



Center for Health

Wellness Programs and Incentives Update

HealthFlex Mini-Summit

March 11, 2015



General Board

Pension and Health Benefits

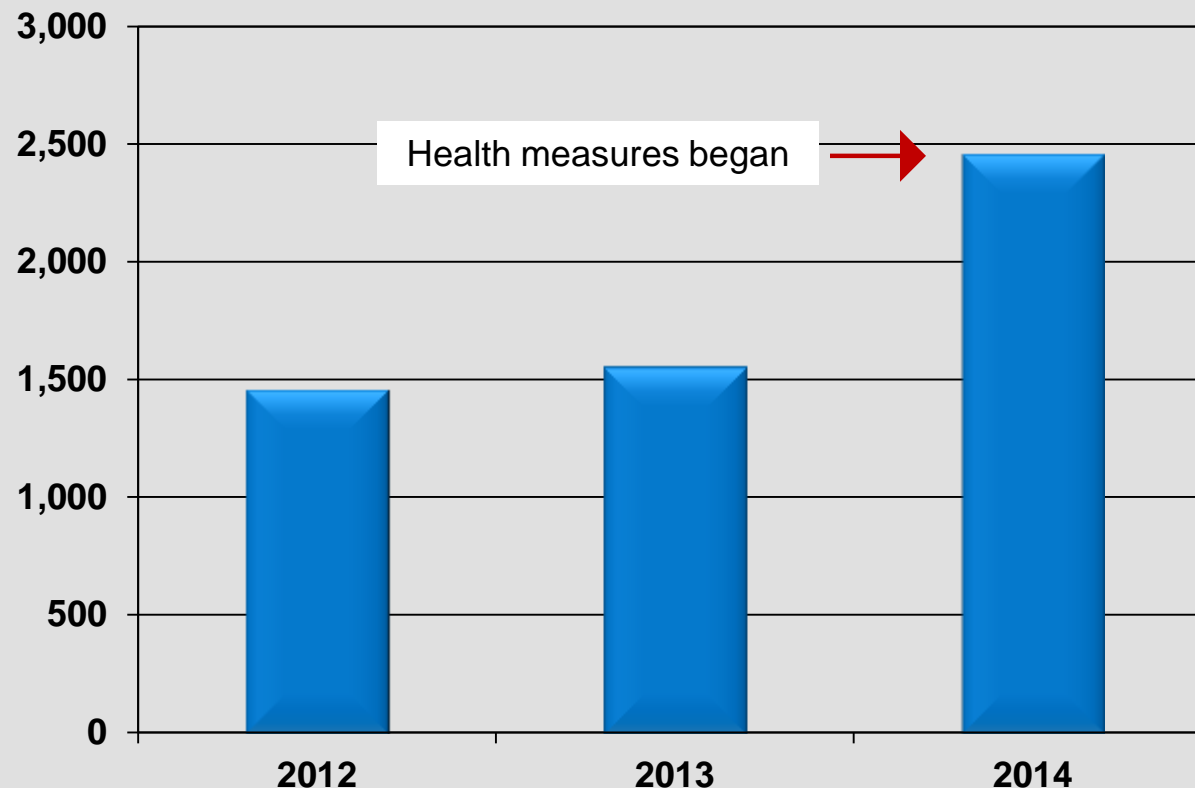
Caring For Those Who Serve

Agenda

- Wellness Value and Impact—Highlights
 - Metabolic Syndrome Update
- 2015 Program and Incentives
- Virgin Pulse Update
- Blueprint for Wellness (BFW) Update

