



WellNet

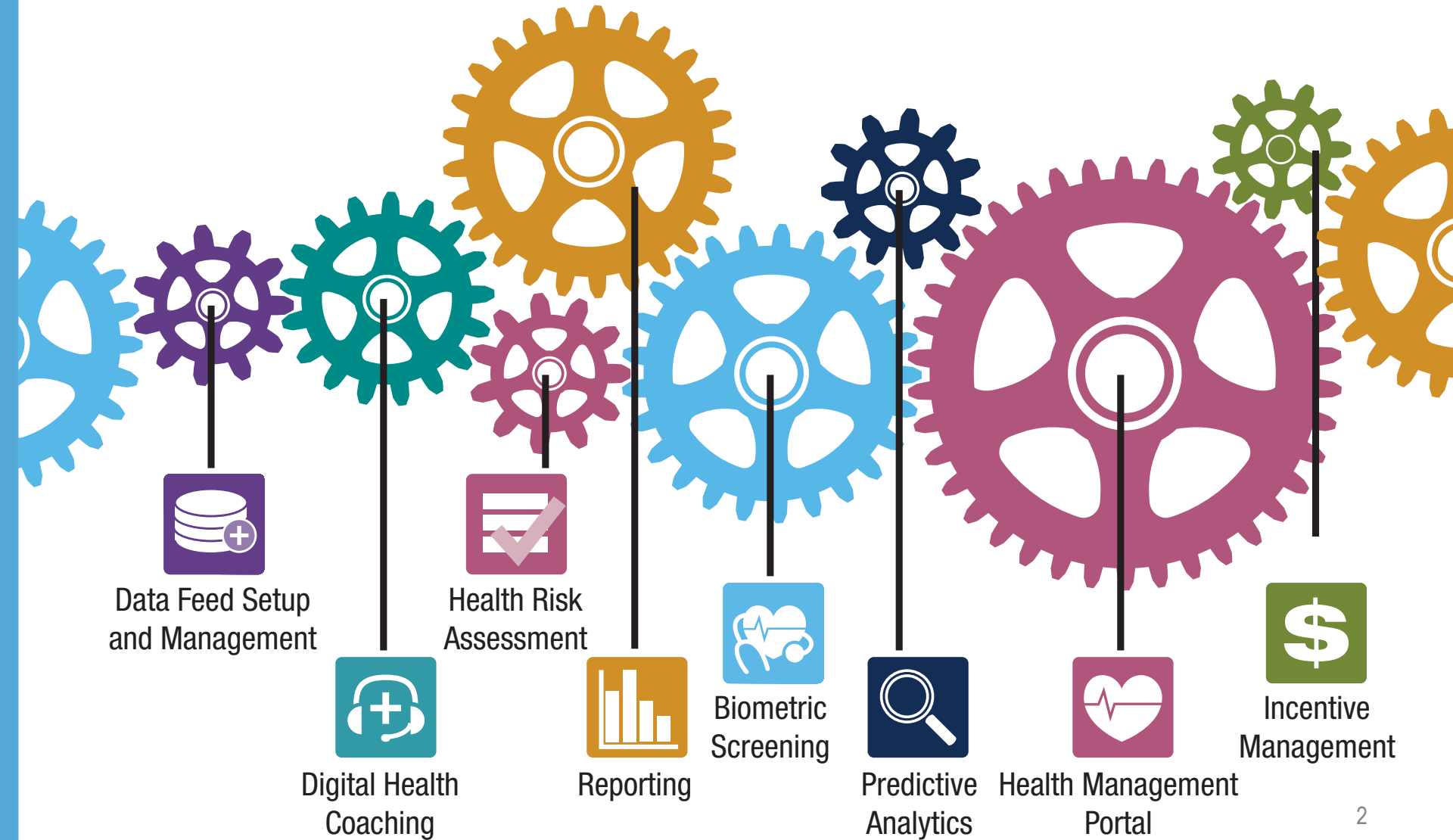
Workplace Wellness that Delivers

Population Health Engagement Engine

Population Health Engagement Engine



Your Single Source Solution / Unlocking Value





Incentives



Behavioral Change



Integrate



- Biometric Screening
- Rx / Medical Claims
- EMR

Automate

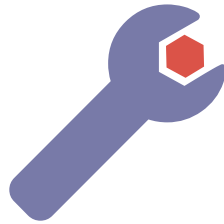


- Identify and Engage At-Risk Members
- Deploy Wellness for All Members

Connect



- Member-PCP Engagement
- Provider Performance



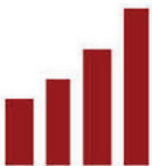
Manage Risk



Reduce Costs

Integrated Technology and Service Delivery

Analytics



- Risk Stratification
- Predictive Modeling
- Comprehensive Reporting

Wellness



- Lifestyle
- Behavior
- Education

Health Coaching



- Clinical/DM
- Readiness to Change
- Digital/On-site /Telephonic

Save With One Complete Solution, Sample 500 ee's



Multi-Vendor Program;	Rate (PEPM)
