



Center for Health

# Wellness Update

HealthFlex Summit

October 21, 2014



General Board

**Pension and Health Benefits**

*Caring For Those Who Serve*

# Agenda

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- Wellness Programs—  
Updates, Participation and Impact Review
  - Step 1: Blueprint for Wellness (BFW)
  - Step 2: HealthQuotient (HQ)
  - Step 3: Taking “Action”
- 2015 Wellness Programs and Incentives
- Metabolic Syndrome—Review and Impact

# What Is Added Value of Wellness?

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Fuels vitality for those serving the UMC



Favorable association with costs



Favorable association with risk factors



Appreciated by participants

# HealthFlex Wellness Approach

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## Measure Risk

- **Step 1**  
Blueprint for Wellness (BFW)
- **Step 2**  
HealthQuotient (HQ)

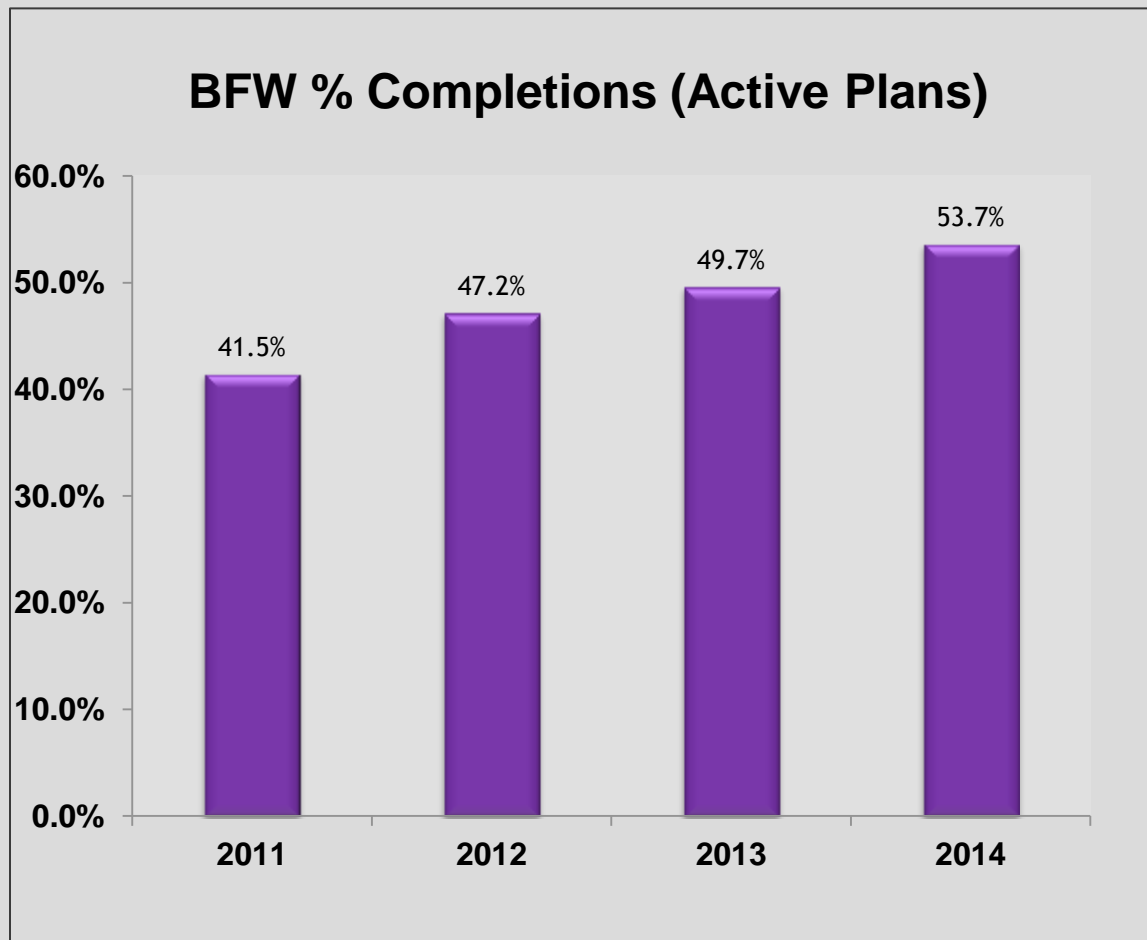


## Take Action (Step 3)

- WebMD Health Coaching
- Virgin Pulse
- EAP and Work/Life Services
- Evive Health targeted reminders
- WeightWatchers



# Blueprint for Wellness Participation



Over 1,300  
new to BFW  
in 2014

# HealthQuotient

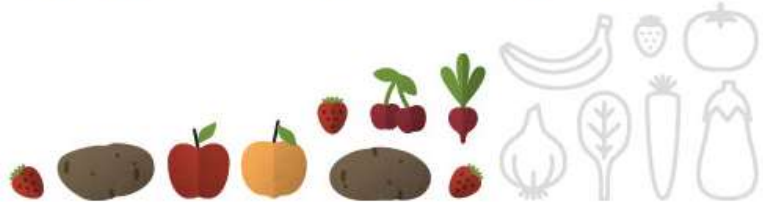
## Streamlined for 2014

**HealthQuotient**

1. Questionnaire → Finalize → Results

Lifestyle | **Nutrition** | Exercise | Alcohol Use | Tobacco Use

How many fruits and vegetables do you eat in an average day?



0 1-2 3-4 5-6 7-8 9 or more

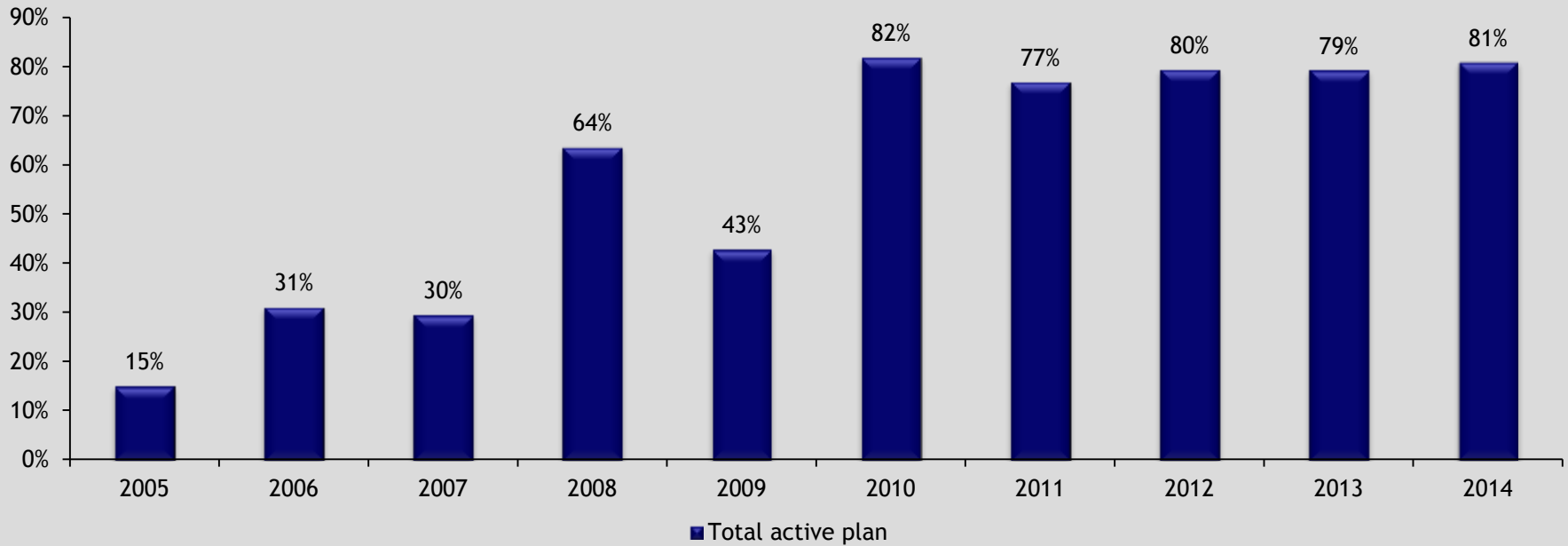
*A fruit or vegetable is equal to 2 cups of leafy greens; 1 cup of raw or cooked veggies, fresh fruit, or 100% juice; or 1/2 cup of dried fruit.*

