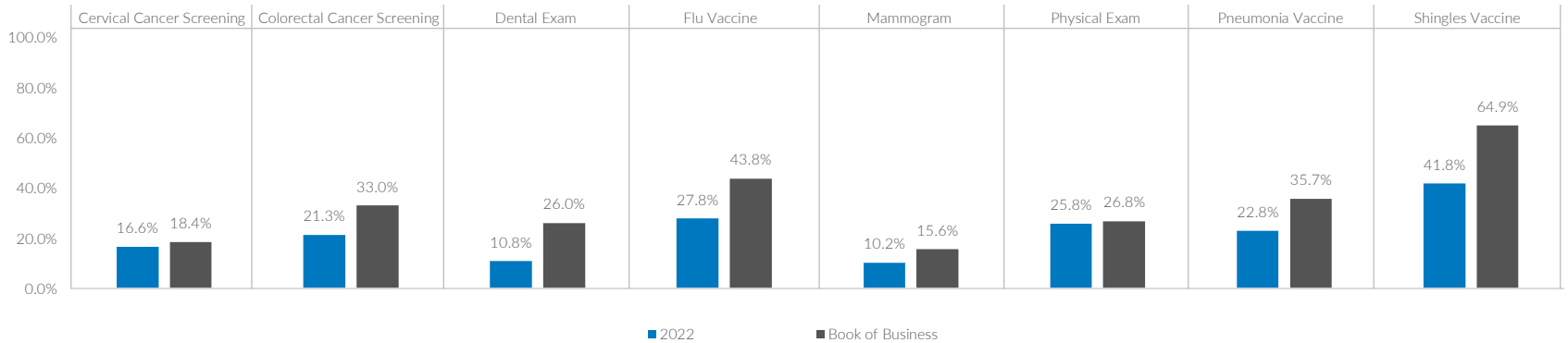
# Clinical Health Risk Prevalence



Based on values reported by HA completers or professionally sourced biometrics imported prior to HA completion; data restricted to users who reported a value or a range as indicated by the HA question.

# Prevention Risk

- Risks are lower than the BoB in all risk areas.

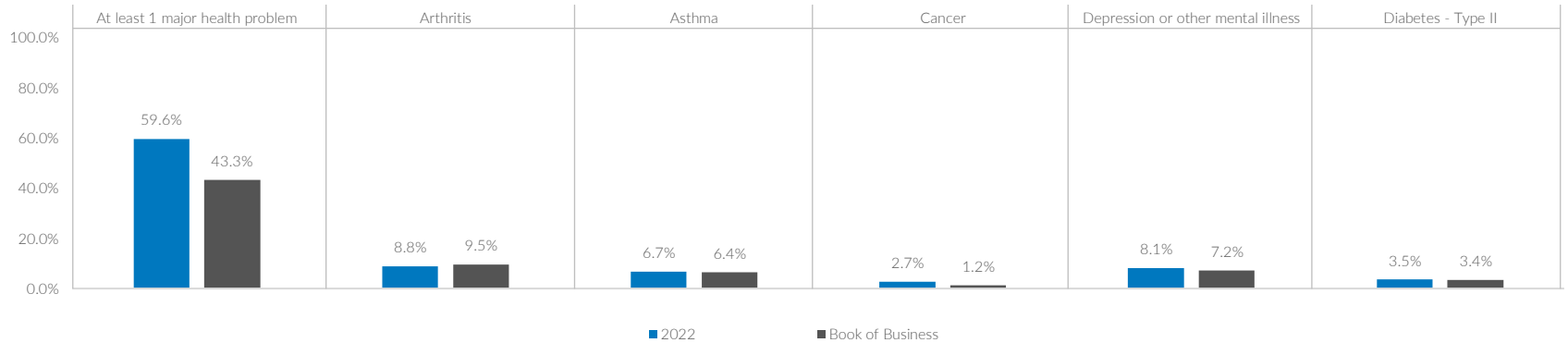


Risk rates are shown as a percent of those recommended for exam or vaccine based on age and/or sex.