WebMD Wellness Points

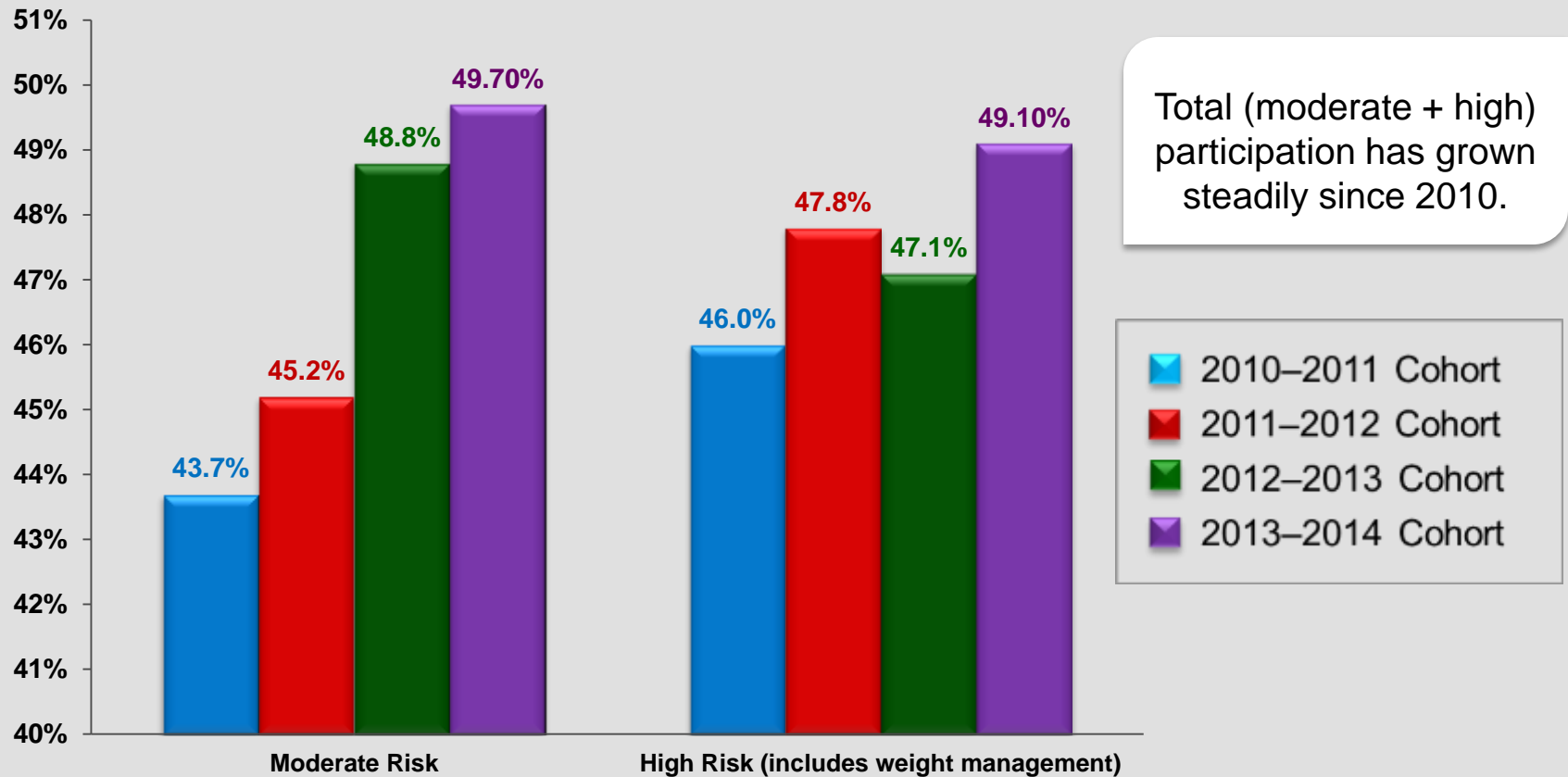
“150 Wellness Points” Earners



2014 showed
58% increase
in incentive
achievement
over 2013

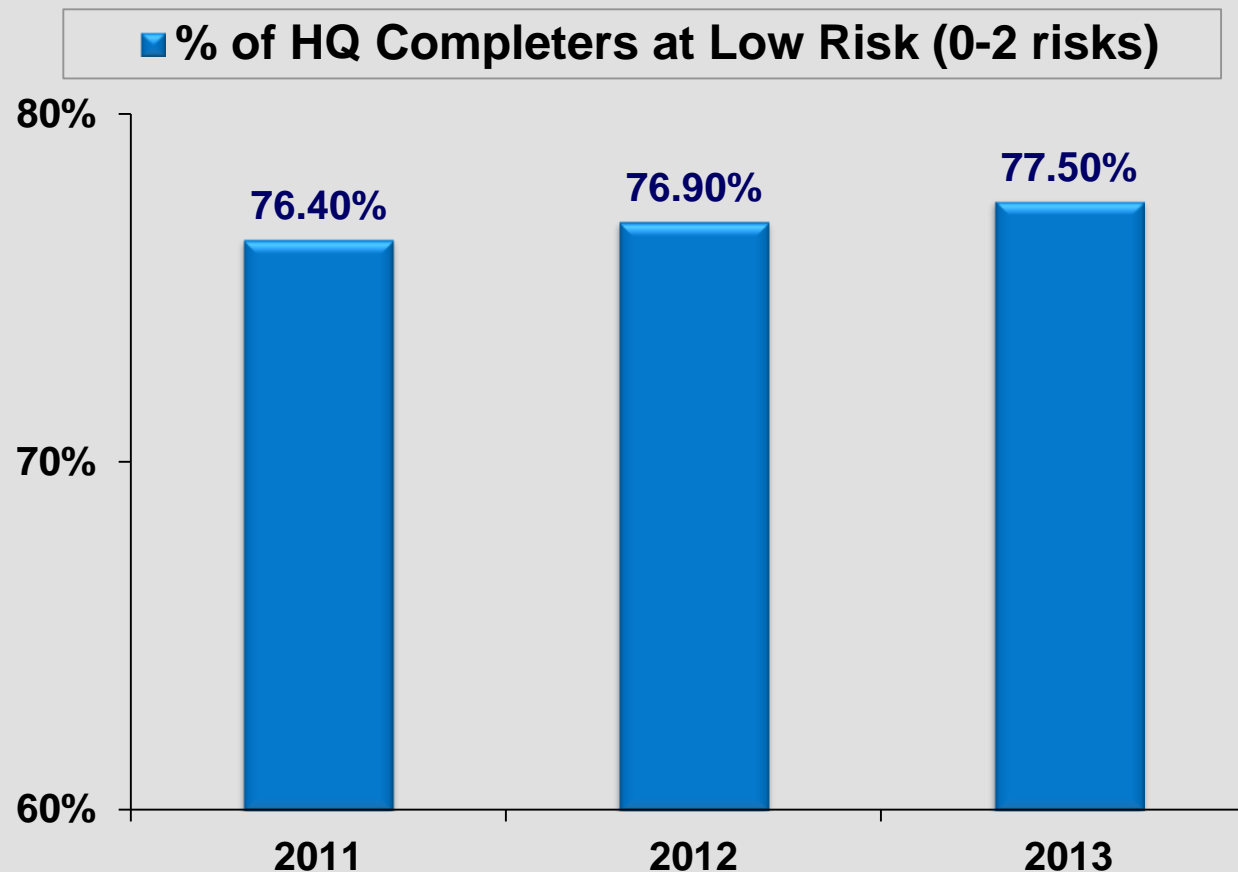
**77% of active plan
BFW completers**
earned some
Wellness Points
for health measures

