



HealthyOptions



# Creating a Culture of Health

Let's get started.



[bcbsks.com](http://bcbsks.com)

# BeWell

A pilot program determined to find a proven formula that will reduce cost by positively influencing the workplace culture of enrolled groups and their employees' health, well-being and engagement with the healthcare system.



# SELECTION

Five groups were selected based on the following criteria:

- 1 Strong Partnership
- 2 Put employees first
- 3 Committed to creating workplace wellness culture
- 4 Identified health improvement opportunities



# Why is this an employer issue?

Health care  
spending

Disability  
coverage

Productivity

Performance

Improved  
atmosphere

Turnover





# THE IMPACT OF WORKPLACE WELLNESS

**26%**

**Reduction in health  
costs**

**32%**

**Reduction in  
workers'  
compensation**

**27%**

**Reduction in sick  
leave and  
absenteeism**



# Chronic disease comes from:



1. Tobacco use
2. Physical inactivity
3. Poor diet

1. Heart disease
2. Type 2 diabetes
3. Lung disease
4. Some cancers

Lead to **80%** of death and disability and up to **86%** of the costs of health care



# CREATING A CULTURE

- 1 Management Support
- 2 Employee Engagement
- 3 Communication Strategy
- 4 Cultural Support/Change
- 5 Structured Strategies





## Use data to identify needs and engagement strategies







## Our Role

- Expertise & Motivation
- Dedicated staff
- Tools
- Structure & Tracking
- Support
- Training





## Your Role

### At the Start

- Build a strong foundation
- Get a baseline
  - Employee
  - Program
- Start basic activities





# Your Role

## Future Years

- Develop YOUR program
- Annual biometrics
- Funding strategy
- Topic area selection
  - Physical activity
  - Healthy eating
  - Tobacco use



# Workplace Wellness



BeWell  
Toolkit



Dedicated  
Program  
Support Staff



Wellness  
Tool





# BeWell Toolkit

Resources are available to help create a plan to engage, educate and empower your employees:

- Program guidelines
- How-to guides
- Communication templates
- Promotional posters, cards and handouts





# Financial Discount Opportunities

(Over 5 year time frame)

- **Guaranteed 5%** Introduction/Baseline Discount
- Up to **5% Maturity Level** Discount
- Maximum **7.8% Outcomes** Discount, per condition (31.2% total over all four conditions); Realistic 5 year accumulated outcomes discount range (10-20%)



# Foundation Structure

| Year          | Eligible Discounts  |
|---------------|---|
| Year 1 (2020) | 3% Introduction discount  |
| Year 2 (2021) | 2% Baseline discount + Maturity Level discount  |
| Year 3 (2022) | 1/3 <sup>rd</sup> earned Outcomes-based discount for EACH measure + Maturity Level discount |
| Year 4 (2023) | 1/3 <sup>rd</sup> earned Outcomes-based discount for EACH measure + Maturity Level discount |
| Year 5 (2024) | 1/3 <sup>rd</sup> earned Outcomes-based discount for EACH measure + Maturity Level discount |



# Outcomes Matrix

| P<br>r<br>e<br>v<br>a<br>l<br>e<br>n<br>c<br>e | % of distinct members with condition (Baseline) |  | Outcomes (% eligible members meeting target) |            |            |            |            |           |
|--|---|--|--|------------|------------|------------|------------|-----------|
|  |   |  | 5% - 9.99%                                   | 10%-19.99% | 20%-29.99% | 30%-49.99% | 50%-74.99% | 75% above |
| Tier 1:  | 0% - 4.99%                                      |  | 0.6%   | 0.9%       | 1.2%       | 1.8%       | 2.4%       | 3.0%      |
| Tier 2:  | 5% - 9.99%                                      |  | 0.9%   | 1.2%       | 1.5%       | 2.1%       | 2.7%       | 3.6%      |
| Tier 3:  | 10% - 19.99%                                    |  | 1.2%   | 1.5%       | 1.8%       | 2.7%       | 3.6%       | 4.5%      |
| Tier 4:  | 20% - 39.99%                                    |  | 1.5%   | 2.1%       | 2.7%       | 3.6%       | 4.8%       | 6.0%      |
| Tier 5:  | 40% above                                       |  | 1.8%   | 2.5%       | 3.6%       | 4.8%       | 6.3%       | 7.8%      |

| Condition         | Prevalence (80% of 100 total members) |              | Tier | Outcome      |       |      |
|-------------------|---------------------------------------|--------------|------|--------------|-------|------|
| Blood Glucose/A1c | 12.5%                                 | 10 out of 80 | T3   | 4 out of 10  | 40%   | 2.7% |
| Blood Pressure    | 30.0%                                 | 24 out of 80 | T4   | 4 out of 24  | 16.7% | 2.1% |
| Tobacco Use       | 5.0%                                  | 4 out of 80  | T2   | 3 out of 4   | 75.0% | 3.6% |
| BMI               | 40.0%                                 | 32 out of 80 | T5   | 17 out of 32 | 53.1% | 6.3% |

14.7% / 3 =  
4.9% per year





# Example Group

**Group of 100 contracts with avg. CPC = \$600 for an annual Total Cost of \$720,000**

| Year 1: 2020             | Year 2: 2021                                      | Year 3: 2022   | Year 4: 2023   | Year 5: 2024  |
|--------------------------|---|--|--|---|
| 3% Introduction Discount | 2% Baseline Discount + 1% Maturity Level Discount | 4.9% Outcomes Discount + 1.25% Maturity Level Discount | 4.9% Outcomes Discount + 1.75% Maturity Level Discount | 4.9% Outcomes Discount + 1.0% Maturity Level Discount |
| 3%                       | 3%  | 6.15%  | 6.65%  | 5.90%   |
| \$21,600                 | \$21,600  | \$44,280   | \$47,880   | \$42,480  |

**5-year total discounts (24.7%) = \$177,840**