

WELL WISCONSIN PROGRAM

State of WI August GIB Meeting

2022 Program Highlights

August 16, 2023



Agenda

- Welcome and Introductions
- 2022 Overview & Highlights
- Value Demonstration
 - Risk Prevalence
 - Comparison Data
 - Health Coaching
- 2023 Focus Areas

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

2022 Overview & Highlights

2022 Metrics | Overview

151,712*



Eligible Participants

94,061 (62%)



Active Registered Participants

53,531 (35%)



Health Assessment Completers

50,652 (33%)



Completed a Health Check

48,714 (32%)



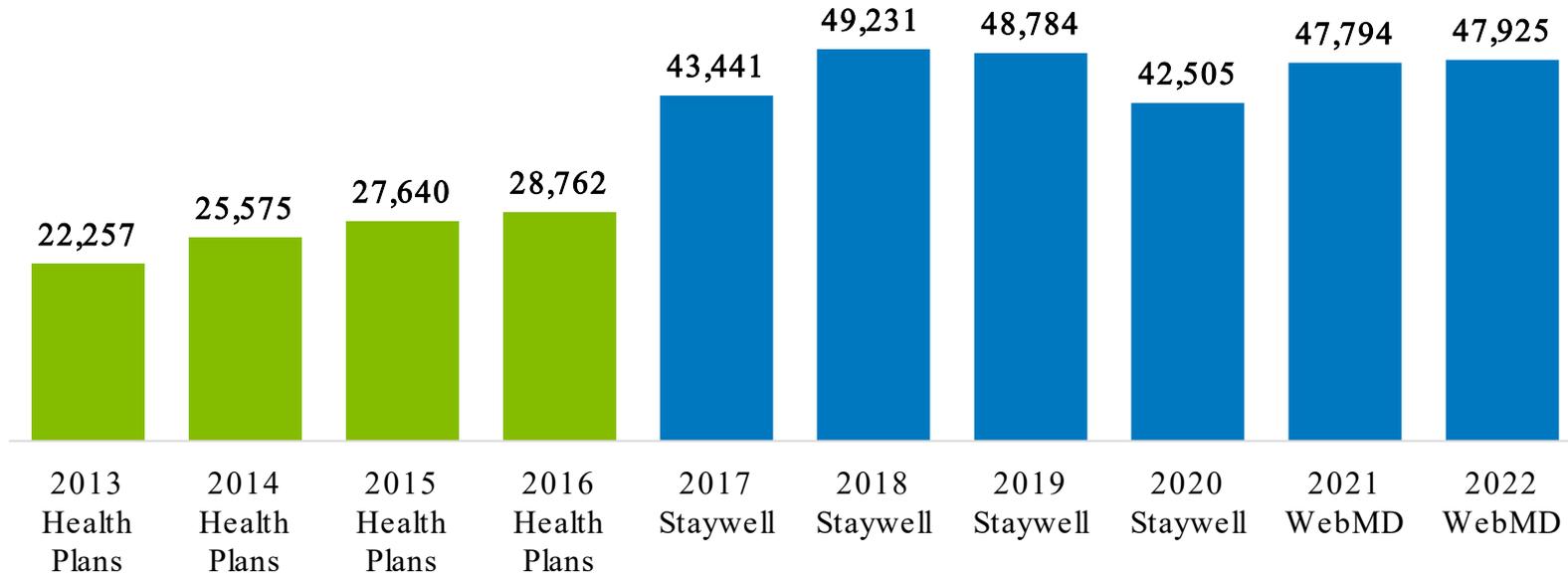
Well-Being 1+ Activities

47,925 (32%)



