

**SEBC Conference**  
**Children's of Alabama:**  
**Wellness Always Evolving**

**Natalie Nelson, CWPM**

**Employee Wellness Coordinator**



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# Wellness Always Evolving

- Healthy Behaviors Incentive Program
  - Available to all subscribers on a Children's of Alabama medical plan
  - Earn a discount on your healthcare premium
    - Must complete certain activities by a certain date
    - Premium credit is based on the completed activities for up to \$20 off per pay period
  - Activities included:
    - Complete the health quotient
    - WellCoach personal health coaching program
    - Chronic condition management coaching program
    - Lifestyle solutions course(s)



# Wellness Always Evolving

- Obstacles learned from Healthy Behaviors Incentive program
  - Heavy Children's of Alabama administration work
  - Little to no engagement throughout the year
  - Low participation in the telephonic coaching
- Program needed to evolve for our population and the culture Children's of Alabama was moving towards



# Wellness Always Evolving

- Proactive wellness program rather than a reactive wellness program
- In 2010, Children's of Alabama partnered with:
  - Virgin HealthMiles
  - Abacus Good Health Gateway
- In 2012, Children's of Alabama partnered with:
  - ChipRewards



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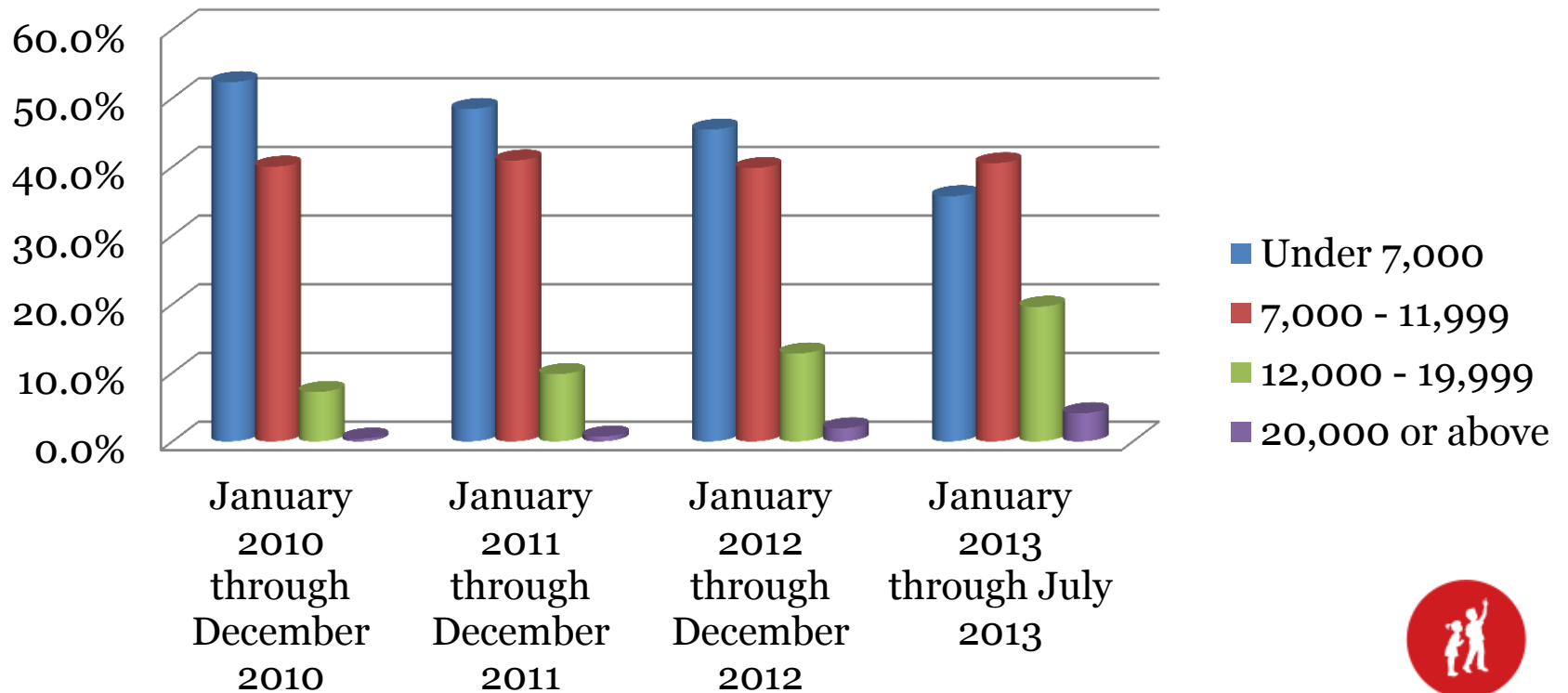
# Virgin HealthMiles

- Available to all benefit eligible employees
- Participants can earn HealthMiles throughout a 365 day time period based on date of enrollment
- Earn up to \$500 in health cash
- Enrollment
  - January 2010: 53%
  - July 2013: 66%

