



Options for Wellness Platforms and Programs

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CalPERS Board of Administration and Executive Offsite

Optum Team

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Agenda

- ▶ Introductions
- ▶ Wellness Capabilities
- ▶ Q & A / Next Steps
- ▶ Appendix

We're Committed to Improving the Health Care System



- Diversified information and technology-enabled services
- Businesses dedicated to modernizing the health care system
- Building sustainable health communities at the local level, delivering optimal care quality, lower cost and an improved consumer experience

Who Optum Serves:

60,000,000 Individuals

Over **5,000** companies in
140 countries

Nearly **247,000**
Clinicians and Provider Groups

66,000 Pharmacies

Nearly **6,000** Hospital Facilities

Approximately **500** Global Life
Sciences Organizations

300 Commercial Insurance
Companies and Health Plans

300 Federal and State
Government Agencies



Wellness Capabilities Overview

Market Overview/Trends



Delivering Higher Value Through an Integrated Experience

Synchronized member interactions tied to a singular wellness strategy to deliver a simplistic member experience and increased value for employers



Population Health and Well-Being

A different way of thinking about health: Of Value to the Consumer

Current Approach:

Intervention



Goal: Health

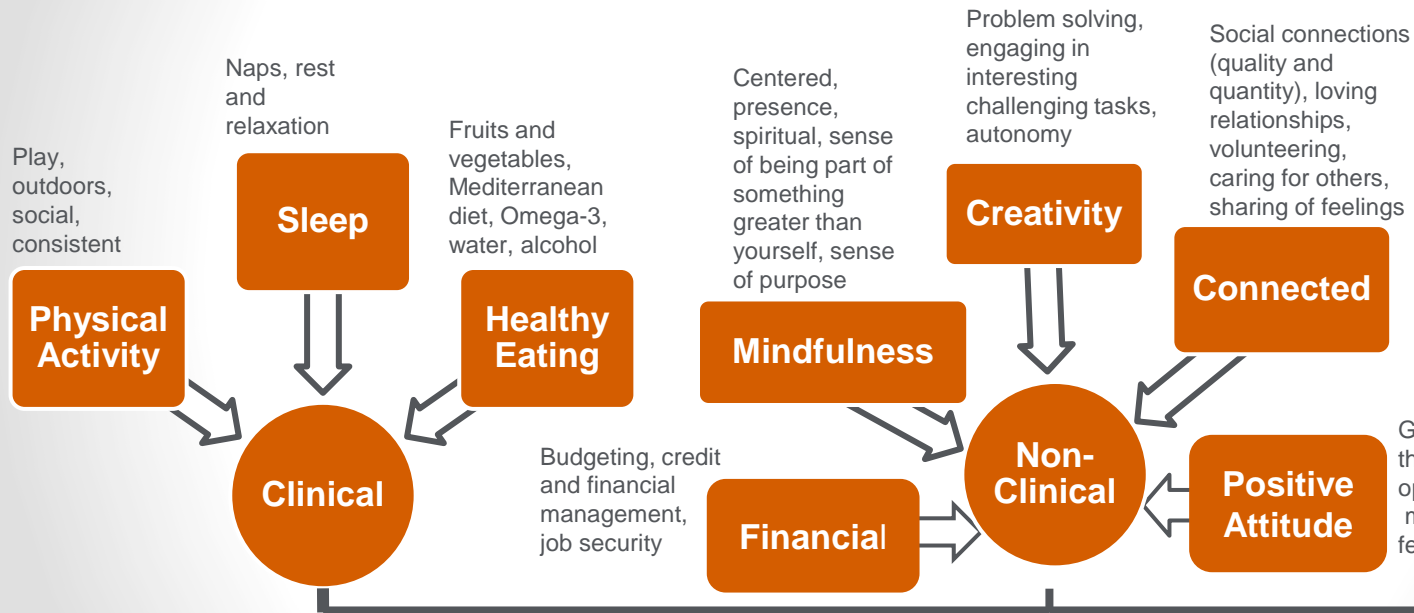
Alternative Approach:

Intervention

Well-Being



Goal(s):
 "Happiness"
 "Life Satisfaction"
 Care for family
 Contribute to the community
 Help the environment