Earned Incentive

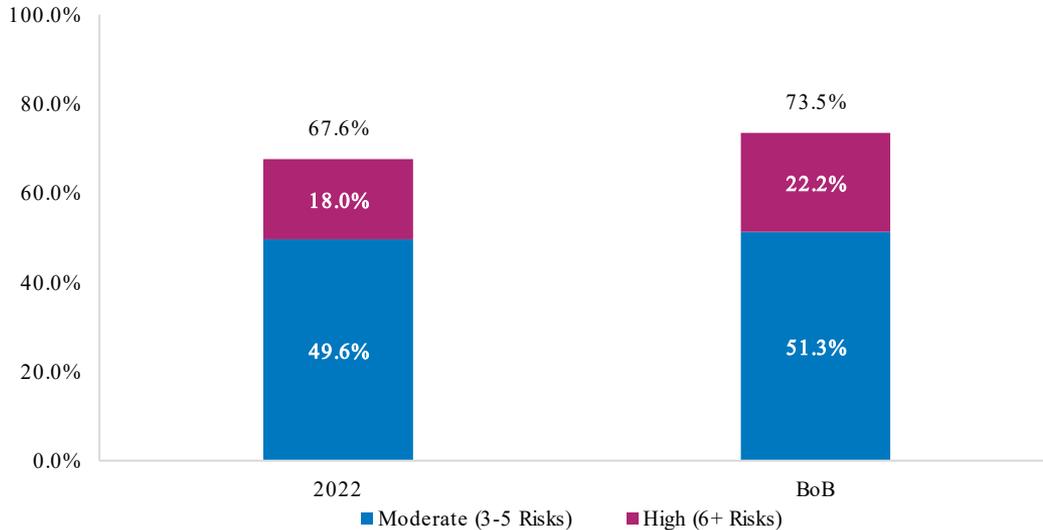
2022 Overall Incentive Participation



2023 ANNUAL REVIEW

Employee Population Health

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.

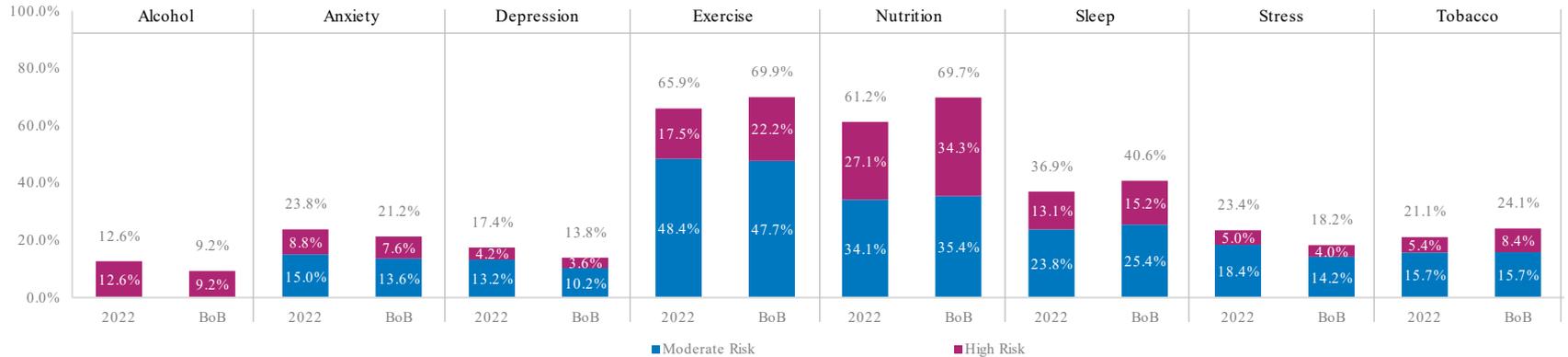
Data based on 34,755 employee health assessment completions.

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

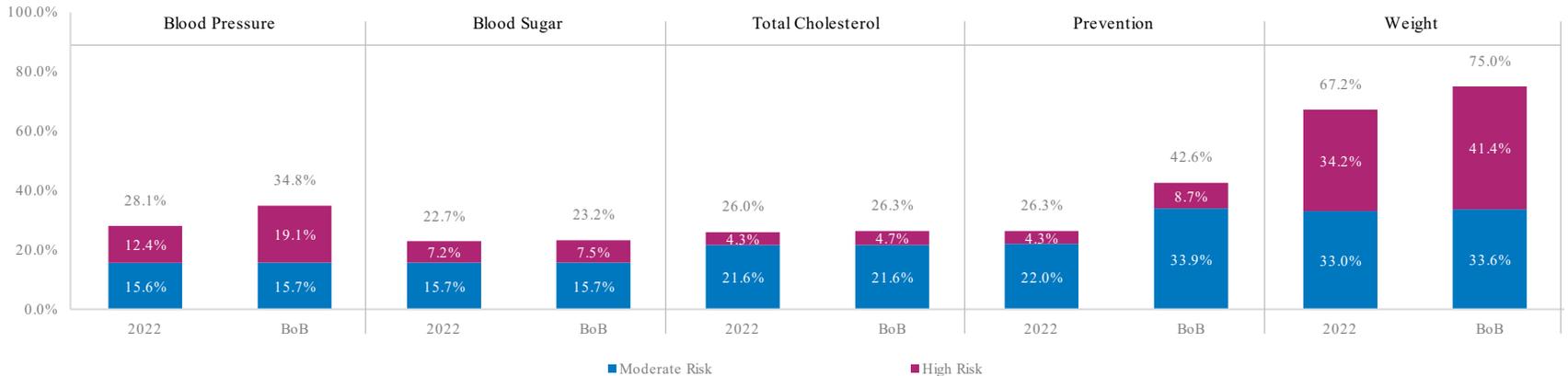
- Prevalence of modifiable risks was generally lower (better) than the book-of-business except for alcohol, anxiety, depression and stress.
- Opportunity to address these risk areas via mental health programs and resources.



