

# CONNECTED APPROACH TO HOLISTIC WELL-BEING

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# ICMA presentation objectives

## Start with the facts

Recap key issues employer-sponsored health plan leaders are faced with today when making health and affordability decisions for their employees

## Focus the conversation

Review three evidence-based approaches to improving employee health engagement, productivity and total cost

- Best practice from an insurance carrier
- Best practice from a provider (i.e. doctors)
- Best practice from an employer

## Insights into action

Key themes from the three use cases that would apply to your city and state employee workforces



# Meaningful employee health engager

**Rising cost  
of healthcare**  
17% of GDP in 2014;  
20% of GDP by 2022

**Payers and  
Providers**

**Abundance of info at  
consumers fingertips**  
70k websites  
used by 50M users



# How insights put into hands of city/county managers, doctors and insurance carriers increased employee engagement

Three real examples



## In-the-moment coaching

Leveraging an inbound call from employees regarding claims to also discussing health coaching opportunities.



## Embedded care coordinator

Deeper collaboration with physicians and hospitals by sharing actionable information and creating value-based incentives.



## City of Houston

Employer and insurance carrier partnership to redesign an custom wellness program.



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## **In-the-moment coaching**

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## **Embedded care coordinator**

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## **City of Houston**

Employer and insurance carrier partnership to redesign an custom wellness program.



## Employee risk profiles of city and county employees vs. other industries

Industry type	Total count of randomly selected employees	% Male	Average age	Average health risk score	Average HH income	Annual average TMC	Annual average hospital
State and local public employees	50,895	44%	55	1.1	63,507.33	\$2.3k	0.03
Retail customer service employees	89,969	52%	43	0.9	57,567.91	\$3.4k	0.04
Food service employees	10,769	55%	44	1.0	60,260.01	\$3.6k	0.04
			STD deviation (10 to 11)	STD deviation (1 to 2)	STD deviation (\$23k to \$26k)	STD deviation (\$10k to \$14k)	

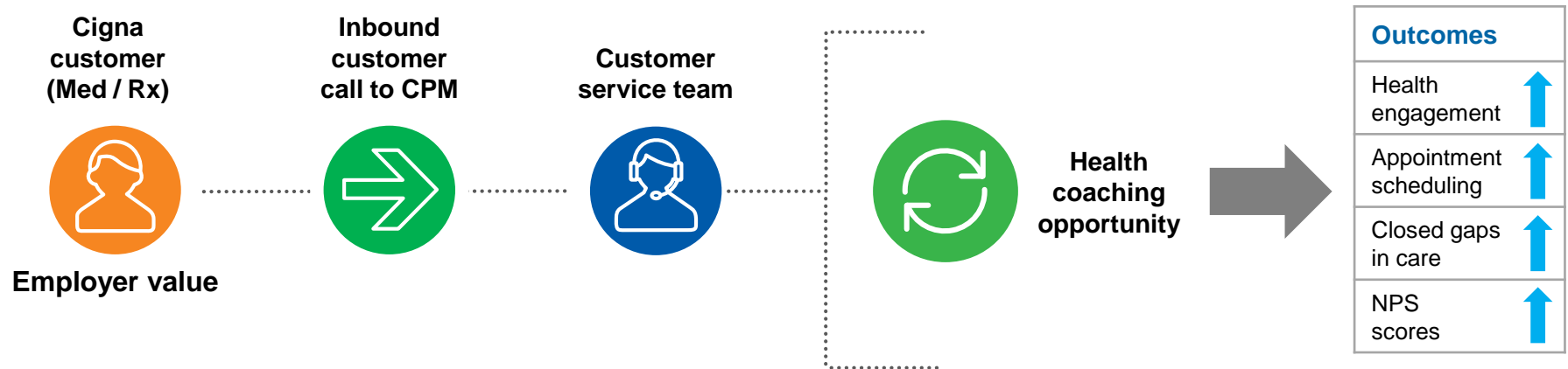


2

# **FACILITATING EMPLOYEE HEALTH ENGAGEMENT THROUGH AN INSURANCE CARRIER**



# Increase health engagement through 'In the Moment' coaching



**Push clinical information about employee health needs to insurance agent call center representatives in order to turn an inbound administrative phone call into a health coaching conversation**



## Health engagement increased – telephonic health coaching engagement summary

- Greater rates on completing coaching calls and setting goals in treatment group
- Confirmed by regression that the results are caused by intervention

