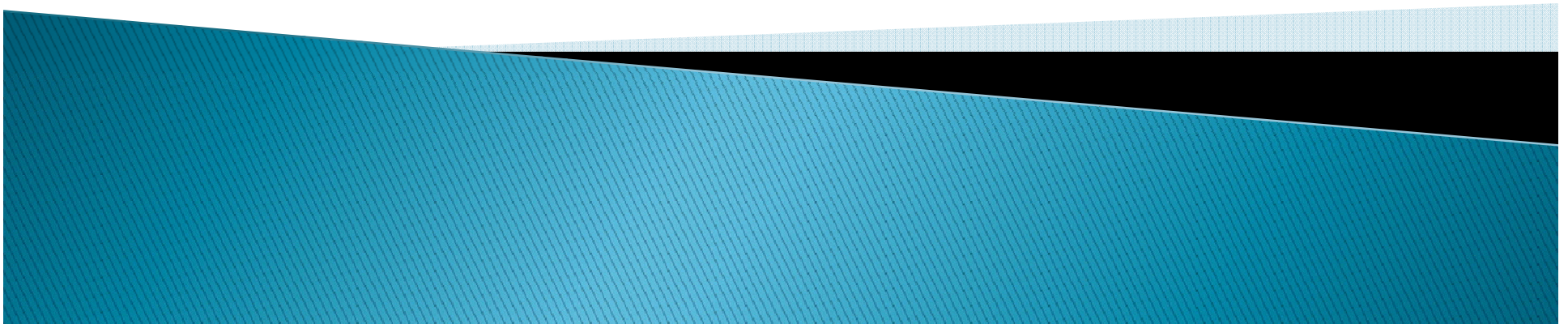




Incentive Strategy

Presented by:
Amy M Gould
Wellmark Blue Cross Blue Shield
Health Management Consultant

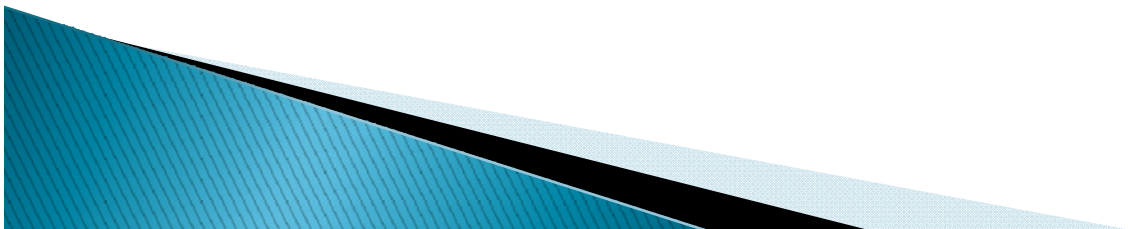


Cost Containment Strategy

2011

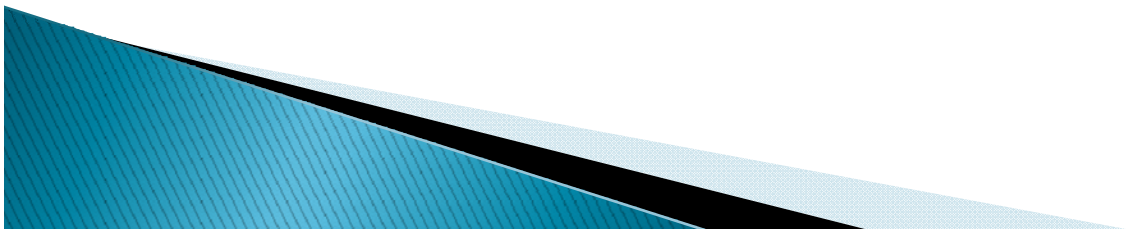
Iowa State Association of Counties

**WELLNESS PROGRAM
INCENTIVE**



Individual Employee

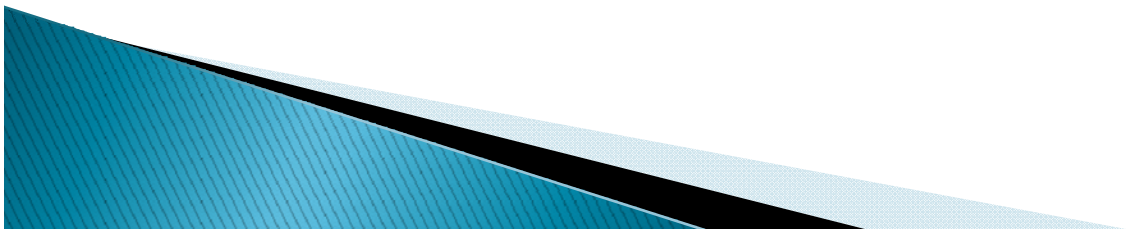
- ▶ Employee completes an annual physical before 12/31/2011
- ▶ Employee completes a Personal Health Assessment before 12/31/2011