Save & Continue



# HealthQuotient Completion

HQ participation has been consistent and high (~80%) since 2010.



# WebMD Health Coaching

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- Free, confidential services
- Identified through HealthQuotient
- “Whole person” coaching

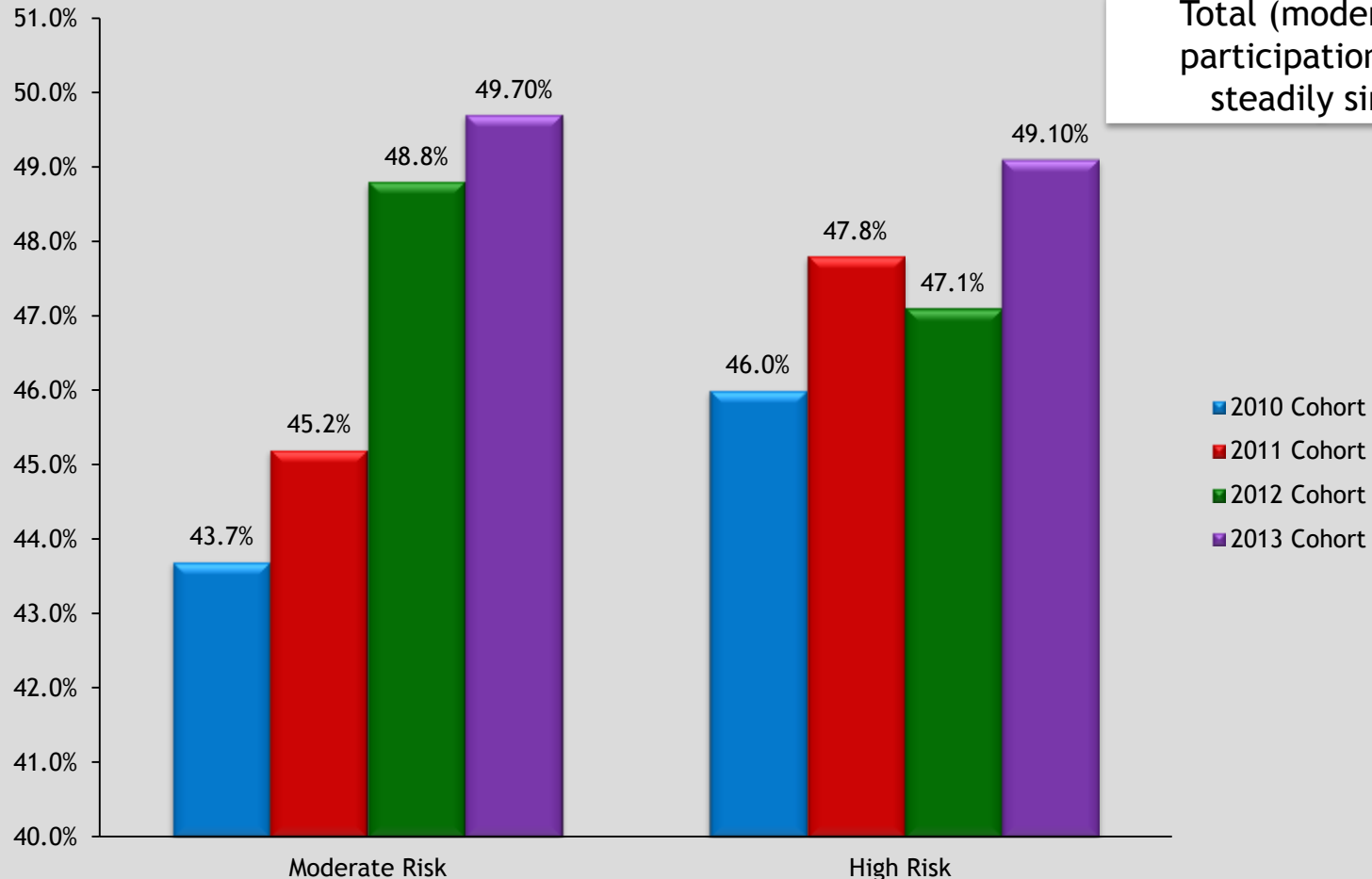
## Addresses risk factors such as:

- Nutrition
- Exercise
- Cholesterol
- Blood sugar
- Weight
- Tobacco use
- Stress/emotional health
- Blood pressure





# WebMD Health Coaching Engagement



Total (moderate + high) participation has grown steadily since 2010.

2013 Cohort (Beginning August 2013) : Moderate Risk 533; High Risk 1,841

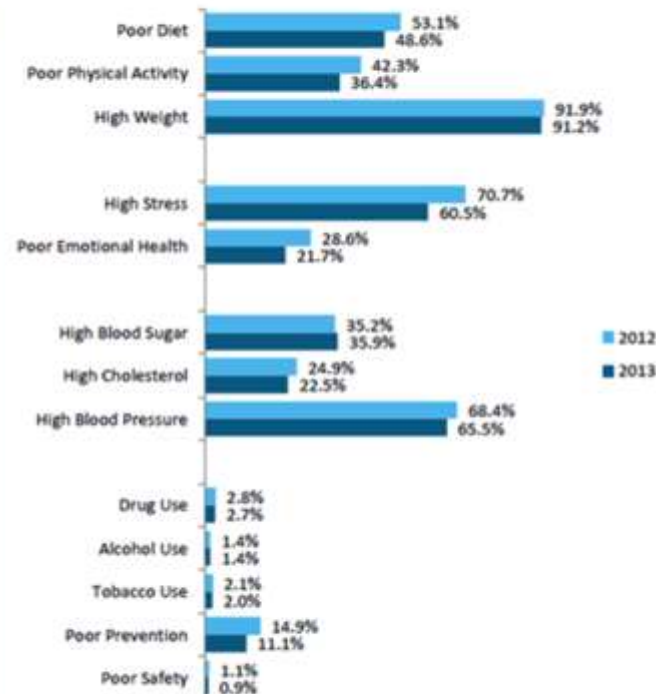
# WebMD Health Coaching: Associated with Risk Reduction

