

WELL WISCONSIN PROGRAM

State of Wisconsin 2023 Annual Review

February 2024

WebMD
HealthServices



Agenda

1. Welcome and Introductions
2. 2023 Overview & Highlights
3. Value Demonstration
 1. Population Health
 2. Program Impact
 3. Health Coaching
4. 2024 Focus Areas
5. Appendix

2023 Q4 | Metrics | Overview

152,764*



Eligible Participants

60,055 (39%)



Active Registered Participants

55,179 (36%)



Health Assessment Completions

53,282 (35%)



Completed a Health Check

52,146 (34%)



Well-Being 1+ Activities

50,649 (33%)



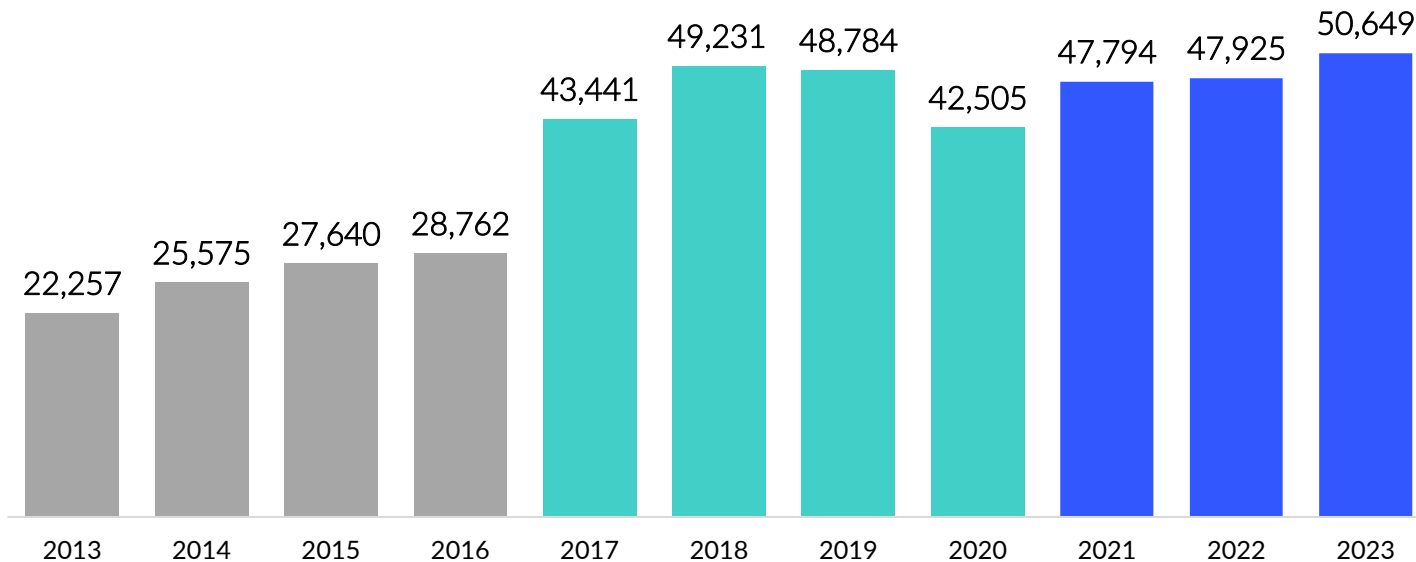
Earned Incentive

*Excludes UHC-Medicare (n=16,687). Excluded from all other metrics.

