



Data Analytics and Wellness Programming

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Agenda

- Introductions
- Data Analytics
 - Value
 - Communication
 - Incentive and Plan Design
- Wellness Programming
 - Components
 - Engagement
 - Measuring



Data Analytics

Data Analytics

What can it do for you?





Comprehensive/Integration



Medical
Claims

Pharmacy
Claims

HRA and
Biometrics

“Other” Data



Value

- Identify cost drivers in your population
- Predictive risk projections to assist in budgeting and forecasting
- Information regarding providers and hospitals to assist in making informed recommendations regarding networks
- Benchmarking plan performance against industry and regional standards.
- Dashboards and scorecards for reporting
- Leverage data to measure progress toward wellness goals
- Targeted health and wellness initiatives and strategies

Information is Power

Communication

- Who:
 - Executives
 - Management
 - Front Line Staff
- Why:
 - Understand how their choices can impact their healthcare costs
 - Increase utilization of wellness strategies and initiatives
- How:
 - Dashboards/Scorecards





Incentive and Plan Design

- Premium Differentials
 - Incentive programs
 - Drive wellness initiatives
- Narrow network
 - Identification of **high quality low cost** providers
 - Low co-pays to incent utilization
 - Potential to negotiate for better costs to increase market share
- Co-pay versus Co-Insurance Model
- Pharmacy Benefit design
 - 3 tier, 4 tier, Specialty tier
 - Maintenance medication compliance programs
 - Preventive medications at no cost



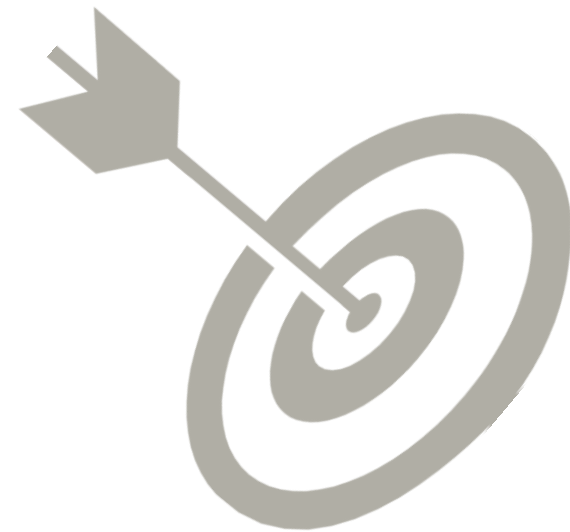
Incentive and Plan Design (cont.)

- Onsite/Near-site Health Clinic
 - Provide increased/lower cost access to primary care services
 - Decrease unnecessary utilization of specialists, emergency room, diagnostic tests
 - Lower plan spend
 - May or may not incorporate worker's Compensation
 - Integrated holistic approach with wellness programs
 - Concierge medicine, focus on outreach and prevention
- Alternative access options
 - Direct provider contracts
 - Telemedicine/Teledoc



Analytics Driven Wellness Programming

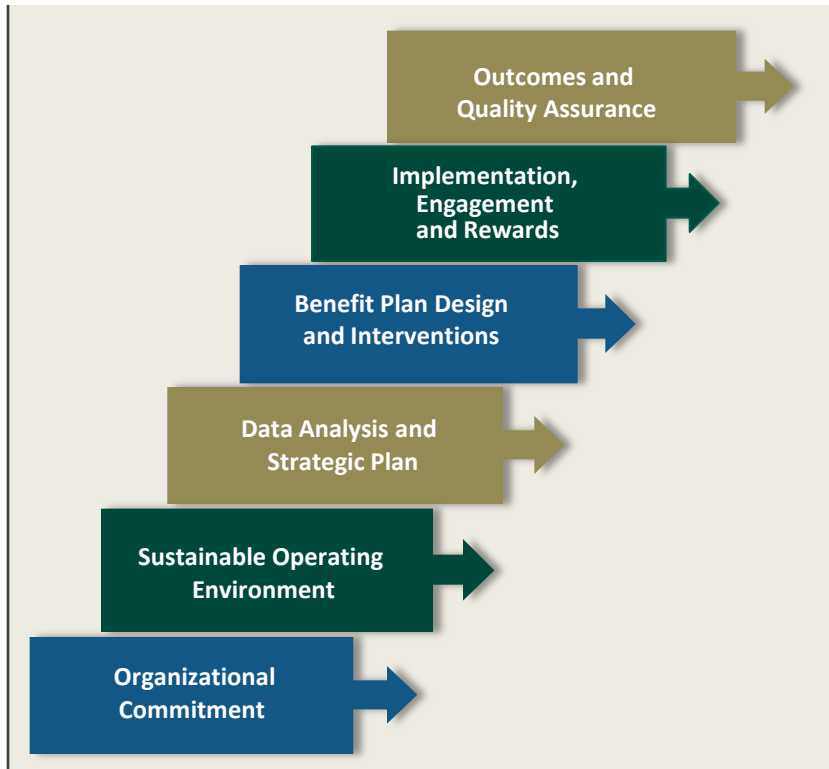
- Review pharmacy claims:
What are the top prescribed medications and for what conditions?
- Review medical claims:
Does that match?
- Comparison of high/medium risk employees with diagnoses
- Creating programming that is meaningful and utilized