## Cohort Behavior Change

Risk Change – Coaching Engagers

*n* = 1,882

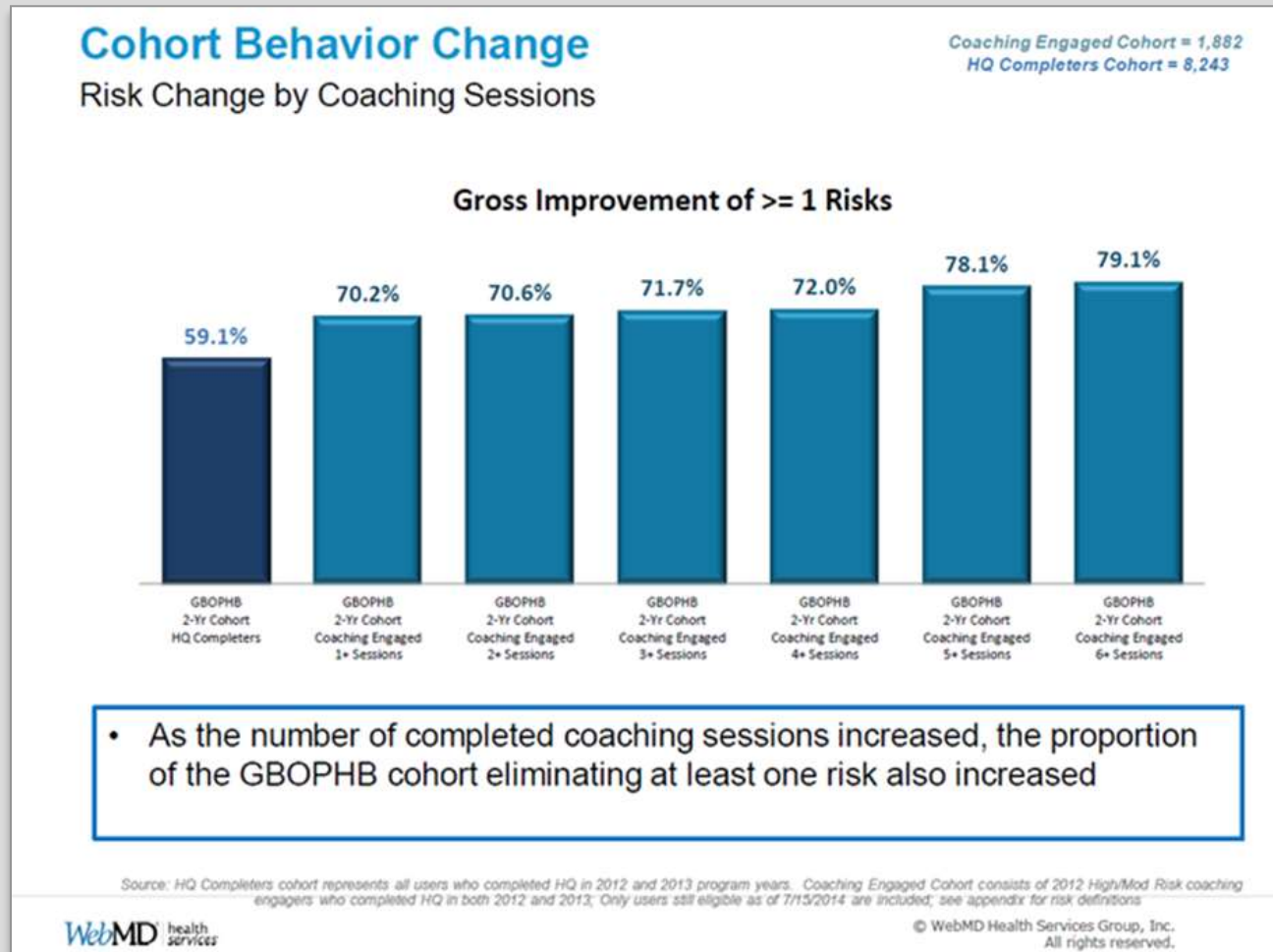
- Prevalence rates decreased for **11** of the 13 health risks
  - > This compares to a decrease in 5/13 risks for the overall 2 year cohort of HQ completers (*n*=8,243)
- High Stress (-10.1%), Poor Emotional Health (-6.9%), and Poor Physical Activity (-5.9%) risks saw the greatest reductions
- The average risks per individual in this cohort decreased from **4.36** to **4.00**
  - > This compares to a decrease from 3.32 to 3.28 in the overall cohort of HQ completers
- **70.2%** of individuals in the cohort **eliminated** one or more health risks
  - > This compares to 59.1% for the overall cohort of HQ completers



Source: Cohort of 2012 HighMod Risk coaching engagers who completed HQ in both 2012 and following period.

Only users still eligible as of 7/15/2014 are included; see appendix for risk definitions

# WebMD Health Coaching: Associated with Risk Reduction



# Weight-Focused Coaching (WebMD)

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- Specifically targets those with high weight risk
  - Individuals with body mass index (BMI) > 30
  - More intense than standard health coaching
  - **Ready to change**—agree to participation “pact”
- Weekly “weigh-ins” using uploadable scale, or self-report by text or phone

# Weight-Focused Coaching (WebMD)

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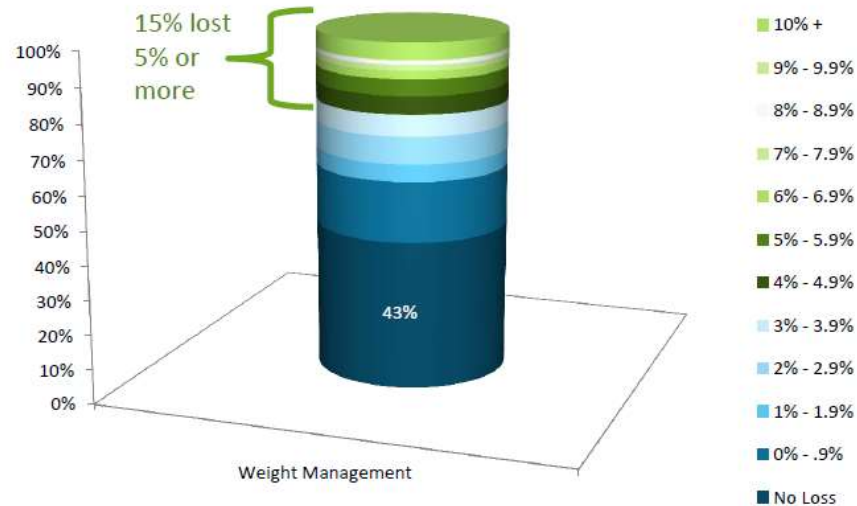
**Program Year 2: August 2014 – July 2015**

- Capped at 1,000 participants
- Others offered whole person coaching (high- or moderate-risk)

