



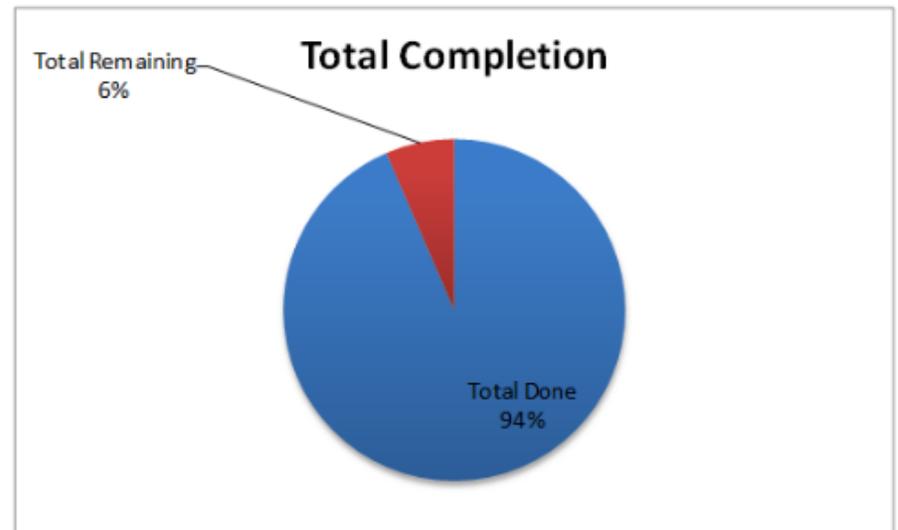
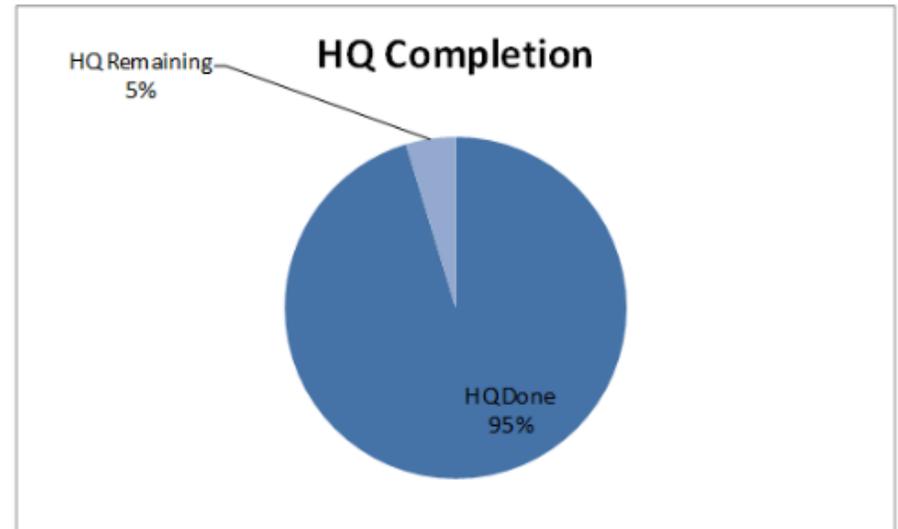
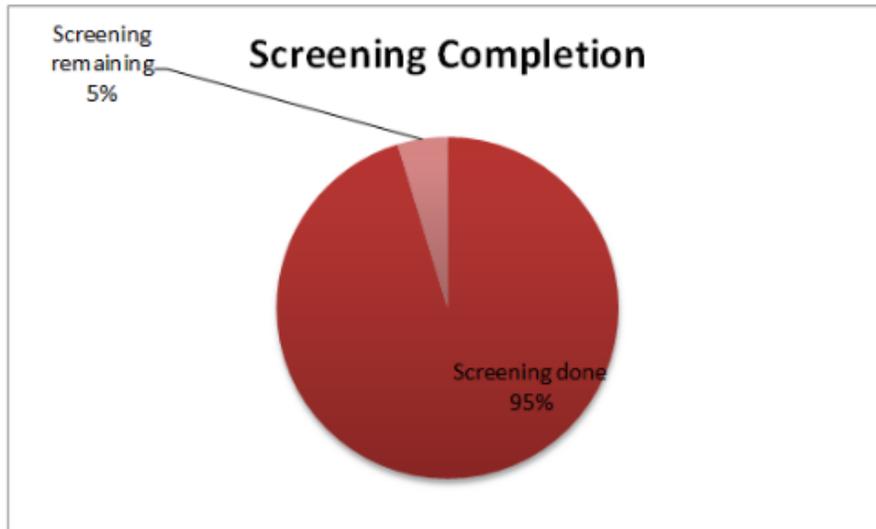
# PEEHIP *Team Up for Health* Wellness Program Year 1 Review

