



Conference Forum—April 2019



Wespath

BENEFITS | INVESTMENTS

Participant Engagement Roadmap

The Why, the What and the How

- **Why** are we doing this?
- **What** are we trying to achieve?
- **How** are we going about it?

Why?

Strategic Goal—Participant Engagement



 **Change participant behavior to measurably improve retirement readiness and lifelong well-being.**

Benefits Engagement Continuum



Engagement Goals

Initial focus on 3 dimensions of well-being and development of goal descriptions for each:



Financial Well-Being

Be secure in the ability to meet day-to-day financial objectives and a target retirement income goal so that a desired standard of living will be achieved before and during retirement



Physical Well-Being

Be as healthy and active as possible and proactively monitor and manage health conditions throughout the course of life



Emotional Well-Being

Be mentally and emotionally resilient and positively manage life's situations

What?

Engaged Participant Definition

An **engaged participant** ...

... takes time to properly research and understand their benefits.

... creates a vision of the future and considers different options before choosing a direction.

... makes progress towards set goals across different dimensions.

... monitors progress and makes changes to adjust and fine-tune the effectiveness of the current selection.

Engaged Participant Model

Why (Primal Driver)

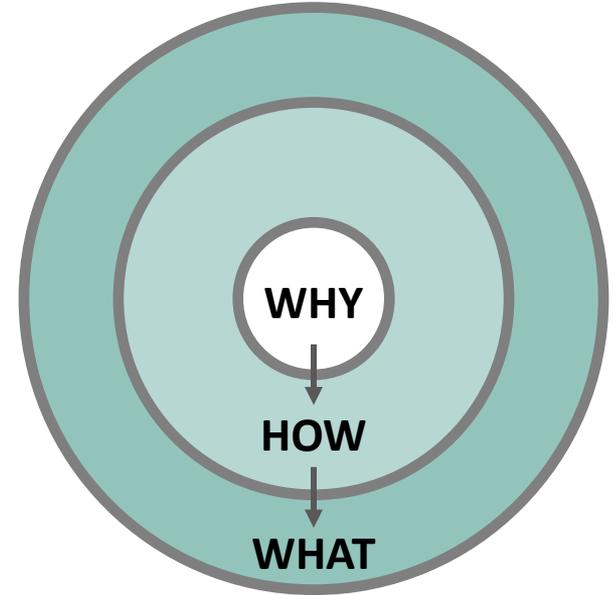
- Live a more fulfilling, purposeful and enjoyable life

How (Vision Path)

- Envision, plan and make progress towards goals

What (Actions, Features)

- Be aware of what Wespath does, benefits and their value
- Trust Wespath to guide but actively seek information to make the best choice
- Actively pursue goals by monitoring and making changes



How?

Key Engagement Measures

Participant Engagement Measure	Dimension(s) of Well-Being
Average Participant Contribution Rate <ul style="list-style-type: none"> Including participants not contributing Excluding participants not contributing 	Financial 
YTD EY Utilization	Financial 
Preventive Screening Compliance	Physical 
Account-Based Health Plan Enrollment (HRA/HSA Plans)	Physical  Financial 
EAP Utilization	Emotional 
HealthQuotient Completion	Physical  Emotional 

Measures indicate the participant is actively engaged in the respective areas of well-being.

We believe an increase in these metrics is desirable and signifies a higher level of participant engagement.

Supporting Engagement Measures

Participant Engagement Measure	Dimension(s) of Well-Being
% of Participants Contributing	Financial 
% of Participants Not Maximizing Match	Financial 
Benefits Access Projection and Educational Tools Usage	Financial 
Virgin Pulse Levels Achievement (Levels 3-4)	Physical 
Blueprint for Wellness Completion	Physical 
% of Eligible Participants Contributing to Health Accounts	Financial 
Behavioral Health Utilization	Emotional 
WebMD Coaching Engagement	Physical  Emotional 