Alcohol risk scoring has no moderate risk.

Clinical Health Risk Prevalence

- Weight continues to be the highest risk area with 67.2% having a Body Mass Index ≥ 25.0 .
- More than one third of those at-risk for weight have a Body Mass Index of ≥ 30.0

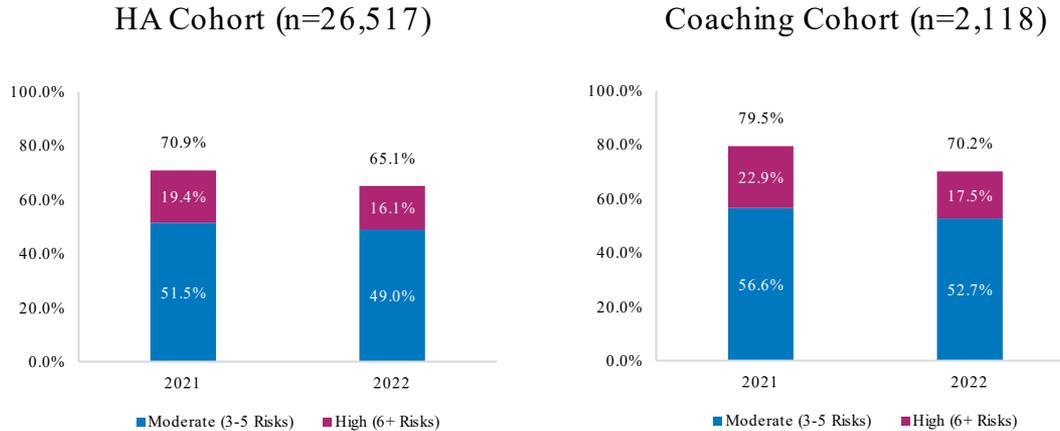


Based on values reported by HA completers or professionally sourced biometrics imported prior to HA completion; data restricted to users who reported a value or a range as indicated by the HA question.

2022 COMPARISON DATA

Employee Program Impact (Cohort Change)

Change in Overall Health Risk Stratification



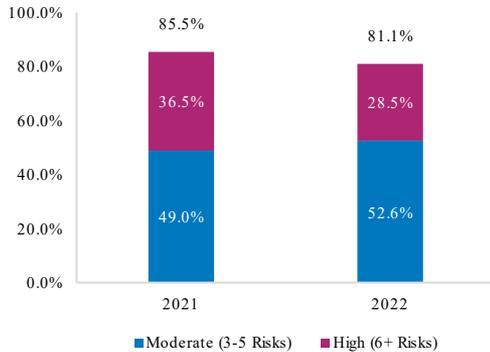
- Among the HA cohort, the average number of risks improved 7.4%, from 3.77 to 3.49.
- Coaching cohort has higher health risks, yet health status improved 10.4% (4.14 to 3.71 average risks).

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.

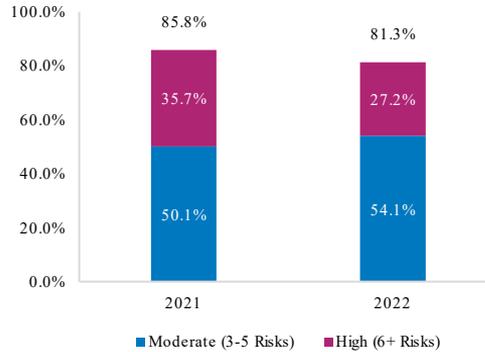
HA Cohort completed the ONE Assessment in each period shown. Coaching Cohort completed the ONE Assessment in each period shown and completed 3 or more moderate- or high-risk lifestyle coaching calls in the earliest period.

