The Evolving Wellness Landscape: Broadening Scope & New Opportunities

July 10, 2018

Presented By | Michael Kelly | Vice President
AGENDA

Market Feedback
Broadening the Definition
Lessons in Health Intervention
Bringing it all together
Defining success
Market Feedback
Wellness/Well-Being is still a priority for business.

Expanding the focus of traditional “physical health” wellness programs to be more holistic – adding social, financial, mental health, and better connecting employees to employer.

This shift has led to more flexible programs and changing incentive models that incorporate more components than just physical health measures.

Increased focused on using data to more effectively target programming to those with the greatest need.

Combination of targeted programming, data, and access for employees has led to a growing shift towards mobile-first programs.

This broader scope creates more sophisticated product offerings and an increased demand for quality service – accelerating the shift away from carrier-based wellness offerings.
## The Marketplace

<table>
<thead>
<tr>
<th>Client Strategy</th>
<th>Less</th>
<th>Same</th>
<th>More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shifting to a total &quot;well-being&quot; approach over physical health program</td>
<td>1%</td>
<td>5%</td>
<td>84%</td>
</tr>
<tr>
<td>Adding more niche &quot;point solutions&quot; (e.g. diabetes management, mental well-being, financial wellness, etc.)</td>
<td>1%</td>
<td>20%</td>
<td>79%</td>
</tr>
<tr>
<td>Desiring mobile-first or native mobile app programs</td>
<td>1%</td>
<td>26%</td>
<td>73%</td>
</tr>
<tr>
<td>Prioritizing wellness/well-being as a business objective</td>
<td>5%</td>
<td>30%</td>
<td>65%</td>
</tr>
<tr>
<td>Asking about platform/hub to combine all of their benefit initiatives</td>
<td>5%</td>
<td>32%</td>
<td>63%</td>
</tr>
<tr>
<td>Implementing a wellness program via a 3rd party vendor</td>
<td>9%</td>
<td>46%</td>
<td>45%</td>
</tr>
<tr>
<td>Changing their wellness vendor</td>
<td>12%</td>
<td>53%</td>
<td>35%</td>
</tr>
<tr>
<td>Implementing outcomes-based wellness programs</td>
<td>47%</td>
<td>35%</td>
<td>18%</td>
</tr>
<tr>
<td>Opting for carrier wellness program over a third party vendor</td>
<td>48%</td>
<td>37%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Leaders know they can’t treat people in distinct “health,” “work” and “life” silos. They realize that physical, mental, social and even financial factors are hard to separate. Well-being is a whole-person thing.

What employers are really striving for is meaningful “engagement” from their populations.
Broadening the Definition: Physical Health to Well-Being
PHYSICAL HEALTH IS ONLY PART OF THE SOLUTION

Physical Health – Individual
- Complete biometrics, HRA
- Set goals on steps, weight, and activity
- Coaching Engagement
- Attainment of goals
- Complete 5k walk/run
- Chronic Disease Management intervention

Physical Health – Population
- Enroll/Complete Challenges
- Challenge a friend/group
- Host a walking meeting
- Company wide education

Social – Emotional
- Community service hours
- Complete financial wellness education
- Donate Blood/Platelets
- Complete Stress Management Guided meditation

Engaged Benefits
- Complete well visit
- Complete dental preventative visit
- Receive your voluntary benefit preventative care reward
- Meet with enrollment rep
- Receive 401k Match
EVOLVING INCENTIVE MODELS

Participation in Defined Components
- Basic Premium Contribution Reduction
- HSA Contribution

Health Outcomes/Habits
- More Significant Reduction in Health Plan Cost Sharing
- HSA Contributions for daily activity/habits

Engagement
- Reimbursement for select activities (5k, classes, gym, etc.)
- Quarterly/Annual drawings based on earning points
- Ability to earn time off
Rewarding daily habits instead of annual measurements:
• Application of personal tracking devices and apps to reward participants for daily habits around – steps, activity, sleep, and water consumption.
• E.G. Every day that you hit 10k Steps or 60 minutes of activity you receive $1.00 in your HSA account.
Company challenges and programming are about more than health improvement:

- Connect with Leadership
- Community
- Build Connections
- Cross Functional Teams
- Employee culture
- Fun
Lessons in Health Intervention
SHIFT TO FOCUSED POINT SOLUTIONS FOR BEHAVIOR CHANGE

Personal interventions have changed from investing money into large unengaged populations to investing that same budget into smaller, targeted, and engaged participants with specialized programs.