WebMD Health Coaching Engagement



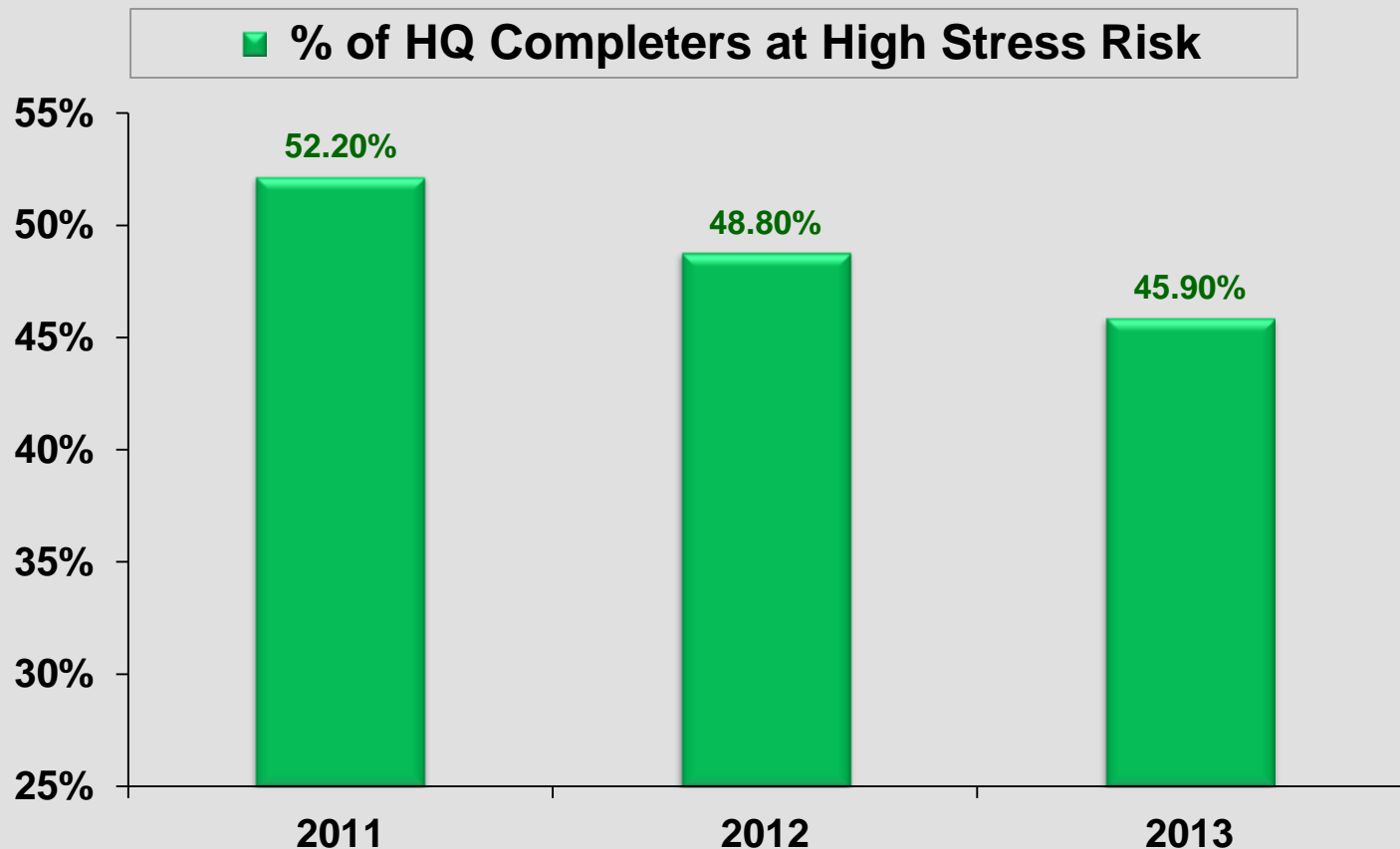
2013-2014 Cohort (Beginning August 2013):
Moderate Risk: 533 High Risk: 1,841

Increasing Proportion at Low Overall Health Risk



2014 not included due to update in risk factor determination method.

