

WHERE YOU

**BELONG**

Find health and closer connection.

# Welcome to Your Wellness Hub

Learn about 20+  
well-being resources  
available to you through  
Well Wisconsin

[webmdhealth.com/wellwisconsin](http://webmdhealth.com/wellwisconsin)



**WELL WISCONSIN**  
Healthier starts with you

**WebMD**  
**Health**Services

# A Comprehensive View of Well Wisconsin

The Well Wisconsin program, powered by WebMD, has grown significantly in the past couple of years. We want you to be aware of the beneficial programs offered to all State of Wisconsin Group Health Insurance Program (GHIP) subscribers and spouses.

Think of Well Wisconsin as your wellness hub, helping you build a healthy, connected life in your home state.

**This brochure details every one of our offerings—spoiler alert: there are lots!** Not only will they help you achieve your wellness goals, but they are also included in the Well Wisconsin program with no out-of-pocket costs for you.



“ Over the last couple of years, I’ve been able to reduce some of my medications. It gives me a sense of pride that I’ve been able to lose weight, and my numbers are showing the effects of all that. The health coaches always have good suggestions if I’m struggling with anything. ”

— Well Wisconsin coaching participant

# Get One-on-One Support

Well Wisconsin partners with WebMD to offer professional, personalized coaching programs. Call WebMD at **1-800-821-6591** to learn more and enroll.

**LIFESTYLE COACHING** – Through one-on-one sessions, coaches inspire you to pursue health goals and educate you every step of the way. Lifestyle coaches are trained to help with exercise, nutrition, sleep, stress, and more.

**MENTAL HEALTH COACHING** – If you’re dealing with tougher challenges like grief, anxiety, depression, family conflict or drug abuse, our Mental Health Coaches hold advanced certifications and have the expertise to help.

**CHRONIC CONDITION MANAGEMENT COACHING** – We have special coaches who can help you adhere to your doctor’s treatment plan to help you manage conditions like diabetes, asthma, COPD, heart failure, and coronary artery disease.

**IT’S YOUR HEALTH: DIABETES** – A program to help those with diabetes manage self-care, receive discounts on prescription medications, and added dental benefits.

**DIABETES PREVENTION PROGRAM** – Have you been diagnosed with prediabetes? We offer a year-long, evidence-based Diabetes Prevention Program that helps you build healthier habits in a group support system.

**POSITIVELY ME** – For those eligible, this 12-month coaching program can help you break through barriers to achieving your personal weight loss goals.

**QUIT TOBACCO** – A 12-week coaching program to assist those who use tobacco in quitting. GHIP members can receive nicotine-replacement products through their pharmacy benefit to help them be more successful.



## PREFER MESSAGING OVER PHONE CALLS?

Try **Coach Connect**. It allows you to exchange messages privately and securely with a health coach—just be sure to complete your Health Assessment first! Scan this code to try Coach Connect.



# Take It at Your Own Pace

Well Wisconsin offers many activities that are good for improving well-being on your own timeline. Get started at [webmdhealth.com/wellwisconsin](http://webmdhealth.com/wellwisconsin).

## NEW! SIDE QUESTS

Try Side Quests, a new feature on the Well Wisconsin portal in 2025. Write your “why” for working toward a well-being goal, then personalize a plan of action to stay motivated. Visit the “Choose Your Own Adventure” page and set a goal within one of these four categories.

- **TIMED EXERCISE** – commit to an exercise for a set amount of time each week.
- **MINDFUL MINUTES** – set aside time for mindfulness during the week.
- **QUALITY SLEEP** – start healthy sleep habits that help you wake up refreshed.
- **DAILY STEPS** – sync your fitness tracker and commit to a certain number of weekly steps.

## meQuilibrium

meQuilibrium, a science-based resilience-building app, can help you build habits that support your emotional well-being. Start with a short assessment to see your strengths and where you might need an extra hand, then get personalized recommendations.

## meQuilibrium

## DAILY HABITS

This fun, easy-to-use tool reminds you to track habits that lead to better health. Choose plans such as Balance Your Diet, Diabetes, High Blood Pressure and many more. Plans include educational content to help you learn as you make changes.

## BEYOND WELL PODCASTS

These short podcasts provide information that can help support your mental health (or, if you are a manager, your employees’ mental health). Explore topics such as Coping with Anxiety, Relationship Stress, Suicide, Antidepressants, Loneliness, and more.

## JOIN CHALLENGES

Challenge yourself to gain knowledge or hit a goal within a set window of time.

## NEW! WELLNESS FROM WITHIN CHALLENGE: APRIL – MAY 2025

Join us for a brand new 6-week challenge coinciding with Mental Health Awareness Month in May. Each week will focus on a different wellness theme (from regulation to relaxation) that aligns with special interactive events you can sign up for with the Well Wisconsin team. More details coming soon!

## MOVE FOR A MILLION

Back by popular demand, challenge yourself to Move for a Million (the equivalent of 1 million steps) by **October 17, 2025**. You can sync your tracker to your account or manually enter your activity. You’ll receive a sticker in the mail (updated for 2025!) for each milestone you hit, up to 3 million!