Claims Analysis Vendor 1 (Predictive Modeling)	\$1.00
Wellness Vendor 2 (HRA, Digital Coaching, Programming)	\$5.00
Health Coaching Vendor 3 (Outbound Calls)	\$3.00
Disease Management Vendor 4 (Outbound Calls)	\$4.00
Member Clinical Support Hotline Vendor 5 (Inbound Calls)	\$1.25
Incentive Management Vendor 6 (Human Resources Dept.)	N/A
# of Employees	500
Total Rate (PEPM)	\$14.25
TOTAL COST	\$85,500

WellNet:	Rate (PEPM)
<i>Integrated Population Health Engagement Engine</i>	
1. Claims Analysis	\$7.95
2. Wellness	
3. Health Coaching	
4. Disease Management	
5. Member Clinical Support Hotline	
6. Incentive Management	500
# of Employees	
Total Rate (PEPM)	\$7.95
TOTAL COST	\$47,700

Save Almost 50%

Client Experience

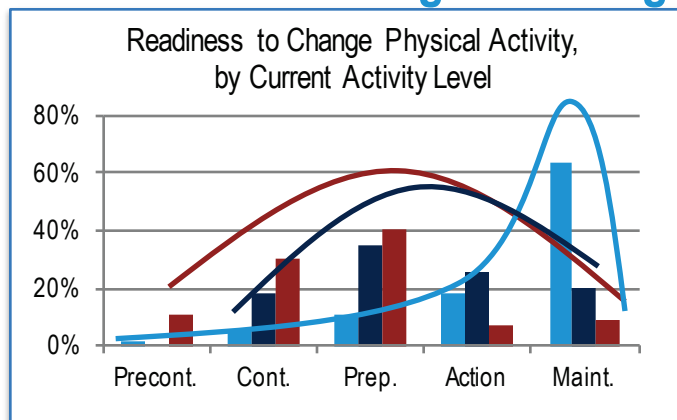


Integrate - Advanced Analytics

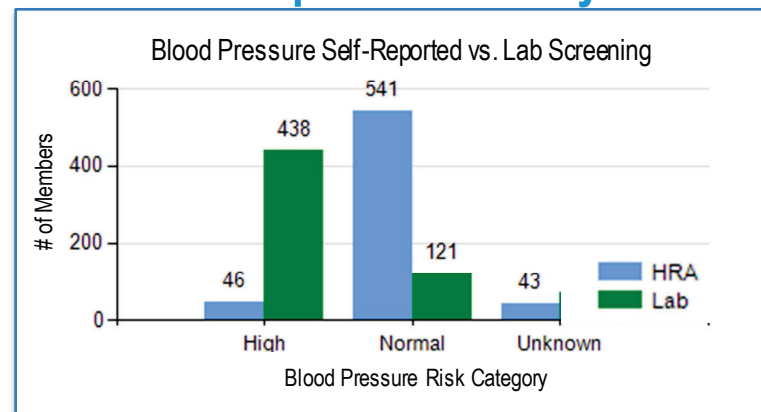


Knowing the whole picture not possible with compartmentalized data...