# Weight-Focused Coaching (WebMD)

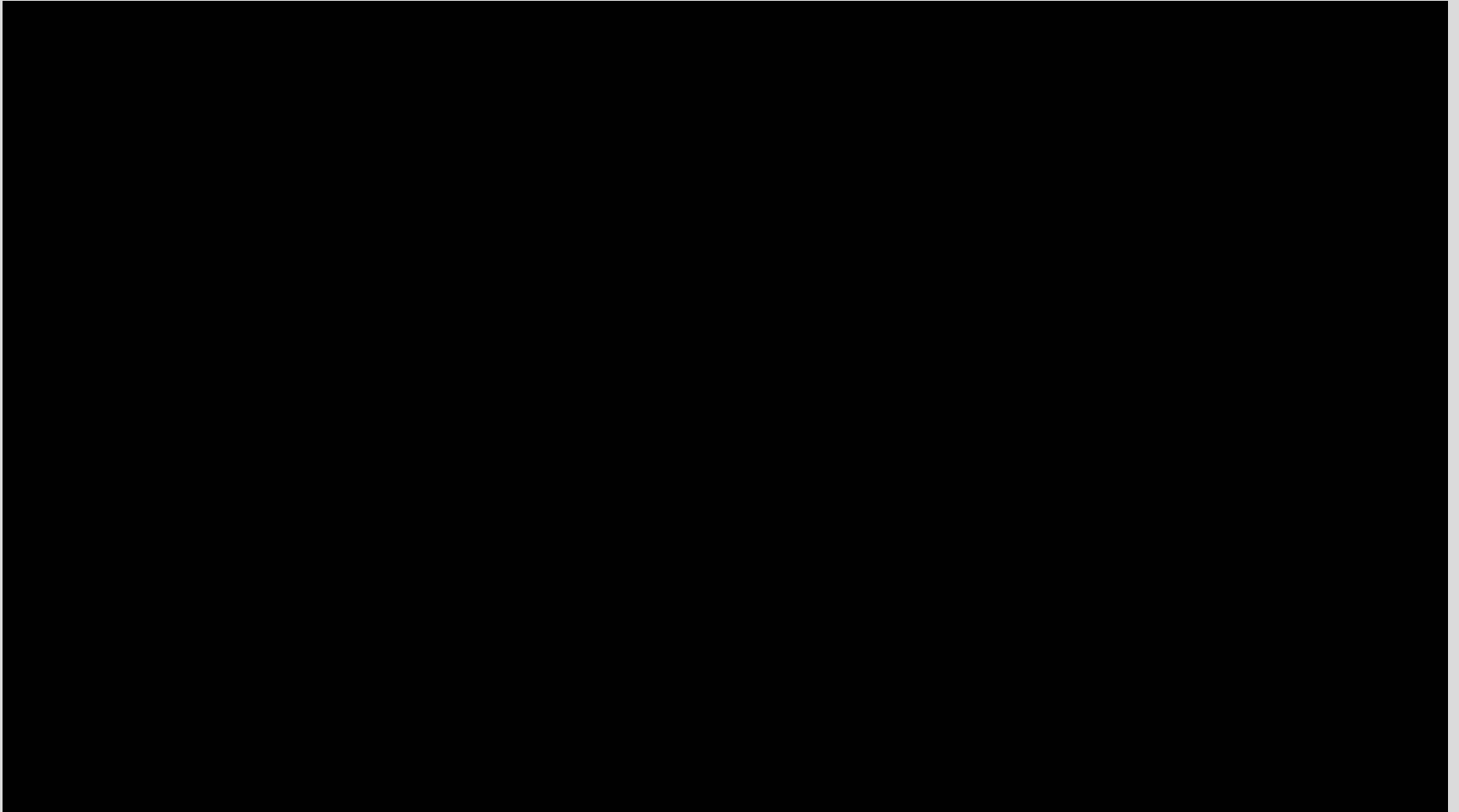
Over half of the participants have lost weight and just over 15% have lost 5% or more of their body weight

Percent of Body Weight Lost - All WM



Total N = 431

# WebMD Health Coaching



# Virgin Pulse Participation 2013

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**54%**

HealthFlex conference members enrolled

**88%**

Members have activated step tracker

**6,941**

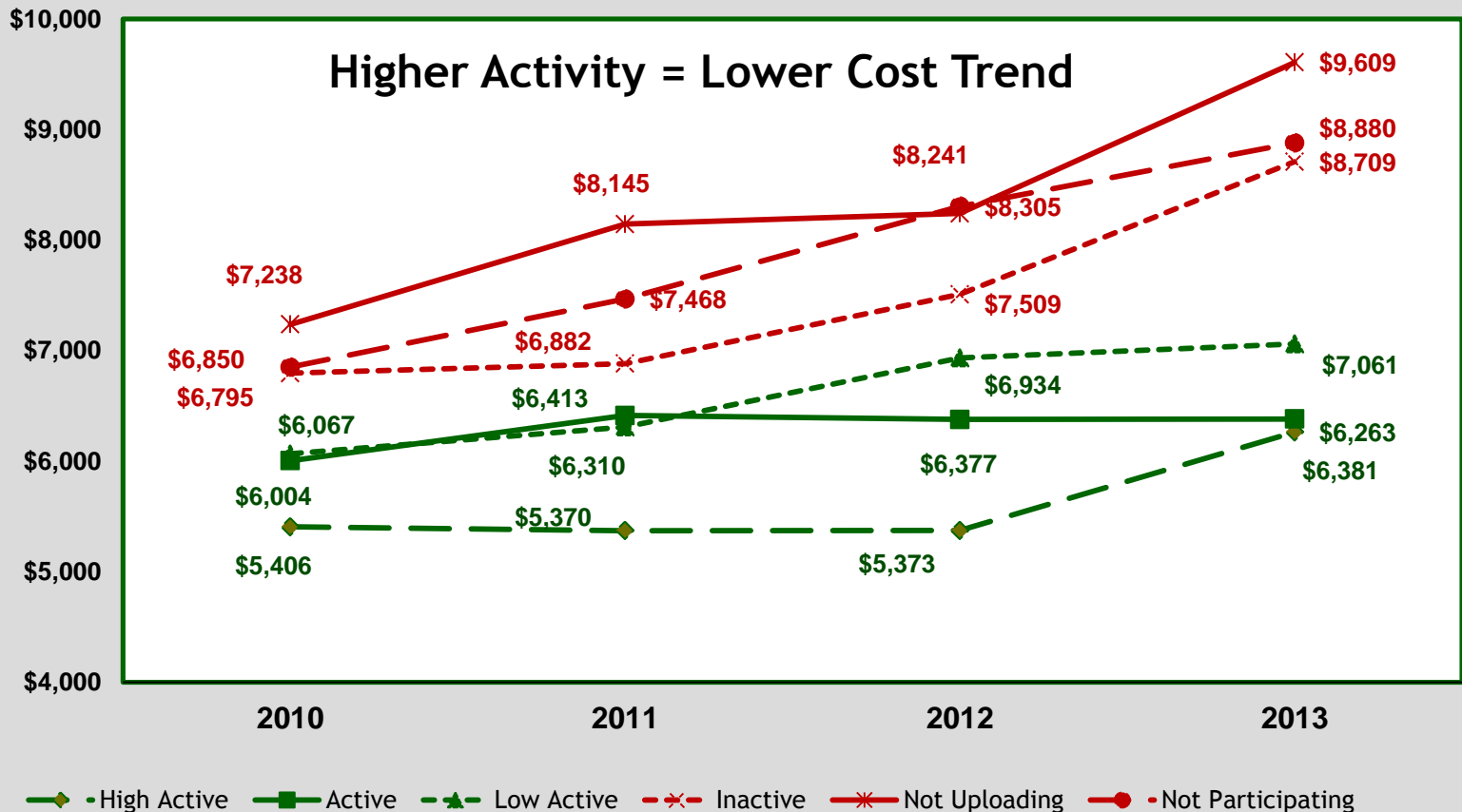
Average steps HealthFlex members take a day

**11,365,997,041**

Total steps HealthFlex members took in 2013 = 12 round trips to moon and back!