# Build Community

Well Wisconsin offers resources that can help you strengthen your network and build connection. Find them by logging into your Well Wisconsin portal account at [webmdhealth.com/wellwisconsin](http://webmdhealth.com/wellwisconsin).

## TOGETHERALL

Togetherall is an anonymous online network available 24/7 to those looking for mental health support or a sense of connection. Discuss what's on your mind in a space moderated by licensed mental health clinicians to keep you safe.



## COACHING CLASSES

Grow as a group with Coaching Classes by WebMD. Join 30-minute live video sessions with 10 to 20 other people per class to learn from a coach and engage in meaningful conversations. Try classes about stress reduction techniques, snacking your way to success and much more.

## COMMUNITY BOARD

Share helpful tips, post pictures, discuss your experiences and offer encouragement via the Community board on the Well Wisconsin portal. Talk about your health goals and connect with your local community through fun and motivating group chats.



# Connect with the Well Wisconsin Team

Well Wisconsin includes a team of well-being experts dedicated to supporting you with education, classes, events and more. Visit [etf.wi.gov/well-wisconsin-events](http://etf.wi.gov/well-wisconsin-events) to register.



SCAN TO JOIN IN ON THE FUN!

**WORKSHOPS** – Join events on a variety of topics, including heart health, diabetes, blood pressure and mental health. Connect with experts in the field and other Wisconsinites.

**WELL WISCONSIN RADIO** – Listen to our flagship podcast, featuring interviews with local health experts, at [webmdhealthservices.com/wellwisconsinradio](http://webmdhealthservices.com/wellwisconsinradio), or via Apple or Spotify. Or join special live interviews with guided experiences and a chance to ask the expert your questions in person.

**WEBINARS** – Learn about health topics and dive into Well Wisconsin resources during our live webinars.

**BOOK CLUBS** – Connect with others as you follow a reading plan and join group discussions. We've selected books that support healthy habits, chronic condition management and mental health.

**ONSITE EVENTS** – Invite your coworkers or family to events like snowshoeing, foraging for natural foods, outdoor fitness classes, and volunteering with the Well Wisconsin team.

**FITNESS CLASSES** – Work out from the comfort of your own home with our fitness instructors. There are class options for all fitness levels from yoga to strength training to Pilates.

**COOKING CLASSES** – Discover new healthy recipes and get tips to support your nutrition goals.





# Know Your Numbers

Knowing your numbers is a key part of maintaining a healthy lifestyle. **Did you know Well Wisconsin offers onsite screening events where you can learn your numbers and receive a confidential review of your results with a health professional?** Call **1-800-821-6591** with any questions.

Well Wisconsin is offering regional screening events March–April and August–September 2025. To reserve your spot, click under “Onsite Health Screening” to be directed to the Quest site and find a screening near you.

Apart from Onsite Screenings, Well Wisconsin offers two other biometric screening options in 2025:

## 1. SELF-COLLECTION MATERIALS.

Request materials by clicking under “Self-Collection Materials” and ordering on the Quest site. The deadline to order is **September 19, 2025**.

## 2. HEALTH CARE PROVIDER FORM.

Download and complete the fillable form by clicking under “Health Care Provider Form.”

To learn more, visit [webmdhealth.com/wellwisconsin](http://webmdhealth.com/wellwisconsin) and click the Biometric Screening card under the Benefits tab.

## NEED HELP?

WebMD Customer Service can assist you with any questions about the Well Wisconsin program. If you need assistance in another language or you don't have access to a computer, Customer Service can help with that, too. Just call **800-821-6591**.

# Earn Your Well Wisconsin Incentive

Complete three activities by **October 17, 2025**, to earn a \$150\* Well Wisconsin prepaid card.

- 1. HEALTH ASSESSMENT.** Complete WebMD ONE's 15-minute questionnaire to get a personalized status report on your health.
- 2. HEALTH CHECK.** Complete one of the following health check options:
  - a. Biometric Screening
  - b. Dental Exam
  - c. One WebMD Coaching Session
- 3. WELL-BEING ACTIVITY.** Participation in almost all the programs and activities outlined in this brochure may count toward well-being activity credit. For a full list, visit [webmdhealth.com/wellwisconsin](http://webmdhealth.com/wellwisconsin) and click Rewards, or scan the QR code.

Scan for a complete list of rewardable activities



## A NOTE FOR RETIREES

You will continue to see your prepaid card arrive in the amount of \$138.52. The dollars withheld are for your FICA taxes, which will be sent to the government. Also, if you are enrolled in UHC Medicare Advantage, you may participate in Well Wisconsin, but cannot earn the incentive as UHC has a separate wellness incentive program for you.