2023 Results

- Health Plans
- StayWell
- WebMD Health Services

Met our stretch goal of 50k participants earning the \$150 incentive



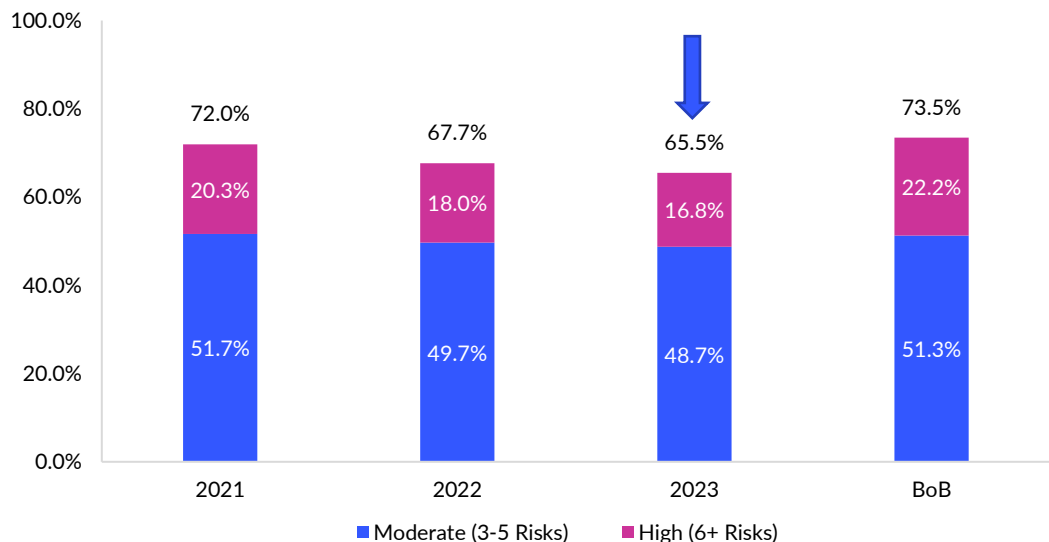
2x⁺

More than doubled participation since the program started (12% in 2013 to 33% in 2023)

EMPLOYEE

Population Health

Overall, Health Risk Stratification by Year

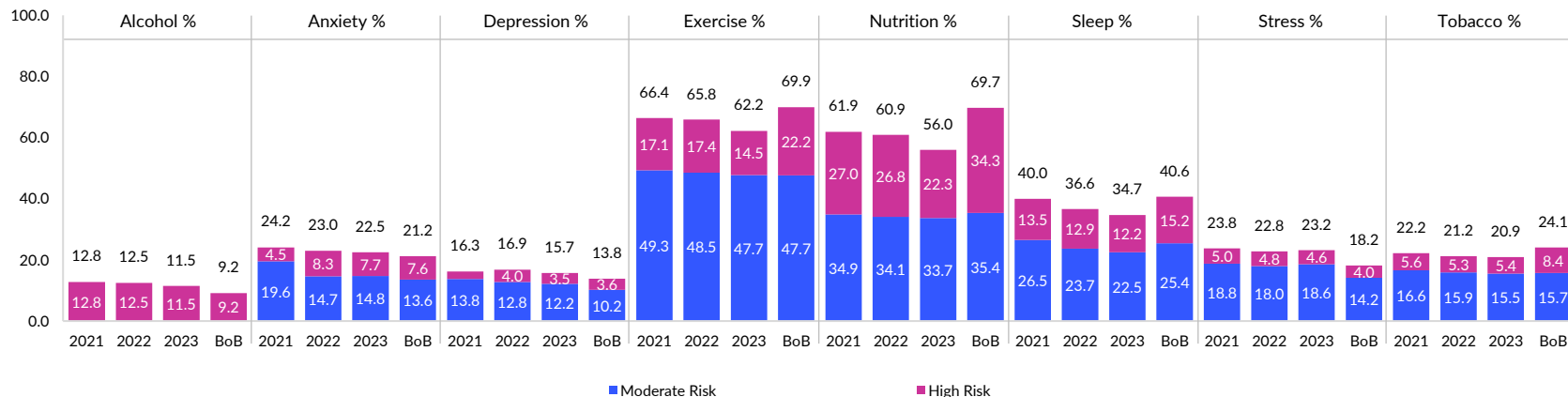


- Data based on 35,678 health assessments
- Demographics: 61% female and 39% male
- Average risks per person
 - 2021: 3.83
 - 2022: 3.63
 - **2023: 3.52**
 - BoB: 4.00
- 65.5% of population is at risk (moderate or high risk), which is lower than the BoB (73.5%)

