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COMMUNICATION & ENGAGEMENT • EMPLOYEE ADVOCACY • PLANNING & DESIGN • POPULATION HEALTH IMPROVEMENT • HR ADVOCACY • COMPLIANCE



# LFUCG's Population Health Management Strategy



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# Agenda

- The Strategy
- Resources Deployed
- Planning Opportunities
- Next Actions



# The Strategy

## Identify Risk

- Data Mining
- HRA
- Biometric Screen
- Population Stratification

## Mitigate Risk

- Action Plans
- Coaching
- Disease Management
- PHR/EMR

## Change Utilization

- Alter Risk Profile
- Discover/Treat Undiagnosed Conditions
- Reduce ER/UC/Specialist & Hospital Stays

## Capture Savings

- Lower Claims
- Fewer Lost Work Days
- Higher Productivity





# Resources Deployed

## The Dr. Samuel Brown Health Center



# Resources Deployed

## The Dr. Samuel Brown Health Center

- Launched in 2012
- Acute/Occupational care designed to establish relationships with the patients
- No cost barriers to care
- One on one coaching, outreach, and programming



# Resources Deployed

## On Site Employee Pharmacy

- Launched in mid 2012
- Dedicated pharmacist and team to LFUCG health plan participants
- 50% reduction of RX co-pays
- Wholesale pharmacy costs to HDHP/HSA participants
- Very low cost barriers to disease state compliance



# Resources Deployed

## CHIP Rewards

- Launched in Fall 2013
- “Consumer Science” approach to incentivizing healthy behaviors
- Health plan participants earn “chips” or points for participating in health behaviors, initially designed, which drive immediate ROI
  - CHIPs redeemable for cash or merchandise



# Resources Deployed

**George Reagan**  
Member ID: 0000000000

**7,100** points

**My Promotions**

| Preventive   |   |          |
|--------------|---|----------|
| 1,500 points | <b>Complete your Annual Physical</b><br>Have your annual physical exam and stay on top of your health in 2013! Contact the Dr. Samuel Brown Health Center at 859-425-2555 to schedule an appointment or click the Schedule button and earn 1,500 points for completion!<br><small>Valid for a maximum of 1,500 points per year.</small>   | Schedule |
| 1,500 points | <b>Complete your Women's Wellness Exam</b><br>Have your Annual Well-Woman exam and earn 1,500 points for completion! Contact the Dr. Samuel Brown Health Center at 859-425-2555 to schedule an appointment or click the Schedule button.<br><small>Valid for a maximum of 1,500 points per year.</small>  | Schedule |
| 1,500 points | <b>Have your Annual Flu Shot</b><br>Get your annual Flu Shot at the Dr. Samuel Brown Health Center or a designated LFUGC site and earn 1,500 points!<br>- Contact the Dr. Samuel Brown Health Center at 859-425-2555 to schedule an appointment or click the Schedule button.<br>or<br>- Get your annual flu shot at a designated LFUGC site. (Designated LFUGC site will be revealed later this year.)<br><small>Valid for a maximum of 1,500 points per year.</small> | Schedule |
| Wellness     |   |          |
| 5,000 points | <b>Complete your Health Risk Assessment (HRA)</b><br>Have your annual Health Risk Assessment and earn 5,000 points for completion! Contact the Dr. Samuel Brown Health Center at 859-425-2555 or click the Schedule button to schedule your visit today!<br><small>Valid for a maximum 5,000 points per year.</small>   | Schedule |
| 500 points   | <b>Bonus for Healthy Cholesterol</b><br>Earn 500 bonus points when your Comprehensive Health Review and HRA shows your LDL (Low Density Lipoprotein) cholesterol is less than 130. Contact the Dr. Samuel Brown Health Center at 859-425-2555 to schedule an appointment or click the Schedule button.<br><small>Valid for a maximum 500 points per year.</small>   | Schedule |
| 500 points   | <b>Bonus for Healthy Blood Pressure</b><br>Receive 500 bonus points when your Comprehensive Health Review and HRA shows your blood pressure is less than 130/90. Contact the Dr. Samuel Brown Health Center at 859-425-2555 to schedule an appointment or click the Schedule button.<br><small>Valid for a maximum 500 points per year.</small>   | Schedule |
| 500 points   | <b>Bonus for Healthy Glucose</b><br>Receive 500 bonus points when your Comprehensive Health Review and HRA show your Fasting Glucose level is less than 100. Call the Dr. Samuel Brown Health Center at 859-425-2555 to schedule your appointment today or click the Schedule button.<br><small>Valid for a maximum 500 points per year.</small>  | Schedule |

