Wellness and Incentives Strategy Update

HealthFlex Summit
August 23-24, 2012
Wellness and Incentives

Agenda

• 2012 Review
• 2013 Update
• 2014 Strategy and Considerations
• Best Employers for Healthy Lifestyles Award: Promotion and Toolkit
Wellness and Incentives 2012 Review

Virgin HealthMiles
Blueprint for Wellness (BFW)
HealthQuotient
Health Coaching, My Health Assistant
More individuals met their 2nd quarter goal than 1st quarter—without significant “downgrading” of goals.
2012 Activity Level

Q1 to Q2
- Activity increased among “low, active and high” groups.
- People “not uploading” remained constant.
VHM Goals Feedback: Q1-Q2

- Not challenging
  - Top steppers
- Met goal early; stopped tracking HealthMiles
- Dislike reduced cash incentive
  - Medicare-covered individuals
  - Previous “Level 5” achievers
Action Taken: Q3-Q4

- Individual “stretch goal”
- Charitable incentive instead of cash
- Intrinsic motivation vs. extrinsic reward

Sizzling Summer “STEP”tacular Goal

Current score
1,005

5,500

8,000

7/03

New Goal

09/23

HealthCash

$25
VHM Participation and Cost Trends

Allowed medical costs for cohort of individuals enrolled in VHM since 2009; $n_{NP} = 3,788; n_{NE} = 3,642; n_E = 2,759
BFW Participation: 2011 vs. 2012

- **First Time Screened in 2012**: 1,500 (47%)
- **Took BFW in 2011**: 5,016 (36%)

Increase in participation in Blueprint for Wellness between 2011 and 2012.
BFW vs. HQ Participation: 2011

About half of HQ completions contain objective biometric data from Blueprint for Wellness.
Blueprint for Wellness 2011 Results

Percentage of Participants at Low, Moderate and Highest Risk

High participation in BFW allows an accurate description of population health risks.
Nearly one-quarter of the population is at risk for metabolic syndrome. High participation in BFW is necessary to keep a pulse on these factors.
Blueprint for Wellness 2011 Results

Percentage of “out of range” values

Clergy have more “out of range” values than laity or spouses
BFW Going Forward

- Target non-participants
- Expand to 50% participation
- Add events (district, order of elders, family events)
BFW 2013 Recommendations

- Shorter events
  - Avoid waits at start and lulls at end
  - Necessitates more examiners/more space
- Continue overstaffing for walk-ins
  - 20% in 2012 vs. 10% typical for Quest
- Locate boxes the evening prior to event
- Share mobile contact information
- Update/streamline communications
## BFW Event Staffing Illustration

<table>
<thead>
<tr>
<th>2.5-Hour Event</th>
<th>5-Hour Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four examiners</td>
<td>Two examiners</td>
</tr>
<tr>
<td></td>
<td>Most register or walk-in during first few hours of the event</td>
</tr>
</tbody>
</table>

One examiner handles six screenings per hour
HQ Participation

HQ participation has been consistently higher since introduction of deductible incentive in 2010.
Importance of HQ

• Why drive high percentage to HQ?
  – Identify individuals for coaching
  – Analyze population risk factors
  – Compare program successes

• Why need new HQ data yearly?
  – More accurate risk assessment
Higher risk is consistently associated with higher cost—more so in 2011; crucial to target the higher-risk population with coaching and other services.
Health Coaching and
My Health Assistant
WebMD “Whole Person” Coaching

- HQ triggers outreach for high- and moderate-risk individuals
- Low-risk individuals can “opt-in” to health coaching
- Services provided by phone
- 25 wellness points per call
- 2,836 being coached in 2012 (45-48% engagement)
Greater risk reduction consistently associated with completion of more coaching calls in the 2010-2011 coaching program. (2011-2012 data still pending)
Even those who did not show risk reduction demonstrated improvement in “readiness to change” after working with a health coach.
My Health Assistant

- Online, self-guided “coaching”
- Use alone or combined with telephone-based coaching
- Wellness points for weekly progress
My Health Assistant

Filter activities
- Increase Exercise
- Manage Stress
- Easy
- Moderate
- Challenging

Activities for you
- Be intense! Work out at your maximum heart rate
  - ADD TO MY PLAN
  - SUGGESTED BY Marcus Certified Athletic Trainer
- Choose an exercise buddy
  - ADD TO MY PLAN
  - SUGGESTED BY Matt Community Health Expert, CHES
- Climb your way to a stronger core
  - ADD TO MY PLAN
  - SUGGESTED BY Keisha Strength and Conditioning Coach
- Create a personal weight-loss challenge
  - ADD TO MY PLAN
  - SUGGESTED BY Russ Registered Dietitian
- Dance and watch TV
  - ADD TO MY PLAN
  - SUGGESTED BY Lauren Wellness Coach
- Do an exercise as a family activity
  - ADD TO MY PLAN
  - SUGGESTED BY Lauren Wellness Coach
- Do sit-ups, back extensions & cross-over crunches
  - ADD TO MY PLAN
  - SUGGESTED BY Keisha Strength and Conditioning Coach
- Engage in a quick brisk walk
  - ADD TO MY PLAN
  - SUGGESTED BY Natasha Kinesiologist, Competitive Runner
- Find the right heart rate to get in shape
  - ADD TO MY PLAN
  - SUGGESTED BY Marcus Certified Athletic Trainer

Weekly Progress 15%

Your Activities
- Add an exercise video to your must-see TV
  - 0 of 5 Completed
- Actively clean the house
  - 1 of 5 Completed
- Say "Hello" to strangers
  - 1 of 3 Completed

Check in >>
2013 Incentives Update

**Step 1—BFW**
$100 for completion April 1-July 31

**Step 2—HQ**
Avoid $250-$500 higher deductible in 2014

**Step 3—Take Action**
VHM: Continue 2-tiered quarterly targets
Cash + charitable incentive ($150)

**Step 3—Take Action**
$150 HealthCash for earning 150 Wellness points (WebMD)
- Coaching, My Health Assistant, success stories
- No points for HQ, BFW
- Reduced points for VHM
2014 Considerations

Reduce BFW incentive to $50

Increase Wellness Points incentive to $200 (emphasis on action)
- Introduce Wellness Points for biometric outcomes
- Retain Wellness Points for program participation
2014 Considerations

- HealthCash vs. Health Reimbursement Account (HRA) deposit
  - Plan sponsor choice
- HRA deposit incentives may be higher
- Determine/consider impact of exchanges on incentives
Best Employers for Healthy Lifestyles Platinum Award

Certificate of Recognition

General Board of Pension and Health Benefits of the United Methodist Church

Best Employers for Healthy Lifestyles 2012 Platinum Award Winner

National Business Group on Health

June 27, 2012

President and CEO
National Business Group on Health

Congratulations to everyone!

Toolkit—Coming in September