High Stress Risk Proportion Declining



2014 not included due to update in risk factor determination method.

Metabolic Syndrome

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

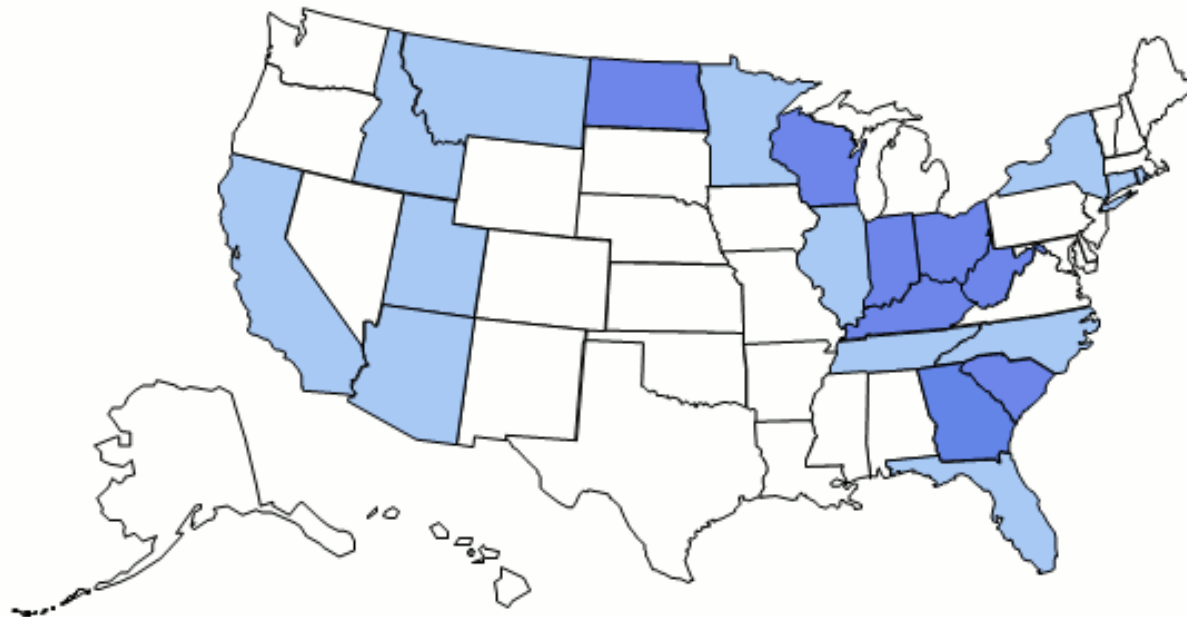
Any three of the following (or taking meds to control)
= metabolic syndrome*

