



North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



Health Engagement Program Development

Board of Trustees Meeting

May 22, 2015

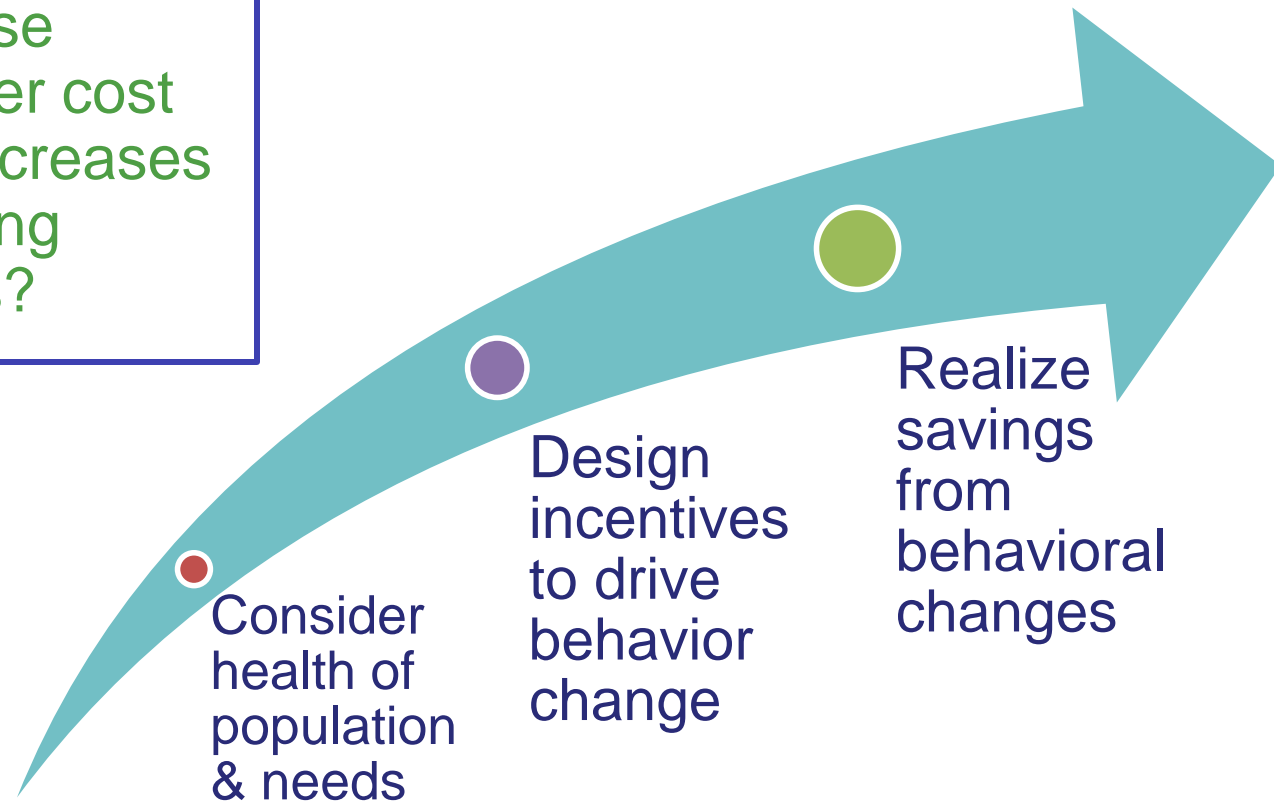
A Division of the Department of State Treasurer

Presentation Overview

- Rationale for Programs
- Marketing to Eligible Members
- Health Engagement Program
 - For Members with Chronic conditions
 - For All Members in the Consumer-Directed Health Plan
- Preparing for Implementation

Health Engagement Program

How can benefit design elements be used to promote healthy lifestyles, support chronic disease management, lower cost trends, and slow increases in future funding requirements?