	Treatment Group Spoke with ITP staff		Control Group Suppressed from ITP staff	
N	7,703	%	17,630	%
Engagement details*				
Completing at least one coaching call	1,178	15.3%	300	1.7%
Set/met/progressed on at least 1 goal	764	9.9%	164	0.9%
% setting goals for those completing coaching calls		<b>64.9%</b>		<b>54.7%</b>

\*Based on HEV fact codes



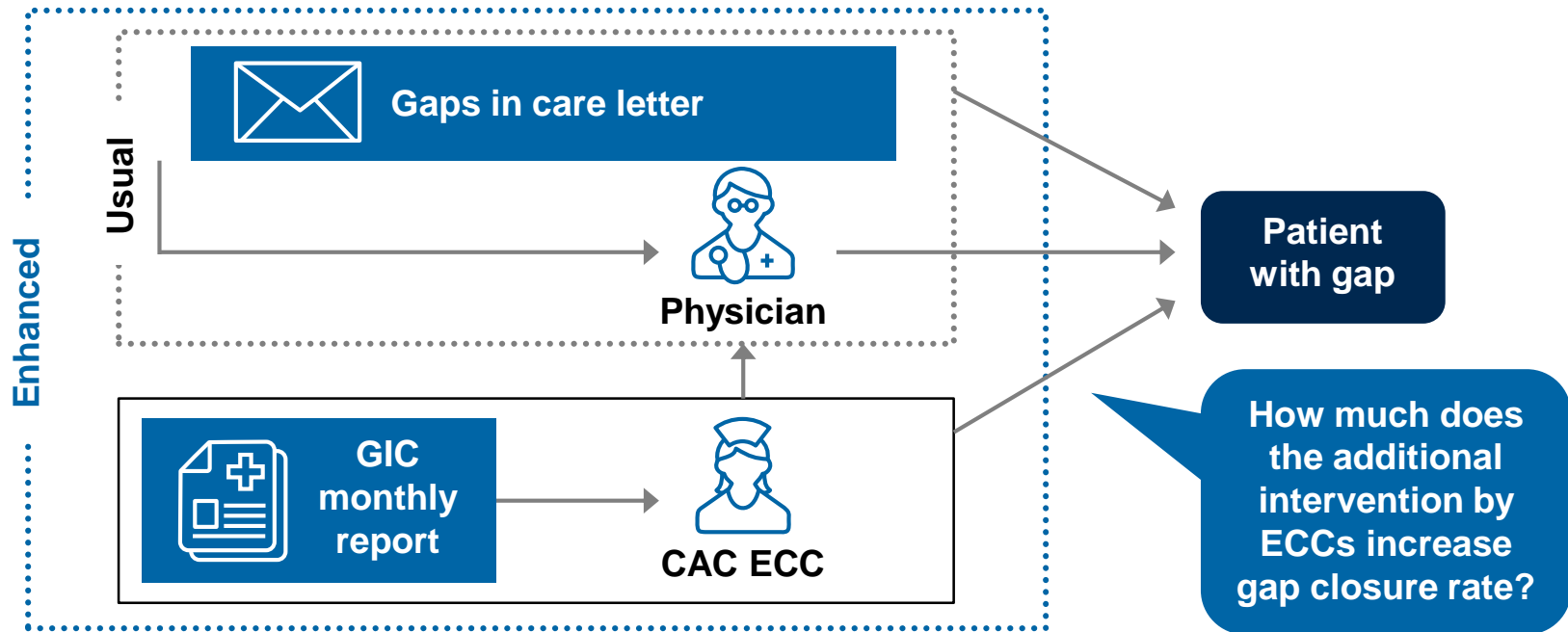
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## **FACILITATING EMPLOYEE HEALTH ENGAGEMENT THROUGH PROVIDERS**