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

* **American Heart Association definition**

Obesity Rates Up Nationwide

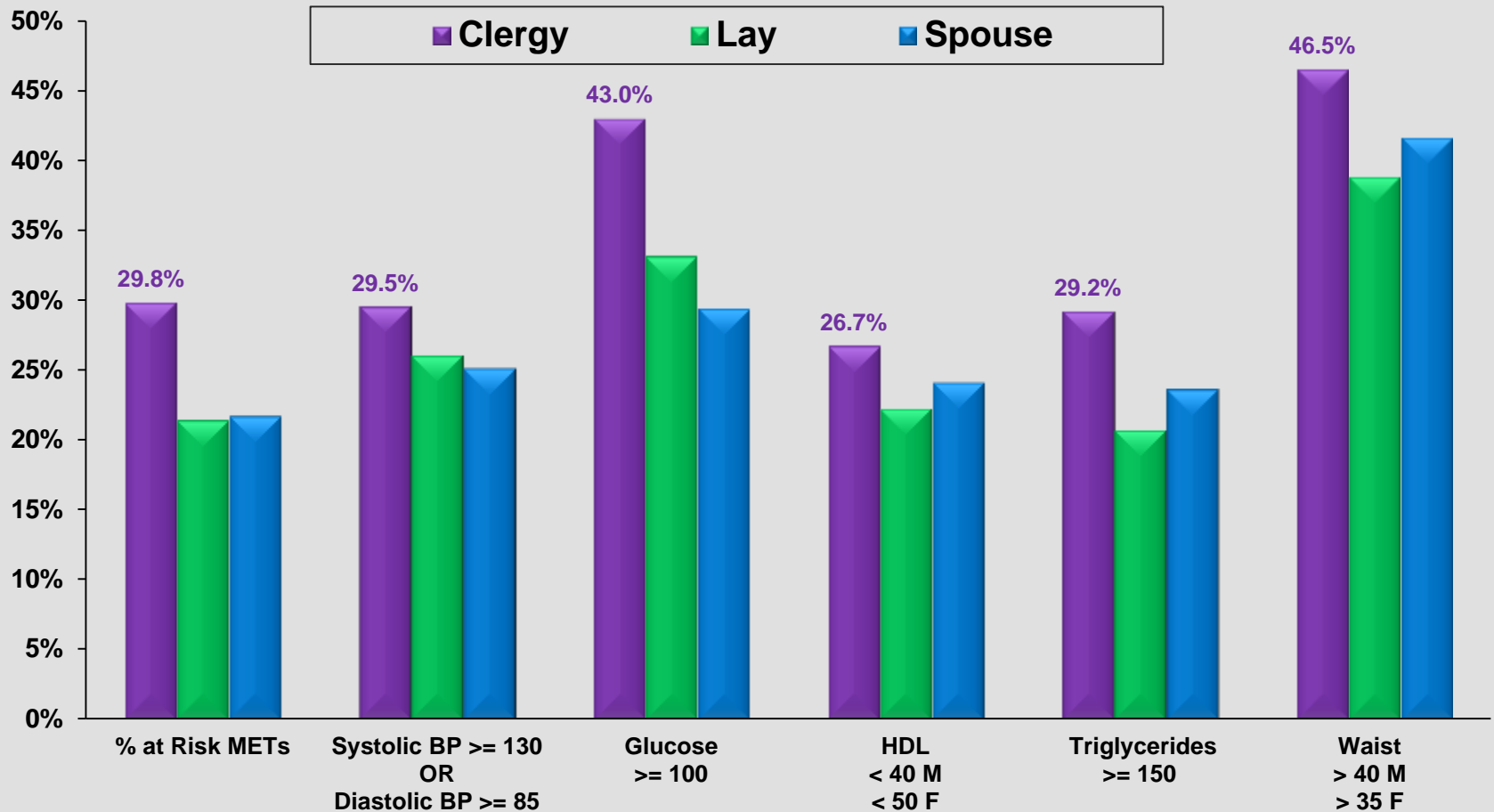
Obesity Trends* Among U.S. Adults BRFSS, 1985

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)

No Data
 <10%
 10%–14%

BRFSS: Behavioral Risk Factors Surveillance System
(BRFSS methodology updated in 2011; therefore analysis stops at 2010)

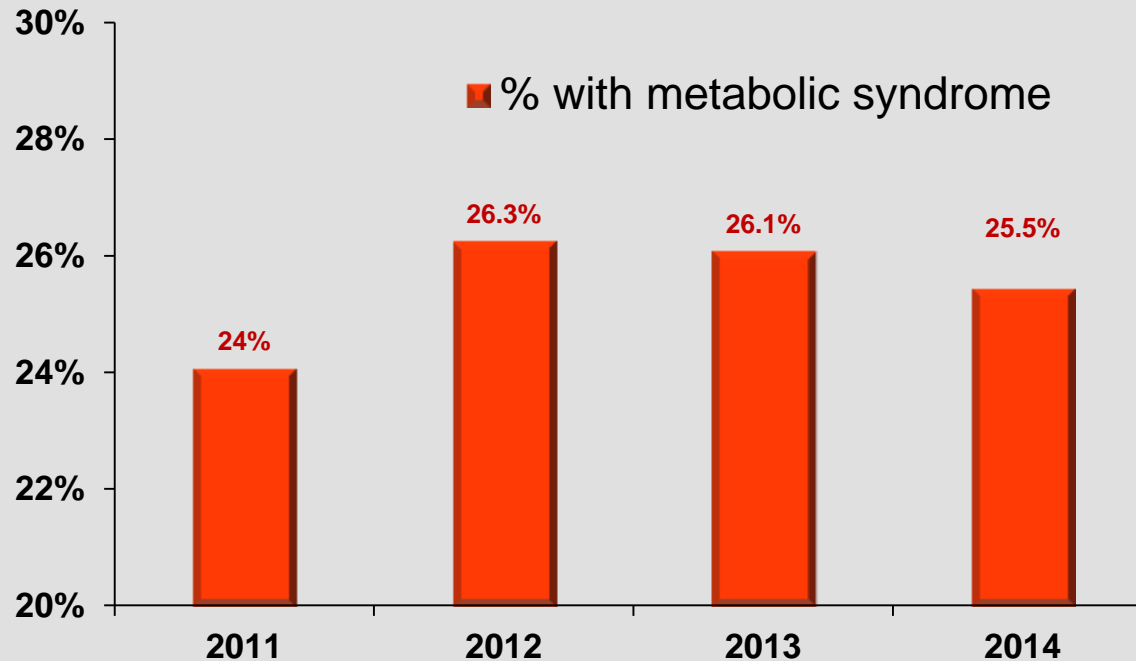
2014 Blueprint for Wellness— Metabolic Syndrome Risk



N = 6,112 Source Data: Blueprint for Wellness 2014

Metabolic Syndrome Trend

Prevalence of metabolic syndrome in active population decreasing!



