

October 1, 2024

David Linton



Wisconsin Dept. of Employee Trust Funds  
PO Box 7931  
Madison, WI 53707-7931

Webmd Health Services  
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Portland, OR 97210

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I want to inform you as to why I will not participate in the Wellwisconsin program this year.

I understand that there is a \$150 incentive to participate, and I have done this many times in the past. Here are my issues:

First, the entry point into the program keeps changing from year to year. I understand that this happens when you hire new software developers, but it seems that every new crew feels like they have to reinvent the interface.

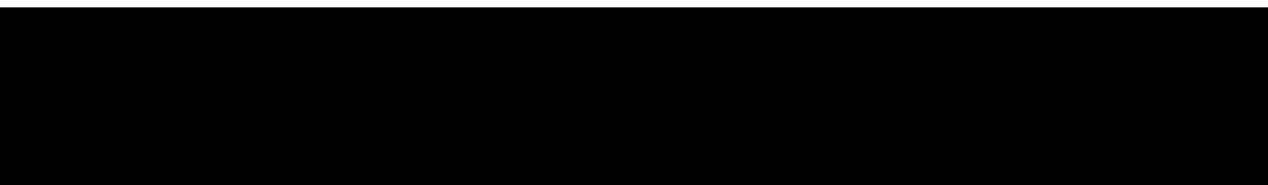
Last year, I connected via the url [Wellwisconsin.staywell.com](http://Wellwisconsin.staywell.com). I tried again, and found a page written in Indonesian. Turns out that the Wellwisconsin domain lapsed, and is now owned by an Indonesian gambling operation, offering me ways to participate in online gaming.

I finally connected to the [webmdhealth.com/wellwisconsin](http://webmdhealth.com/wellwisconsin) link, and mercifully, my old password worked. However, it wanted a new password, and a new login from a new tab, and then a two-factor dance to finally connect.

Once to the portal, it was brutally difficult to figure out what steps needed to happen to qualify for the \$150 incentive. Lots of options, but no simple "do this assessment, send in this medical information, then do one of a number of activities" as has been done in the past. So I went through the assessment. Next, I wanted to get to the medical information from my primary care physician.



Finally, regarding the wellness activities, the entire application process was aggressively pushing me into the personalized coaching program. I understand that I can opt out, but that I have to specifically call in to request to opt out.



But so help me, the hoops that I have to jump through for the \$150 incentive are simply not worth the effort.

Regards,

A handwritten signature in cursive script, appearing to read "David Linton".

David Linton

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**STATE OF WISCONSIN**  
**Department of Employee Trust Funds**  
A. John Voelker  
SECRETARY

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of Employee Trust Funds  
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October 17, 2024

DAVID LINTON  
[REDACTED]

Dear Mr. Linton,

Thank you for contacting the Department of Employee Trust Funds (ETF) regarding your experience with the Well Wisconsin Program.

We will discuss your feedback regarding the program and specifically the coaching opt out process and difficulty in finding needed information on the website.

We want to respond to a few of your points and provide more information.

Accessing the portal - We acknowledge the Well Wisconsin portal platform has changed since transitioning to a single administrator for the program in 2017. The last time it has changed was in 2021, when WebMD acquired StayWell. The correct web address is <https://webmdhealth.com/wellwisconsin>.

New Login and Verification Process - Security of personal information is a top priority for the Department as cybersecurity threats continue to be on the rise. As a result, we require added security measures be put in place to access member accounts to protect personal identifiable information. We understand that this may be cumbersome initially, yet the intent is to protect member data.

Incentive - The Well Wisconsin incentive is not available to members enrolled in the State of Wisconsin Medicare Advantage plan with United Healthcare. Therefore, the incentive information was not available within your portal account. We encourage you to connect with United Healthcare to learn more about the incentive programs available through them.

If you have any additional questions or concerns regarding the Well Wisconsin Program, please feel free to reach out to me. My contact information is below.

Sincerely,

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