A city’s move to wellness

City of Lakewood & Cigna

ICMA
99th ANNUAL CONFERENCE
BOSTON
NEW ENGLAND
September 22-25, 2013
Lakewood
Colorado

A City Committed to Wellness

Kathy Hodgson
Lakewood City Manager
Wellness as a personal decision...

A journey to commitment
Lakewood
Colorado
City of Lakewood “Culture”

• 73% - The organization makes investments to make me more successful. (365 ee’s)

• 79% - The organization values employees as their most important resource. (363 ee’s)

• 82% - The organization is committed to making it a great place to work. (358 ee’s)
## Wellness pays off...

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2012</th>
<th>Cost Avoidance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BMI (obese/overweight)</strong></td>
<td>74%</td>
<td>63%</td>
<td>$762 per employee/per year</td>
</tr>
<tr>
<td><strong>Blood Pressure (optimal)</strong></td>
<td>77%</td>
<td>86%</td>
<td>$392 per employee/per year</td>
</tr>
<tr>
<td><strong>Pre-Diabetic Improved Control</strong></td>
<td>45%</td>
<td>51%</td>
<td>$817 per employee/per year</td>
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</tbody>
</table>
Early history – Employee wellness 1985

Employee Relations News...

Nutrition Classes

Massage Therapy

Exercise Programs

Annual Wellness Week

Fitness Testing & Incentives
## Wellness Week Menu

### Civic Center

**Theme**

- **Health & Wellness**

**Screenings at Civic Center – ER Training Room**

- 7 a.m. – 10 a.m.
  - Lipid glucose profile screen includes:
    - Blood Pressure by Freewell
    - Body Composition by Freewell
    - Pulmonary Screen by Freewell
    - Face Skin Analysis by Freewell

  - Orthopedic Screening - PT of Lakewood
  - Osteoporosis Screening – Freewell & Instanton Medical

  - RSVP at xt# 7700 for each Wellness Screening

**At Civic Center**

- 11:30 a.m. – 12:30 p.m. – ER Training Room
  - "Learning at Lunch" Jennifer Segaran – "Bear Creek Lake Park and the Great Outdoors!"
  - ER Training Room - Lunch provided!

- 11:00 a.m. – 2:00 p.m.
  - Vendors:
    - Cigna
    - Dynamic Therapeutic Solutions
    - Kaiser
    - Lakewood Recreation Department

  - Prize Drawing for the day!

- **National Great Outdoors Month!**

### Urban Parks

**Theme**

- **Health & Wellness**

**Screenings at Urban Parks**

- 7 a.m. – 9 a.m.
  - Lipid glucose profile screen includes:
    - Blood Pressure by Freewell
    - Body Composition by Freewell
    - Pulmonary Screen by Freewell
    - Face Skin Analysis by Freewell

  - Orthopedic Screening - PT of Lakewood
  - Osteoporosis Screening – Freewell & Instanton Medical

  - RSVP at xt# 5240 for each Wellness Screening

**At Civic Center**

- Noon – 12:30 p.m.
  - Healthy Outdoor Grilling Demo by Chef Laura in the Civic Center Plaza
  - Prize Drawing for the day!

- **Remember to register & complete your health risk assessment online!**

### PW Street Maintenance

**Theme**

- **Health & Wellness**

**Screenings at Street Maintenance**

- 7 a.m. – 10 a.m.
  - Lipid glucose profile screen includes:
    - Blood Pressure by Freewell
    - Body Composition by Freewell
    - Pulmonary Screen by Freewell
    - Face Skin Analysis by Freewell

  - Orthopedic Screening - PT of Lakewood
  - Osteoporosis Screening – Freewell & Instanton Medical

  - RSVP at xt# 7952 for each Wellness Screening

**At Civic Center**

- Noon to 1 p.m.
  - "Learning at Lunch" ER Training Room
  - Dr. Doug Redosh – "Headaches & Migraines: Keep them under control! Lunch Provided! RSVP at xt 7700

- **Headache Awareness Week!**

### Public Safety Bldg

**Theme**

- **Health & Wellness**

**Screenings at Street Maintenance**

- 7 a.m. – 10 a.m. – Training Room
  - Blood Pressure by Freewell
  - Body Composition by Freewell
  - Pulmonary Screen by Freewell
  - Face Skin Analysis by Freewell

  - Orthopedic Screening - PT of Lakewood
  - Osteoporosis Screening – Freewell & Instanton Medical

- RSVP for each Wellness Screening

**At Civic Center**

- Noon – 12:30 p.m.
  - Healthy Outdoor Grilling Demo by Chef Laura

  - On the Patio
  - 11:00 a.m. – 2:00 p.m.
  - Vendors:
    - Cigna
    - Dynamic Therapeutic Solutions
    - Kaiser
    - Lakewood Recreation Department
    - Grand Prize Drawing!