Source: Seligman; Strecher; Walsh; Ilardi; Ornish; McGuiness; Pronk; CDC

Basics: Food, Shelter, Security

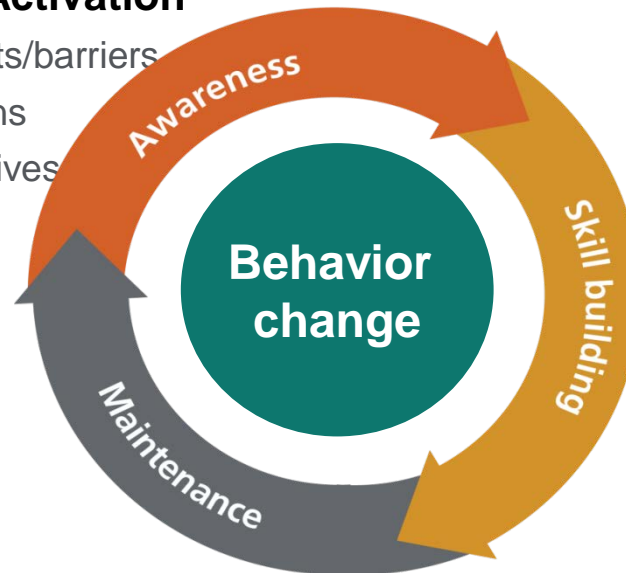
How We Change Behavior

The Optum approach to behavior change: ASM model

Awareness, Skill-building, Maintenance

Awareness ► Activation

- Perceived benefits/barriers
- Health perceptions
- Value-based motives



Skill building ► Mastery

- Chunking tasks; building successes
- Building self-confidence
- Generating a sense of accomplishment

Maintenance ► Sustained behavior

- Practice and internalization
- Repetition; habit formation

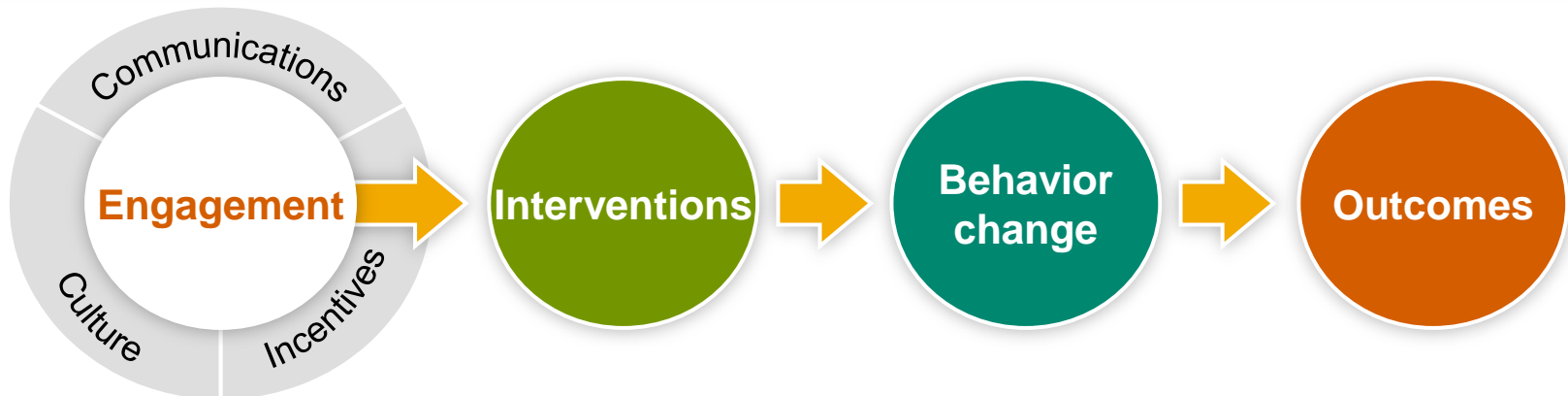
Mary Winter's Health Journey



Definition of the Problem

Behavior Change is What Drives Outcomes

- #1 Incentives \neq Interventions
- #2 Engagement \neq Behavior Change
- #3 Behavior Change \rightarrow Health Risk Change