December 2, 2015



# 2014-2015 Completion Numbers as of 8/31/2015

Summary:	Screening Complete		HQ Complete		Coaching Complete		Complete With All	
<b>Actives</b>	75,315	96%	74,916	96%	28,157	98%	73,864	95%
<b>Actives Spouse</b>	40,396	94%	40,361	94%	15,022	97%	39,536	92%
<b>Retiree</b>	14,263	93%	14,634	95%	5,748	99%	14,123	92%
<b>Retiree Spouse</b>	6,611	93%	6,704	95%	2,170	100%	6,525	92%
<b>All</b>	<b>136,585</b>	<b>95%</b>	<b>136,615</b>	<b>95%</b>	<b>51,097</b>	<b>98%</b>	<b>134,048</b>	<b>94%</b>



# Completion Statistics for Year 1 – Completions After 8/31/2015 Deadline

As of December 2, 2015:

- 146,872 wellness screenings obtained (10,287 since deadline)
- 145,557 health questionnaires completed (8,942 since deadline)
- 53,691 health coaching requirements met (2,594 since deadline)
- 137,858 overall completed (3,810 since deadline = no longer paying wellness premium)
- 120 school systems at 90% overall completion or higher

# Engagement Strategy

- Over the past year, PEEHIP assisted members to reach completion in the following ways:
  - Updated the ActiveHealth website in the early Spring to be clearer and more user-friendly.
  - Removed the 4 week requirement in early Spring that prevented members from completing online coaching all in 1 sitting.
  - Sent several letters and emails throughout the year to both individual members and to school systems as a reminder of incomplete activities.

## Engagement Strategy continued

- Added an onsite option in early Spring to complete health coaching with 4 traveling Registered Dietitians and Wellness Coaches who visit school systems year round to offer group health coaching classes.
- Increased nurse staffing at both ActiveHealth and ADPH in early Spring to handle high demand for telephonic health coaching and onsite wellness screenings.
- Published detailed information on eligibility and requirements in almost every monthly PEEHIP *Advisor* newsletter over the year.
- Granted over 1,200 waivers to those members with physical or mental conditions preventing them from being able to complete the activities.

# Engagement Evaluation

- PEEHIP did not want any member to be charged the wellness premium.
  - At 94% overall complete, PEEHIP has been told that our Wellness Program far outperformed nearly every other similar wellness program in their first year in terms of member engagement.
- Member engagement drives overall improvements in lowering the number of health risks, chronic diseases, and health complications.
  - Therefore, higher engagement creates more opportunity for a healthier membership, and more opportunity for healthcare cost savings for PEEHIP.

# Identified Gaps in Care – “Care Considerations”

Each resolved Care Consideration (CC) has a savings associated with avoided adverse events

Category	CCs as of June 30, 2015	CCs as of September 30, 2015	CCs/1000 members	BoB CCs/1000 members
High Risk	1,810	2,473	16.3	6.6
Moderate Risk	39,611	70,360*	465.0	320.3
Low Risk	21,127	26,610	175.9	75.7

\*Number almost doubled after CareEngine run in September 2015 due to additional data gained from nearly 150,000 wellness screenings performed.