# Providing timely gaps in care data to health professionals

**Objective:** Understand how much gap closure rates increase with added Embedded Care Coordinator (ECC) intervention

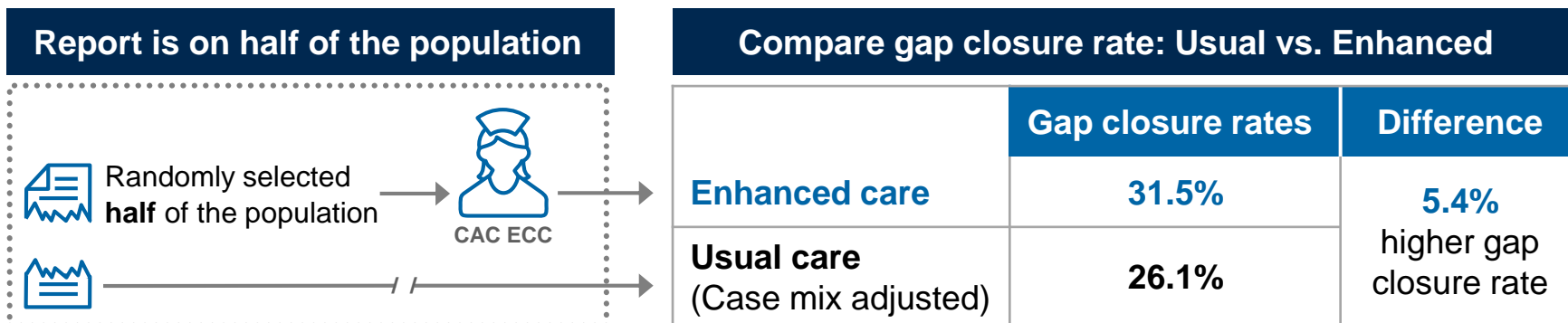


## Study design

- Pilot on multiple Collaborative Care Coordinators (CAC) groups to get credible results
- Use randomization to remove bias
- No changes to workflows of the Embedded Care Coordinator

# Embedded Care Coordinator engagement findings to date

**Overall outcome:** Gap closure rates for Enhanced Care group was higher than Usual Care



**Nurse engagement with employees works was most effective for these core conditions representing nearly 3/4<sup>th</sup> of study participants**

Condition	Gap closure rate difference
Breast cancer	5.8%
Diabetes	6.7%
Hypertension	-0.9%

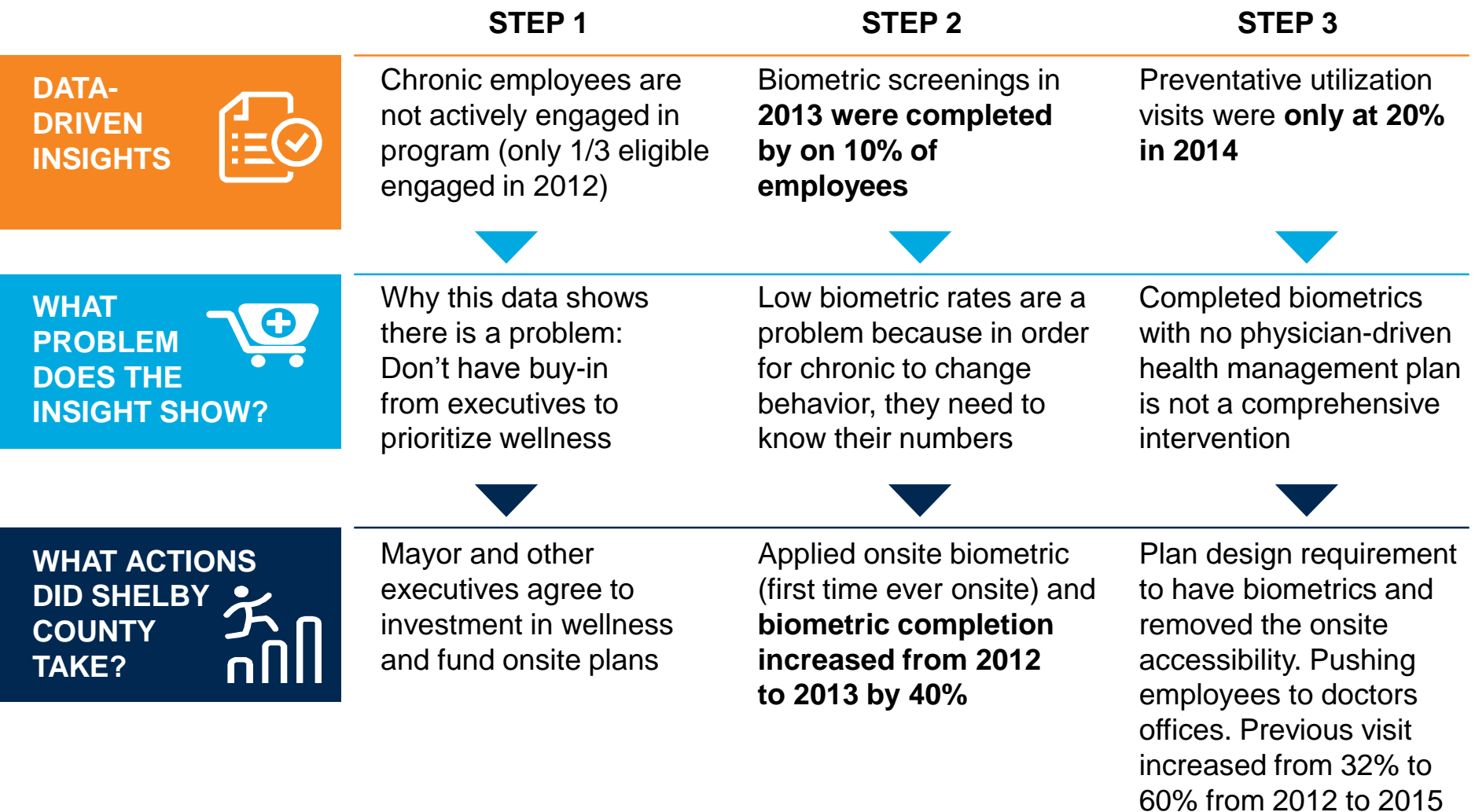
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## **FACILITATING EMPLOYEE HEALTH ENGAGEMENT THROUGH REDESIGNING HEALTH AND WELLNESS STRATEGY**

