



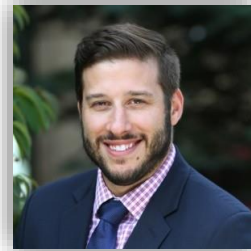
Insurance Brokers &
Consultants

Utilize Data to Drive Engagement

Workplace Wellbeing Design and Targeted Condition
Care Opportunities

Session 5

Meet the Panelists



Brandon Castel

*Mid-Market Sales Manager
Omada Health*



Chris Rogers

*Account Executive
Omada Health*



Davin Millholland

*Chief Actuary
EPIC Brokers*



Will Herold

*Consultant/Producer
EPIC Brokers*

Today's Facilitator

Erin Milliken

*Wellness Consultant
EPIC Brokers*



Registration Survey Results

Does your organization partner with a condition management vendor?

~40%
said NO

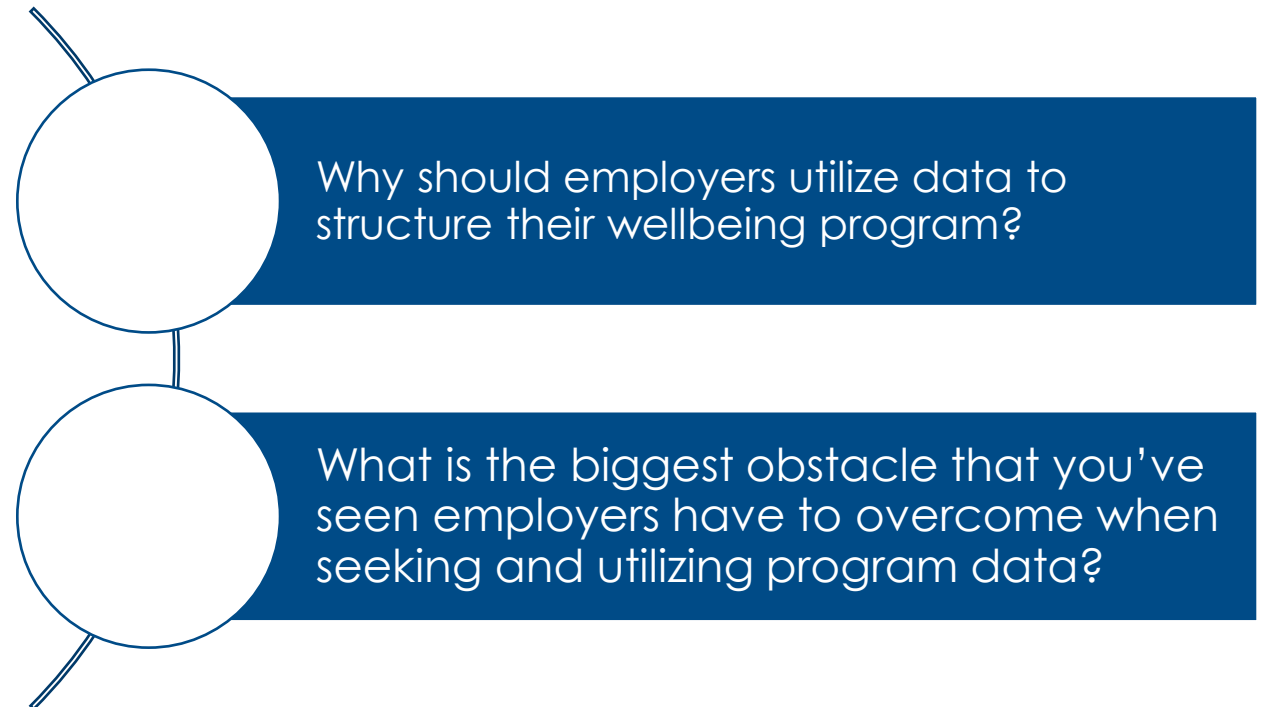
Does your organization utilize a third party data analytics vendor?

~50%
said NO

Answering the 'WHY'

Currently, most employers are **not** maximizing the use of data to design their workplace wellbeing program...