# Medical Costs by VP Activity Level



Allowed medical and pharmacy costs for cohort of individuals enrolled in VHM since 2010;  
 HA = 1317, AC = 829, LA = 778, IN = 976, NU = 1263, NP = 3788

# Virgin Pulse Update

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- Free mobile apps to track activities—VP, Moves
- Adding more compatible activity trackers and mobile app programs
  - Fitbit/MisFit Shine
  - Endomondo
  - Runkeeper
  - Wahoo Fitness
- “Max” rollout—May promotion challenge
  - 1,336 participants; 58% reimbursed

# Virgin Pulse Max Activity Tracker

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## “Max”

- Price reduced: \$11 less
  - Now **\$28.99 + applicable tax**
- Wireless upload to some mobile devices
- Water-resistant
- “Bump” challenge
- Tether now provided

# Virgin Pulse— More Ways to Earn HealthMiles

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Challenges based on 5 dimensions of health

- 1 Physical:** Eat a healthy lunch
- 2 Emotional:** Take some time for yourself
- 3 Spiritual:** Read a daily devotional (link to Upper Room)
- 4 Social:** Take a walk with friend/coworker
- 5 Financial:** Save your spare change

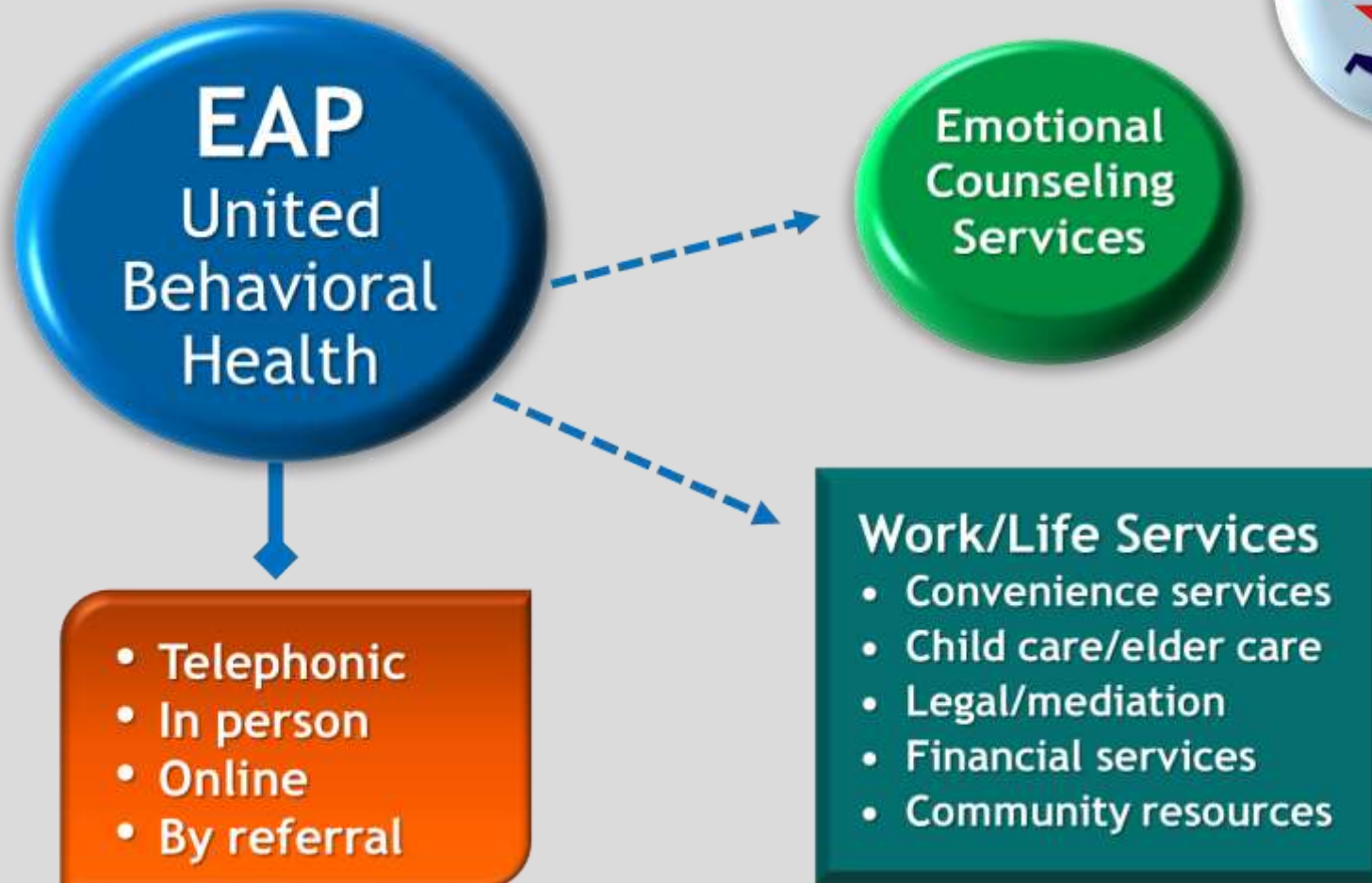
# Virgin Pulse— More Ways to Earn HealthMiles