# Top 5 Chronic Conditions

- Overall chronic condition prevalence of 59.6% is higher than the BoB (43.3%).



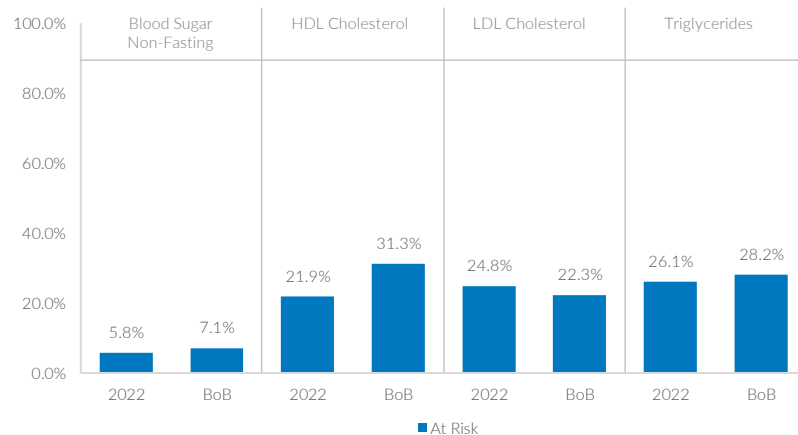
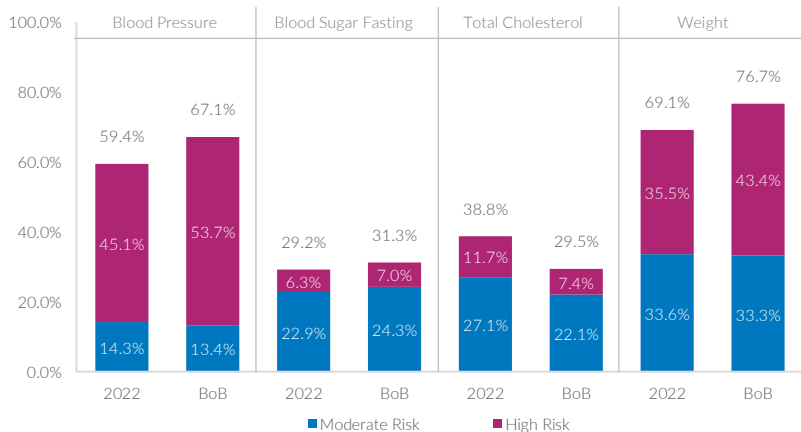
Excludes "Other".

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# Spouse Professionally Sourced Biometrics

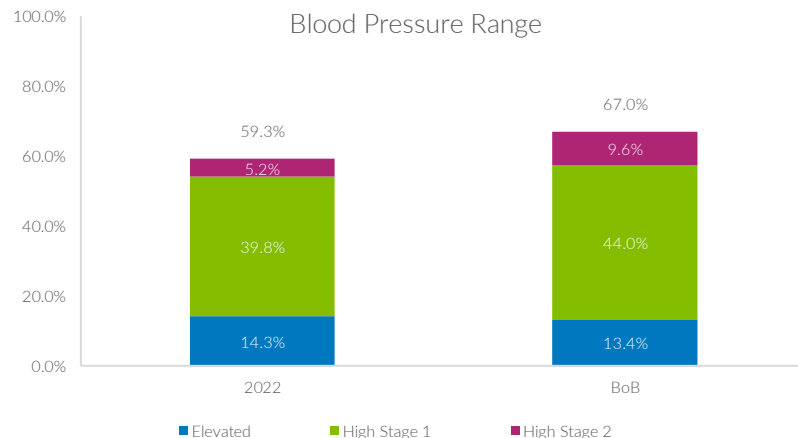
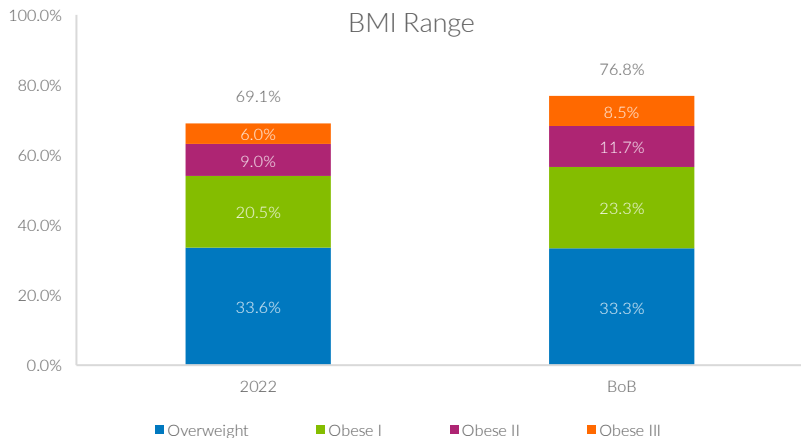
# Professionally Sourced Biometrics

