

One of Colorado's Largest Employers Makes Strides To Become the State's Healthiest Workforce

Challenge

One of Colorado's largest employers, with more than 35,000 employees, sought to create a healthier workforce and impact financial and health outcomes. Their objectives were to create an effective wellbeing program that would:

- consolidate multiple wellbeing programs from two national health plans for a unifying experience
- reduce effort and the expense of managing multiple systems
- drive significant increase in employee health engagement
- inspire year-round participation in healthy activities
- progressively improve employee health, particularly related to stress and obesity

Solution

The employer partnered with Welltok to engage employees across the following core areas:

- obesity/weight management
- stress management
- smart consumerism
- active use of benefits

To engage employees in their health, the client utilized Welltok's Health Optimization Platform, CaféWell, as their single digital wellness platform. CaféWell is designed to integrate healthy habits into consumers' daily routines, like eating healthier, exercising more, and learning to manage stress. In an effort to increase engagement, employees were offered incentives through CaféWell for participating in initiatives, like HRA completion or joining a walking challenge.

The client's program administrators were able to: integrate content and tools from two large payers, select new content and partners and to easily administer newly developed content. They were also able to develop, promote, adapt, and manage administration of tailored rewards programs, and monitor the impact of programmatic and strategic decisions on employees' engagement and action-taking patterns.

The client's current incentive program encourages regular participation through a cumulative points program that has distinct monthly earnings. The incentive program is relatively low cost (maximum rewards are \$20/month in premium reductions)

Health Engagement Results

Since the implementation of CaféWell, the client has seen significant results. In a recent survey, a large number of employees stated that they find the program valuable.



>60%
participation rate



>88%
rate the program
valuable



71%
reported health
improvements



60%
said their perception
of their employer has
improved

Over the course of 3.5 years, the client has leveraged Welltok's capabilities to grow and enhance the value of the programs and services provided to employees and spouses. Key significant enhancements have included:

- evolution of the rewards program to drive higher value actions
- leveraging Welltok's artificial intelligence tool to support employee benefit inquiries
- greater use of analytics to drive platform personalization
- Integrating new partners and content suppliers

Health Engagement Background

Prior to centralizing on Welltok's platform, the client had very low participation in payer-provided wellness offerings. For example, they previously had fewer than 100 employees respond to health risk assessment surveys. In the most recently completed program year (2016), the client had 1,825 individuals take a health risk assessment. Participation rates were high on a broad diversity of programs.

In addition, employees find significant value in services and programs offered on CaféWell. In a survey of 1,866 recent users, to which 52% responded, 88% of respondents said they found value in CaféWell.

The respondents cited many specific components of this value. Over 71% said their health had improved (including being better informed, reduced stress and losing weight among other specific benefits) and 60% had a better impression of their employer as result of the CaféWell program.

The Impact on Key Actions

The client was highly focused on getting broader rates of biometric screening and health risk assessments as part of an effort to better inform employees and their spouses about their health risks. The client also prioritized stress management and efforts to impact obesity as health actions that would both dramatically improve the health of the population and also have a positive impact on the client's finances. They also wanted to encourage basic preventive actions such as getting flu shots and encouraging the use of primary care.

In 2016, across this range of objectives, employees completed actions at a high rate. For example, 18% received flu shots, 14% completed rigorous fitness challenges, and 13% completed a stress management program. Over 12% received biometric screenings and 8% received health risk assessments. Given there were more than 15 actions employees could take to earn points, these levels of action taking for specific actions were remarkably strong.

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“I like CaféWell, because it helps me to control my high blood sugar. I have less stress and feel happier.”

These platform-based consumer actions produced approximately **\$1.4M** within one year. This value is associated with medical costs avoided and workplace productivity gains.



Translation to Value

Welltok has developed a set of models to project the value to the client of the specific actions that consumers have taken. These platform-based consumer actions produced an estimated \$1.4 million within on year. This value is associated with medical costs avoided and workplace productivity gains.

Focus Area	Program Category	% of Population Participating	Medical Cost Value (per participant)	Productivity Value (per participant)	Estimated Value (with 38K employees)
Wellbeing & Resilience	General Activation Steps	20%	\$6	\$6	\$98,000
	Nutrition	5%	\$7	\$7	\$27,000
	Fitness	14%	\$40	\$40	\$423,000
	Safety	9%	\$6	\$6	\$43,000
	Stress Management	13%	\$14	\$14	\$139,000
	General Wellbeing Challenge	5%	\$6	\$6	\$21,000
	Men's Health	2%	\$3	\$3	\$5,000
	Women's Health	4%	\$3	\$3	\$10,000
Lifestyle & Prevention	Health Assessment	8%	\$15	\$15	\$89,000
	Biometric Screening	12%	\$22	\$22	\$199,000
	Flu Shots	18%	\$13	\$13	\$172,000
Navigation	Find PCP	12%	\$16	\$16	\$146,000
	Concierge	1%	\$11	\$2	\$4,000
Benefits Self-Service	Benefits Selection	5%	\$9	\$9	\$35,000
	Network and Benefits Education	5%	\$12	\$3	\$29,000
TOTAL					\$1,440,000

The employer has realized substantial additional value from:

- Leveraging a centralized benefits and wellbeing communication platform for eligible employees
- Gaining improvements in employee retention as employees highly value the solutions
- Avoiding administrative and technology spend on more costly, more limited, and less centralized approaches