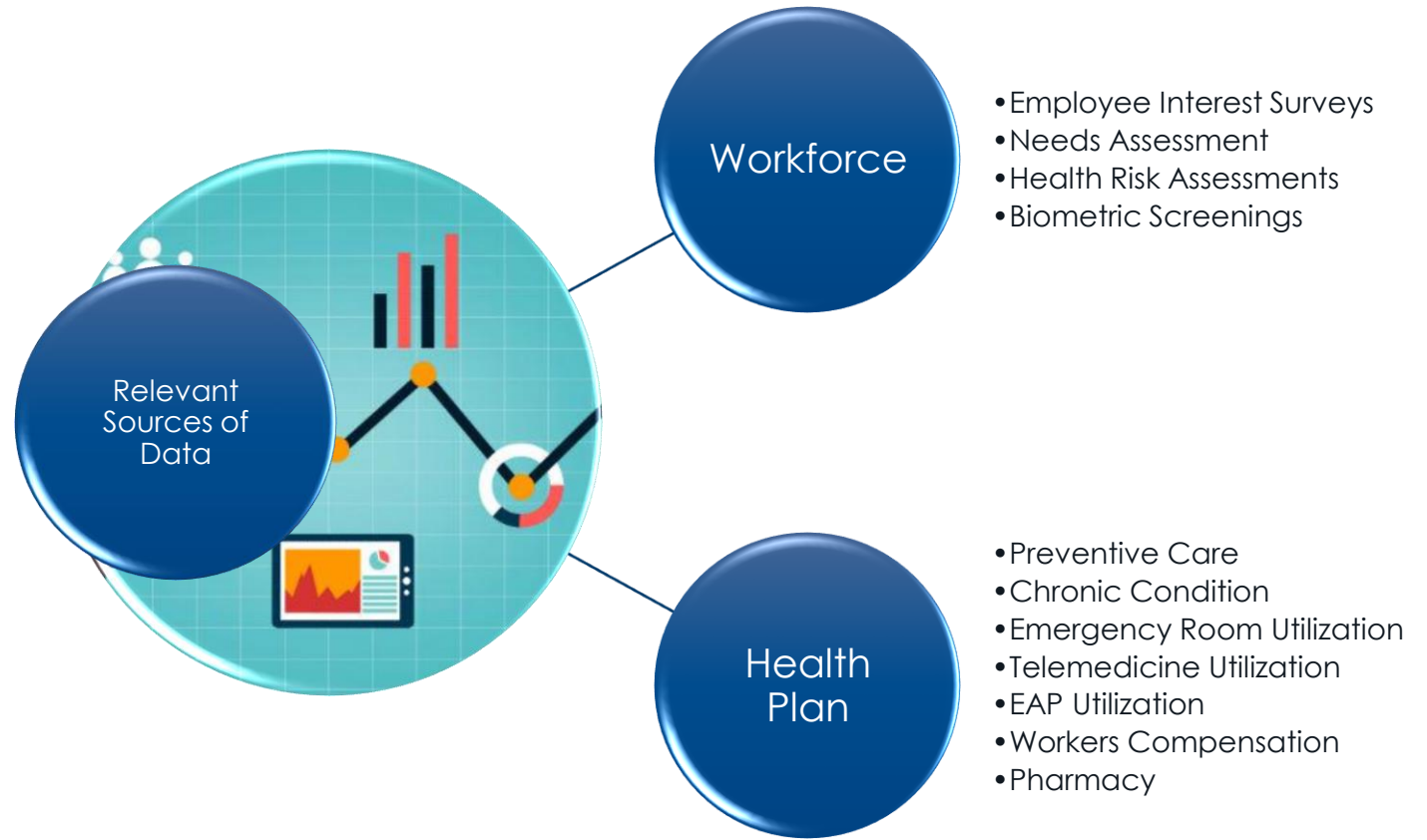
- Data analytics is a critical tool in the healthcare industry
- Used to shape effective workplace wellness programs
- Healthcare claims can inform employers of highest risks among population
- Used for targeted messaging and intervention
- Purposefully drive engagement through targeted intervention



Relevant Sources of Data to Assist with Program Design

When designing a workplace wellbeing program, a key aspect is to implement interventions for all dimensions of wellbeing....