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 by Year

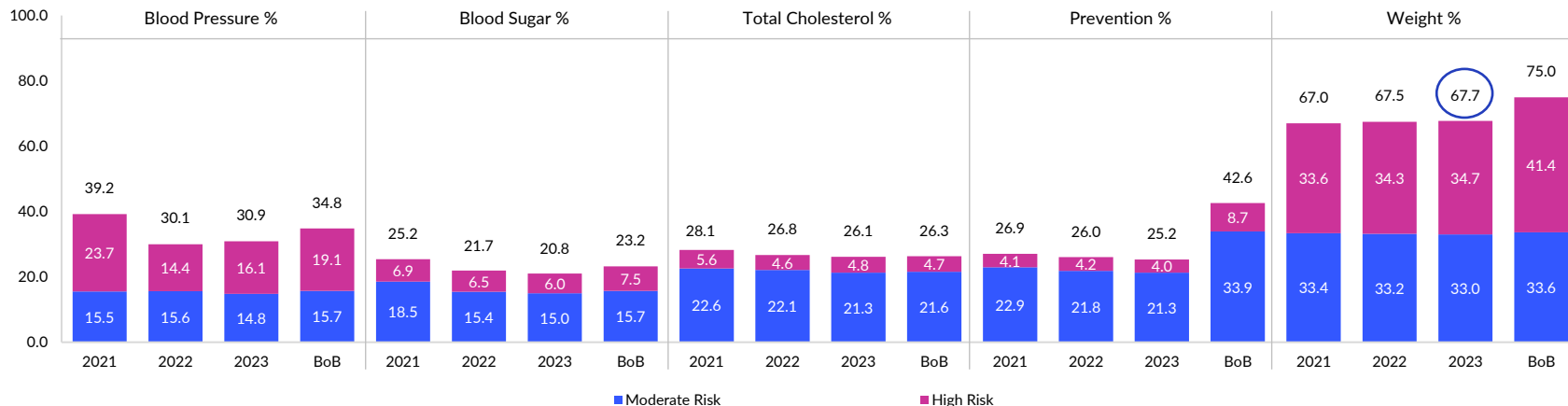
- Prevalence of modifiable risks was generally lower (better) than the book of business.
- Areas above the BoB were alcohol, anxiety, depression and stress.



Alcohol risk scoring has no moderate risk.

Clinical Health Risk Prevalence by Year

- Prevalence of modifiable risks were all lower (better) than the book of business.
- Weight remains the top area of focus with 68% of participants having a BMI ≥ 25 .



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.

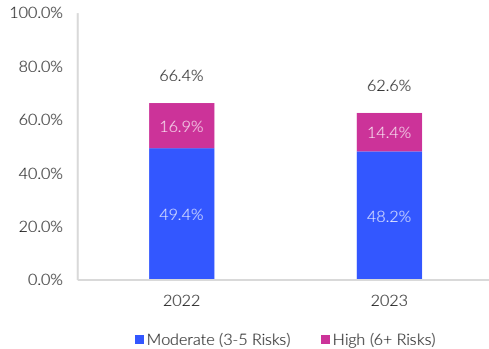
EMPLOYEE

Program Impact (Cohort Change)

Change in Risk Stratification

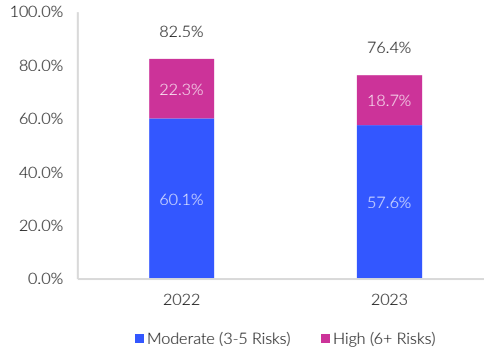
HA Cohort (n=27,122)

5.6% risk improvement



1+ Session Coaching Cohort (n=3,585)