'Readiness to Change' Profiling



Health Perception v. Reality



Cost Impact of Lifestyles

Cross-tab of BMI v. Diet – Portion Size: Average predicted healthcare cost per respondent

Diet/BMI - Avg Cost per Mbr	Underweight	Normal	Overweight	Obese
Healthy amount of nutritious food	\$1,495	\$4,858	\$3,871	\$2,792
Average – Normal	\$7,027	\$1,299	\$2,586	\$4,332
Too much unhealthy food	\$1,422	\$2,841	\$8,794	\$3,290

Condition Code	Condition	Patient Count	Observed per 1000	Age/Sex Expected Per 1000	SMR	Confidence Interval	Direction	98% below	95% below	66% below	Norm	66% above	95% above	98% above
MUS	Musculoskeletal	7	13.11	7.78	1.69	72.125%	+							
CAR	Cardiovascular	94	176.03	123.49	1.43	99.857%	+							
ZZZ	Other and Non-Specific Medications	16	29.96	23.32	1.28	63.222%	+							
GUR	Genito-Urinary	15	28.09	23.52	1.19	47.693%	+							
END	Endocrine	60	112.36	95.96	1.17	76.995%	+							
GAS	Gastrointestinal/Hepatic	45	84.27	74.87	1.13	56.56%	+							
PSY	Psychosocial	69	129.21	119.75	1.08	48.563%	+							
FRE	Female Reproductive	40	74.91	72.95	1.03	13.627%	+							
NUR	Neurologic	14	26.22	28.12	1.03	21.663%	-							
GSI	General Signs and Symptoms	102	191.01	217.60	1.03	88.202%	-							

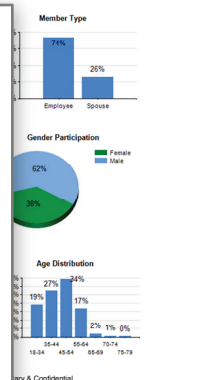
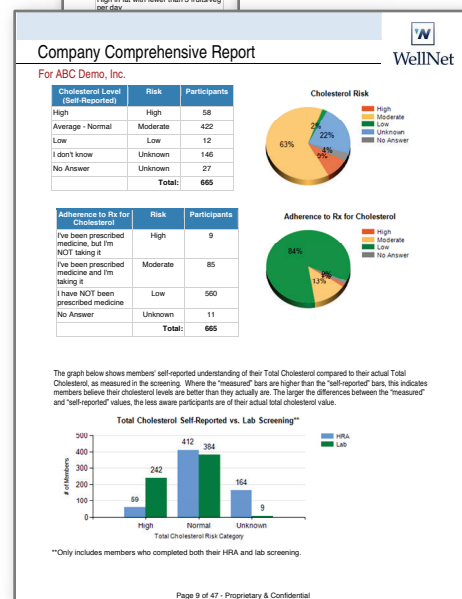
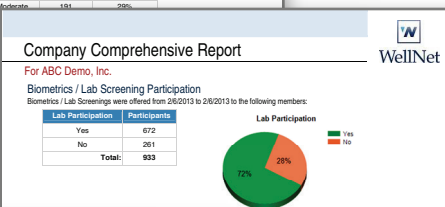
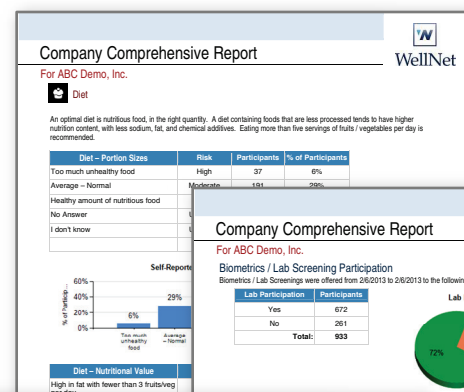
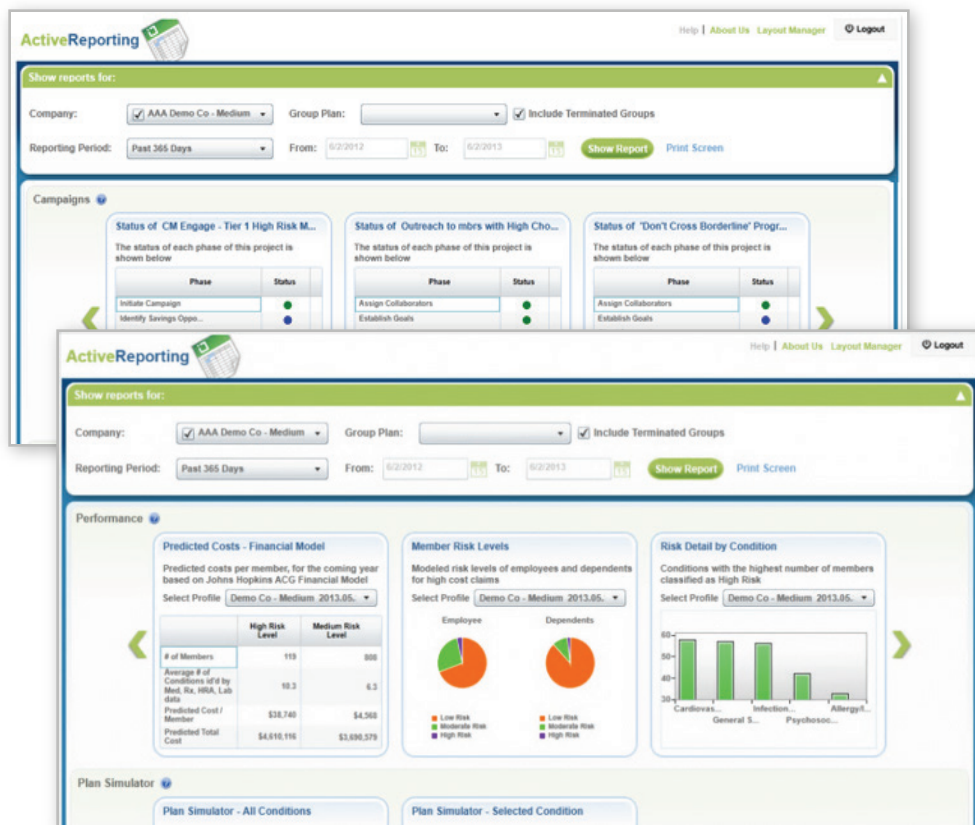
Health Condition Assessments