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**Special Offer!**

**Full Panel Chem Screen - Wednesday, June 16th**

- 7 a.m. – 9 a.m. – ER Training Room

This year employees can also buy up to a complete "Chem Screen" panel with 32 results plus Thyroid = $5

Male employees can purchase the PSA Screen for Prostate Cancer= $35!

**Call XT 7700 to make an appointment. (12 hour fast required)**
Progressing from 2003 to 2011

Brown Bag events
Cancer Screening
Lakewood Employees on the Move
Racquetball & Basketball Tournaments
Weight Watchers at Work & Lose to Win
Weight Watchers at Work & Lose to Win
Recreation Center Program Access
Winter Fit & Holiday Hold-em
Spring 2010
Selected Cigna
Utilization trend – above “norm”
(*Consistent with prior 2 year trend)
Projected premium – deficit funding

September 2010
Evaluation of “Consumerism Plan.”
HDHP & HRA
Health Reimbursement Account (HRA)

2011 Renewal
Modify benefit design.
City Wide “education”
HDHP & HRA

2012
Implement HDHP & HRA
$100/ incentive for HAP
2012-2013

Ready-Set-Wellness Festival
- Biometric Screening
- Health Assessments
- Incentives
- Presentations
- Healthy Living Programs for Offsite Facilities
- Healthy Weight Connections
- 6 Week Meditation Class
- Couch to 5K

- 2013 -
  “Road to Wellness” Festival
Cigna Health Programs

U of M Health Assessment
• Immediately informs of personal health status, risks and how to improve
• Linked to proprietary TMS engine to predict highest cost claimants for priority health coaching outreach

Online Coaching
• Education modules aimed at helping healthy people maintain or improve lifestyle habits
• Content areas include: sleep, stress, physical activity and nutrition

Lifestyle Management Programs
• Online or telephonic behavior coaching on stress, weight and tobacco use

Health Advisor®
• Referrals and Education
• At-Risk Outreach
• Health & Wellness Coaching
• Gaps in Care Coaching
• Preference Sensitive Care Coaching

Your Health First®
• Chronic condition coaching for 16 conditions with wrap around of up to 30 co-morbidities
• Outreach driven by claims, predictive modeling and trend management systems

Prenatal Health
• *Healthy Pregnancies, Healthy Babies*: Incentive coaching program connects expectant mothers with a nurse coach and education materials.
Cigna Onsite Continuum of Services

**Education and Screenings**

- **Health Seminars and Hourly Coaching**
  - 65 health and wellness topics delivered by experienced health educators
  - Hourly coaching delivered post-seminar or standalone

- **Biometric Screenings**
  - Onsite special events and available at onsite clinics
  - Data integration and reporting

- **Flu Shots**
  - Annual onsite special events and available at onsite clinics

**Lifestyle Programs**

- **Health Coach or Promotion Coordinator**
  - Coordinator for face-to-face health promotion/culture of health
  - Dedicated coach for individual health coaching
  - Referrals, advocate, educator

- **Metabolic Syndrome Improvement Program**
  - Measurably reduces risk
  - Classes available onsite and online, plus social networking
  - Includes pre- and post-biometrics

- **Lifestyle Management**
  - 2–10 week classes delivered onsite in group setting
  - Six popular health improvement topics
  - Delivered onsite by CIGNA Onsite

**Health Center**

- **Primary Care Physician**
  - Comprehensive care
  - Wellness and prevention

- **Nurse Practitioner**
  - Low-acuity urgent and episodic care
  - Wellness and prevention

- **Pharmacist**
  - Prescription fills and medication consultation
  - Supports medication compliance, identifies gaps and conducts follow-up
  - Available with or without coaching

**LEVEL OF INTENSITY**

- **1:1 Onsite Coaching**
  - One-on-one, face-to-face coaching on almost any health topic
Leveraging Technology For Health Improvement
Cigna MotivateMe Program

- CIGNA’s MotivateMe program provides a personalized customer experience, motivates customers at every touch point — online or on the phone—to improve their health and spend wisely to lower health care costs.

- Focuses on outcomes, offering incentives for biometric targets and improvements

- Educates customers about available health improvement programs and encourages use

- Empowers customers to make the best available health care decision

- Helps lower medical costs for clients and customers

- Educates customers about opportunities to earn incentives every time they interact with Cigna
Cigna MotivateMe Program: Key Features

- Incentive activity
- Type of award:
  - premium credit
  - fund deposit
- Frequency
- Gatekeeper
- Incentive caps

- Flexible platform
- Preventive incentives validated by a claim
- Better integration and customer experience
- Outcomes-based incentives

- Annual preventive exam
- Colonoscopy
- Mammography
- Cervical cancer screening
- Flu shot

- Customers’ tailored care plan integrated into incentives dashboard
- Cigna coaches have access to incentives for each customer
- Improved award processing time

- Achieve a certain biometric target
- Improve upon a biometric target
Cigna MotivateMe Program: Customer Experience
Health Dashboard

My Health Action Plan

Single Web Page helps Customers Understand their Health and What to do About it

Get advice and connect with your health coach call 1-800-123-4567.