**Care Consideration Severity-** Care Considerations are categorized according to the degree of urgency.

- **High Risk:** *i.e. “Stop/Modify a drug due to caution of severe heart failure.”* Clinically Urgent. A potentially serious issue where urgent communication with the treating physician could be life-saving. Typically communicated to the treating provider by phone with a follow up by secure fax.
- **Moderate Risk:** *i.e. “Consider adding a Beta Blocker.”* Clinically Important. An issue that is potentially serious but not immediately life-threatening. Typically communicated to the treating provider by secure fax or letter.
- **Low Risk:** *i.e. “Consider an eye exam.”* Clinically Notable. A non-urgent issue involving generally recognized standards of care. Typically communicated to the treating provider by letter. *i.e. “Consider eye exam”*

## Disease Management- Year 1 vs Year 2

- 16,020 identified for DM in Year 1
  - 62% engaged with a nurse, 30% engaged online
  - Average number of validated conditions per identified member: 4
- 13,746 identified for DM in Year 2
  - High or Moderate Risk Levels
    - **High Risk** (8,043 members) must complete 4 coaching calls with a nurse
    - Moderate Risk (5,703 members) have option to engage via a nurse or digitally
  - Of the high risk 8,043, only 6,831 were identified for health coaching last year.

# Wellness Coaching- Year 1 vs Year 2

- 39,905 identified for WC in Year 1
  - 45% engaged with a wellness coach, 47% engaged online
- 43,994 identified for WC in Year 2
- Tobacco use automatically classified a member in wellness coaching for both year 1 and year 2
- Top areas:
  - Preventive care
  - Weight management
  - Fitness/Exercise
  - Cholesterol reduction



# What PEEHIP Members Are Saying

*“This program is a “lifeline that bridges the gap with the doctor.”*

*Member stated that this is a “phenomenal program.”*

*“I have learned so much just by visiting the website (MyActiveHealth).”*

*The health screening “changed my life!”*



## Numerous accounts of members:

- Losing weight
- Lowering A1C
- Quitting smoking
- Making dietary changes
- Increasing physical activities
- Improved member-physician relationships

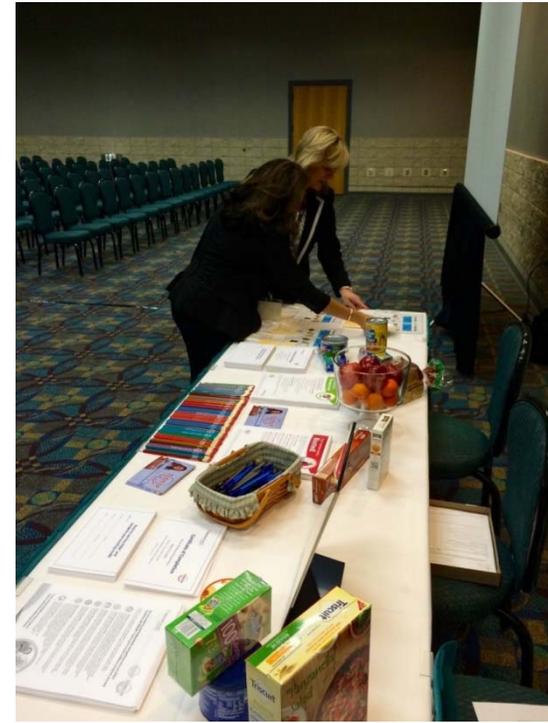
# Onsite Team

- Onsite Team (from L to R)
  - Lisa Hoffman, Onsite Coach
  - Tilusha Adams, Wellness Director
  - Lindsey Lee, Onsite Coach