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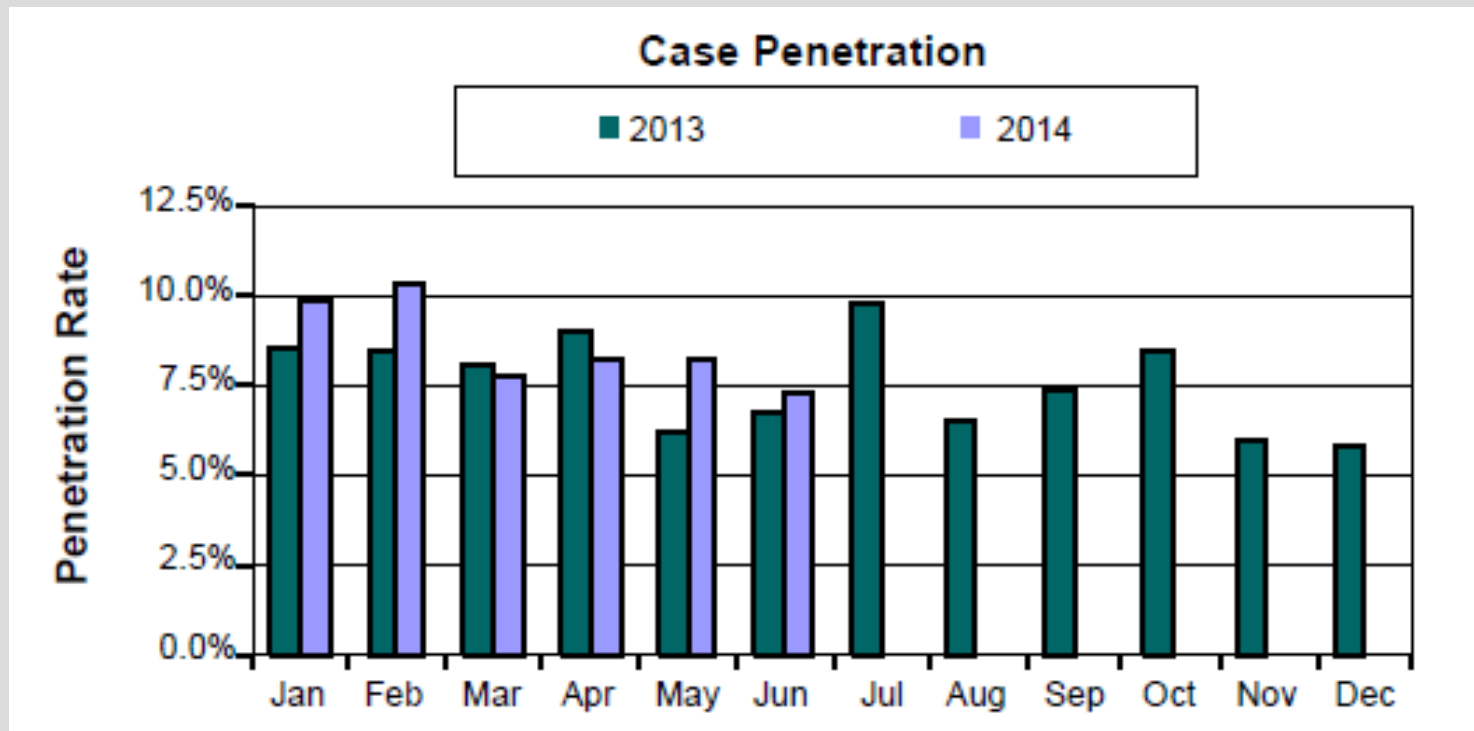
- Virgin Pulse-sponsored promotions
- Self-entered activity
  - Strength training, yoga, swimming, etc.
  - Each entry: 10 HealthMiles
  - Up to two entries per day
- Reasonable alternatives—  
temporary or permanent
  - Physician completes form



# Employee Assistance Program



# EAP and Work/Life Services



**About 8% of our population used the EAP in Q2 2014—higher rate than similar businesses. But our rate of depression is about twice that of the general population—indicating a definite need for such services.**

# EAP and Work/Life Services

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	Satisfied Norm
The Information and resources I received were useful.	94.5%
Calls were answered in a reasonable time.	98.1%
The staff was helpful.	97.4%
If the need arose, I would use services again.	97.1%
How did the help you received compare to your expectations?	94.3%

**Participants indicate high levels of satisfaction**



# Evive Health: Personalized Communications

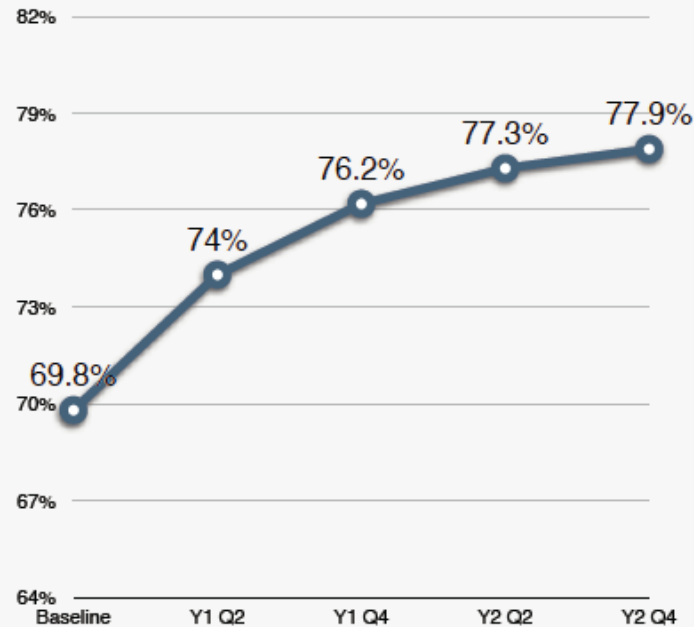
- Biometric screening reminders
- Chronic care calendar stickers
- Preventive and chronic care reminders delivered throughout year



# Evive Health: Preventive Screening Compliance



OVERALL PREVENTIVE ADHERENCE  
ORIGINAL COHORT

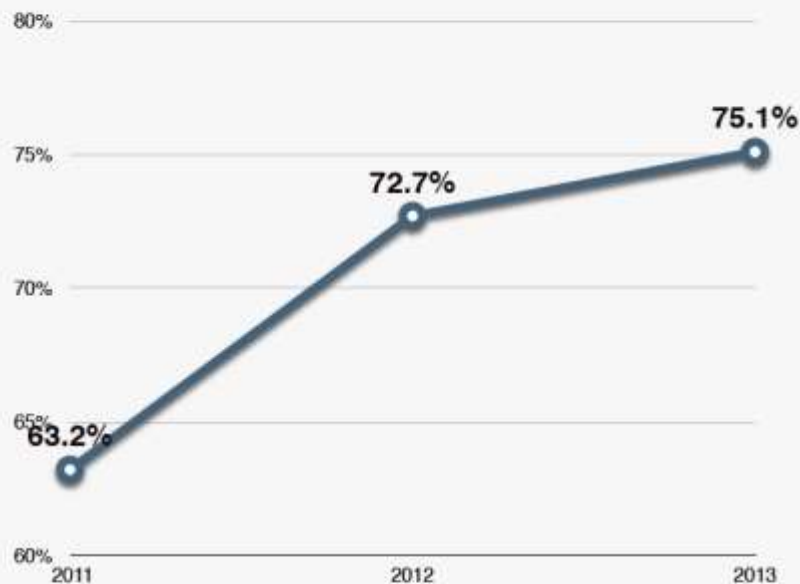


Screening rate  
for 2012 closed cohort  
grew in 2012 and 2013

■ Adherence has increased **8.1 percentage points** since January 2012. This is a relative increase of **11.6%**.

# Evive Health: Chronic Condition Compliance

OVERALL CHRONIC EXAM ADHERENCE  
2011-2012-2013



Compliance rate  
for 2012 closed cohort  
grew in 2012 and 2013

- Chronic adherence has increased **11.9 percentage points** since January 2011. This is a relative increase of **18.8%**.
- Annual tests include: microalbumin, HbA1c, diabetic eye exam, chronic cholesterol, serum potassium, total drug serum, and two HbA1c exams.

