Closing the Gap
Value of Incentives and Lab-Based Testing in Employer-Sponsored Wellness Programs

Presenter:
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Kyle’s 25-year career has spanned across sales and operational leadership in B2B-related companies including Health & Wellness, Workforce/Information Management, Outsourcing and SaaS (ADP, Walgreens prior).

Over the past two and a half years he has overseen Quest Diagnostics Blueprint for Wellness® to more than double revenue through focus on strategic partnerships and a consultative approach to delivering value to our clients.

Kyle will be sharing the positive impact a well-constructed wellness program, which includes biometric screenings as the foundation of the program, can bring to both employer and employee. His personal experience allows him to share what a program can really mean to an organization.
Objectives

• Gain a better understanding of what a wellness program that includes screening can mean to an organization
• Discuss the value and relationship of participation and incentives
• What to consider when evaluating service partners
• Who you should involve in your organization
Quality
World’s leading provider of diagnostic testing, information and services

Reputable
Work with about half of all physicians and hospitals in the U.S.

Reach
Access to 2,000+ Patient Service Centers (PSCs) nationwide

Experience
We perform testing on over 500,000 patients each day

Sustainable
We are a Fortune 500 company with strong financials
Designing Wellness Programs with Incentives

1. Program Planning
   - Incentive Design
   - Evaluation Criteria
   - Data Interface Specifications
   - HIPAA Compliance
   - Communication Support

2. Program Implementation
   - Screenings
   - Data Feeds
   - Affidavit Processing
   - Participant Reporting
   - Email Notifications
   - Customer Service
   - Dispute Processing

3. Incentive Administration
   - Participant Reporting
   - Incentive Reporting
   - Aggregate Reporting
   - Reward Redemption
   - Feeds to Benefits Administrators

Total Program Administration
You Can Only Manage What You Measure

Laboratory testing offers meaningful insight

- 70% of all medical decisions involve lab results
- Lab tests account for just 3-5% of medical costs
- Resources shifting toward value and prevention

Screenings help individuals engage in their health

- Participants learn about previously unknown risk factors
- Monitoring progress regularly is crucial to managing conditions effectively
• **Metabolic Syndrome** has a rising prevalence within the adult population in developed countries, and is approximately 34% in the U.S.

• **Factors responsible** for its growth are the increasing incidence of obesity due to excessive dietary calorie intake and reduced physical exercise.
Screenings are the Foundation

Close the gap in missing laboratory and claims data

Add objectivity to health risk identification and wellness stratification

Provide evidence-based insights that drive targeted health improvement

Establish a baseline and tracking for employees’ “measured” values
The Problem: Preventable Diseases

• Preventable diseases (such as diabetes and hypertension) significantly contribute to excess healthcare costs, accounting for 55% of the nation’s disease burden.

• It is advantageous to treat individuals who have diagnosed conditions with evidence-based care to decrease healthcare costs.

• Identifying risks early may slow or prevent progression of common medical conditions and help employers avoid future costs.
Opportunity in Employer-Sponsored Wellness Programs

• More health risks are uncovered with increased participation in wellness screening programs.

• Research consistently demonstrates that programs offering incentives have higher participation than those without.

• Employer-sponsored Health Risk Assessments (HRA) with lab testing reveals important health risks.

• Employers who bear much of the financial costs of poor disease management may benefit from early detection and treatment to help avert healthcare costs associated with advanced disease.
Incentives in Wellness Programs

• Participation is key to understanding true employee health needs by ensuring that the data collected is representative of the entire employee population.

• Research among wellness programs consistently demonstrates that programs offering incentives have higher participation than those without.

• Approximately 2/3 of employers who invest in employee wellness use an incentive to drive participation.

• **Strength in numbers** - 60% of employees who participate in a wellness program report the incentive is a deciding factor in their choice to participate.

• **One size does not fit all** - type and amount of an incentive are variables that make predicting participation rates complex.
Leveraging Incentives in Wellness Programs

• Analysis showed that when participation rates are at 50% or more, you discover 79% more employees at high risk for health conditions than you would at 30%.

• The number of risks per participant does increase with the participation rate, indicating individuals with multiple health risk(s) are more likely to participate when more of their peers are also participating, or that they require a larger incentive to convince them to participate.
The Incentive ‘Sweet Spot’

• The larger the incentive, the higher the participation (up to $600)

• The greater the participation rate, the more health risks uncovered

• Incentive must be valuable enough to not only attract employees, but help them overcome barriers to participation

• Optimal incentive = $350 - $500 leads to 60-80% participation

• Integrating incentives with benefit design is one way to create self-funded incentive model. (budget neutral model)
Number of Elevated Risks Per Participant Increases with Participation Rate

Elevated Risk:

- Blood pressure: ≥120/80 and <140/90 mmHg
- BMI: ≥25 and <30
- Total cholesterol: ≥200 and <240 mg/dL
- HDL cholesterol: 40-59 mg/dL
- LDL cholesterol: 130-159 mg/dL
- Triglycerides: 150-199 mg/dL
- Glucose: 100-125 mg/dL
Number of High Risks Per Participant Increases with Participation Rate