7.3% risk improvement

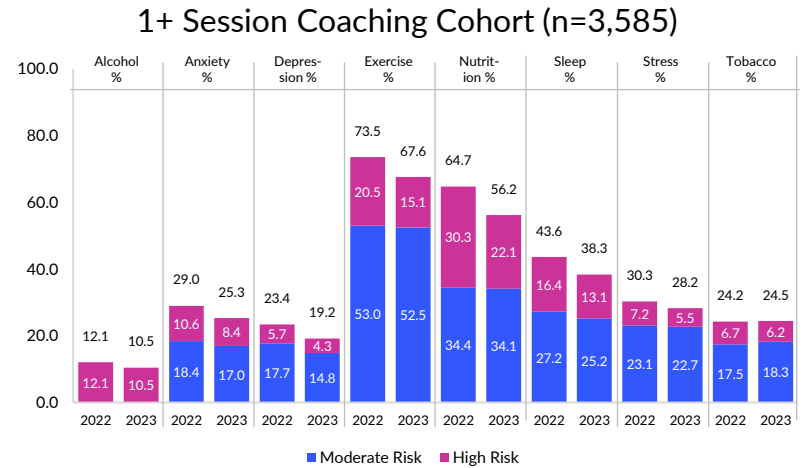
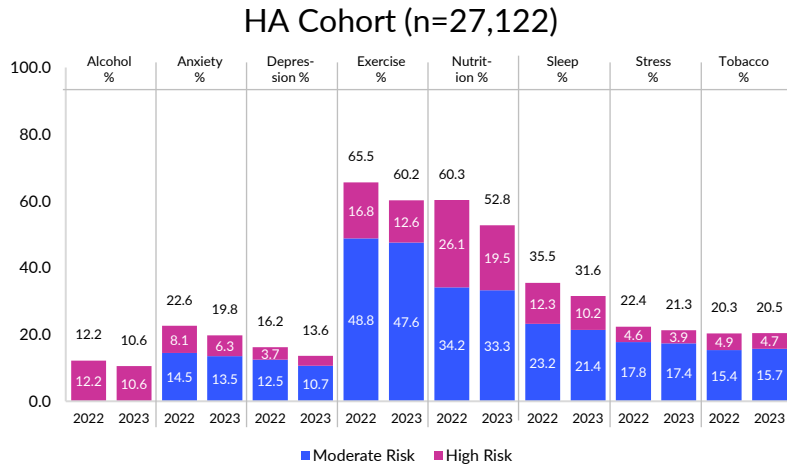


- Among the HA cohort, the average number of risks improved 5.6%, from 3.55 to 3.35.
- Coaching cohort has a higher risk prevalence level, yet health status improved 7.3% from 4.23 to 3.92 average risks.

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 1 or more moderate- or high-risk lifestyle coaching calls in the earliest period.

Change in Modifiable Risk Prevalence

- Most risks — but particularly Exercise, Nutrition and Sleep — were higher in 2022 and improved for both cohort groups.



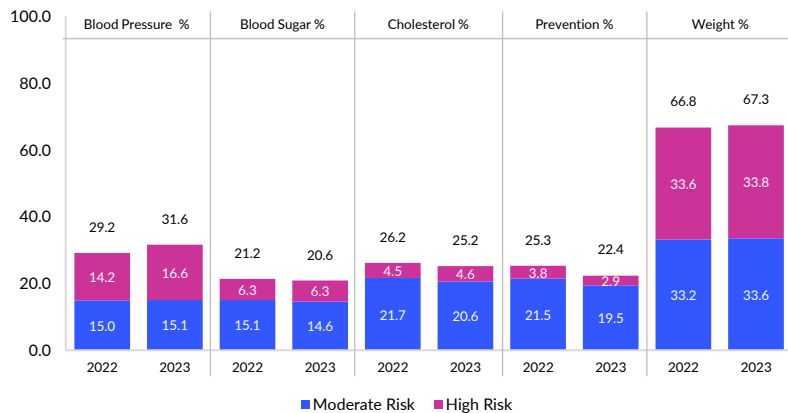
Alcohol risk scoring has no moderate risk.

For exercise risk scoring, high risk is considered "at risk"; moderate risk is considered "not at risk" and is only displayed in reports that break out moderate and high risk.