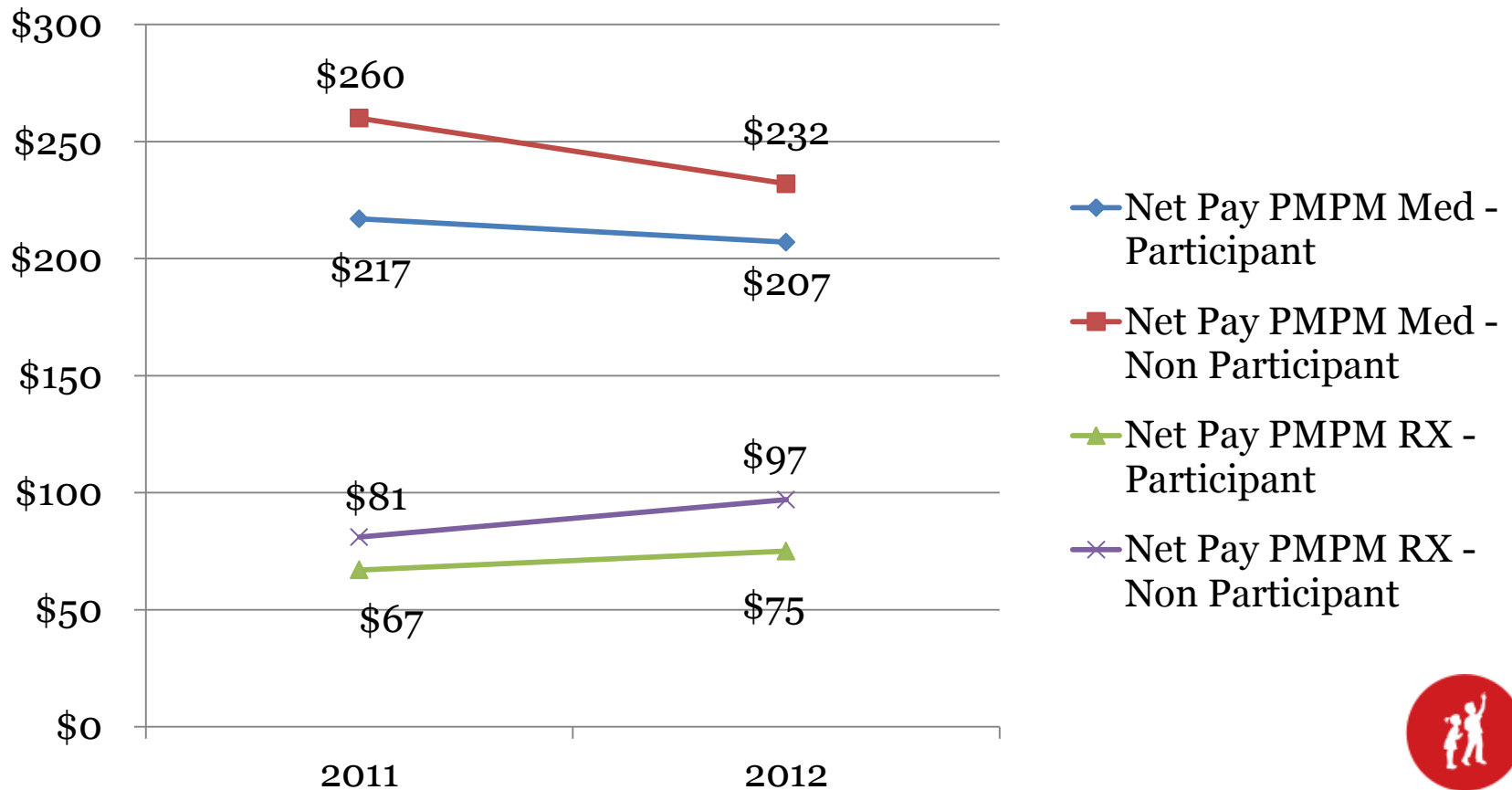


# Virgin HealthMiles

## Daily Average Steps



# Virgin HealthMiles



# Abacus Good Health Gateway Diabetes Reward Program

- Available to all members on a Children's of Alabama medical plan with a diabetes diagnosis
- Complete basic requirements for managing your diabetes
- Incentive
  - PPO or VIVA health plan members
    - Diabetes medication and supplies for \$0 copay
  - CDHP health plan members
    - \$35 monthly cash incentive