Health Engagement Program: Rationale

- Encourage Health Engagement for all CDHP members
 - Establish a process for improving members' health through increased engagement
 - Offer flexibility in engagement to suit individual member needs
- Encourage Secondary Prevention Programs and Healthy Lifestyles
 - Members with chronic conditions can earn additional HRA incentive funds for engaging in secondary prevention, adhering to their medications, and engaging with the Plan to help offset the cost of managing their condition
 - Members who want to improve or maintain their health through healthy lifestyle choices can also earn HRA incentive funds



Health Engagement Program: Marketing

To promote the program, a marketing campaign targeted only at CDHP members will be launched

- **All CDHP Members** will receive communication materials
 - Reminding them about all incentives available (e.g. HRA contributions for visiting their selected PCP or using Blue Options Designated providers)
 - Rolling out the Health Engagement Program
 - Providing health literacy tips
- **CDHP Members with identified chronic conditions** will also receive specific information about the additional incentives available just for them through the Health Engagement Program

Engaging Members with Chronic Conditions

Health Engagement for Members with Chronic Condition

To participate, members must have one or more of the following chronic conditions:

- Diabetes
- Hypertension
- Hyperlipidemia
- Chronic Obstructive Pulmonary Disease
- Asthma
- Congestive Heart Disease
- Coronary Heart Disease

To enroll, the member must complete a Health Assessment and engage with a health coach

To earn HRA incentive funds, the enrolled member must:

- Complete 2 Health Coach calls (initial call and follow up at or after 6 months)
- See their Primary Care Provider annually and follow up at or after 6 months
- Complete the clinically recommended lab work for their condition(s)
- Complete recommended treatments and education for their condition(s)

Program Requirements by Condition

Activity	Education & Treatments By Disease & Condition						
	Diabetes	COPD	Asthma	HTN	Hyperlipidemia	CHF	CAD
Health Assessment*	Every enrolled member should complete health assessment with biometric measures						
Primary Care Visits							
PCP Visit	Every enrolled member has one visit						
Follow up Visit	Every enrolled member should have one follow up visit						
Labs							
HgbA1C x 2	X						
Lipid Panel	X				X	X	
Urine Microalbumin	X						
CBC						X	
Metabolic Panel						X	
Education/Treatments							
DSME	X						
Spirometry/Oximetry		X	X				
Asthma Action Plan			X				
Asthma Controller Meds			X				
Peak Flow Assessment			X				
Monitoring Blood Pressure				X		X	
ACE/ARB Medications						X	
ASA Therapy							X
Diet Modification*	X			X	X		
Weight Management*	X			X	X		
Physical Activity*	X	X		X	X	X	X

** These activities are part of the Health Coach call and are not incentivized separately under the Chronic Condition component of the Health Engagement Program*

Chronic Conditions: How Much to Incent?

Program Goal: Provide additional HRA incentive funds to off-set some of the member cost-share for 'high-value' care in management of chronic conditions

Chronic Condition Costs: Program requirements for management of a condition such as diabetes will cost a member approximately \$350 per year, excluding costs of maintenance medications

HRA Funds

- **Beginning Balance:** CDHP members will receive \$600* in HRA funds for CY 2016
- **Engaged CDHP members** also earn incentive funds for seeing the PCP on their ID card (\$25/visit) and utilizing Blue Options providers (\$20/specialist visit - \$200/hospitalization)
- **New Health Engagement Program Incentives:** Considering average range of incentive for chronic condition engagement of \$30-50 per incentive earned, with the opportunity to earn a maximum of \$300 per year.
- Final recommendation for new HRA incentives is pending actuarial review

**CDHP beginning balance increases based on the number of family member enrolled*

Employee only = \$600 / Employee + one dependent = \$1200 / Employee + two dependents = \$1800

Engaging All CDHP Members

Health Engagement for All CDHP Members

- NC Health*Smart* already offers multiple programs and resources for members to make lifestyle changes and participate in healthy activities
- Programs such as *Active Life Coaching* are underutilized and others, like *Eat Smart, Move More, Weigh Less* are intended to offer one-time or periodic, rather than on-going engagement, and are already “rewarded”
- This provides an opportunity to reward members who are already participating in healthy activities or wish to do so

The Health Engagement Program will focus on:

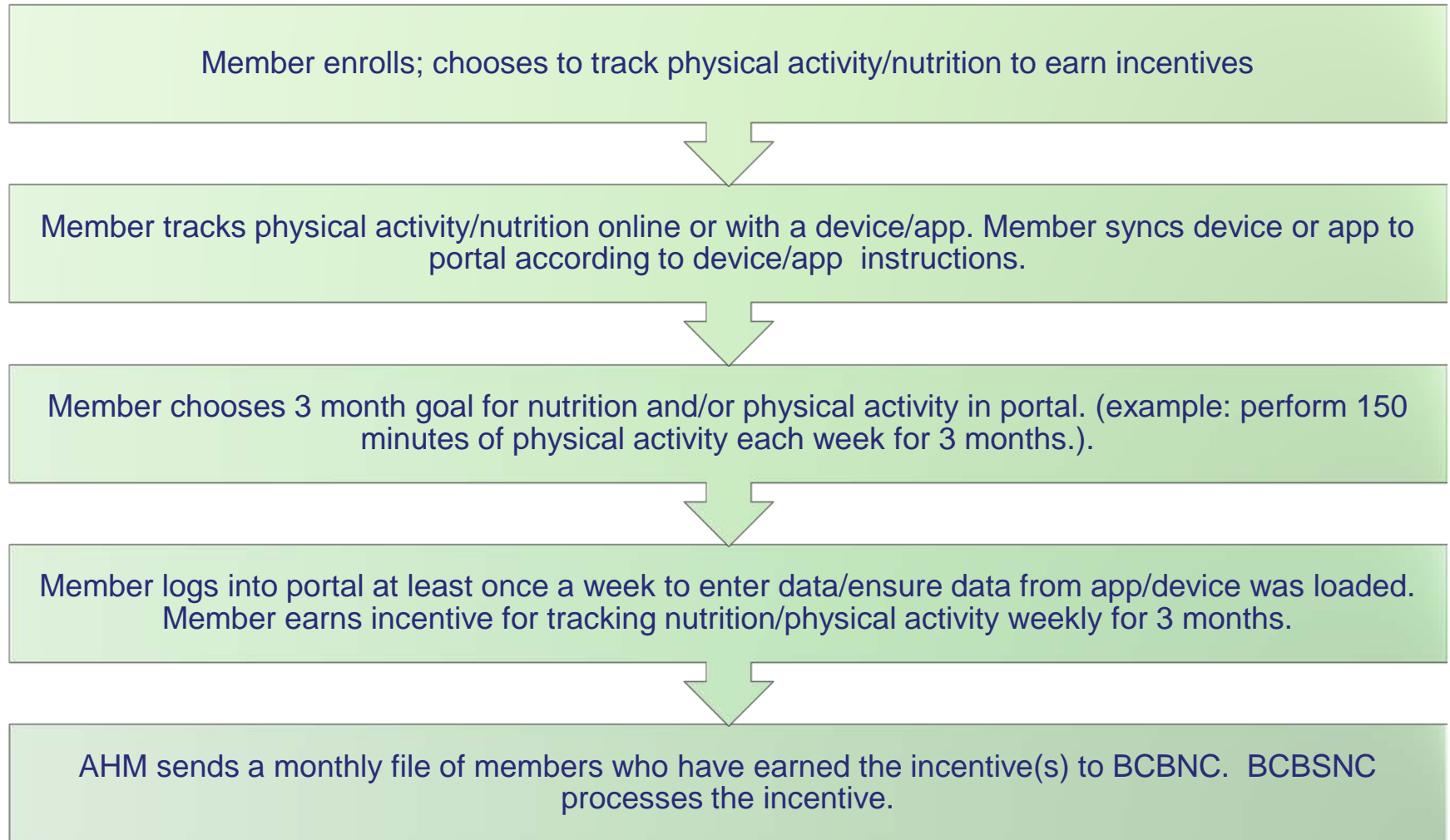
1. Enrolling
2. Setting goals
3. Tracking success over a 13 week period
4. Establishing new goals for the next 13 weeks

Health Engagement for All CDHP Members

- Establishing an incentive path for members needing more one on one encouragement and interaction as well as a path for those who can self-motivate
- Also an opportunity to go down both paths

	Health Coach Engagement	Self-Trackd Engagement
Step 1	Enroll by calling an NC HealthSmart and completing an initial assessment	Enroll online
Step 2	Work with the NC HealthSmart Health Coach and establish goals for the 13 week period	Establish physical activity and/or nutrition goals online for the 13 week period
Step 3	Track Goals, Progress & Earn Incentive	Track Progress and Success: Accepted devices include
		Fitbit, Jawbone, Withings, iHealth,
		MapMyFitness, Myfitnesspal, etc.
Step 4	Establish New Goals & Begin Again	Establish New Goals & Begin Again
Members engaged with a Health Coach may also earn incentives through self-tracking		

Program Participation Pathway: Example



Healthy Lifestyles: How Much to Incent?

Program Goal: Provide additional HRA incentive funds for engaging in a healthy lifestyle

- Final recommendation for new HRA incentives is pending actuarial review

Preparing for Program Implementation

- Discussions with potential vendors are ongoing
- Process includes delivery of services, capture of information on completion of activities, validation by multiple sources (health coaches, claims), transfer of information to incentives manager
- Expected development time frame of 120 days
- May require enhancements post Jan. 1, 2016
- Communication to members on program and opportunities