Your personal health information is private and confidential. All health information here is for your general knowledge only and is not a substitute for medical advice or treatment.

Learn more

My Health Assessment

You have completed your Health Assessment. When you keep it regularly updated, it becomes a tool you can use to help identify health risks and improvements to your overall health.

Update My Health Assessment

My Health At-a-Glance

- **BMI:** 29
- **Body Mass Index (BMI) is a number calculated from a person’s height and weight.**
- **Blood Pressure:** 135/80
- **Cholesterol:**
  - **LDL:** 155
  - **HDL:** 55

Path to Wellness

Actions Customer & Coach set – along with progress made

My Path to Wellness

One size does not fit all. You can tailor your health goals to your needs and get start-to-finish guidance and support from your health coach.

<table>
<thead>
<tr>
<th>GOALS</th>
<th>Status</th>
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<tbody>
<tr>
<td>Improve Medication Adherence - Dosage/Use</td>
<td>✓ Completed</td>
</tr>
<tr>
<td>Maintain Weight</td>
<td>✓ On Track</td>
</tr>
<tr>
<td>Quit Tobacco</td>
<td>← No Change</td>
</tr>
<tr>
<td>Improve Behavioral Eating</td>
<td>− Not Active</td>
</tr>
<tr>
<td>Improve Physical Symptoms Management</td>
<td>− Not Active</td>
</tr>
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Health at a Glance

BMI, Blood Pressure, and Cholesterol readings

Health Reminders

Gaps in Care and Preventive Care Which Need to be Addressed

- Colon/Cancer Screening
- PAP screening
- Increase Asthma/COPD trigger awareness

Coaching Appointments

Appointment Date, Coaching Topic, and Coach’s Name & Bio

- **Friday, April 9:** Coaching - Healthier Eating Coach: Carol | view bio
- **Monday, May 12:** Coaching - Reduce Stress Coach: Carol | view bio

Coaching Appointments

Appointment Date, Coaching Topic, and Coach’s Name & Bio

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- **Monday, May 12:** Coaching - Reduce Stress Coach: Carol | view bio
CIGNA’S OPTIMAL ENGAGEMENT MODEL

Four strategic pillars achieve optimal engagement

**ENGAGEMENT MODEL**

- **Incentives**
- **Customer Experience**
- **Client Culture of Health**
- **Integrated Tools and Programs**

**Optimal Engagement**

**TYPICAL RESULTS**

- **58% – 83%** Health Assessment completion$^2$
- **48% – 100%** Biometric screening completion$^2$
- **23% – 40%** Engaged with a coach by phone (among those identified with a condition$^2$)
- **-20%** Short Term Disability Absence$^1$
- **+9%** Compliance with Evidence Based Guidelines$^2$

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1. Cigna Disability & HealthCare Connect integration Value Study
2. Cigna internal analysis

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Zensey Digital Engagement Platform

Uses Engagement Technology to Improve Health

Gamified health assessment
Easy and fun questions used to create a customized engagement plan

Social networking
Moderated community which shares health improvement tips

Online goals and challenges
Individual and group actions that can be tracked with a device

Health education
Latest news and articles on health improvement

Rewards
Earn coins that can be redeemed for merchandise
Digital Engagement Customer Experience

Tools work together to get customers engaged

Zensey Health Assessment: Identifies Health Risk

Which best describes your cigarette smoking habits?

Frequent smoker
Only after drinks
Occasionally
Never

Incentives: Rewards Customers for Engaging

My 2013 family awards tracker

My Coin Balance:

45

$800
$200

Awards are deposited into...

Health Action Plan: Tracks Health Outcomes and Goals

My Health At-a-Glance

Missing some "numbers"? You can complete or update them.
Your cholesterol will be shown when you've entered your blood test results.

Height: --
Weight: --
BMI: 37.8

40 30 25 20 14

Digital Engagement Tools: Helps Customers Improve

Stress & Anxiety

Telephonic Coaching: Still Available for Customers who Need it
Cigna’s approach to Well-Being focuses on:

Better Decisions: Guiding individuals to make smarter, value-based decisions about their health and health spending.

Better Engagement: Motivating and inspiring individuals to actively use our health improvement programs and services.

Better Health: Measurably reducing health risks across your population for total health improvement and lower cost.
Questions/Comments?

Additional Information...