Change in Overall Health Risk Stratification: CCM Program

CCM Cohort 1+ Call (n=977)



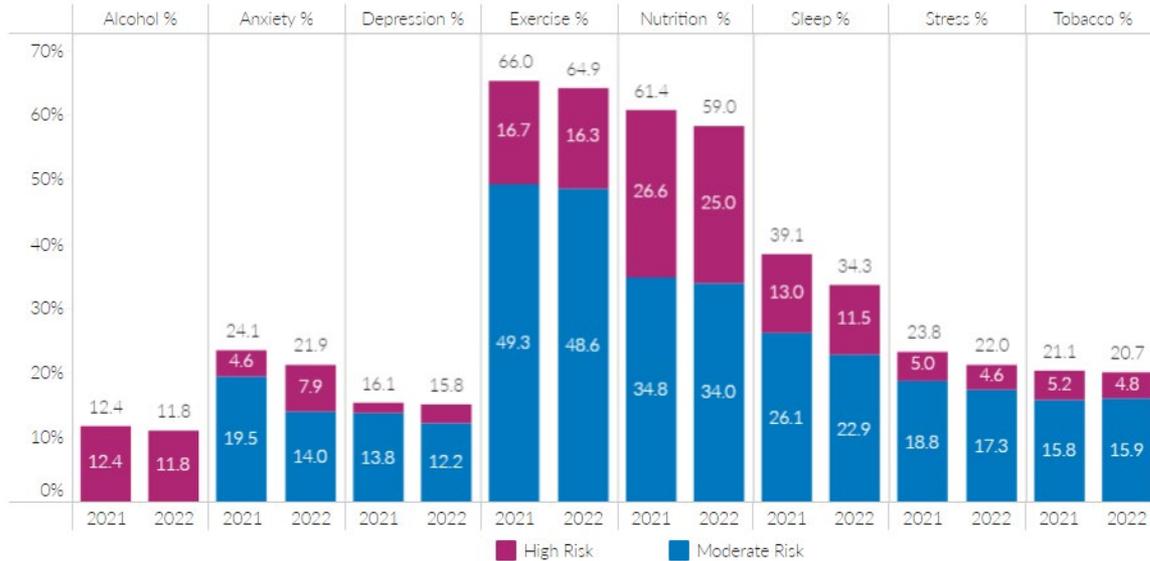
CCM Cohort 3+ Call (n=423)



- 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 compared to 2022.
- Of those who completed the health assessment in both years saw the greatest improvement in risks within sleep and anxiety.



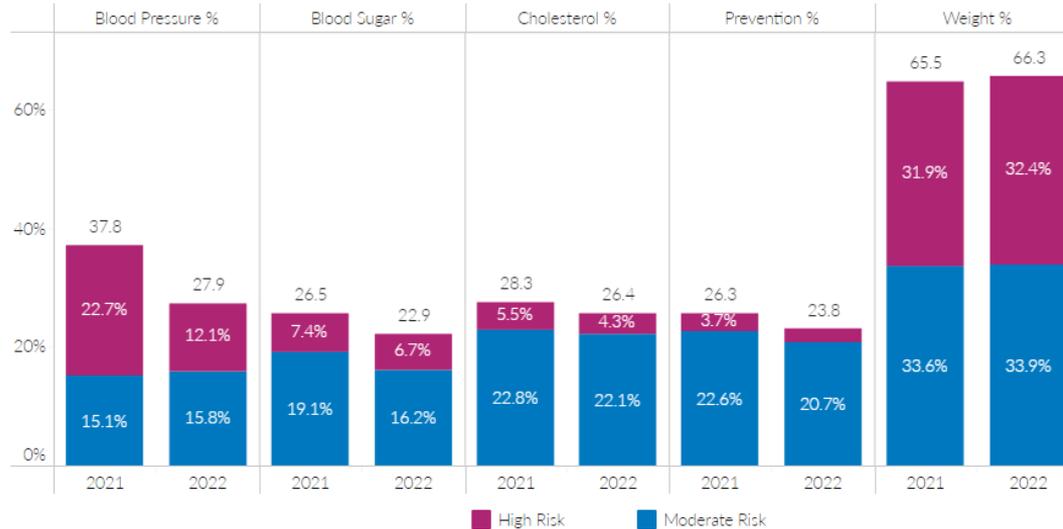
Change in Modifiable Risk Prevalence

- Overall coaching cohort group had risk change in all risk areas, with the most improvements seen in sleep, nutrition, anxiety and exercise.