Each year's data is based on total HealthFlex active plan participants completing BFW that year.

Note: An increasing percentage of the HealthFlex active plan population completed BFW each successive year.

Metabolic Syndrome—Another View

Of those who completed BFW in **both** 2011 and 2014:



33% who had metabolic syndrome in 2011 **improved** to not having it in 2014



But...

14% who did not have metabolic syndrome in 2011 **developed** it by 2014

What Does This Mean?



Many of those with metabolic syndrome **are taking action** to improve their health



But many of those **without** metabolic syndrome are not doing enough to **prevent** metabolic syndrome from developing

Center for Health Response

- **Multi-year program/incentive approach** focused on metabolic syndrome
- Increased focus on **outcomes vs. participation**
 - More Wellness Points for health measures
- **Enhanced participant BFW reporting**
 - Greater alignment with—and more information on—metabolic syndrome components

How You Can Help

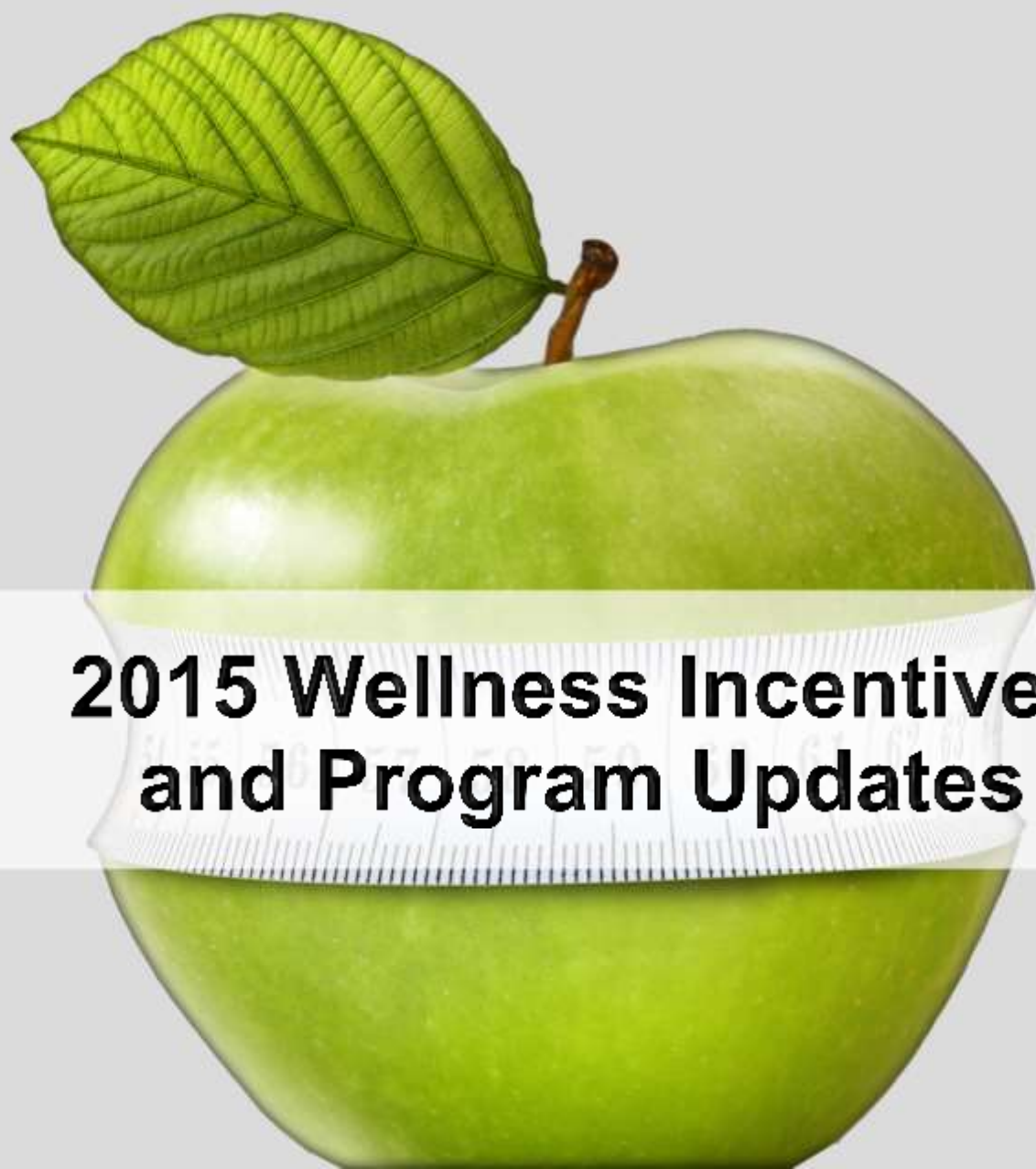


- ✓ Encourage Blueprint for Wellness
- ✓ Offer Blueprint for Wellness on-site screening event
- ✓ Encourage HQ completion and health coaching
- ✓ Encourage Virgin Pulse participation