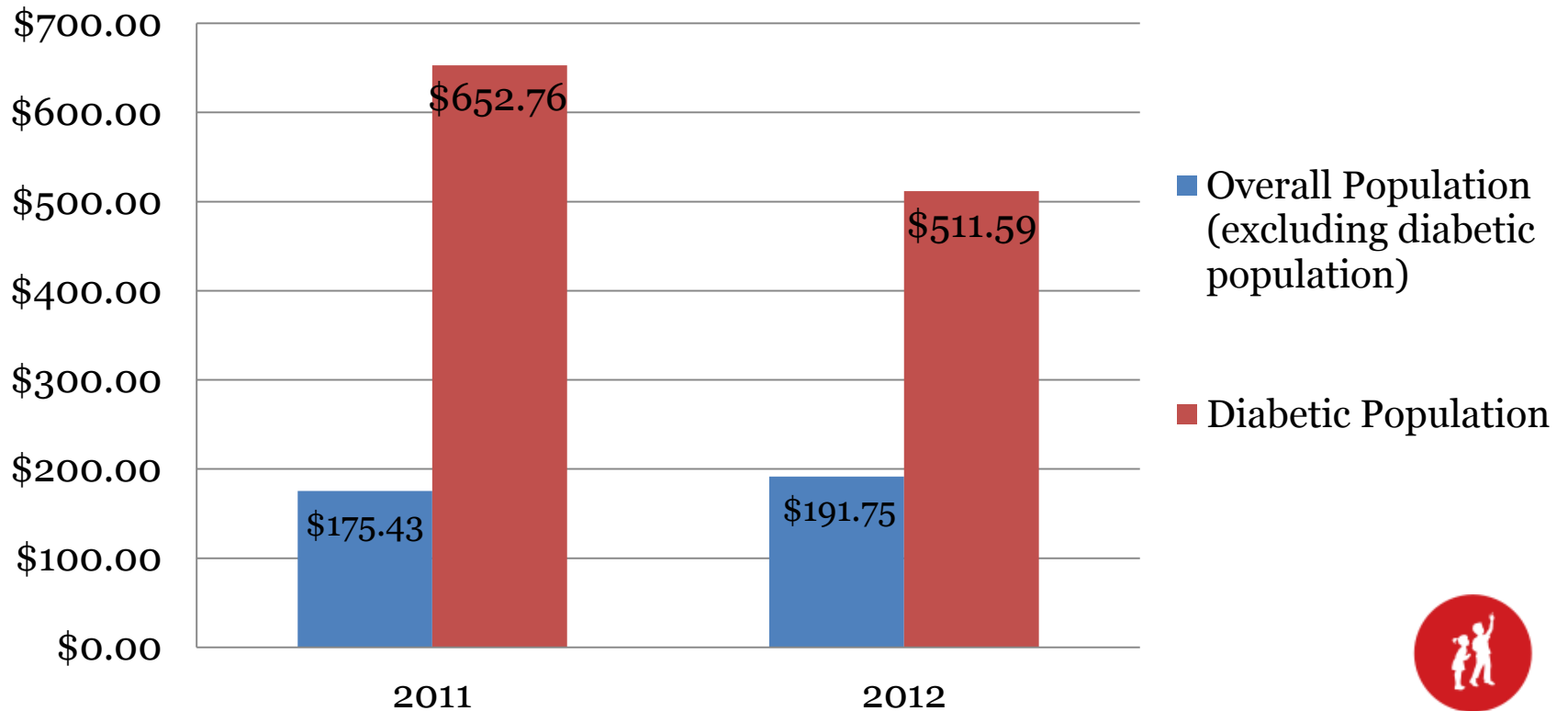


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# Abacus Good Health Gateway Diabetes Reward Program

## Cost Analysis Based on PMPM Medical Costs



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# Abacus Good Health Gateway Diabetes Reward Program

- Total in Member Incentives = \$65,515
  - \$59,775 member savings in co-payment waivers for medication and supplies
  - \$5,740 cash incentives for member on the CDHP
- Diabetes costs trend for 2012 decreased significantly
  - (-13.8%) as compared to an increase in the overall population trend (18.0%)
- For the Diabetes population:
  - Hospital admissions decreased 28.8%
  - Hospital days decreased 28.4%
- Pharmacy spend is up 45.3% in 2012
  - Consistent with program focus on Rx adherence, increased self-testing



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# ChipRewards

- Available to all subscribers on a Children's of Alabama medical plan
- Earn points by completing certain activities throughout the year that can be redeemed online
- Activities include:
  - Getting your preventive visit
  - Participating in the annual biometric screenings
  - Being tobacco free



# ChipRewards

- Top 5 Utilized Promotions
  - 2012 (January – December)
    - Have your annual physical
    - Biometric screening
    - Have your well-woman exam
    - Learn about depression
    - Learn about generic drugs
  - 2013 (January – June)
    - Biometric screening
    - Have your annual physical
    - Have your well-woman exam
    - Attend a lunch n' learn
    - Have your mammogram



# ChipRewards

## Preventive Visit Utilization Review

Procedure	% Change 2010 – 2011			% Change 2011 – 2012		
	Patients	Visits	Screen Rate	Patients	Visits	Screen Rate
Physicals		16%			20%	
Colonoscopies	4%	7%	-4%	11%	8%	2%
Well Woman Exams	-2%	-1%	-4%	9%	9%	3%
Mammograms	11%	14%	6%	7%	6%	1%
PSA	1%	-6%	-5%	2%	14%	-6%

# Wellness Always Evolving

- Program is constantly evolving with the growing population's needs and movement towards a Culture of Health
  - Participation in Good Choice Vending
  - Having a Farm Stand to sell local produce during the summer months



# Wellness Always Evolving Thank You For Your Time!

Natalie Nelson, CWPM  
Employee Wellness Coordinator  
Children's of Alabama  
[Natalie.nelson@childrensal.org](mailto:Natalie.nelson@childrensal.org)



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