\* The Well Wisconsin incentive program is a voluntary program available to employees, retirees and spouses enrolled in the State of Wisconsin Group Health Insurance Program, excluding Medicare Advantage participants who have incentives available through their health plan. The Well Wisconsin incentive will automatically be issued to eligible participants upon completing the applicable activities. All wellness incentives paid to participants are considered taxable income to the group health plan subscriber and are reported to their employer, who will issue a W2. In some cases, the Wisconsin Retirement System acts as the employer. Retirees, continuants and their spouses will have some taxes withheld from the incentive amount earned.





## NOTICE REGARDING THE WELLNESS PROGRAM

Well Wisconsin is a voluntary wellness program offered by the State of Wisconsin Group Health Insurance Program (GHIP) and is available to the primary subscriber and their enrolled spouse. When you participate in the GHIP, you are also enrolled in but are not required to participate in this wellness program. The program is administered by the Wisconsin Department of Employee Trust Funds (ETF) through a contract with WebMD in accordance with federal rules permitting employer-sponsored wellness programs that seek to improve employee health or prevent disease, including the Americans with Disabilities Act of 1990, the Genetic Information Nondiscrimination Act of 2008, and the Health Insurance Portability and Accountability Act, as applicable, among others. If you choose to participate in the wellness program you will be asked to complete three activities with WebMD. Those are: 1) Complete a health check. 2) Complete the WebMD health assessment, which asks a series of questions about your health-related activities, behaviors and whether you have or have had certain medical conditions (e.g., diabetes, heart disease). 3) Participate in an easy-to-complete well-being activity. Subscribers and their eligible spouse who choose to participate in the wellness program will earn an incentive of \$150 from WebMD once the three program activities are completed.

The information from your health assessment and the results from your health screening will be used to provide you with information to help you understand your current health and potential risks, and may also be used to offer you services through WebMD, such as telephonic or digital health coaching. You are encouraged to share your results or concerns with your doctor.

## PROTECTIONS FROM DISCLOSURE OF HEALTH INFORMATION

ETF and its contractors are required by law to maintain the privacy and security of your personally identifiable health information. Although the wellness program and ETF may use the aggregate information it collects to evaluate the current program and assist employers with addressing health risks in their workforce, WebMD will not disclose any of your personal information either publicly or to ETF, the Group Insurance Board, or your employer, except as expressly permitted by law. Medical information that personally identifies you that is provided in connection with the wellness program will not be provided to your supervisors or managers and may never be used to make decisions regarding your employment.

Your health information will not be shared except to the extent permitted by law to carry out specific activities related to the wellness program and GHIP administration, and you will not be asked or required to waive the confidentiality of your health information as a condition of participating in the wellness program or receiving an incentive. Any party who receives your information for purposes of providing you services as part of the wellness program will abide by the same confidentiality requirements and will be required to encrypt any stored health information. Appropriate precautions will be taken to avoid any data breach, and in the event a data breach occurs involving information you provide in connection with the wellness program, you will be notified. You may access WebMD's Privacy Practices at [webmdhealth.com/wellwisconsin](http://webmdhealth.com/wellwisconsin).

No information you provide as part of the wellness program or your choice to participate in the wellness program may be used in making any employment decision.

If you have questions or concerns regarding this notice, or about protections against discrimination and retaliation, please contact your employer's Affirmative Action Officer or Human Resource office.





## NONDISCRIMINATION AND LANGUAGE ACCESS

42 U.S. Code § 18116

ETF complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation, or gender identity.

ETF provides free aids and services to people with disabilities to communicate effectively with us, such as qualified sign language interpreters and written information in other formats (large print, audio, accessible electronic formats and others). ETF provides free language services to people whose primary language is not English, such as qualified interpreters and information written in other languages.

If you need these services, contact ETF at **1-877-533-5020**; **TTY: 711**. If you believe that ETF has failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability or sex, you can file a grievance with: ETF Office of Policy, Privacy & Compliance; P.O. Box 7931; Madison, WI 53707-7931; **1-877-533-5020**; **TTY: 711**; Fax: 608-267-4549; Email: **ETFMSBPrivacyOfficer@etf.wi.gov**.

If you need help filing a grievance, ETF's Office of Policy, Privacy & Compliance is available to help you. You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights, electronically through the Office for Civil Rights Complaint Portal at **crportal.hhs.gov/ocr/portal/lobby.jsf** or by mail or phone: U.S. Department of Health and Human Services; 200 Independence Avenue, SW; Room 509F, HHH Building; Washington, D.C. 20201; **1-800-368-1019**; **1-800-537-7697** (TDD).

Complaint forms are available at **hhs.gov/ocr/office/file/index.html**.

The Wisconsin Department of Employee Trust Funds is a state agency that administers the Wisconsin Retirement System pension, health insurance and other benefits offered to eligible government employees, former employees and retirees.







## FIND WELLNESS IN EVERY CORNER OF WISCONSIN

Have you downloaded WebMD's Wellness At Your Side app yet? It's the best way to access Well Wisconsin wherever you are. Use it to join challenges, track activity, and get recommendations for your personal health journey.

Download the app and enter your connection code: **SOWI**.



SCAN TO  
DOWNLOAD  
THE APP!



WELL WISCONSIN  
Healthier starts with you

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