

Action Needed

- The Department of Employee Trust Funds (ETF) recommends the Group Insurance Board (Board) approve a one-year renewal of the contracts with WebMD, the Board's wellness and disease management program vendor, from January 1, 2027, through December 31, 2027.
- ETF also recommends the Board approve the Well Wisconsin incentive design changes proposed by WebMD for program year 2026.

Background

Current WebMD contracts expire December 31, 2026

Chronic Condition Management

Mental Health

Well-Being Services



Return on Investment (ROI)

Return on investment (ROI) expected from the wellness program

- Segal ROI analysis 2017-2019
- Merative ROI and Value on Investment (VOI) analyses 2021-2024

Annual program cost: ~\$15 million, including incentives



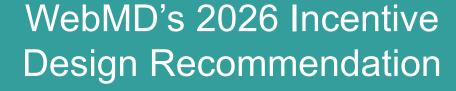
Participation

Activity	2021	2022	2023	2024	10/27/2025
Health Assessment	53,916	53,531	55,384	52,128	51,034
Health Check	50,724	50,652	53,481	50,081	48,670
Well-Being Activity	48,313	48,714	52,329	49,088	47,627
Incentive Earned	47,794	47,925	50,649	47,608	46,389

Wellness Incentive Design

To earn the \$150 incentive, members must complete:

- 1. Health assessment
- 2. Health check
- 3. One well-being activity



- 1. Health assessment
- 2. Health check (removed self-reported dental cleaning)
- Well-being activity (revised list*)



^{*}See Attachment A, slide 4

Contract Renewal Options

Option 1

• Two-Year Renewal through December 31, 2028

Option 2

 One-Year Renewal through December 31, 2027

Option 3

 No Renewal; Contracts end December 31, 2026

Option Details

Option 1:

Two-Year Renewal

- Maximum time to redesign the incentive structure with WebMD
- Lowest risk to member and employer dissatisfaction
- Estimated \$30 million total for 2027 and 2028

Option 2:

One-Year Renewal

- Adequate time to evaluate options for program redesign and begin implementation
- Low to moderate risk of member and employer dissatisfaction
- Estimated \$15 million in 2027

Option 3: No

Renew<u>al</u>

- Minimal time for program redesign, as ETF and WebMD would focus on winding down contracted activities in 2026
- Highest risk of members and employer dissatisfaction
- Post-2026 wellness-related spending to be determined



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Inank you











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