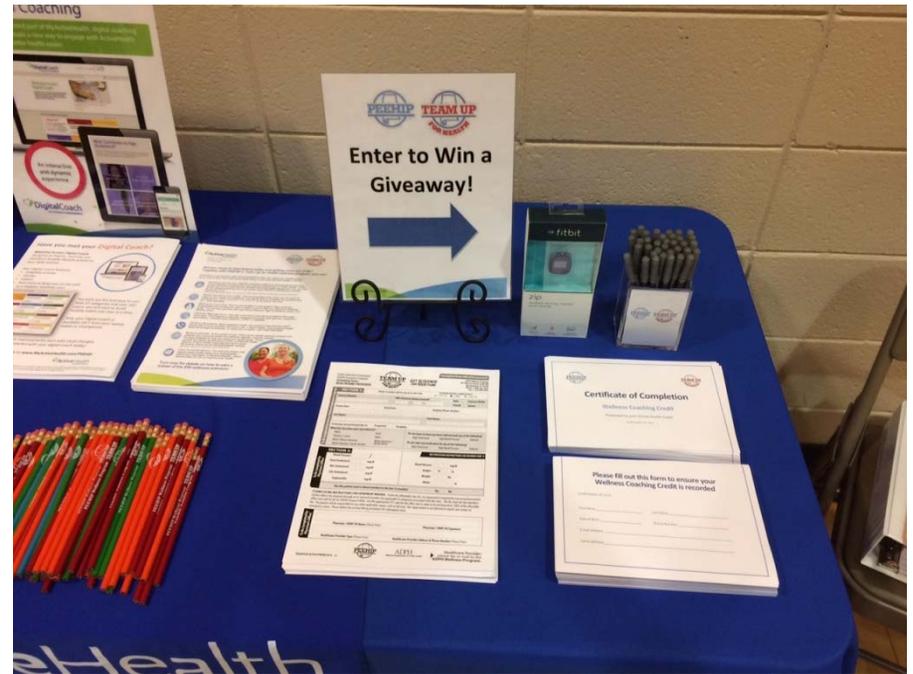


Midfield Elementary  
Midfield, AL

# AEA Conference Birmingham, AL



# Bibb County Institute – Day 1



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# Onsite Statistics-Year 1

At the end of Incentive Year One, August 31, 2015

- Total Presentations 106
- Unique Sites 84
- Participants 2,272
- Number of Surveys 620
- **Positive Responses 99.6%**
- Total Miles Driven 11,112



# Onsite Statistics-Year 2

October 1, 2015 – November 20, 2015

- 33 site visits
- Group 17 presentations
- 1,127 total participants



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# Member Satisfaction Survey

620  
Surveys Received

99%

*"Member reported that he has lost 68 lbs since his last screening. Also, his cholesterol and blood sugar results have drastically improved. His physician is very pleased with these results."*

*"This topic was applicable and presented well. The ideas were easy to understand and all are easy to incorporate into busy lifestyles."*

*Member stated that she was so glad that she did the digital coaching modules. She feels she has made a positive lifestyle change for life!*

*"I loved your presentation, especially your presentation style. I loved how you allowed the audience to participate and guide each other instead of telling us what to do. The information was great, but your ability to engage the audience was great. Please don't stop using that style when you give presentations"*

*Member and spouse completed digital coaching even though they were not required to. Since June, member has lost 10 lbs. The modules moved them both to action! Member and her spouse started walking again. The modules also helped her eat and cook healthier. Her clothing fits better and she feels great! She was so glad that she did the digital coaching modules and said she learned a lot. She feels she has made a positive lifestyle change for life!*

*"This is an excellent program. Lisa brings a very sensible approach to health."*





# Appendix

# Disease Management Nurse Coaching Success Story

<b>Before Disease Management- Member confirmed conditions</b>	<ul style="list-style-type: none"> <li>• Diabetes</li> <li>• Weight management</li> </ul>
<b>How Disease Management Nurse Coaching Helped</b>	<ul style="list-style-type: none"> <li>• MBR enrolled in Disease Management Program</li> <li>• MBR goals were to:               <ul style="list-style-type: none"> <li>○ Weigh 175 pounds</li> <li>○ Bring A1c down</li> <li>○ Increase activity/do yard work</li> <li>○ Improve diet by replacing processed sugar foods with fruit</li> <li>○ Not eating after 6 pm</li> </ul> </li> <li>• Nurse educated the member on importance of eye exam and foot exam</li> </ul>
<b>Results</b>	<ul style="list-style-type: none"> <li>• Member has lost 9 pounds</li> <li>• A1c has come down by almost 2%</li> <li>• Member has successfully completed an eye and foot exam after conversation with Nurse</li> <li>• Future goal is reducing A1c by an additional 2% by continuing these new action steps</li> <li>• Nurse plan is to follow up with member this Fall</li> </ul>