Change in Clinical Risk Prevalence

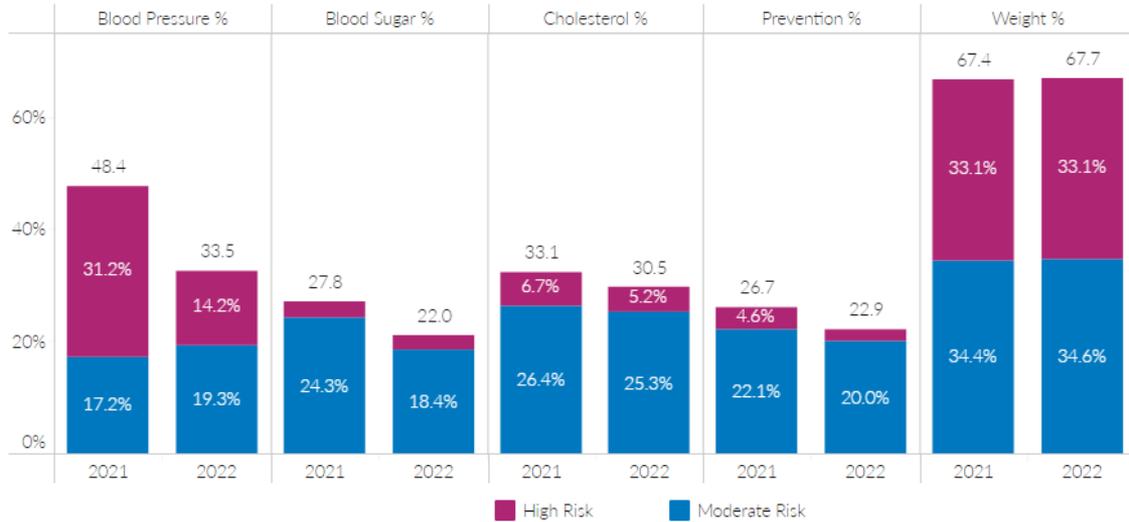
- Saw a slight increase in those at-risk for weight overall in the HA cohort group which is like what we have seen across our book-of-business.
- When comparing 2021, the greatest improvements in risk were seen with blood pressure and blood sugar.



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Change in Clinical Risk Prevalence

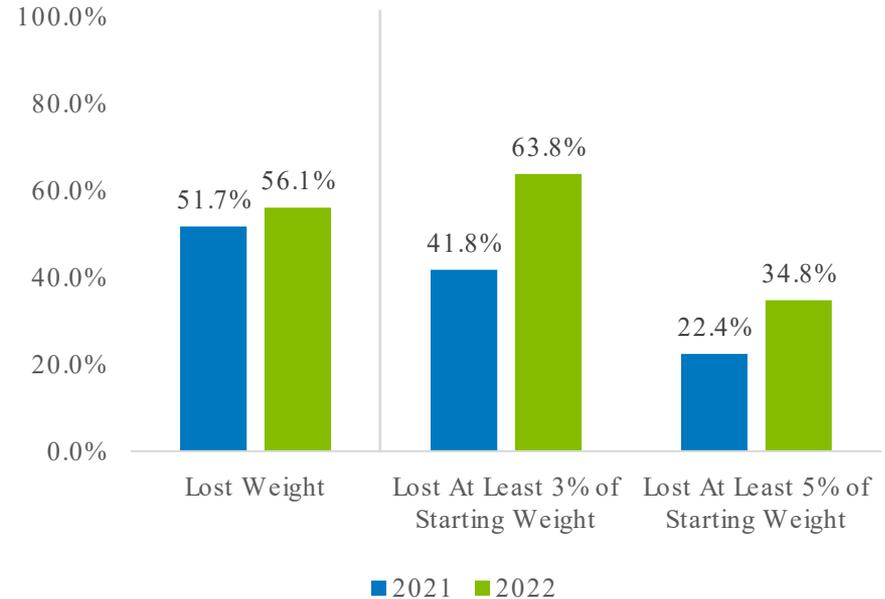
- For those who engaged with a health coach, risks maintained or decreased for moderate and high-risk with the biggest impact seen with blood pressure and blood sugar.



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.

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).

2023 Focus Areas

2023 Focus

Build Participation and Engagement in the Well-Being 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.
- Implement a targeted approach in collaboration with Navitus to engage more asthmatic participants into the Chronic Condition Management Program.
- Planning to execute the Culture of Health survey for key locations/agencies.
- Work to spread the word on the Well WI program through engaging onsite events (e.g., raffles for small item giveaway items, etc.).
- Increase the number of participants who are utilizing the app. Current engagement is 2,481 unique users.
- Address the 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.
- Increase collaboration with and impact of the Wellness Champion Network.
- Maximize the engagement number of those eligible for the meQ, stress and resiliency program.