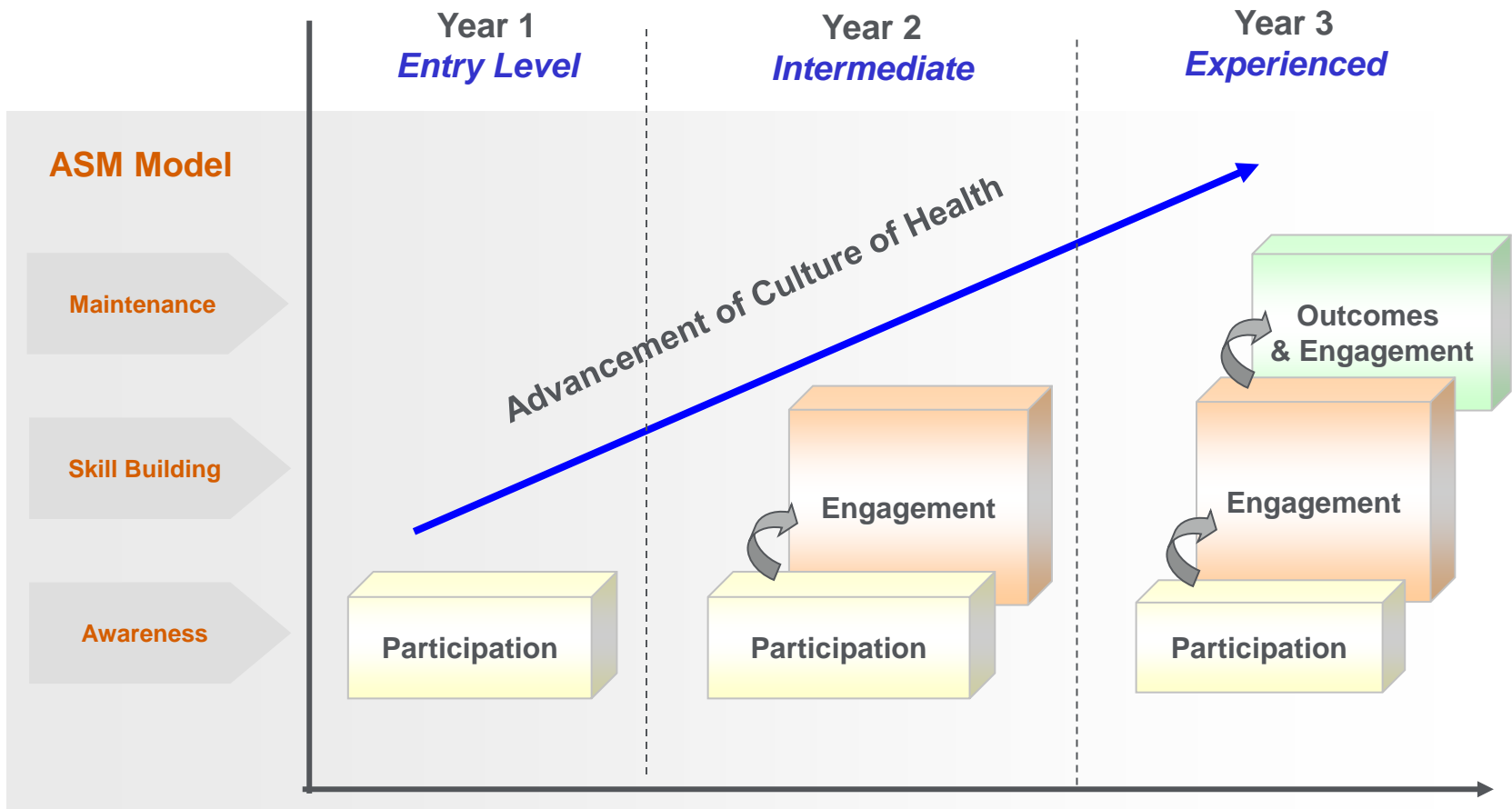
Incentives are only one part of engagement

Engagement drives interventions

Interventions create behavior change

Behavior change leads to outcomes

Multi-year Approach to Engagement by Advancing the Culture of Health Through Incentives



Communication and Engagement Strategies

We apply best practices and behavioral science to shape our consumer communications.
Relevant, frequent, tailored messages

Health marketing

Out of breath and excuses?
Call help/call at 877-907-6463

"I'm ready for a change."

Be Healthy Here

Crains or Grease?
Make the right call - go for grains!

CHOLESTEROL AND YOUR HEALTH

WHAT DO YOU KNOW ABOUT YOUR CHOLESTEROL?

¿QUÉ SABE SOBRE SU COLESTEROL?