How You Can Help (continued)



- Encourage healthy eating
 - Offer healthy choices at all district and conference events
- Promote health and well-being as part of conference mission/ministry strategy
- Support health ministry in local congregations



2015 Wellness Incentives and Program Updates

Wellness Incentives: 2015



Step 1—Blueprint for Wellness

\$100 for completion April 1-July 31



HQ

Step 2—Health Quotient (HQ)

Avoid \$250-\$500 higher deductible in 2016



Step 3—Take Action

Virgin Pulse: \$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

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

Virgin Pulse Update

- Additional opportunities for HealthMiles
 - Starting a challenge
 - Self-report activities
- Survey to inactive participants—**mid-January**
- Replacement Max (activity tracker) reduced to **\$28.99** (plus tax)
- Max watchband available through Virgin Pulse Store (online)



Survey Results: Inactive Participants

- **Results summary**

- **77%** of respondents are “very satisfied” or “satisfied”
- Most enrolled for incentives or to improve health
- Tracking and incentives more motivational than challenges and competitions

- **Result actionable**

- Top reasons for stopping: Lost activity tracker or battery died
- Most want more ways to earn HealthMiles and more eating/nutrition resources

Virgin Pulse Website Refresh

WHAT I'M TRACKING TODAY

- + PHYSICAL ACTIVITY
- + SELF TRACKING CHALLENGES
- + ACTIVITY CHALLENGES
- + MEASUREMENTS

WHAT CAN YOU DO NEXT ?

\$150: Earn 150 HealthFlex Wellness Points

You can earn **150 HealthCash** by completing this activity.

\$50: Annual Bonus for Completion of Quarterly Activity Targets

You can earn **50 HealthCash** by completing this activity.

