

# CHAMPION NETWORK

## Well Wisconsin Reference Guide



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.



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# INTRODUCTION

Well Wisconsin is part of the State of Wisconsin Group Health Insurance Program (GHIP). The Well Wisconsin Program aims to improve members' health and well-being through education and activities that support a healthy lifestyle. The Program is administered by WebMD, with strategic oversight and management by the Wisconsin Department of Employee Trust Funds (ETF). The primary ETF contact for Well Wisconsin is Molly Dunks, Disease Management & Wellness Program Manager.

WebMD provides various well-being solutions to support individuals in accomplishing their health and well-being goals. They have a dedicated team of well-being staff who provide additional resources for state and local employers in the GHIP to help create a culture of well-being.

## **WebMD Dedicated Well-being Services Team:**

- Renee Fox, Senior Well-being Program Manager
- Julie Cruz, Well-being Program Manager (supporting State Agency and Local employers)
- Alexis Krause, Well-being Program Manager (supporting UW and Local employers)
- Laura Newman, Mental Health Program Manager
- Jennifer Schmidt, Chronic Condition Management Program Manager
- Katie Lovell, Well-being Program Coordinator
- Kayla Schneider, Well-being Program Coordinator
- Katie Storlie, Biometric Screening and Flu Vaccine Clinic Coordinator

There are large employers that fall within the GHIP. Each champion network has a staff person(s) who provides well-being leadership for the departments and/or universities that fall within the employee groups.

- **Wisconsin State Agencies:**  
Christina Bulin, Department of Administration Bureau of Equity and Inclusion
- **Universities of Wisconsin:**  
Brianna Jobke and Erin Schoonmaker, Universities of Wisconsin System Administration HR
- **UW Health:**  
AJ Kalnins, Employee Well-being
- **Local and other state employers:**  
No central employer well-being leader. Receive support directly from the WebMD dedicated well-being staff.

Well Wisconsin champions help increase awareness of and participation in the Well Wisconsin program, while creating a culture of well-being at state and local employers in the GHIP. The following pages outline ways in which champions can support the program and their fellow colleagues.

## **Questions regarding the Well Wisconsin Program:**

or to request a meeting to learn more, please email [wellwi-employersupport@webmd.net](mailto:wellwi-employersupport@webmd.net).

# ROLES AND RESPONSIBILITIES

Well Wisconsin champions are asked to complete basic activities to help with program awareness and participant engagement. When they are ready to take it up a notch, champions can complete the advanced activities.

## Basic Responsibilities

- **Use local communication channels to promote Well Wisconsin program initiatives.**
  - Champions receive a copy of the ETF Employer News: Well Wisconsin Update, which will include all monthly promotion requests.
  - Examples of effective communication channels may include email, newsletters, bulletin boards, websites/intranets, TV monitors, staff meetings, etc.
- **Attend champion network meetings.**
  - Implement call-to-actions from the meetings.
  - Share information with leadership teams, and committees, as appropriate.
- **Actively participate in the Well Wisconsin program.**
  - Well Wisconsin portal guest accounts can also be made available.
- **Serve as the point of contact for the Well Wisconsin program.**
  - Answer questions and direct employees to appropriate resources.
  - If interested, reach out to receive in-depth training in navigating the portal or resources.
- **Share Well Wisconsin resources with new hires during orientation.**
  - Include program handouts or presentation slides in new-hire materials.
  - Request the WebMD team to provide a presentation and overview, if appropriate.
- **Host wellness events for employees.**
  - Request WebMD to provide onsite or virtual presentations, interactive events, or workshops.
  - Schedule onsite biometric screenings and flu vaccine clinics.
  - Coordinate a health fair or benefits fair and invite WebMD to table.

# ROLES AND RESPONSIBILITIES

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## Advanced Responsibilities

- **Review aggregate health risk and participation data and set goals.**
  - Request a meeting to review the organization's aggregate health risk report, receive recommendations, and discuss strategies to reduce health risks and improve participation.
- **Establish or strengthen a wellness committee.**
  - Include the wellness committee in developing and implementing an annual wellness plan.
  - Partner with WebMD and/or your network lead for support.
- **Complete a culture of health assessment for the workplace.**
  - A WebMD team member will come onsite and assist with completing this assessment.
  - Meet with the team member to review the culture of health assessment results and discuss recommendations for improvement.
  - Work with the wellness committee and leaders to develop and implement a plan to improve the workplace culture.

Employers who would like to be added to the Well Wisconsin champion distribution list or those looking for more support with carrying out these activities can email

[wellwi-employersupport@webmd.net](mailto:wellwi-employersupport@webmd.net).

# RESOURCES

Add to your favorites and refer back to these sites for new Well Wisconsin resources throughout the year.

## Champion Resources

### [ETF Employer Site \(etf.wi.gov/well-wisconsin-employers\)](http://etf.wi.gov/well-wisconsin-employers)

Your one-stop site for all things Well Wisconsin—toolkits, employer-sponsored activity guide, ETF wellness grant guide, presentation requests, interactive event requests, onsite biometric screening requests, flu vaccine clinic requests, culture of health assessment requests and promotional materials.

## Employee Resources

### [ETF Member Site \(etf.wi.gov/well-wisconsin-members\)](http://etf.wi.gov/well-wisconsin-members)

Your one-stop site for Well Wisconsin program information for employees and members who are enrolled in the GHIP. Link this site to your organization's intranet site to provide tools and resources to help employees set health and well-being goals, track progress, stay motivated, and earn the Well Wisconsin incentive.

### [Well Wisconsin Portal \(webmdhealth.com/wellwisconsin\)](http://webmdhealth.com/wellwisconsin)

The Well Wisconsin portal, powered by WebMD ONE, is based on personal needs and interests. The portal is designed to help participants set goals, track progress, stay motivated and provide valuable information along the way. Link this site to your organization's intranet site and encourage employees to get started with the Well Wisconsin program and resources. Additionally, encourage employees to access the portal through the Wellness at Your Side application. Note, the connection code "SOWI" needs to be used for the initial app download.