Wellness Programming

Essential Components of Effective Wellness Plans



- Delivery of outcome based metrics and costs associated with health risks
- Health and Productivity Scorecard tied to strategic business objectives
- Participation and vendor evaluation
- Integration and coordination of initiatives and data
- Engagement and participation strategies
- Effective incentive design and recognition strategies
- Benefit plan assessment, gap analysis and recommendations
- Value-based benefit plan design expertise
- Customized evidenced-based interventions for your workforce
- Identify reliable data sets and data collection from multiple sources
- Data repository access to comprehensively analyze data
- Development of wellness strategic plan and communication strategies
- Workplace community assessment and strategies that enable access
- Policies and physical environment assessment and analysis
- Wellness team establishment, including on-site wellness coordinator
- Cornerstone: Executive commitment to culture of health
- Return on Investment estimator
- Company wellness profile assessment

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Secure Support of Senior Leadership

- A program needs the support of leadership so that all employees are aware that the wellness program is now a part of the organization's strategic business plan and is a high priority.
- The program should be branded and the wellness programs goals and objectives published, including in the annual business plan.
- Garner senior managers to visibly participate in the program.
- Establish a few senior leader and managers as sponsors of the program.
- Create communications about the program that come from senior leadership to employees.
- Encourage senior leadership to hold managers accountable to supporting the wellness program.



Create a Sustainable Environment

- Evaluate workplace policies, benefits, workstation environments, and barriers (e.g., time, access, cost, technology, etc.). Develop action plans for feasible changes.
- Establish a smoking policy and healthy food policy. Establish and promote physical exercise opportunities (e.g., walking club, bike path, stair usage, low-impact equipment, organization-wide events, community events, etc.).
- Create a Wellness Committee of volunteers who believe in the value of health and advocate the wellness program to fellow employees. This group creates stakeholder ownership within the organization – sharing ideas, feedback and perceptions from employees – and shares information about the program with employees.
- Create Wellness Ambassadors in each department to encourage grass roots, peer-to-peer socialization regarding wellness activities. They are engaged, ready to change, share stories, publicize programs, and create interested teams.



Obtain Baseline Data; Set Measureable Goals

- Encourage employees to take part in a Health Assessment because it is important for them to understand their health risks and “know their numbers,” and it will provide baseline data about the critical health risks impacting costs, quality, and productivity.
- Encourage employees to participate in on-site screenings or go to their physicians for their annual exams, biometric lab work, and preventive cancer screenings. Early detection of health risks benefit both the person and the organization.
- Analyze medical claims data, as it will provide valuable information to be utilized in the creation of an effective wellness strategy.
- Set attainable and measurable goals for health risk improvement, utilizing evidence-based benchmarks (e.g., reduce tobacco use from 21% to 12%, or reduce obesity from 50% to 40%). Multi-year planning is essential as change does not happen immediately.
- Review the strategic plan and goals with senior leadership.



Intervention Programming

- Create an annual calendar of wellness interventions and events. Promote the specific activities/programs you will offer over the course of the year, based on the population health risks on which you plan to focus.
- Interventions should be aimed at the risks prevalent in the organization's population and align with your strategic goals and objectives.
- For example, with an organization with the typical primary health concerns of weight loss, high blood pressure, high cholesterol, and high glucose, the organization could establish and implement healthy food guidelines for meetings, events, and vending.
- Similarly, throughout the year, there should be two to three scheduled programs in each of the following areas: weight loss, physical activity, healthy eating/nutrition, and stress/resiliency. Health coaching, disease management, and nutrition counseling programs can be very impactful in leading individuals to positive health outcomes.



Recognize, Reward, and Engage Employees

- Incentives are a powerful way to create the initial tipping point to engagement.
- Incentives must be valuable (\$240 - \$480 annually); tangible and intangible.
- Tangible incentives include:
 - Cash (gift cards)
 - Merchandise (e.g., t-shirts, gift cards, raffle prizes, etc.)
 - Well days off
 - Medical plan enhancement (premium discount, spending accounts, deductibles)
- Intangible incentives include:
 - Public recognition
 - Group activities and acceptance/approval from peers
 - Individual challenge
 - Company wellness event
 - A sense of accomplishment, belonging
- Behavior is situational; if you want to change behavior, change the situation and provide relevant new experiences.



Measure Outcomes and Adjust

- Incorporating an evaluation strategy is critical to monitoring the success of the wellness program and being able to report the progress to senior management with business-minded metrics.
- This entails measuring the data each year within each program to analyze the impact of each element of the wellness program, as well as the overall wellness process.
- Measurements include assessing the stratification of risks across the population and evaluating risk prevalence in the population (e.g., obesity, cholesterol, blood pressure, tobacco use, stress, diabetes, physical inactivity, etc.).
- Evaluation that shows an impact has a greater likelihood of ongoing senior leadership support for the wellness initiatives.
- Measurable goals can be expanded each year as the working environment gradually shifts to a more supportive culture of wellness.



Questions?



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