Participant Engagement – Key Metrics

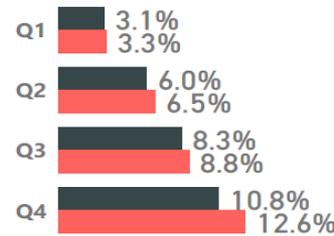
Average Participant Contribution Rate

● Including 0% Rates ● Excluding 0% Rates



YTD EY Utilization

● 2017 ● 2018



HQ Completion

● 2016 ● 2017 ● 2018



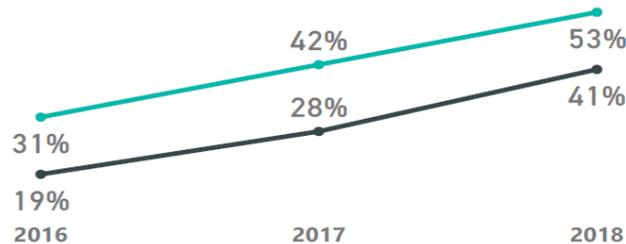
EAP Utilization

● 2016 ● 2017 ● 2018



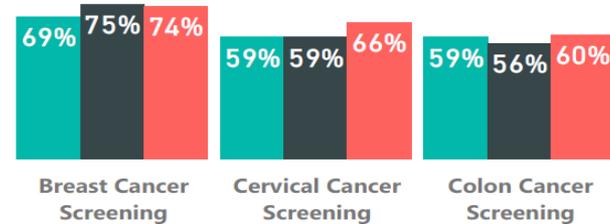
Account-Based Health Plan Enrollment

● % Enrolled (Exchange Plans) ● % Enrolled (All Plans)

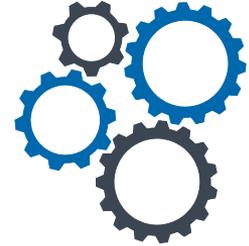


Preventive Screening Compliance

● 2016 ● 2017 ● 2018



System Landscape



**Participant Facing
Website**



Engagement Tools



**Back-Office
Administration
Systems**

Participant Engagement Roadmap

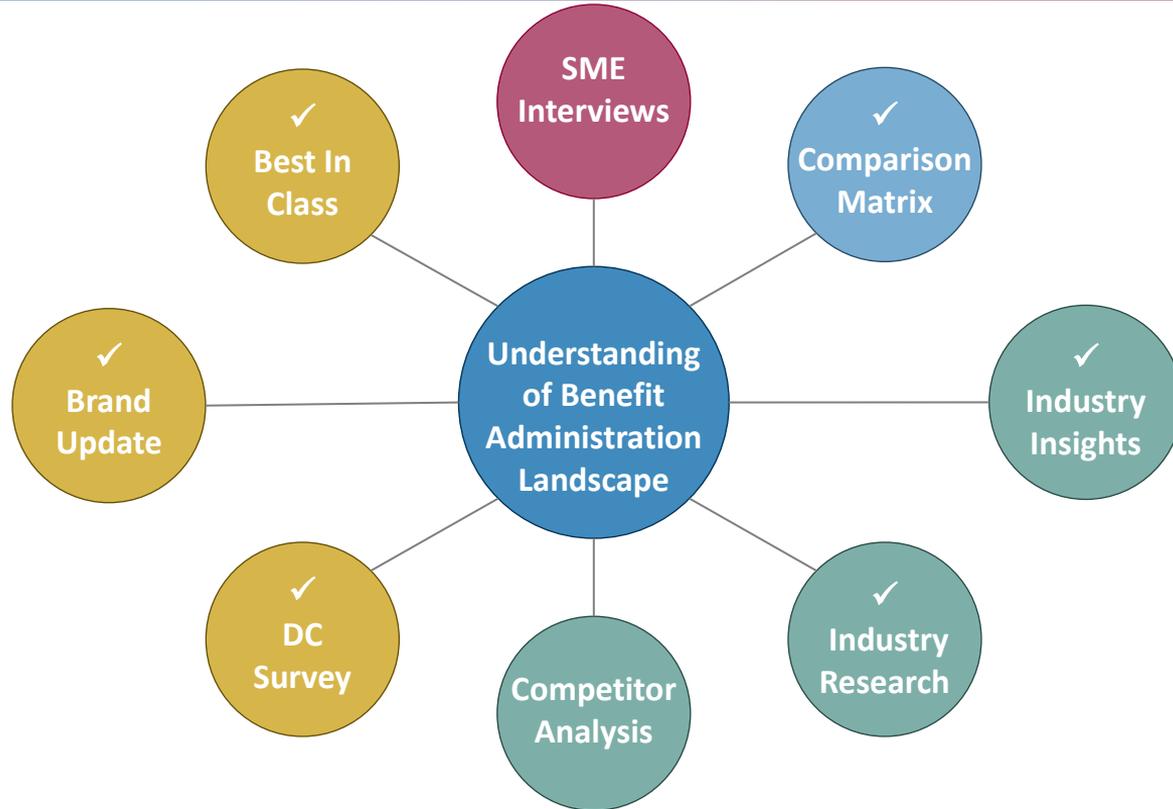
Project Goal

Develop a detailed road map that outlines the path for Wespath to enhance participant engagement across people, processes, and technology