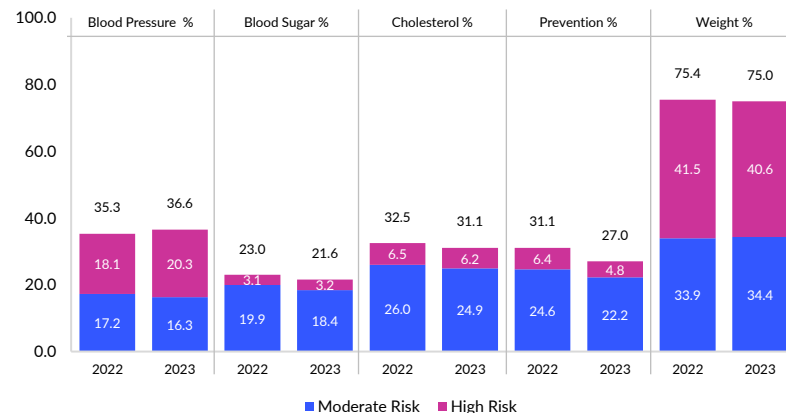
Change in Clinical Risk Prevalence

- Within both cohort groups, we saw an increase in those at-risk for blood pressure, but overall saw nice decreases (or maintained levels) in the other areas.
- It is great to see such little change in the overall weight risk prevalence in both groups.

HA Cohort (n=27,122)



1+ Session Coaching Cohort (n=3,585)



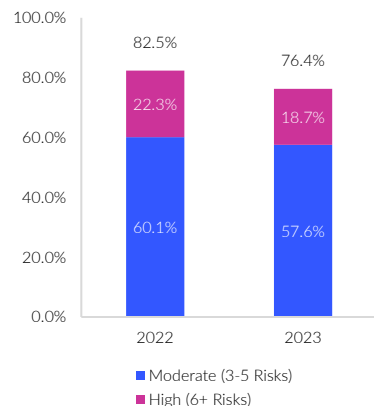
Based on values reported by HA completers or professionally sourced biometrics imported prior to HA completion; data restricted to users who reported a value or a range as indicated by the HA question.

Change in Average Risks

- One session makes a difference with risk change. Multiple sessions typically yield the greatest change.