# 2015 Wellness Programs and Incentives



# Continuing in 2015

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# 2014–15 Wellness Enhancements

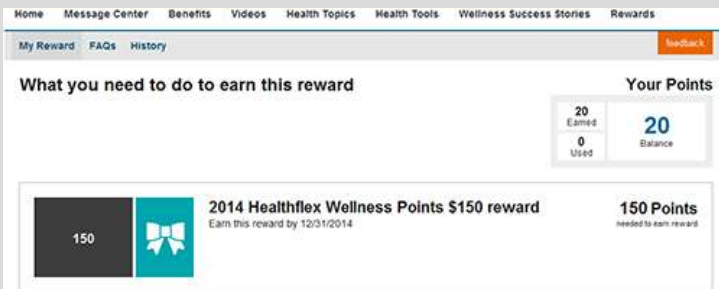


**Health  
Coaching**

**Continuing weight-focused coaching option (August 2013)**



**New MAX activity tracker—  
Challenges based on  
5 Dimensions of Health**



**Rewards Page Refresh**



**Streamlined Health Quotient**

- Fewer questions
- Smartphone capability

# Wellness Incentives: 2015

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## Step 1—Blueprint for Wellness

\$100 for completion April 1-July 31



## Step 2—HQ

Avoid \$250-\$500 higher deductible in 2015



## Step 3—Take Action

Virgin Pulse HealthMiles: \$25 per quarterly target, \$50 bonus, Charitable “stretch” goal



## Step 3—Take Action

\$150 HealthCash for earning 150 Wellness Points (WebMD)

- Coaching, EAP or Work/Life, My Health Assistant, success stories

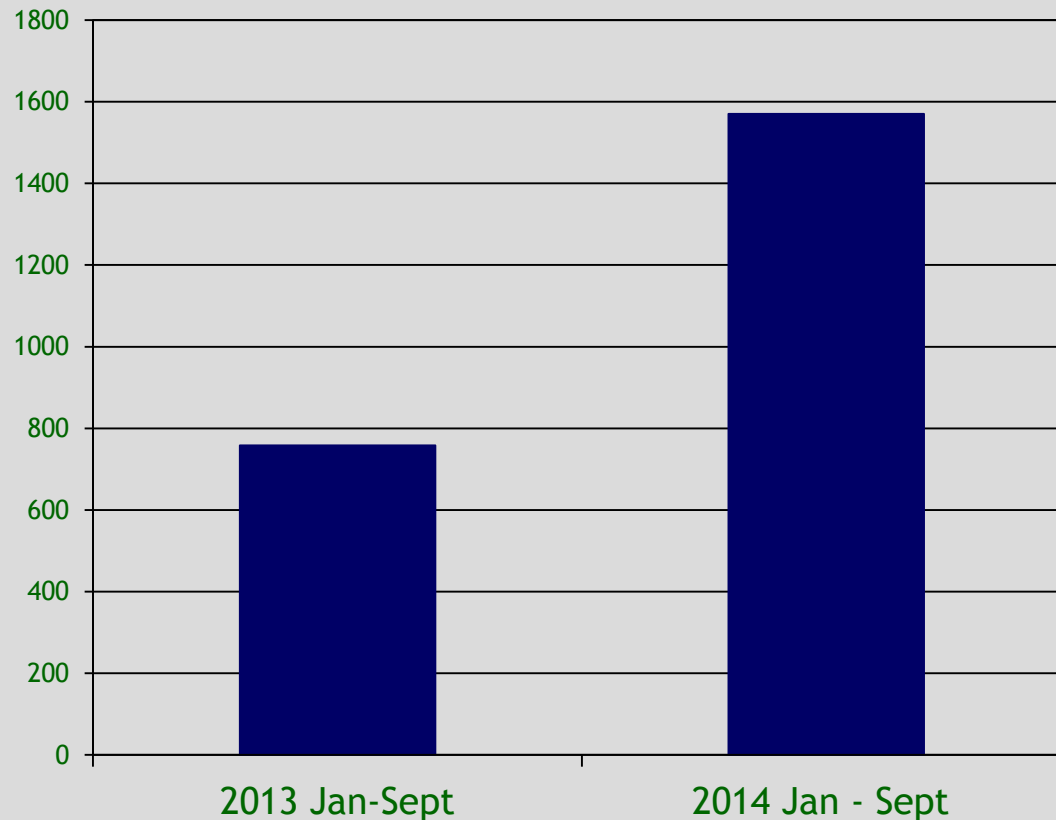
# Rewarding Results— Multi-Year Approach

<b>Participation Only</b>	<b>2011</b>	<ul style="list-style-type: none"> <li>• Introduced BFW</li> <li>• Cash for participation in screening</li> </ul>
	<b>2012</b>	<ul style="list-style-type: none"> <li>• Introduced Wellness Points</li> <li>• Cash for participation in “<b>actions</b>”</li> </ul>
	<b>2013</b>	<ul style="list-style-type: none"> <li>• Wellness Points for comparing BFW to prior year (self-report)</li> </ul>
<b>2014</b>		<ul style="list-style-type: none"> <li>• Wellness Points for healthy results, improved results and program participation</li> </ul>
<b>2015 – 2016</b>		<ul style="list-style-type: none"> <li>• Increasing Points for healthy/improved results</li> <li>• Reducing Points for program participation</li> </ul>



# WebMD Wellness Points

## 150 Wellness Points earners



A greater number have already earned 150 Wellness Points in 2014 than in all of 2013.

**77% of Active Plan BFW completers earned Wellness Points for health Measures.**

# Rewardable Results



**Blood Pressure**



**Fasting Glucose**



**HDL Cholesterol**



**Triglycerides**



**Waist Circumference**



**Body Mass Index**

**Three measures out-of-range  
or requiring medication  
defines metabolic syndrome**

**Two ways to measure weight status,  
to acknowledge different body types**

# Rewardable Results



Blood Pressure



Fasting Glucose



HDL Cholesterol



Triglycerides



Waist Circumference



Body Mass Index

**20 points** for each measure in “**healthy range**” in 2015

*If out of range:*  
**20 points** for each measure **improved** in 2015 over 2014 BFW

