Wellness Contract Extension

Item 11 – Group Insurance Board

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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

(Ref. GIB | 11.12.25 | 11, page 1)

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

(Ref. GIB | 11.12.25 | 11, page 2)

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**

(Ref. GIB | 11.12.25 | 11, page 2)

Wellness Incentive Design

To earn the $150 incentive, members must complete:	WebMD's 2026 Incentive Design Recommendation
1. Health assessment 2. Health check 3. One well-being activity	1. Health assessment 2. Health check **(removed self-reported dental cleaning)** 3. Well-being activity (**revised list***)

*See Attachment A, slide 4

(Ref. GIB | 11.12.25 | 11, page 2)

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

(Ref. GIB | 11.12.25 | 11, pages 3-4)

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 Renewal

- 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

(Ref. GIB | 11.12.25 | 11, pages 3-4)

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Questions?

Thank you

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