- Workplace wellbeing is much bigger than just physical health
- Employees have multi-dimensional lives, therefore the wellbeing strategy should be multi-dimensional
- The program should include interventions for not only physical wellbeing, but also financial and emotional/mental



Maximizing the Use of Data to Drive Engagement

According to Optum Consumer Engagement Survey Results, **Less than 1/3** of employees are actively engaged in their jobs, and even fewer regularly participate in programs and benefits offered to improved their health and health care experience.

Maximize the use of data available

- Identify top health concerns in population
- Review preventive care rates
- Receive aggregate biometric screening report and/or health risk assessment reports
- Send out **targeted messaging** to population
- Measure, measure, measure!

When employees are engaged...



Case Study: Data-Drive Strategy

Case Study:

Manufacturing Client

Employee Size: 3,500
Year 1 Enrollments: 302

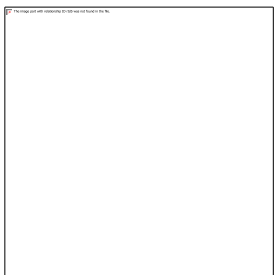
Based on claims data, this client realized it had a major issue with Diabetes. HR leaders wanted design an incentive strategy that rewards members for taking the step of enrolling in Omada, and also drive better adherence to tracking blood glucose among their high population of members with Diabetes.

OUTCOMES	INCENTIVE STRATEGY
<p>2021 ENROLLMENTS</p> <p>302</p>	<p>COMPLETE OMADA APPLICATION</p> <p>All covered employees receive a gift card for applying</p>
<p>OMADA ENGAGEMENT</p>  <p>98% Of participants are actively using Omada every week</p>	<p>SUSTAINED ENGAGEMENT</p> <p>Participants receive a premium reduction for sustained engagement in Omada</p>
<p>GLUCOSE TRACKING</p>  <p>89% Of participants are actively tracking glucose on a weekly basis</p>	<p>REDUCED CO-PAYS</p> <p>Diabetes participants receive a reduced co-pay off Rx</p>

Next Steps to Develop a Data-Driven Wellbeing Plan

Assess

- Review current sources of data
- Identify any gaps in information
- Determine top health concerns and population needs



Plan

- Garner support from your internal teams
- Utilize data gathered to plan appropriate interventions
- Strategize with a multi-year approach in mind

Implement

- Determine timeframe for any new vendor implementation
- Plan a strategic communication strategy
- Launch wellbeing plan to population
- Utilize internal support teams to get messaging to population and to promote the program

Best Practices

- Leadership support
- Long-term planning
- Holistic Approach
- Communications & Marketing
- Impactful Incentives
- Data & Reporting



ADDITIONAL QUESTIONS, RESOURCES, CONTACTS

Take part in our Workplace Wellness Survey!

Gain insights into what other employers are offering as part of their wellness program.

Head over to our Way to Wellness Virtual HR Summit website and click 'Take our Workplace Wellness Survey' to participate.

Fill out our short
10 question
survey, TODAY!



Appendix

Experience Omada - 3-Week VIP

To participate, please reach out to Chris Rogers (chris.rogers@omadahealth.com) to complete the signup process.

VIP Experience - (Prevention focused)

Complete the Application & Sign-up process just like potential members.

Receive the Welcome Kit - Smart Scale included (you get to keep afterwards)

Provide your feedback after the 3-week experience

VIP differences between Member program

Three weeks in length

VIP does not include a Peer Group

You do NOT have to clinically qualify for the program



EPIC Wellness and Health Management

EPIC's Wellness and Health Management practice helps create a strategy around employee health management and enhancing organizational culture. Our team of consultants strives to establish an environment that aligns efforts, resources and initiatives with the core values and principles of the organization.



Meet the Team

EPIC

Wellness & Health Management



Craig Schmidt

Director Wellness & Health Management Solutions



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Ayana Collins

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