



STATE OF WISCONSIN
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Correspondence Memorandum

Date: January 26, 2024
To: Group Insurance Board
From: Molly Dunks, Disease Management and Wellness Program Manager
 Office of Strategic Health Policy
Subject: 2023 Well Wisconsin Experience Report

This memo is for informational purposes only. No Board action is required.

Background

WebMD is the administrator for the Well Wisconsin Program. 2023 was the seventh 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.

2023 Key Findings

For years, the goal has been to surpass 50,000 participants earning their \$150 incentive. 2023 marked the first time this has been accomplished. A total of 50,649 GHIP members (approximately 33% of those eligible) earned the \$150 incentive in 2023.

The top three risk areas were weight, exercise, and nutrition. Among repeat 2022 and 2023 participants, there was a 5.6% reduction in health risks. For those who also participated in health coaching, there was a 7.3% reduction in health risks. WebMD met all measured performance guarantees in 2023. The risk change related performance standards are still being measured.

More information and details from 2023 findings are included in Attachment A, "State of Wisconsin 2023 Annual Review."

Future

The new contract with WebMD began in January 2024. Information on new programs and resources are highlighted on the updated etf.wi.gov/well-wisconsin-members page.

Eileen K Mallow

Reviewed and approved by Eileen Mallow, Director, Office of Strategic Health Policy
 Electronically Signed 01/31/2024

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The newly expanded WebMD dedicated program management staff is on board and completing orientation and training. Employers and participants will see many opportunities for enhanced education and engagement opportunities. The Department of Employee Trust Funds will continue to 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 2023 Annual Review](#)