Project Scope



Industry Research



Industry Research – Competitor Analysis

- **Corporate**
 - Abbott
 - IBM
 - Pepsi
 - Central States (Multiemployer)
- **CBA Members**
 - Portico (ELCA)
- **Academia**



Early Findings

- There is no magic bullet
- Everybody is dealing with similar issues
- Solutions cannot be “one size fits all”
- Need to capture participants on emotional level
- Need to reflect human psychology through behavioral biases and the “scarcity phenomenon”

Participant Research

1

Start with
5 remote interviews.



A low cost way to reach diverse participants.

We will use these first sessions to fine-tune our questions and process.

2

Continue with
5 in-person interviews.



Conducting the interviews in-person, at the Wespath office, will help us create a more emphatic connection.

3

Continue with
5 remote interviews.



Continuing with remote interviews will help us reach geographically and situational diversity and keep the low and time shorter.

4

Optional

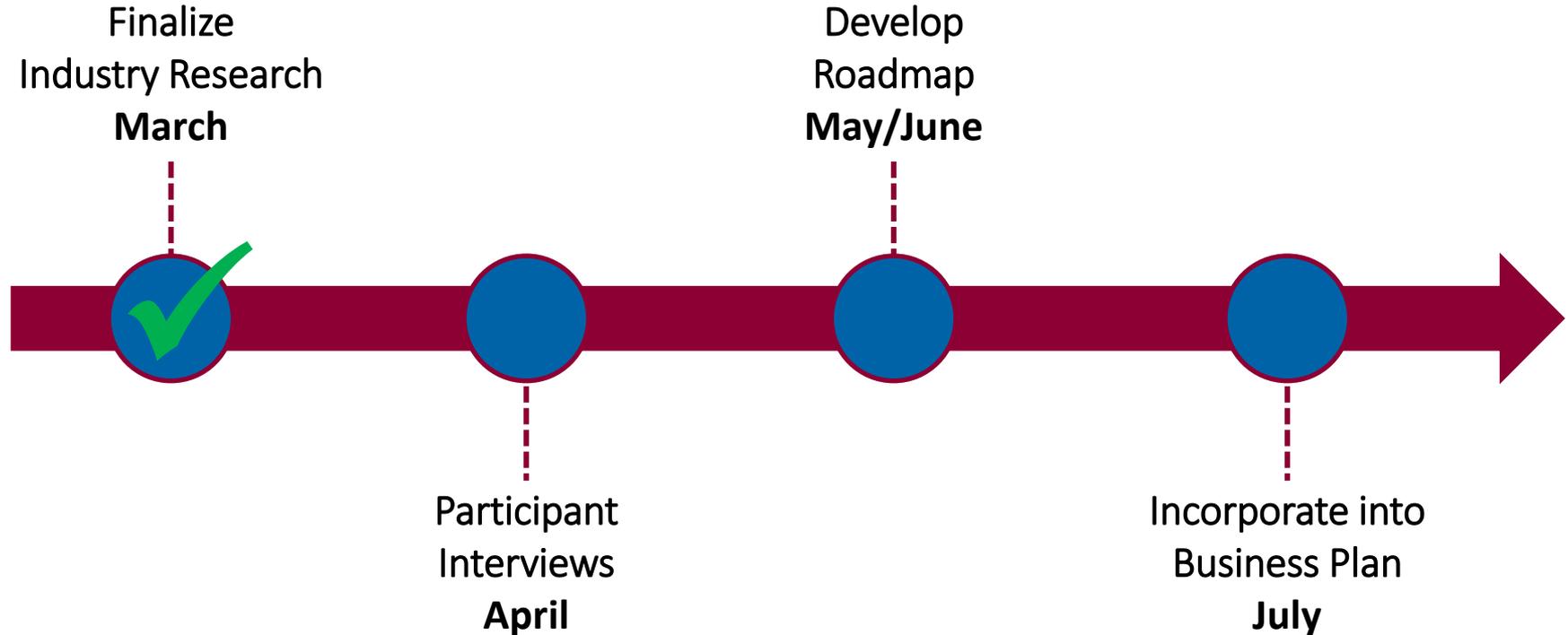


If we don't feel we have achieved informational saturation we will continue interviewing participants either in-person or remotely.

The Final Puzzle



Project Timeline





Wespath

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