- Standards of Care surveys for 15+ common health conditions

Automate - Comprehensive Reporting



Utilize predictive analytics & integrated analysis to make informed decisions



Member Experience



Comprehensive Member Resources



Communications

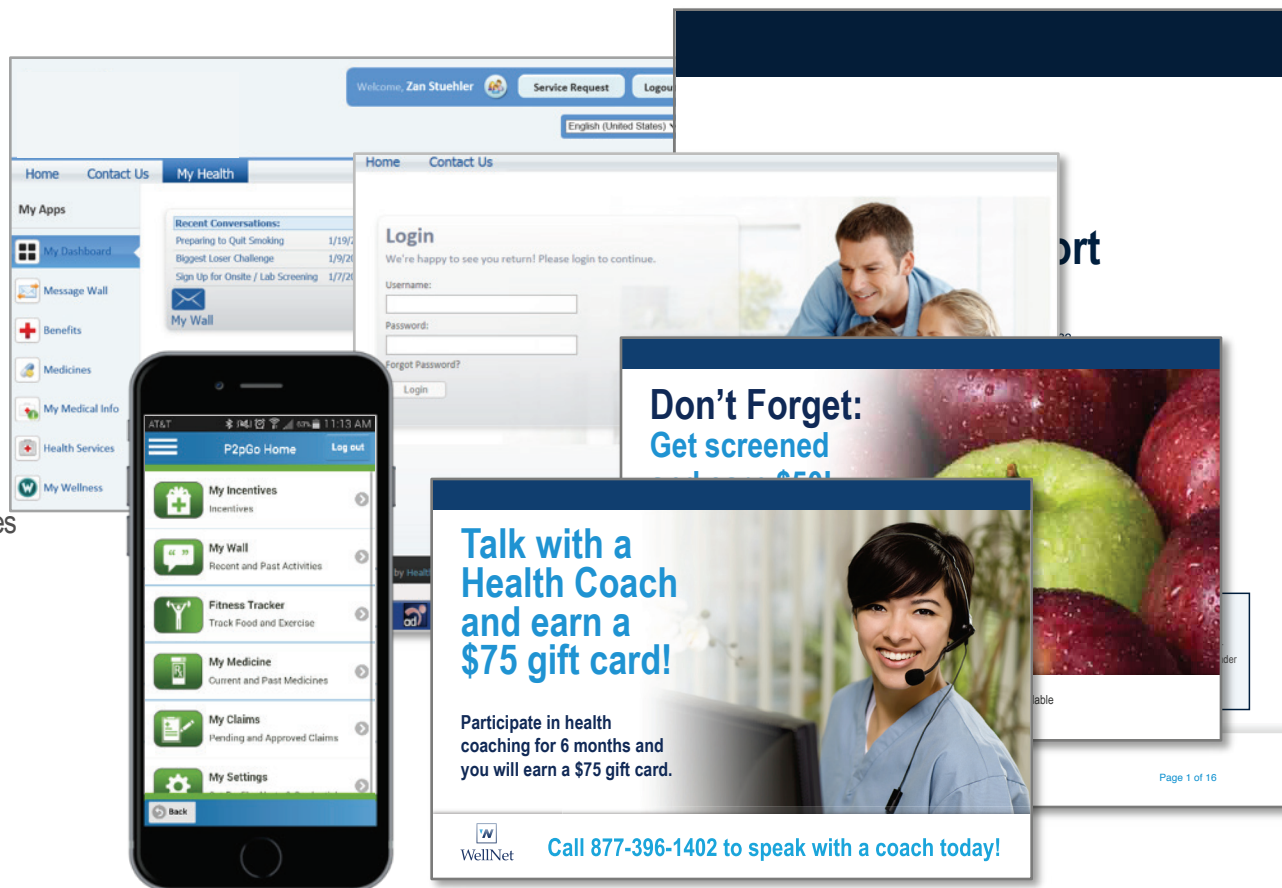
- Welcome Kit via USPS
- Comprehensive Member Report
- Outreach Calls
- Email Reminders