- Weight and Blood Pressure are the most prevalent biometric risks and are significantly lower than the BoB.



Based on 2,394 unique users with professionally sourced biometric values; not all users may have data for all measures.

# Weight and Blood Pressure Risk Detail

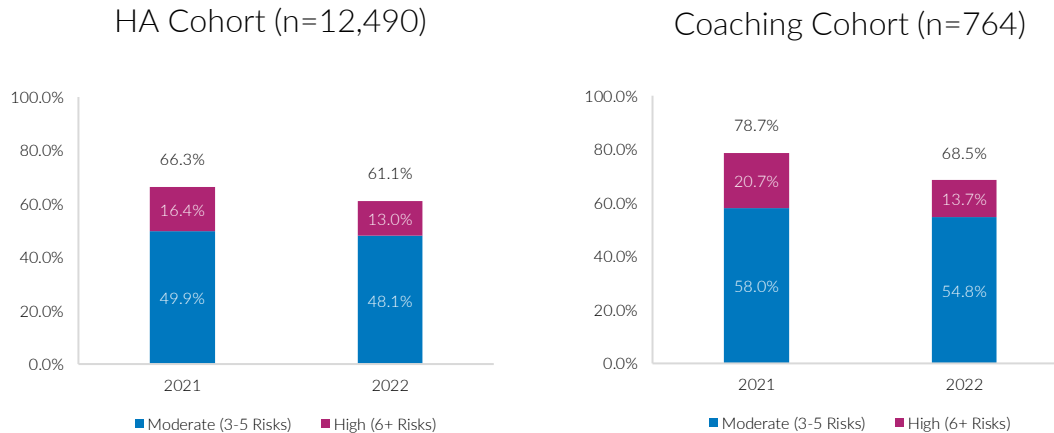


Based on 2,394 unique users with professionally sourced biometric values; not all users may have data for all measures.

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# Spouse Program Impact (Cohort Change)

# Change in Overall Health Risk Stratification



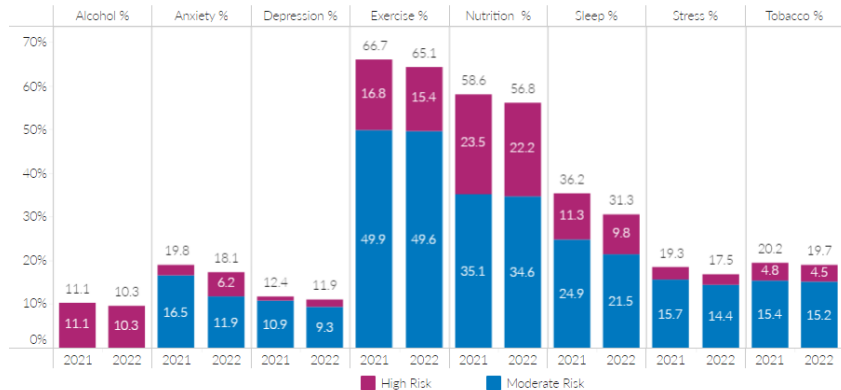
- Among the HA cohort, the average number of risks improved 8.0%, from 3.52 to 3.24.
- Coaching cohort is higher risk yet health status improved 14.1% (4.03 to 3.46 average risks).