**High Risk:**

- Blood pressure: ≥140/90 mmHg
- BMI: ≥ 30
- Total cholesterol: ≥ 240 mg/dL
- HDL cholesterol: ≤39 mg/dL
- LDL cholesterol: ≥160 mg/dL
- Triglycerides: ≥200 mg/dL
- Glucose: ≥25 mg/dL
More than 1 out of 3 (36%) Had Evidence of at Least One Newly Identified Condition

Distribution of Study Participants by Chronic Disease Risk*

- Lab-Identified Risk: 36%
- Self-Identified Risk: 24%
- No Risk Identified: 41%

* Chronic conditions studied include hyperlipidemia, diabetes, and chronic kidney disease. Note: numbers may not sum to 100 due to rounding errors.

The percent of participants with newly identified disease risk (36%) is significantly higher than the percent of participants who self-identified (24%) as having one or more of these three conditions.

This high rate of newly identified risk suggests that our current healthcare system fails to identify common disease risk factors for a large number of working-age people, even for those with access to quality healthcare.

Our study also suggests that without employer-sponsored laboratory testing, more than 1 in 3 working-age adults may have unidentified disease(s).

When left untreated, these conditions can progress to more advanced stages with irreversible harm and needless expense.

Kaufman HW et. Al. PlosONE (2011)
Screenings Provide Evidence-based Insights to Target Specific Risks and Drive Health Improvement

Summary

1. Higher levels of participation drive greater insight to health risks that reside within the employee population.

2. Even as exceptional levels of participation are achieved, there remain opportunities to provide first-time and returning participants valuable new insights that can drive health improvement through program evolution.
   - Additional tests
   - New participant reports
   - Incentives based on outcomes

3. Seek the counsel of partners and colleagues to help identify opportunities with the greatest potential for health improvement within your population.
Leverage Incentives to Drive Participation and Health Data

• While participation in an employer-sponsored HRA does have benefits, lab tests may be limited to key insights to other common conditions such as chronic kidney disease which is as prevalent as diabetes.
  – Consider including lab testing for chronic kidney disease in employer-sponsored health risk assessments

• Participation is key to have more impact by uncovering more health risk (in a timely fashion).

• Incentives are key to increasing participation among employees.
  – Identifying the right incentive for your culture that will be seen as valuable enough to attract employees is just as important as deciding to offer an incentive for their participation.
Outcomes-Based Program Compared to Participation-Based Database Cohort

Percent of Repeat Participants Moving to an In-Range Status (T2) from an Out of Range Status (T1)

Database Participation Cohort: N = 85,646
Outcomes Program Cohort: N = 9,062
Why Blueprint for Wellness?

**Chartable results**
Reliable foundation for understanding risk

**National access**
Support remote and worksite employees

**Multiple test and collection options**
Enable unparalleled customization

**Data-driven analytics**
Inform program design and improve effectiveness

**Personalized reports**
An intervention shown to drive health improvement

**Meaningful ways to drive improvement**
Services that facilitate, educate, and motivate change

**Provide total program management**
Simplifies it for you, enhances your employees’ experience
Focus on Metrics and Improvement

Biometric screenings and what employers need in-between to achieve measurable improvement

### MEASURE

**MyHealth Profile™** A personalized, confidential profile of an employee’s health status and risk factors based on integrated laboratory and health questionnaire insight.

**My 5 to Health Profile™** A personalized profile of an employee’s health based on their laboratory results and outcomes on five key risk factors that define Metabolic Syndrome. Scores of 3, 4 or 5 signal lower risk.

**OurCompany Profile™** A profile of total employee population health that offers significantly richer insight than is achievable when only self-reported data is available.

### MAP

**WorkForce View™** A comprehensive, “inside-out” view of an organization’s wellness culture that reflects diverse perspectives from its workforce, integrated with a thorough assessment of the worksite.

**Reach™** Three communication tools and services options that help organizations accomplish superior employee participation in wellness programs that support health and productivity goals.

**Champion Training™** An intensive program, comprised of nine sessions, designed to equip worksite wellness leaders with the skills and support they need to develop and implement effective wellness program.

**DataLink™** Flexible data interfaces offered to link clients with key health partners to help achieve their wellness program goals and objectives.

**Decision Support™** Customized tools that integrate the insights provided in aggregated employer detail and available history to isolate trends and opportunities to improve health.

### MODIFY

**Rewards™** An outcomes-based incentive management platform to promote behavior change, based on measured values from laboratory or biometric tests.

**Activate™** A menu of ten, employee-directed, interactive sessions designed to build the skills and confidence necessary to achieve health improvement goals.

**Encourage™** A menu of four, management-directed education sessions designed to engage managers in supporting and encouraging employees to be healthy.
Questions?

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