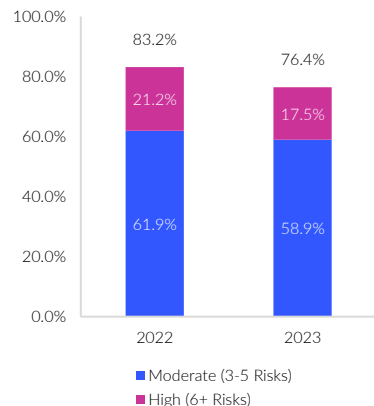
1+ Session Cohort

7.3% risk improvement



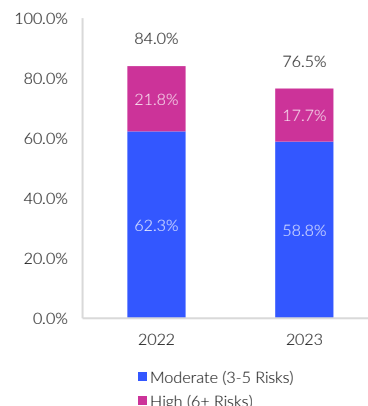
2+ Session Cohort

7.2% risk improvement



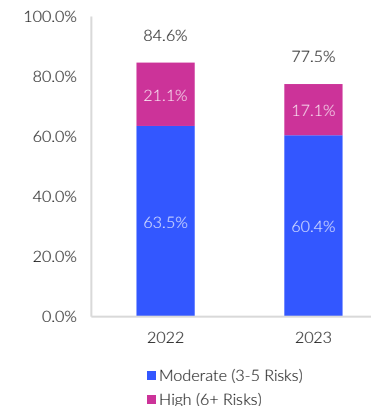
3+ Session Cohort

7.5% risk improvement



4+ Session Cohort

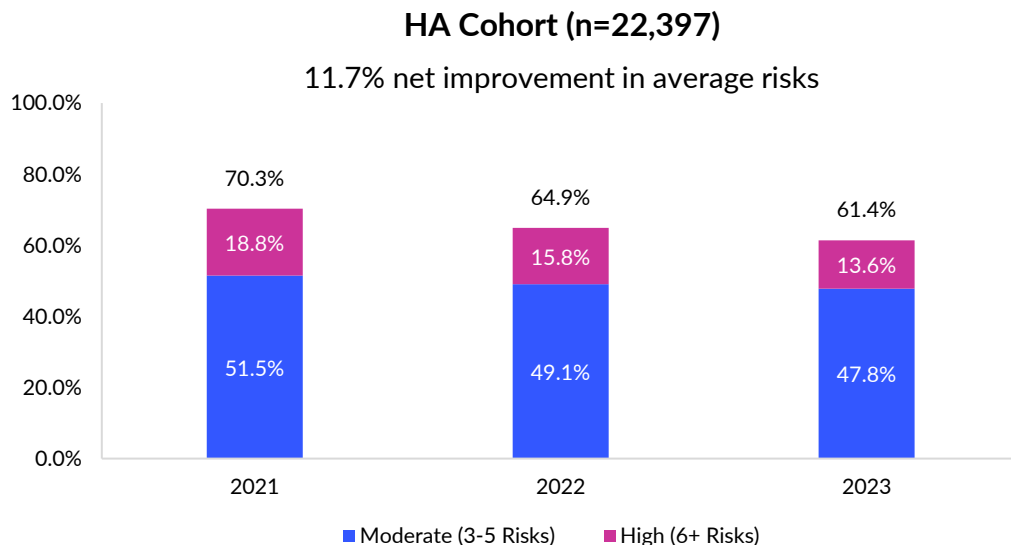
7.2% risk improvement



1+ Session N = 3,585; 2+ Session N = 2,101; 3+ Session N = 1,439; 4+ Session N = 844.

Participants completed the ONE Assessment in each period shown and completed the specified number of moderate- or high-risk lifestyle coaching sessions in the earliest period.

3-Year Change in Overall Health Risk Stratification



- 11.7% net improvement in average risks
- Average risks per person
 - 2021: 3.72
 - 2022: 3.48
 - 2023: 3.29

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.

2024+ BEYOND

What is next?

Continued Areas of Focus

- Continue to drive participants into programs that change behavior and demonstrate meaningful results.
- Leverage and promote all new program offerings; mental health, specialty coaching and pain management.
- Execute on the onsite staff team approach to regionally support the State of Wisconsin through onsite events that drive excitement and engagement into the Well WI Program.
- Consider applying for a well-being award to highlight the successes of the program.
- Explore additional pilot opportunities to creatively engage low utilizers.
- Reach our stretch goal of 60,000 participants who earn the incentive!

APPENDIX X

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 ≥ 130 or diastolic blood pressure ≥ 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 ≥ 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 ≥ 240 ; or indicated total cholesterol range of High. |
| Weight | Reported height and weight values that calculate to Body Mass Index of 25.0-29.9. | Reported height and weight values that calculate to Body Mass Index of ≥ 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

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. |

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 www.heart.org |
| Blood Sugar Fasting | Moderate/Pre-Diabetes High/Diabetes | 100 to 125 126+ | American Diabetes Association www.diabetes.org |
| Blood Sugar Non-Fasting | At Risk | 200+ | American Diabetes Association www.diabetes.org |
| HDL Cholesterol | At Risk | Less than 40 (men) or less than 50 (women) | American College of Cardiology www.acc.org |
| LDL Cholesterol | At Risk | 130+ | National Heart, Lung, and Blood Institute www.nhlbi.nih.org |
| Total Cholesterol | Moderate/Borderline High High | 200 to 239 240+ | National Heart, Lung, and Blood Institute www.nhlbi.nih.org |
| Triglycerides | At Risk | 150+ | American College of Cardiology www.acc.org |
| 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 www.cdc.gov |

| *WebMD*[®]
HealthServices