Digital Tools

- Member Portal & Mobile App
- Incentive Management
- Claims Views
- Food & Fitness Trackers
- Connect with +150 mobile health devices
- Fitness Device Integration
- Online Scheduling
- HRA
- Screening Scheduling & Results
- Digital Health Coaching
- Online Education Seminars
- Wellness Challenges

Member Coaching & Support

- RN Health Coaches
- Navigators (Member Services)



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Total Population Health Management Opportunity

- Incentive Management
- Multi-year Programming

Step 2 – Build a Program to Meet Corporate Strategy



Highly Customizable to Support Your Company

	Assessment Year 1 WMA* score: 0-1 Silver	Awareness Year 1+ WMA* score: 1-2 Silver+	Action Year 2 WMA* score: 2-3 Gold	Adoption Year 3+ WMA* score: 3-4 Gold+
Screenings	✓	✓	✓	✓
Health Risk Assessment (HRA)	✓	✓	✓	✓
Review Lab Results w/Health Coach (if screening is onsite)	✓	✓	✓	✓
Review Member Comp Report w/ Health Coach		✓	✓	✓
Outbound Health Coaching Calls for HR and MR Groups		✓	✓	✓
Onsite / Online Seminars		✓	✓	✓
Digital Health Coaching Modules			✓	✓
Monitor Diet and Exercise Behaviors Through Member Portal			✓	✓
Goal Setting w/Health Coach			✓	✓
Meet Laboratory Outcome Targets (i.e. blood pressure, cholesterol)				✓
Meet Biometric Outcome Targets (i.e. BMI, waist size)				✓
Increase Medication Compliance Habits				✓
Health Challenges				✓
Targeted Health Coach Outreach for Specific Issues (tobacco cessation, diabetes management, etc.)				✓

***Wellness Maturity Accelerator (WMA) score indicates the level of impact that the incentive program design has on claims costs. Participation rates combined with a higher WMA score directly correlates with higher PEPY savings.**

Which Incentive Plan Fits Your Company?



Sampling of actual 2014 groups with different incentives

Industry	Size	Participation	Incentive	Requirement
Retail/Wholesale	1,000-2,499 EEs	79%	\$43 biweekly payroll, penalty	EE+Spouse; HRA, Screening, Smoking Cess., Coaching
Distributing	2,500-9,999 EEs	78%	\$30 biweekly payroll, penalty	EE; HRA, Screening, Coaching
Hospitality	2,500-9,999 EEs	63%	Heavy Mgr Marketing – \$50 gift card HRA/Screening + \$50 coaching 3 mos, reward	EE; All-onsite HRA & Screening, Onsite Coaching
Engineering	1-999 EEs	41%	\$1000, \$175, \$250 per quarter + additional accumulated cash bonus at year end using point system, reward	EE; HRA, Screening, Coaching, Campaigns