# Wellness Coaching Success Story

<b>Before Wellness Coaching</b>	<ul style="list-style-type: none"> <li>• PEEHIP member has been a smoker for 30 years and has tried to quit 4-5 times in the past. The longest this member has been able to quit was for 2 weeks.</li> <li>• Member smokes 10 cigarettes a day (half a pack) and the member's children have requested member to stop smoking.</li> </ul>
<b>How Wellness Coaching Helped</b>	<ul style="list-style-type: none"> <li>• Member enrolled in Wellness Program for Smoking Cessation</li> <li>• Coach and member discussed several smoking cessation strategies.</li> <li>• The mutual decision was to try NRT mini lozenges, starting with the 4mg dosage for the first shipment and eventually stepping down to the 2mg dosage for the second shipment.</li> <li>• The PEEHIP Wellness Health Coach &amp; member had 5 calls over the course of 2.5 months.</li> </ul>
<b>Results</b>	<ul style="list-style-type: none"> <li>• Member practiced the postponing strategy while awaiting lozenges</li> <li>• Reduced tobacco use to smoking 6-8 cigarettes a day.</li> <li>• By the third call member had begun using the 4mg NRT lozenges and had quit smoking 2.5 weeks after the first call and reported that his "wind, taste, and smell were better."</li> <li>• On the 4<sup>th</sup> call, the member was ready to step down to 2mg NRT lozenges.</li> <li>• On the 5<sup>th</sup> call the member reported still being tobacco free, was only using the NRT lozenges once a day and would continue to taper off of the NRT lozenges on own.</li> <li>• Member reported that "not even thinking about smoking anymore."</li> </ul>

# Wellness Coaching Success Story

<p>Before Wellness Coaching</p>	<ul style="list-style-type: none"> <li>• Weight management, at risk for pre-diabetes</li> <li>• The member was very motivated to focus on healthy eating and weight loss because: “I just want to be healthier and get down to about 180 lbs.”</li> </ul>
<p>How Wellness Coaching Helped</p>	<ul style="list-style-type: none"> <li>• Member enrolled in the Wellness Program</li> <li>• Coach and Member mutually agreed on first goal: “To start using the plate method at every meal starting today.”</li> <li>• Coach mailed educational materials to assist the member in accomplishing goal</li> <li>• After first follow up coaching call, member agreed to increase activity : “To increase strength training to 5 days a week [from 3-4 days per week] starting on Monday.”</li> <li>• Coach encouraged member to follow-up with primary care physician before changing exercise routine</li> </ul>
<p>Results</p>	<ul style="list-style-type: none"> <li>• Member reports that making several changes since last coaching call</li> <li>• used the plate method that Coach recommended and also started having small, frequent meals, Has more vegetables and baked instead of fried choices. Member has been limiting intake of meats as well</li> <li>• Member is drinking 6 bottles of water every day</li> <li>• Member purchased a bicycle and has been riding it about 3-4 days a week for at least 30 minutes. Member also added in strength training on those same days. Member was able to begin a cycling program that was envisioned in the first call with the coach</li> <li>• Member reported with excitement a weight loss of almost 30 pounds since starting this weight loss journey</li> <li>• Member reported a recent checkup with doctor who was “thrilled with [the] results” and stated, “Whatever you’re doing, keep it up!”</li> </ul>