- **Complete an Annual Physical:** 1,500 points
- **Complete a Women's Wellness Exam** 1,500 points
- **Have an Annual Flu Shot** 1,500 points
- **Fill Prescriptions at the City Employee Pharmacy** 100 points
- **Bonus for Generic Prescriptions** 50 points
- **Complete an HRA** 5,000 points
- **Bonus for Health Cholesterol, BP & Glucose** 500 points
- **Enroll in Health Coaching** 500 points
- **Complete Health Coaching** 1,500 points
- **Enroll in Disease Management** 1,000 points
- **Complete disease Management** 3,000 points





# Resources Deployed

## CHIP Rewards

| Promotion   | Individuals Participating in Promotion | Eligible Members Participating | % Eligible Members Participating | Number of Behaviors |               | Points Issued    |                  |
|---|--|--------------------------------|----------------------------------|---------------------|---------------|------------------|------------------|
|   | Reporting Period                       | YTD                            | YTD                              | Reporting Period    | YTD           | Reporting Period | YTD              |
| Complete your Annual Physical (1,500 pts)                   | 68                                     | 276                            | 6.9%                             | 71                  | 292           | 106,500          | 438,000          |
| Complete your Women's Wellness Exam (1,500 pts)             | 1                                      | 5                              | 0.1%                             | 1                   | 5             | 1,500            | 7,500            |
| Have your Annual Flu Shot (1,500 pts)                       | 2                                      | 285                            | 7.1%                             | 2                   | 301           | 3,000            | 451,500          |
| Fill Rx Medications at the City Employee Pharmacy (100 pts) | -                                      | 1,394                          | 34.9%                            | -                   | 5,690         | -                | 569,000          |
| Bonus for Generic Rx (50 pts)                               | -                                      | 1,320                          | 33.0%                            | -                   | 4,867         | -                | 243,350          |
| 90 Day Rx (300 pts)   | -                                      | 843                            | 21.1%                            | -                   | 2,119         | -                | 635,700          |
| Complete your Comprehensive Health Review (5,000 pts)       | 35                                     | 286                            | 7.2%                             | 35                  | 297           | 175,000          | 1,485,000        |
| Bonus for Healthy Cholesterol (500 pts)                     | 8                                      | 63                             | 1.6%                             | 8                   | 66            | 4,000            | 33,000           |
| Bonus for Healthy Blood Pressure (500 pts)                  | 27                                     | 176                            | 4.4%                             | 27                  | 182           | 13,500           | 91,000           |
| Bonus for Healthy Glucose (500 pts)                         | 11                                     | 74                             | 1.9%                             | 11                  | 77            | 5,500            | 38,500           |
| Enroll in Health Coaching (500 pts)                         | -                                      | 3                              | 0.1%                             | -                   | 3             | -                | 1,500            |
| Complete Health Coaching (1,500 pts)                        | -                                      | -                              | 0.0%                             | -                   | -             | -                | -                |
| Enroll in Disease Management (1,000 pts)                    | 20                                     | 124                            | 3.1%                             | 21                  | 132           | 21,000           | 132,000          |
| Complete Disease Management (3,000 pts)                     | 22                                     | 35                             | 0.9%                             | 31                  | 60            | 93,000           | 180,000          |
|   |  |                                |                                  | <b>207</b>          | <b>14,091</b> | <b>423,000</b>   | <b>4,306,050</b> |

\* Activation is defined as the participant's creation of a username and password to access the rewards portal to view program promotions, activity and point balance.

\*\* Eligible Members are program participants provided to ChipRewards in the eligibility file.

\*\*\* "Actively Participate" means the Member has i) web-enabled his/her Account by creating a username and password, or ii) has earned Currency by participating in a Promotion regardless of the method by which such Member earns Currency.





# Planning Opportunities

- Fitness expansion
  - Integration with the YMCA through DAXCO software allows automated “registration/check in” feedback directly to CHIPs
  - Mobile Fit
    - ✓ YMCA technology, included with membership, which considers personal input with the fitness trainer to customize and track an individual’s workout plan
      - Ideal integration with SBHC disease management/reversal plans



# Planning Opportunities

- Integration of Health Standards & Participation into payroll deductions
  - PPACA allows up to 99% differential based on participation in activities such as a Health Risk Assessment and Biometric Screening
  - PPACA allows up to 50% based on health standards
    - ✓ Nicotine Addiction (currently in place)
    - ✓ Blood Pressure
    - ✓ Body Mass Index
    - ✓ Glucose
    - ✓ Cholesterol
      - Not punishing those who can't meet the standard, but rewarding those who do!
  - ✓ Tax Advantaged vs paid out incentive





# Planning Opportunities

- Challenges
  - Benefit Pool contribution structure makes it difficult to distinguish payroll deductions based on participation and results
  - Additional contributions would have to be allocated to reward the participation or results
    - ✓ Similar to Non-Tobacco credit



# Next Actions:

- Mass biometric Screenings and health risk assessments
  - Paid incentive through CHIP Rewards or additional employer contribution towards health premiums
- YMCA integration
  - Determining appropriate level of incentives for “on your honor” participation
- Expansion of incented Well Check ups



# Questions/Observations