			
Engaged Employees vs. Non Engaged Employees	PMPM 30% Less	PMPM 20% Less	PMPM 12% Less
Year over Year Aggregate PMPM Cost Reduction	-10%	-11%	-7%
Period	12 month period	24 month period	24 month period

Broker/Consultant Support





WellNet

Next Steps:

1. Request a Proposal
2. Complimentary Risk and ROI Profile
3. Perfect Size Group: 500 ee's +

PopHealth@wellnet.com / 800-808-4014

Predict Risk and Cost Around Each Member



74 High Risk Members
609 Medium Risk Members

Summary		High Risk	Medium Risk	Low Risk
Total Employee Lives	1,804			
Total Members in Employer Group	3,381			
Total Members in Risk Groups	3,381	74	609	2,698
Average # of Conditions per Member Identified by Rx	2.0	9.0	5.0	1.1
Percentage of Members In Specific Risk Groups		2.2%	18.0%	79.8%
Percentage of Members at High & Medium Risk	20.2%			
Average Age	31	47.1	45.1	27.4
Male	1,384	31	180	1,173
Female	1,997	43	429	1,525
Employee	1,804	46	415	1,343
Spouse	553	23	157	373
Child	1,024	5	37	982
Healthcare Costs				
Model Using Hospitalization Data				
Potential Costs By Specific Risk Group		\$9,837,128	\$43,975,071	\$46,115,320
Predicted Probability of High Cost Claims		53.7%	10.9%	2.4%
Predicted Costs	\$11,150,473	\$5,278,816	\$4,778,769	\$1,092,889
Predicted Costs Per Member	\$3,298	\$71,335	\$7,847	\$405
Total PBM Costs Reported		\$2,923,417	\$1,629,886	\$1,029,970
Average PBM Costs Per Member	\$865			
Average PBM Costs Per Member per Risk Group				\$98
Predicted Probability of High Cost PBM Claims				0.5%

9 Unique Conditions per High Risk Members

5 Unique Conditions per Medium Risk Members

54%
Probability of a
high cost claim

2% High Risk Members
18% Medium Risk Members

\$10 M in future potential medical costs

Predict ROI From Health Coaching



Health Coaching ROI Based on the 3 Wellness Participation Scenarios

Predictive Model - ROI Model	
Employees	1,823
Members	3,389
Spouses	555
Total High Risk Members - 2.2%	74
*Projected PMPY High Risk	\$66,951
Projected Medical Expense for High Risk Members	\$4,954,349
Total Medium Risk Members - 18%	611
*Projected PMPY Medium Risk	\$7,804
Projected Medical Expense for Medium Risk Members	\$4,768,082

31% savings
on high risk claims

7% savings
on medium risk claims

Engage Investment			
PEPM Investment for Employees	\$5.20	\$5.20	\$5.20
PEPM Investment for Spouses	\$2.20	\$2.20	\$2.20
Annual Investment Employees	\$113,755	\$113,755	\$113,755
Annual Investment Spouses	\$14,652	\$14,652	\$14,652
Screenings Lab Screening (\$65/person)	\$86,255	\$86,255	\$86,255
Total Annual Investment Summary	\$214,662	\$214,662	\$214,662

Engage Return on Investment (ROI) Model

	Referral Rate	Total Referrals	
High Risk Members Referred (@97.4%)	97.4%	72	
Medium Risk Members Referred (@55.4%)	55.4%	338	
Member Participation Rate	55.8%	55.8%	55.8%
# High Risk Members	38	38	38
*Projected Medical Expense High Risk Participating Members	\$2,544,138	\$2,544,138	\$2,544,138
Wellness Maturity Model Adjustment	60%	60%	60%
*Net Projected Medical Savings High Risk (@31.1%)	\$474,736	\$474,736	\$474,736
# Medium Risk Members	177	177	177
*Projected Medical Expense Medium Risk Participating Members	\$1,381,308	\$1,381,308	\$1,381,308
Wellness Maturity Model Adjustment	60%	60%	60%
*Net Projected Medical Savings Medium Risk (@7.3%)	\$60,501	\$60,501	\$60,501
Health Coaching ROI Savings	\$535,237	\$535,237	\$535,237
Net Return on Investment (ROI)	2.5 to 1	2.5 to 1	2.5 to 1

Fully Integrated Population Health Management