# Coaching Content Discussions

Disease Management Analysis: Top 5 clinical topics discussed

Topic	Unique Number of Nurse Engaged Members	Number of Discussions with Nurse Engaged Members
<b>Medication Adherence</b> -Improving medical adherence, proper use of medication	8,687	14,782
<b>Lifestyle Management</b> - Alcohol, Exercise, Nutrition/Diet, Smoking, Stress Management, <b>Weight/BMI</b>	5,244	13,736
<b>Condition Specific Education</b> -Depression, <b>Diabetes</b> , Hypertension, Respiratory (Asthma and COPD), Vascular Disease (CAD, PAD, CVA)	3,662	8,622
<b>Goals and Clinical Targets</b> - <b>Blood Pressure</b> , HbA1c (Diabetes Control), Lipids (LDL, HDL, Triglycerides)	3,827	7,046
<b>Risk Factor Reduction</b> -Diabetes, Hypertension, <b>Immunization</b> , Musculoskeletal, Neurological and Geriatrics, Respiratory (Asthma and COPD), Vascular Disease (CAD, PAD, CVA)	1,783	3,370



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# MyActiveHealth- Member Engagement Detail

Wellness Online Activities	
	Active Users
<b>Top Category Usage</b>	
Fitness/Exercise	29,813
Cholesterol	28,187
Weight Management	23,331
High Blood Pressure	19,936
Stress	17,128
<b>Top Topic Usage</b>	
Fitness/Exercise: Getting Active at Home	27,862
Cholesterol: Medication Options	22,845
Fitness/Exercise: Overcoming Barriers	22,691
Fitness/Exercise: How to Start Exercising	21,791
Fitness/Exercise: Fitness Basics 101	19,380
Weight Management: Tips for Maintaining Weight Loss	19,304
Cholesterol: Cholesterol 101	18,212
Cholesterol: Diet	17,981
High Blood Pressure: Heart Healthy Eating	17,056
Weight Management: Healthy Eating	16,894

## Persistence of Use



*Frequent and Occasional Users rose by approximately 5,000 members in each category from Q2 to Q3!*

## Top Tracker Usage

Body Mass Index(Kg/M <sup>2</sup> )	141,047
BP target non-vascular cluster	122,456
Diabetic finger stick	113,599
Triglyceride level above target	109,975
HDL Cholesterol	109,745



# MyActiveHealth- Health Questionnaire Detail

HA Identified Opportunities	
<b>Top Identified Conditions</b>	
Stress Issues	87,514
Obesity Adult	59,423
Hypertension Adult	50,801
Exercise Issues	49,757
Hypertriglyceridemia (High Triglycerides)	48,409
<b>Top Areas Indicated as Ready to Change</b>	
Physical Activity	39
Losing weight or keeping it off	28
Healthier Diet	26
Tobacco	15
Managing stress	7
<b>Top Health Goals</b>	
Losing weight	46,296
Eating a healthier diet	26,183
Increasing your level of physical activity	25,431
No preference	14,044
Managing stress better	8,438

- *Top Identified Conditions* show us what conditions members are reporting when they complete their HQ's
- Potential opportunity lies in focusing campaigns toward these top identified conditions
  - Stress
  - Obesity
  - Heart Health
    - Hypertension
    - High Triglycerides
  - Exercise

**\*Q4 Onsite presentation focus is on Stress\***



# MyActiveHealth- Health Questionnaire Detail

## Body Mass Index (BMI)



Under Weight 18.5-  
773 (1%)



Healthy Weight 18.5-24.9  
29,318 (20%)



Over Weight 25-29.9  
46,337 (32%)



Obese 30-34.9  
35,721 (25%)



Morbid Obese 35+  
31,450 (22%)

## How do you describe your health?



Excellent  
31,052  
(22%)



Very Good  
60,854 (42%)



Good  
44,359 (31%)



Fair  
6,593 (5%)



Bad  
655 (0%)

- 79% of the PEEHIP population has a BMI exceeding “Healthy Weight”
  - “Morbid Obese” population increased by 1% from Q2 to Q3
    - 27,962 members up to 31,450 members

- Most PEEHIP members would describe their health as either “Good” or “Very Good”