IF..the individual employee completes

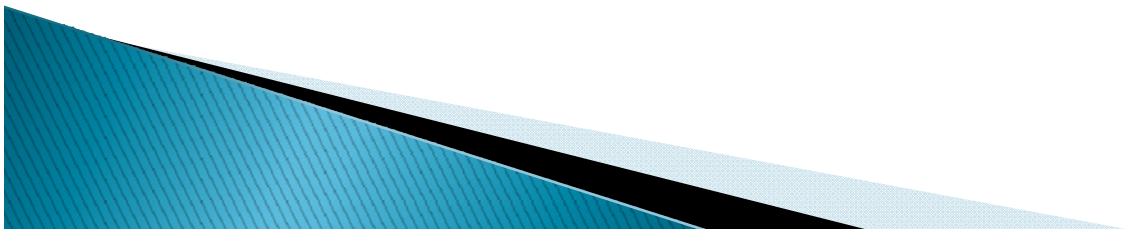
both annual physical and PHA

\$250 VISA gift card



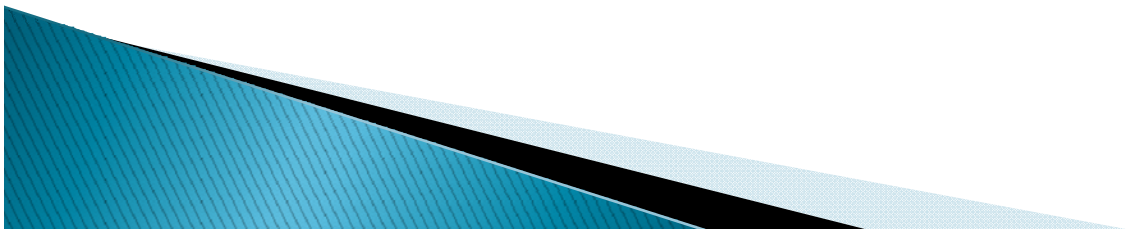
Online Wellness Services

- ▶ Designed to motivate individuals to take care of their health by providing:
 - Assessments
 - Incentives
 - Health content
 - Behavior change tools
 - Goal setting
 - Fitness and nutrition plans
 - Tobacco cessation programs
 - Activity trackers



County Wellness Committees

- ▶ 50% or more of employees complete the individual employee goal
- ▶ Wellness Committees hold 4 meetings per year
- ▶ Employee benefits meeting once per year with 90% attendance
- ▶ Wellness Committees provide 1–2 approved programs per year
- ▶ Supervisor holds active role in wellness committees



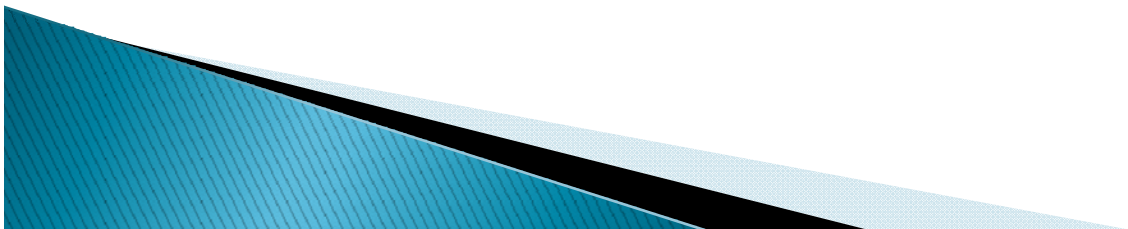
IF...the county

Meets these 5 goals.....

ISAC will apply the following discount** to the counties applicable health insurance rate for the rate year beginning July 1, 2012 -

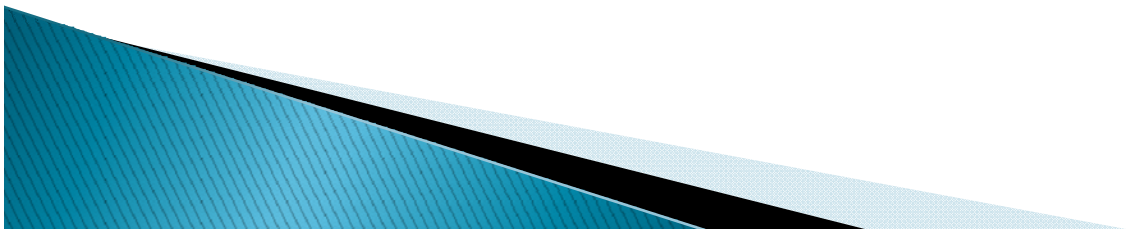
- > 50% of employees meeting goal = -.02
- > 60% of employees meeting goal = -.03
- > 75% of employees meeting goal = -.04
- > 90% of employees meeting goal = -.05

** Discounts will apply during FY-2013 after verification of having met goals and are applicable for one year. As an example, a 2% discount for a county with 25 singles and 50 families in FY-2011 would have saved the county and its employees around \$16,000 annually.



Timeline

- ▶ Announcement to Wellness Committees in early December 2010
- ▶ January 2011 employees can begin completing their annual physical
- ▶ March 2011 employees can begin completing their Personal Health Assessment and receiving their individual reward
- ▶ December 31, 2011 last day to complete PHA and annual physical
- ▶ January 3, 2012 wellness committees need to have submitted forms for county level reward



Contract and Wellness Guidelines

<http://www.iowacounties.org/Services/Benefits/Wellness.htm>

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