Health Risk Programs
- Weight Loss
- Metabolic Risk
- Nicotine Cessation

Mental Health
- Resiliency
- Stress Management
- Guided Meditation

Chronic Disease Management
- Diabetes
- Heart Health
- Respiratory

Nurse Advocacy
SPECIALIZED COACHING PROGRAMS

Weight Loss Program (WL)
- Weight Loss Program
  - 10 calls focused on weight loss
- Population:
  - BMI $\geq$ 30 and Total Score < 86
- Key Metric:
  - BMI Change

Nicotine Cessation Program (NCP)
- Healthy Lifestyle Program
  - 9 calls focused on quitting nicotine
- Population:
  - Participants that tested Positive for Nicotine
- Key Metric:
  - % Nicotine Negative

Weight Change by Weight Loss Program

Nicotine Change by NCP Coaching

N: 56,622

N: 30,077
COMPLIANCE MANAGEMENT

• A New Approach
  - Decision making based on data
  - Integration between claims, wellness, and chronic care
  - Adherence with evidence-based care recommendations
  - Focus on medication adherence
  - Targeted RN engagement

• Targeted Conditions
  - Respiratory conditions
    o Asthma
    o COPD
  - Diabetes
  - Heart Failure
  - Coronary Artery Disease
    o Hypertension (high blood pressure)
    o Hyperlipidemia (high cholesterol)
    o Ischemic heart disease (chest pain, heart attack)
The value of our advocacy program is to help employees navigate the healthcare system to get the necessary, quality care.

**Services Include:**
- ER management and education
- Shared decision making for preference-sensitive, elective procedures
- Pre and post discharge calls
- Preventive care notifications
- Coordination with external vendor services
Bringing it all together... New Program Components to Address the Trends
Dynamic employee communications customized to role and generational types

Include behavioral economic theories

Monthly wellness newsletter

Monthly lunch and learns hosted by our health coaches

Wellness tips, contests, and education on our blog, Twitter, Facebook, and Instagram pages
Lifestyle rewards allows clients to build custom activity or compliance programs tracked by myHC360

Track employee engagement with:
- Run/walks
- Primary care
- Dental visits
- Community service
- Gym memberships

Completely customizable

Can track by points, dollar reimbursement, or both
LIFESTYLE REWARDS
Mobile moves the Well-Being initiative from Company-driven annual events to the participants pocket.

Provides new access to participants who previously did not have internet or computer at home.

Creates an entirely new way to communicate and target participants.

Expands the wellness program platform to a tool that improves overall communication and engagement with population.
Defining Success
WELL... THAT DEPENDS ON YOU?

What major issue is your organization trying to solve?

In a crowded market, many challenges and solutions exist — but you need to prioritize what’s critical to your success.

What key capabilities do you need to meet your overarching business goals? What features aren’t as important?
EXAMPLE: SUCCESS LOOKS LIKE

A consistent program to all employees at all locations

Integrating current benefit offering with wellness to promote physical, social, emotional, financial, and physical well being

Providing support to current programming and engagement as well as additional resources year-round

Focus on introducing well-being into safety initiatives

Drive compliance with care for individuals with chronic conditions

Reduce ER visits, inpatient stays, and overall claims spend

Applying wellness program to better leverage overall employee benefit strategy
MICHAEL KELLY
Vice President

Michael.kelly@healthcheck360.com
563-587-5186
QUESTIONS?