MY GAME

Q1 Activity Goal - 3,600

1 2 3

1850 HealthMiles

48 days left

lap 1/3

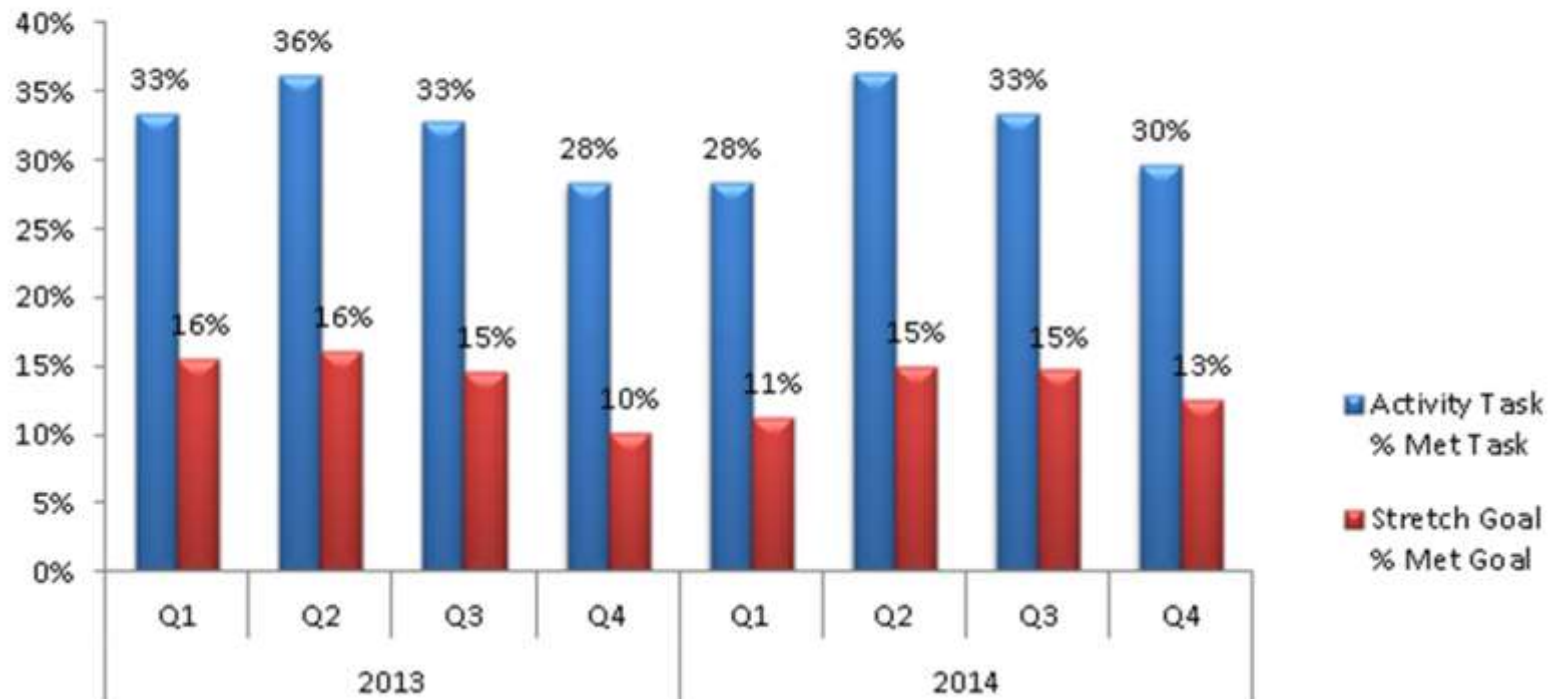
\$275.00

cash back available now

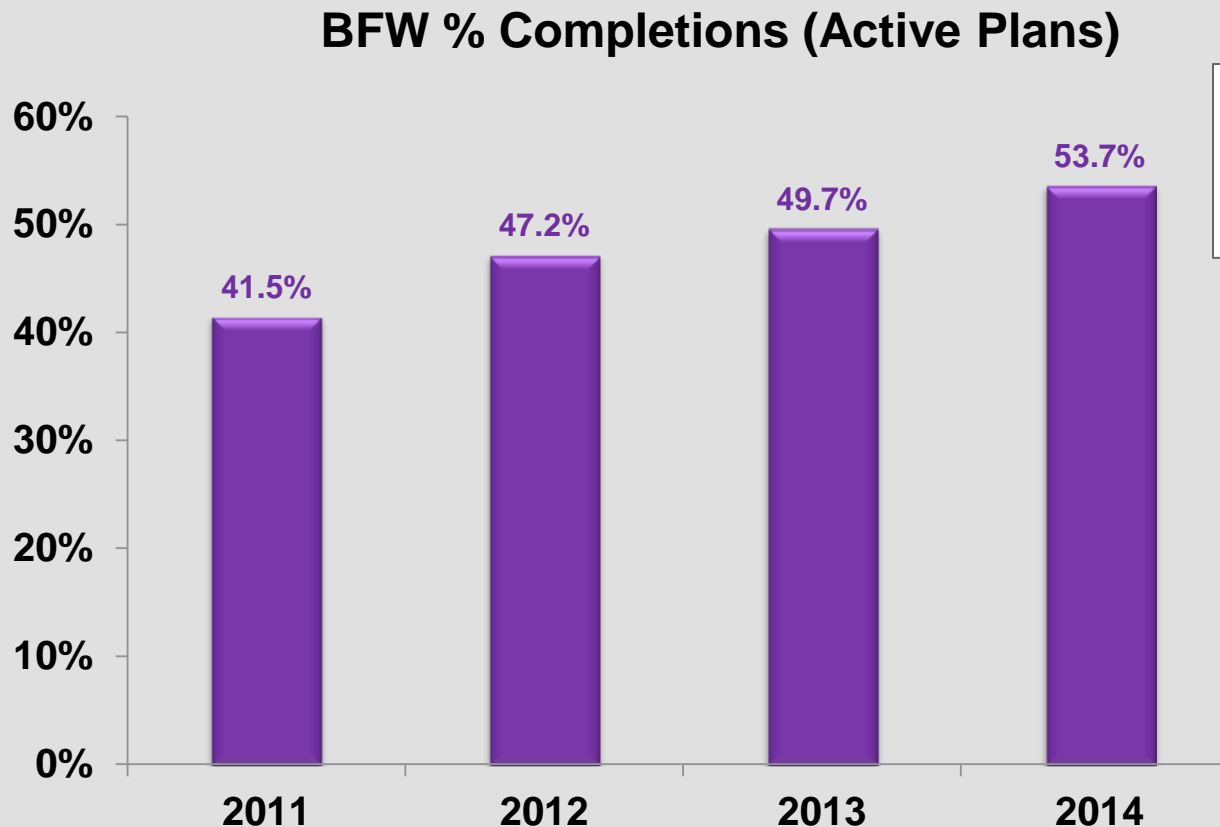
RECENT BADGES

Virgin Pulse Achievement

Q4 2014 Achievement Higher than Q4 2013



Blueprint for Wellness Participation



More than 1,300
new to BFW
in 2014

Blueprint for Wellness



**Please complete event survey
to provide on-site event information**

- Continuing: 15-minute screening model
- Optional refresher webinar for on-site coordinators—to be scheduled
- *My Guide to Health*—enhanced reporting to participants

Blueprint for Wellness— Event Information



- Screening period: **April 1-July 31**
- 100% of plan sponsors offered on-site in 2014
- Event shipments:
 - Screening supplies arrive at location 3-4 days prior
 - Clerical kits to lead examiner
- Staffing estimates based on 4-year history
- Encourage screening at on-site/local labs vs. submitting physician form
 - Good stewardship for plan and participant



Center for Health