# 2015 Points Opportunities

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## Health Measures

Blood Pressure

Fasting Glucose

HDL Cholesterol

Triglycerides

Waist Circumference

Body Mass Index

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Up to 120 points

## Participation Activities

WebMD Coaching

Success Stories

My Health Assistant

EAP or Work/Life Services

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Up to 275 points

150 Points = \$150



# Impacting Health— A Look at Metabolic Syndrome

# Metabolic Syndrome

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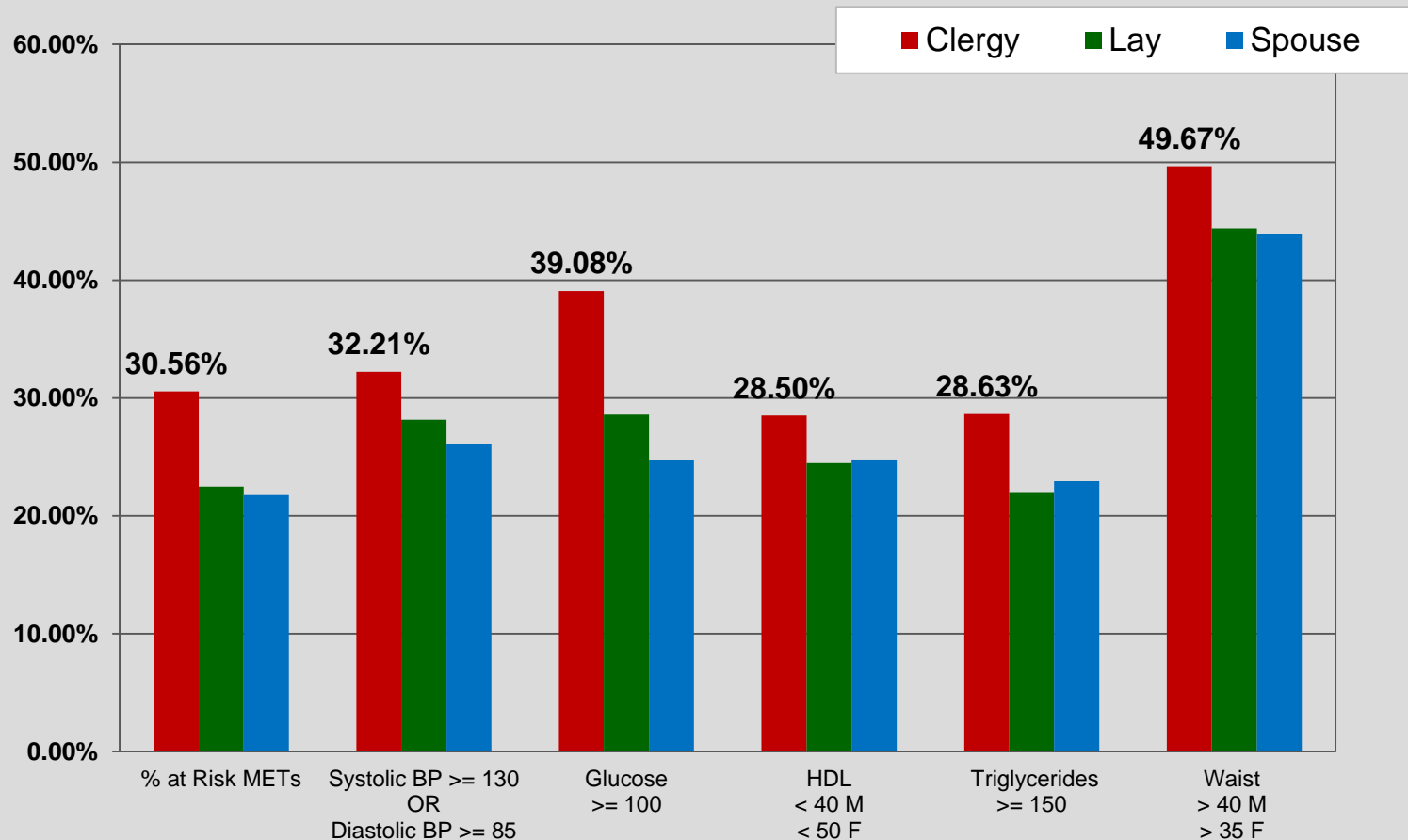
Combination of risk factors—often occurring together—which greatly increase risk of heart disease, stroke, diabetes

Any three of the following (or taking meds to control) = metabolic syndrome\*:

- Blood pressure  $\geq$  130/85
- Fasting blood glucose  $\geq$  100
- Triglyceride level  $\geq$  150
- Low HDL (good cholesterol): Men  $<$ 40; Women  $<$ 50
- Waist circumference: Men  $>$ 40 inches; Women  $>$ 35 inches

\* **American Heart Association definition**

# 2013 Blueprint for Wellness— Metabolic Syndrome Risk



N = 6,745 Source Data: Blueprint for Wellness 2013

# Positive Impact on Metabolic Syndrome

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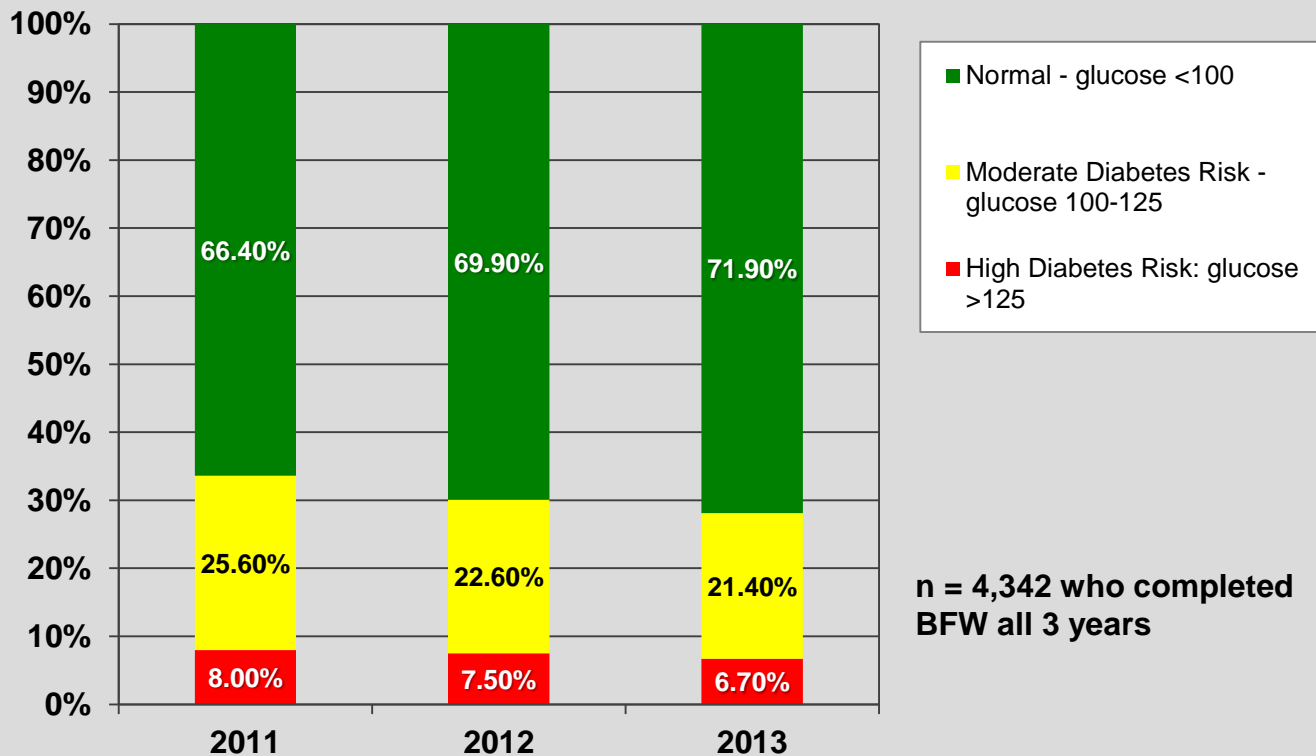
Based on Quest Diagnostics analysis of Blueprint for Wellness results (2011-2013):

- **57%** of those with metabolic syndrome in 2011 **improved** to no metabolic syndrome in 2013
- Only **11%** of those without metabolic syndrome in 2011 developed metabolic syndrome by 2013
- More are getting **better** than are getting worse



# Positive Impact on Metabolic Syndrome—Example

Of the 4,342 participants who completed BFW all three years, the % of those with **normal** glucose levels **increased** from 2011 to 2013.



# Metabolic Syndrome— Continued Effort Needed

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- Incidence of metabolic syndrome—  
**higher among clergy** compared to spouses/lay employees
- In 2013, 22% of active participants under age 35 **already** had metabolic syndrome
- At the metabolic syndrome stage—  
lifestyle changes can change a person's direction and **prevent** serious consequences



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**Center for Health**