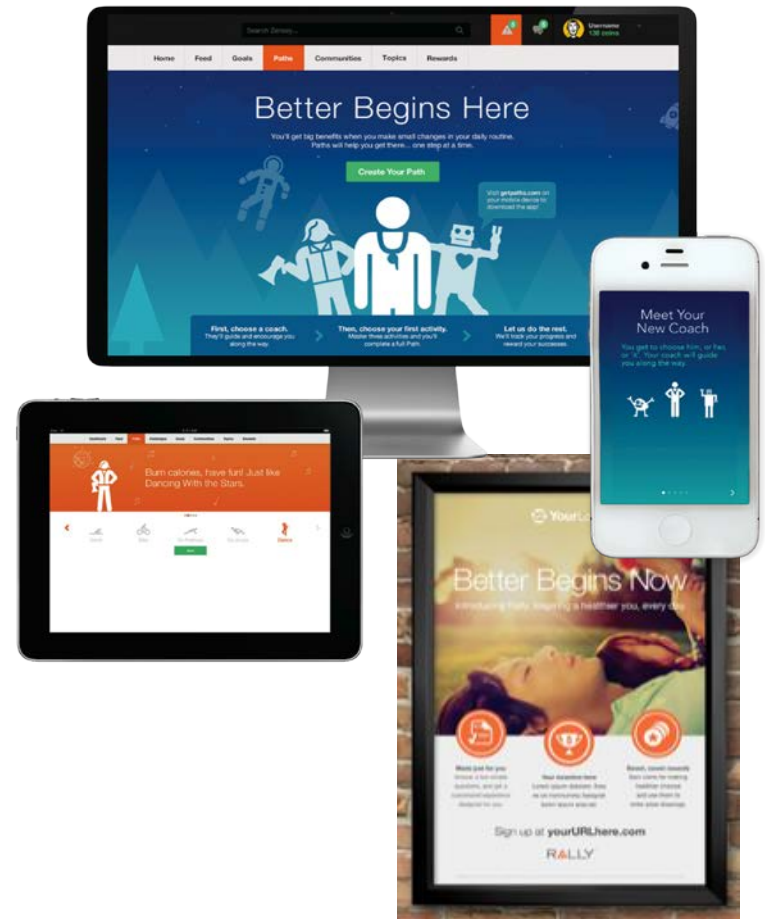
SOAK UP SOME FUN. STAY SAFE ALL SUMMER LONG.

DIAL JUST ONE NUMBER FOR ALL YOUR HEALTH NEEDS.

Sample Health & Wellness Site: Rally

Engagement grows with Better Features

- Simple health survey with Rally Age
- Personal missions and tracking
- Individual and group challenges
- Personal health record
- Biometrics support
- Chat with experts
- Online support communities
- Email engagement campaigns
- Reward options from sweepstakes to outcomes
- Access by smartphone, tablet and laptop



Biometric Solutions

Catalyst for Health Awareness and Triggers Health Action

- Registration site brings all screening options together in one platform.
- Biometric data is integrated into our health management platforms.
- Multiple screening modalities give access to an entire population



Onsite screenings

- Full/Partial lipid panel available – HDL, TC, TC: HDL ratio, LDL and triglycerides;
- Fingerstick or Venipuncture available
- Glucose
- Body Mass Index
- Blood pressure
- Height and weight
- Flu shots also available



At-home Kit

- Full lipid — LDL, HDL, TC: HDL ratio triglycerides
- Glucose/A1C
- Self-reported: Height, Weight, and Blood Pressure



Health Provider Form

- Ability to record partial or full lipid panel — HDL, LDL, Total Cholesterol, TC: HDL ratio, Triglycerides
- Glucose
- BMI and body composition
- Blood pressure: systolic/diastolic
- Height and weight



Clinic Option

- Full lipid panel — HDL, LDL, Total Cholesterol, TC: HDL ratio, Triglycerides
- Glucose
- Venipuncture

88%

of biometric participants are outside of normal range (SBP, DBP, TC, BMI, Glucose)

68%

of BMI measurements were out of healthy range

66%

of blood pressure measurements were out of healthy range

32%

of cholesterol measurements were elevated

Source: 2012 Optum book of business. Metrics above reflect: BMI > 25; BP > than 120/80; Cholesterol > 200; Glucose 60-129

