Accountability and incentives to help create health ownership

For an international manufacturer of medical devices and supplies, pioneering medical advances had become a part of its corporate culture and history. But while the company continued to grow and thrive, it was also experiencing unsustainable medical costs, and many employees in its health plan were at higher-than-average risk for serious conditions such as heart disease, hypertension and cancer.

With low engagement among members, this employer needed a company-wide infusion of health care accountability, and sought ways to reward those who took action to improve health and wellness. Employees had to be more than just plan participants, they had to start taking personal accountability for their health.

THE SOLUTION: The right mix of data and employee outreach to help modernize the company’s health plan and pioneer a new path toward individual health ownership.
Health Incentives
The strategy was simple: Become a high-performing organization in employee and family health. UnitedHealthcare formulated an incentive plan that would help keep healthy members on track while preventing small health problems from becoming more serious.

For more than 15,700 members located in 10 different locations across the country, engagement tactics were to designed to help lead to more effective treatment of chronic conditions, smarter health decisions and lower costs.

UnitedHealth Personal Rewards™
Health Incentive Accounts were created for each member, allowing them to earn $500 for every biometric screening completed and $250 for every health assessment. Members, their spouses and dependents also accumulated points redeemable for additional incentives.

A multi-faceted approach to communications was used to encourage participation which included videos, posters, postcards, E-magazines and manager presentations. Other interactive outreach methods involved emails, games and online website resources.

What were members asked to do? The initial primary request was to begin tracking their own health benchmarks by using a personalized scorecard for to identify recommended health actions. They completed biometric tests, health assessments and office wellness visits. Tests and screenings looked at cholesterol, weight, blood pressure and stress levels. The goal was to help them learn valuable information about their risk of developing conditions such as cancer and diabetes.

Armed with this information, members were able to take action. Based on assessment data, the employer also prioritized the focus of national wellness programs to promote health and fitness.

Results: Empowering Health Ownership
The combination of incentives and information led to widespread engagement, increased awareness of health risks and drove more effective use of preventive care.

In 2012, the first year of this program, 85% of members completed active enrollment, while 70% participated in health screenings. Building on this initial success, in 2013, the employer implemented cost management strategies through a high-deductible plan and tiered PPO design for 2013.

Of all adult members:

- 78% completed a health assessment
- 68% had a wellness visit/screening
- 75% completed biometric screenings

Results: The New Numbers

<table>
<thead>
<tr>
<th>Activity</th>
<th>Goal</th>
<th>Result</th>
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</thead>
<tbody>
<tr>
<td>Active enrollment</td>
<td>85%</td>
<td>85%</td>
</tr>
<tr>
<td>Participation screenings/health assessment</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>Game participation</td>
<td>20%</td>
<td>29%</td>
</tr>
</tbody>
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TAKING ACTION, INCREASING OWNERSHIP
76% of participants said they intended to increase physical activity, while 66% said they intended to lose weight. Empowering these individuals to stay on track will be an important next step in maintaining a culture of health ownership.

To learn more about modernizing your health plan through impactful programs designed to increase member engagement, visit uhc.com.

*Earned rewards for enrolled members are case specific and not a guarantee of results.

Participation in the Health Assessment is strictly voluntary. Any health information collected as part of the assessment will be kept confidential in accordance with the Notice of Privacy Practices and be used only for health and wellness recommendations or for payment, treatment or health care operations. All figures are based on employer’s historical experience and are not guarantees of future performance for any plan. Actual results will vary. Administrative services provided by UnitedHealthCare Services, Inc. or its affiliates.