Based on 13 clinical and modifiable health risks: Alcohol, Anxiety, Blood Pressure, Blood Sugar, Cholesterol, Depression, Exercise (high risk), Nutrition, Prevention, Sleep, Stress, Tobacco and Weight.

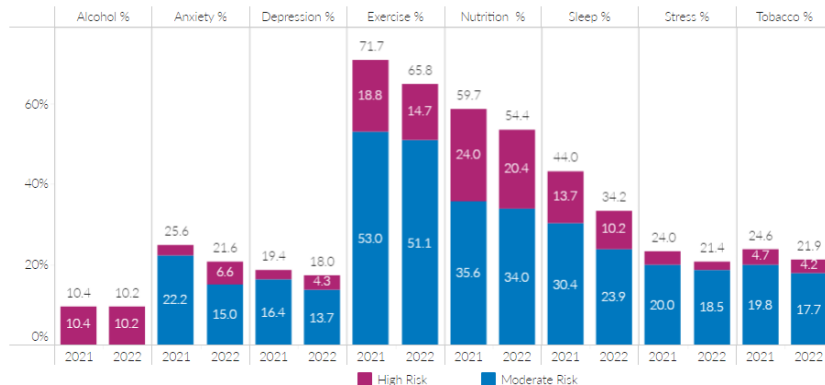
HA Cohort completed the ONE Assessment in each period shown. Coaching Cohort completed the ONE Assessment in each period shown and completed 3 or more moderate- or high-risk lifestyle coaching calls in the earliest period.

# Change in Modifiable Risk Prevalence

HA Cohort (n=12,490)

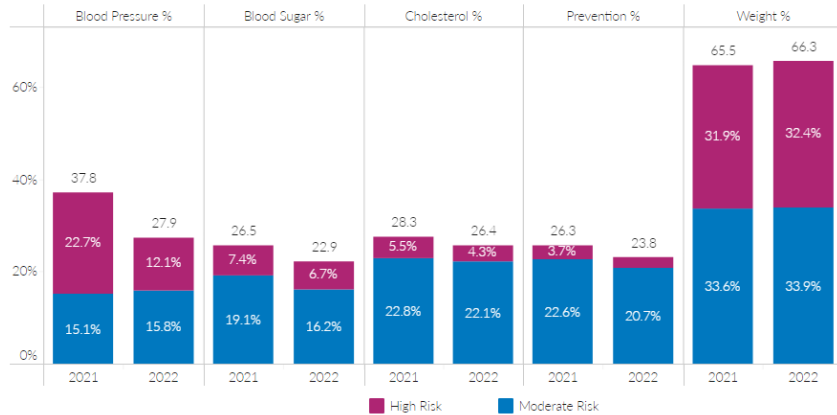


Coaching Cohort (n=764)

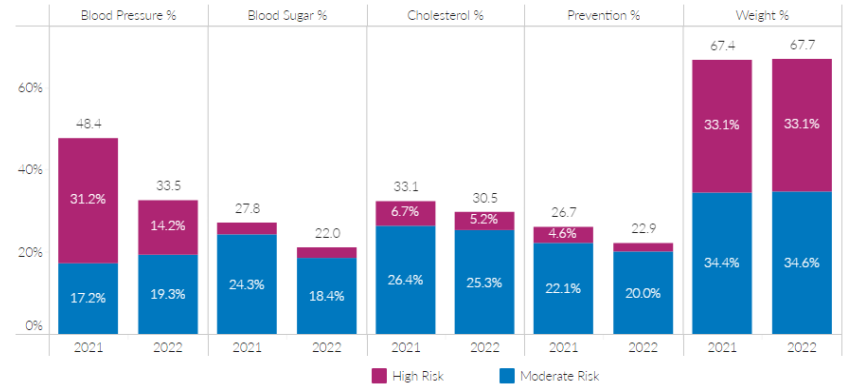


# Change in Clinical Risk Prevalence

HA Cohort (n=12,490)



Coaching Cohort (n=764)



Based on values reported by HA completers or professionally sourced biometrics imported prior to HA completion; data restricted to users who reported a value or a range as indicated by the HA question.