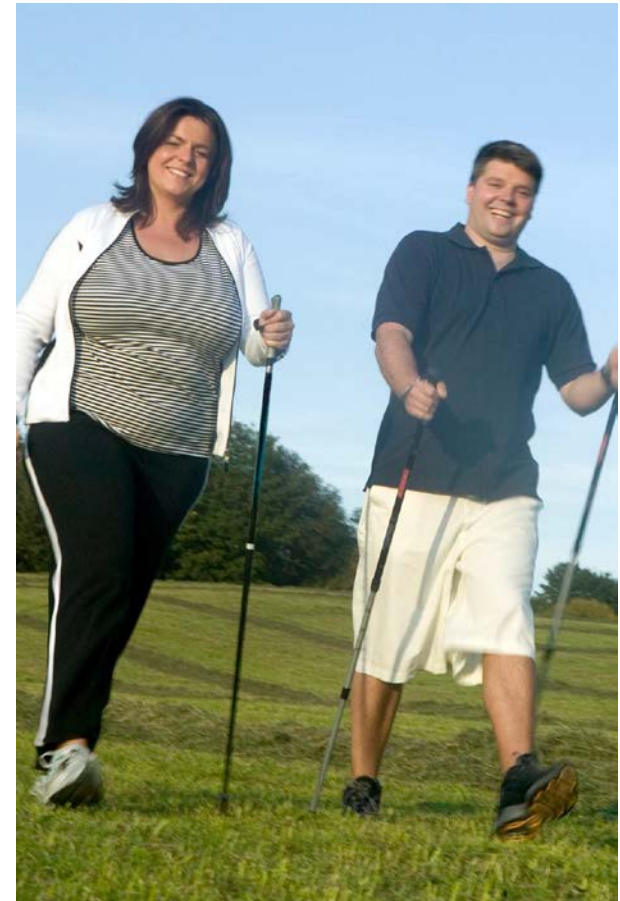
Wellness Coaching

Building Skills, Driving Sustained Behavior Change

- Inclusive Model- includes telephonic support to all individuals regardless of risk level
- Delivered by cross-trained coaches who provide a personalized and holistic approach
- Synchronized solution increases results