Shelby county use case with public employees

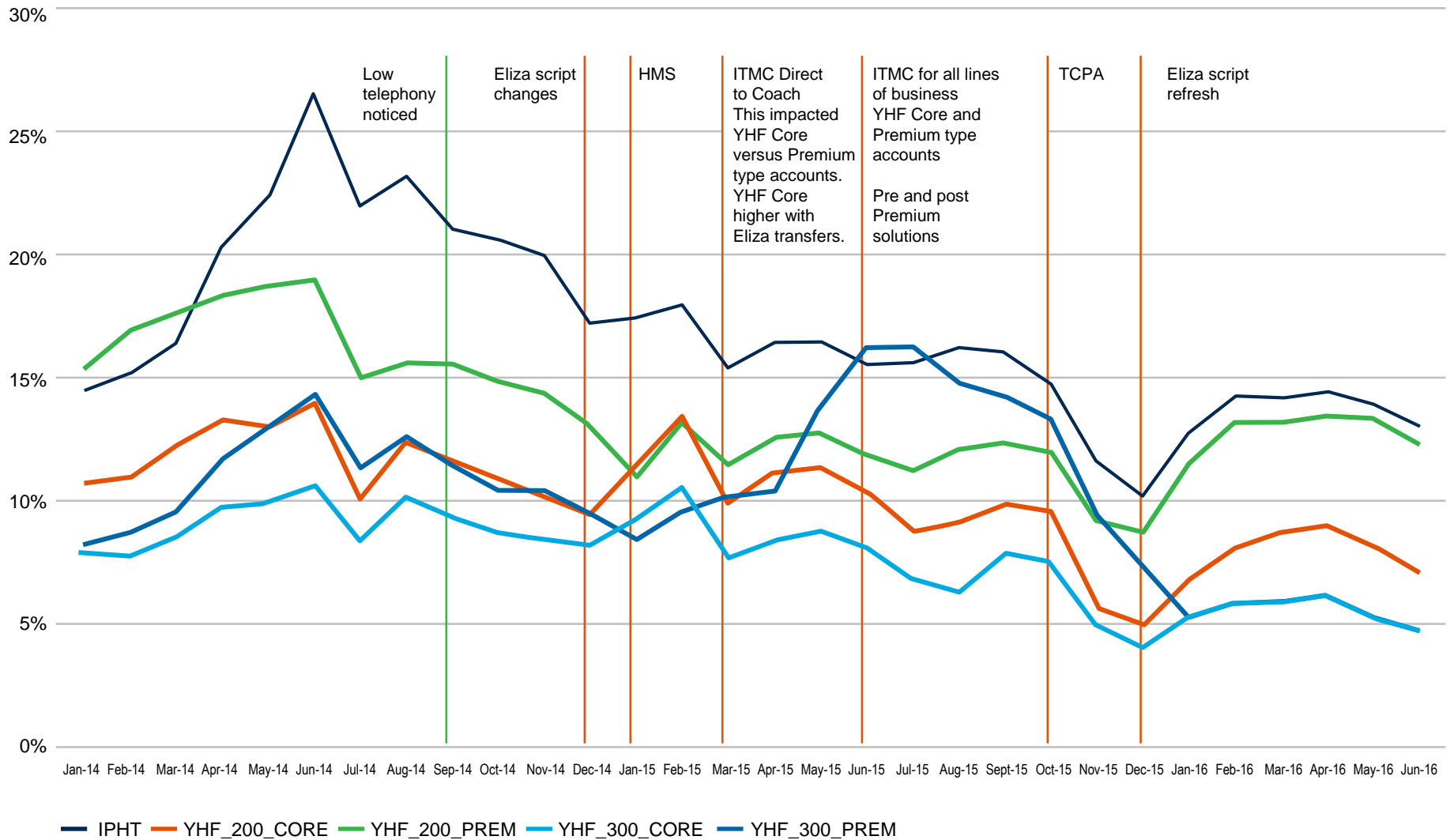


# Data-driven wellness plan increased health engagement for Shelby county public employees



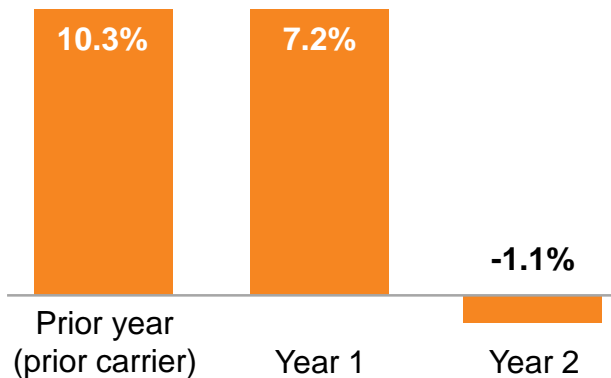
# Health coaching engagement over 3 years

## Engaged – Tel Only



## Reaping the rewards of better health engagement

**City of Houston  
medical cost trend**



### Key drivers

Individuals completing health assessment vs. those who didn't:

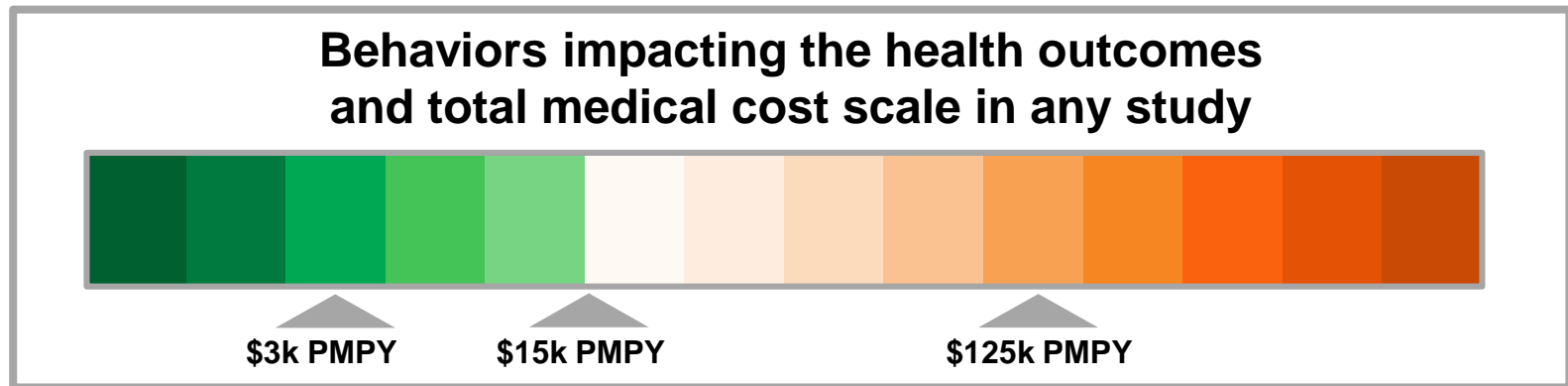
- 38.5% lower hospitalization rate
- 42% lower bed day rate
- 18.7% lower ER visits rate
- 8.5% lower PMPM cost



# CLOSING KEY THEMES



# What employers can do to improve employee health and out of pocket cost without sacrificing satisfaction



## These factors decrease costs

- Maximize “in the moment” during common interactions
  - Reduces customer effort
- Provide incentives for outcomes, not activity
  - Leads to long-term chronic and wellness management
- Facility/specialty steerage
  - Requires employees willingness to shop for high quality, low cost

## These factors increase costs

- Leverage digital
  - Digital solutions as opposed to mail or phone can at times increase engagement
- Ineffective messaging
  - Employers that do not leverage principles of behavioral economics have lower engagement
- Avoidable ER visits
  - Educate workforce on using urgent care for non-emergent issues



# QUESTIONS?



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