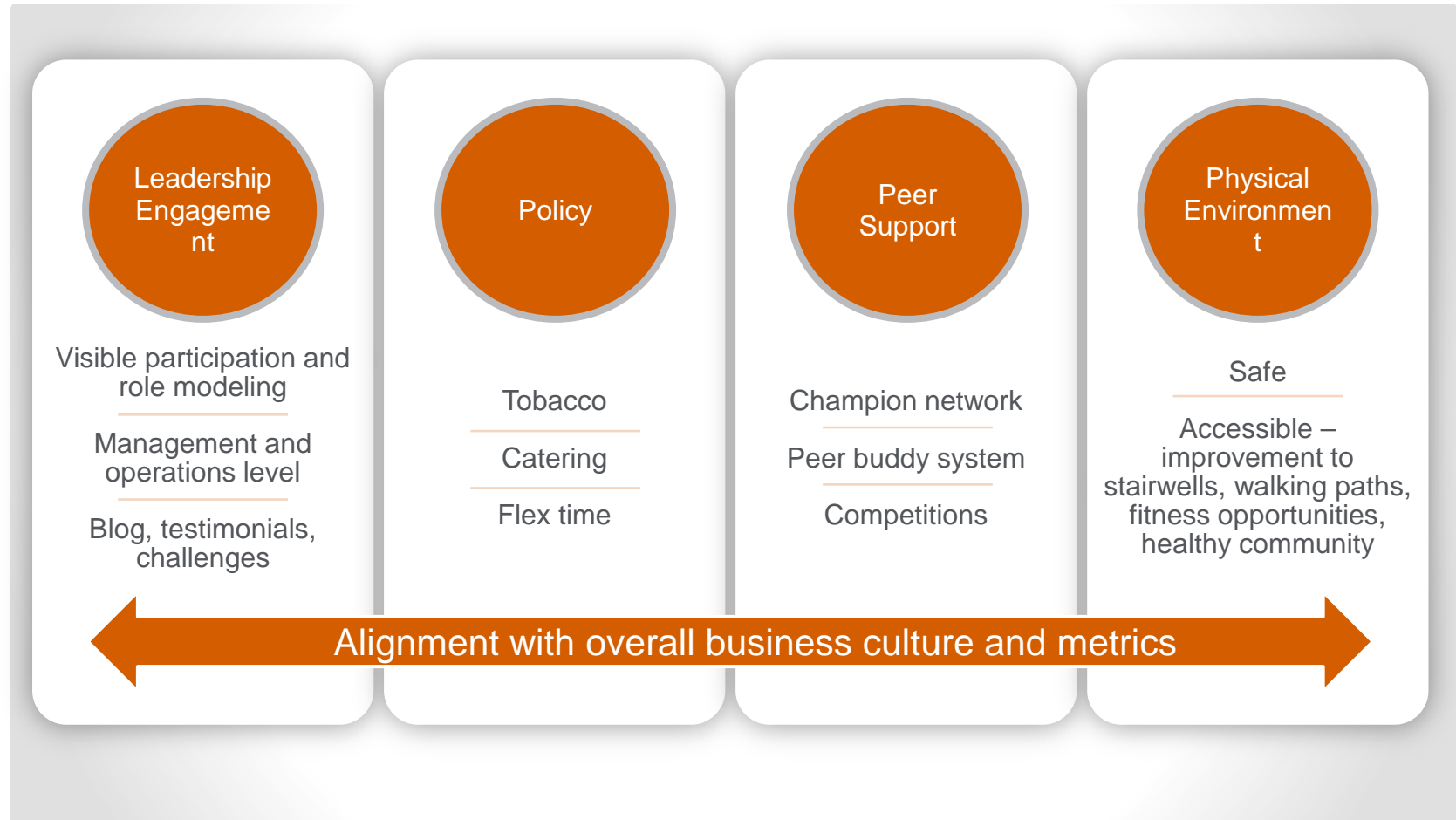
Wellness Coaching Programs

Tobacco Cessation
Diabetes Lifestyle
Heart Health Lifestyle
Weight Management
Stress
Nutrition
Exercise



Culture - Building a Successful Culture of Health and Ownership

The key to engagement

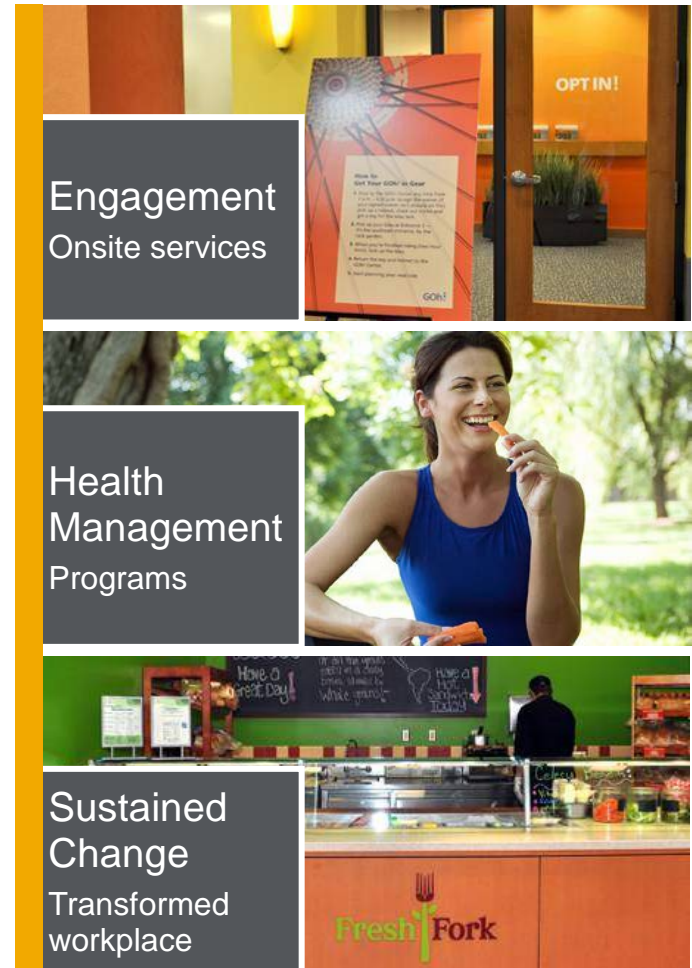


Onsite Health Promotion

Building Culture

- Creates a long-lasting culture of health and wellness, promoting health across the workforce
- Integrates with existing solutions and resources to maximize your investment
- Drives improved employee engagement, delivers onsite programs and services, and supports sustained behavioral change

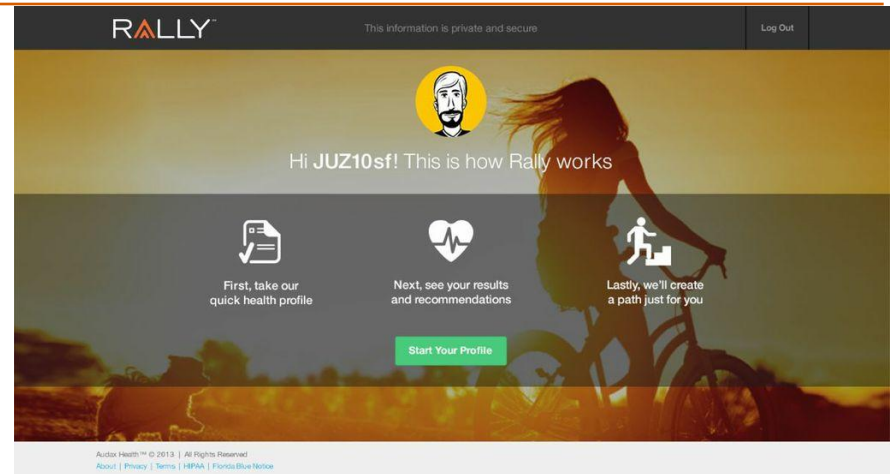
Onsite Health Promotion	
<ul style="list-style-type: none"> • Culture change programs • Health communications • Wellness champion programs • Leadership training 	<ul style="list-style-type: none"> • Program enrollment • Personal and group coaching • Health events and programs



Health Survey vs. Health Risk Assessment

Detail overview

- New Rally Survey that includes Health Age + VR12 + lifestyle segmentation
- Highly interactive
- Measures quantity and quality of life
- Produces immediate personal feedback of personalized recommendations
- Results summarized as a “health age”
- Employer-defined questions – up to 10 questions from Rally’s catalog of questions
- English & Spanish support
- Results viewable by coach
- Triggers telephonic wellness outreach
- Generates/updates Health Profile
- Reward on progress and completion
- Detailed reporting on completion, down to question level
- Health Survey via mobile web



Health Survey – Results and Recommendations

Detail overview

- Health Age calculated from survey responses
- Unique messaging based on your actual age comparison
- Personalized call-to-action to join Missions
- Missions recommended based on survey answers
- Mission Categories: Move, Eat, Feel, Care
- Ongoing mission engagement on your dashboard

RALLY This information is private and secure Username 138 coins

Looks like you're **5 years** above your real age.
We can help with that.

We believe good health happens every day, in many ways.
Next, we'll suggest simple daily activities (we call them Missions) in a few areas
to help get your Rally Age as low as you can.

45
Your Rally Age

Move
Fitness, activities, strength.

Eat
Food, nutrition, cooking.

Feel
Sleep, stress, relationships.

Care
Health records, preventive care.

[Choose Your Missions!](#)

Health Improvement Strategic Plan- Sample

Health Vision	<p><i>Client 1: Engaged team members who embody health in daily living.</i></p> <p><i>Client 2: Engaged and well employees</i></p> <p><i>Client 3: To have the healthiest and safest employees in the airline industry.</i></p>
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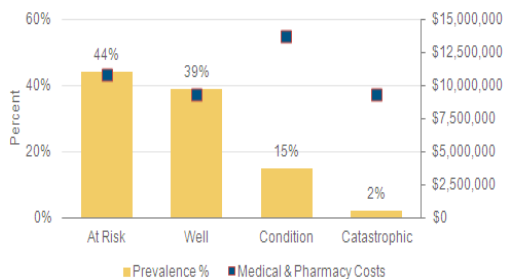
Health Mission	<p><i>Client 1: Where health and happiness come together to help team members get well, stay well and live well.</i></p> <p><i>Client 2: Offer well-being programs and services that attract and retain highly engaged employees</i></p> <p><i>Client 3: Provide opportunities for employees and their families to begin and continue their wellness journey.</i></p>
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Timeline	2014	2015	2016	2017
Health Goal	<ul style="list-style-type: none"> Increase awareness within the population of well being offerings 	<ul style="list-style-type: none"> Increase awareness within the population of health risks. <p>or</p> <ul style="list-style-type: none"> Inspire the population to take action to manage their health risks 	<ul style="list-style-type: none"> Inspire population to build skills for a health improvement change <p>or</p> <ul style="list-style-type: none"> Recognize the health improvements made by the population and encourage continued improvements. 	<ul style="list-style-type: none"> Motivate population to maintain health behavior change <p>or</p> <ul style="list-style-type: none"> Reward health outcomes within the population and encourage maintenance levels.
Objectives	<ul style="list-style-type: none"> Increase engagement into current well being offerings 	<ul style="list-style-type: none"> Increase HA and biometrics engagement Increase enrollment into programs Increase adherence to preventative screenings Introduce biometrics and incent Implement tobacco free campus 	<ul style="list-style-type: none"> Increase HA and biometrics engagement Increase enrollment into programs Increase adherence to preventative screenings Implement healthy catering policy Identify shifts in population health Open TBD programs to family members 	<ul style="list-style-type: none"> Increase engagement of family members in program offerings
Incentive Design and Reward	<ul style="list-style-type: none"> Deposit into HSA account for HA completion <p>Enrolled population:</p> <ul style="list-style-type: none"> \$50 for completing HA \$100 for tobacco free or completing Quit Power© 	<ul style="list-style-type: none"> Up to \$100 HSA deposit for completing activities \$100 HSA and biometrics completion <p>All Employees:</p> <ul style="list-style-type: none"> Company walking challenge 	<ul style="list-style-type: none"> Reward team members that earn qualifying points OR have made an improvement in their clinical values (i.e. BMI, BP, Chol) 	<ul style="list-style-type: none"> Reward team members that have made an improvement in their clinical values (i.e. BMI, BP, Chol) OR that earn qualifying pts.

Reporting Roadmap - Sample

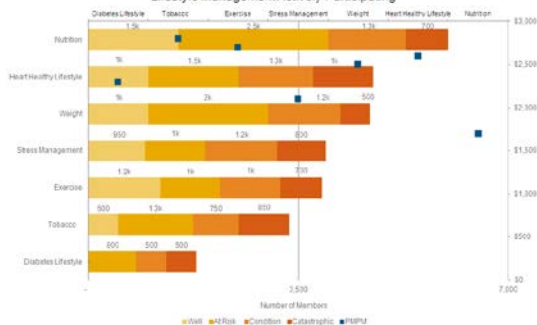
Population Profile

Total Population and Medical Expense



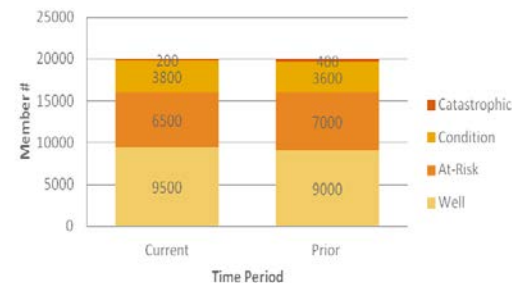
Integrated Participation

Lifestyle Management Actively Participating



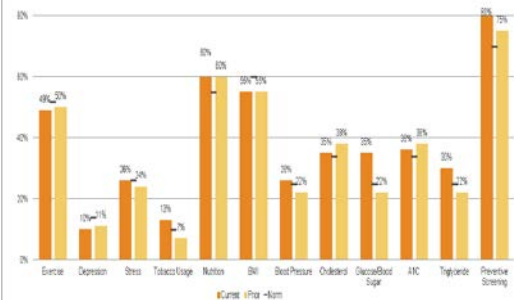
Impact Health Opportunities and Outcomes

Health Continuum Migration



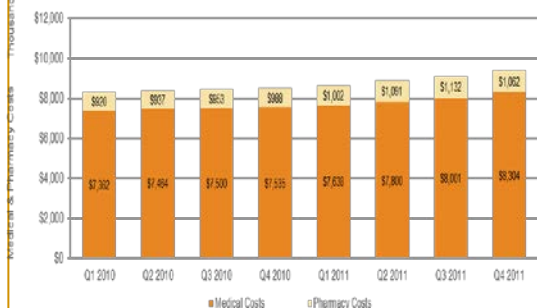
Population Health Risks

Population Health Risks



Impact on Medical

Medical & Pharmacy Cost



Final Thoughts:

1 Incentives are only one component of an effective engagement strategy. Ensure your approach includes relevant communication strategies and a strong focus on culture.



2 Use a multi-year incentive strategy that is integrated into your benefits and leverages both intrinsic and extrinsic incentives. Move beyond rewarding for participation.

3 Ensure communications are tailored and targeted using multi-modalities and repetition. Attitudinal segmentation and predictive tools can identify those most likely to engage. Consider a health marketing vs. education approach.



4 Interventions need to address the needs of an individual based on varying phases of progress in behavior change (awareness, skill building and maintenance).

5 Next generation of health is more consumer focused. Shift from risk specific to holistic and value oriented viewpoint.



6 Engagement tools such as health assessments will better address well-being and behavior change and be presented within the context of population health management (biometrics, provider feedback).

