Best Practices Study - 2007

The Ninth Population Health & Disease Management Colloquium

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StayWell Best Practices Research

Study Purpose

- To better understand the prevalence of best practice program elements
- To explore the differences in engagement rates and health risk change based on use of “best practice” versus “standard practice” program designs

Study Sample

- 22 companies from the StayWell book of business
  - 767,640 eligible employees, spouses, and retirees
- Program participation from October 2004 to December 2006
- 52% of companies were first year clients

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Study Methods

- Best practices based on nine components identified in published literature and by industry experts
- Retrieved information on the use of best practices via standard reports, internal documentation and structured interviews with account management staff
- Rated companies on the extent of their implementation of best practices and assigned a total score
- Used standard definitions to calculate engagement rates and health impact measures

Source: Terry et al, 2008
## Best Practice Research

### Program Criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Comprehensive Program Design</strong></td>
<td>Organization provides health assessment, targeted and population-based intervention programs to eligible populations.</td>
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<tr>
<td><strong>Integrated Incentives</strong></td>
<td>Organization utilizes financial incentives that are integrated into health plan benefits design, such as health plan premium reimbursements and contributions to health savings accounts.</td>
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<tr>
<td><strong>Integrated &amp; Comprehensive Communication Plan</strong></td>
<td>Organization utilizes a comprehensive and integrated communications strategy with multiple communications pieces and delivery channels that are tailored to the employee population.</td>
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<tr>
<td><strong>Strong Senior Management Support</strong></td>
<td>Senior-level and mid-level management support population health management initiatives as evidenced by documented communications, infrastructural initiatives, and health-focused policies.</td>
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<tr>
<td><strong>Dedicated Onsite Staff</strong></td>
<td>Organization designates dedicated staff to work onsite to provide coordination and implementation of health management programs (StayWell and/or non-StayWell).</td>
</tr>
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Source: Terry et al, 2008
# Best Practices Research

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<td><strong>Multiple Program Modalities Offered</strong></td>
<td>Targeted telephone-based, mail-based, and online-based risk-reduction (coaching) programs are offered to populations with elevated health risk factors.</td>
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<tr>
<td><strong>Awareness-building Opportunities</strong></td>
<td>Population-based health education and awareness-building campaigns are offered to a majority of the population regardless of health risk status.</td>
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<tr>
<td><strong>Biometric Health Screenings</strong></td>
<td>Worksite biometric screenings are offered at no or minimal charge to participants. Screenings incorporate feedback on interpretation of screening values and information on follow-up programs and data is integrated into health assessment data.</td>
</tr>
<tr>
<td><strong>Vendor Integration</strong></td>
<td>Participation data are exchanged between vendors to facilitate an integrated population health management strategy including warm transfers and referrals, and to promote vendor awareness of other programs that coaching participants have engaged in.</td>
</tr>
</tbody>
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Source: Terry et al, 2008
Best Practices Research
Use of Best Practices

Source: Terry et al, 2008
Best Practices Research
Engagement Rates

Source: Terry et al, 2008
Best Practices Research
Population-Level Health Risk Change

Source: Terry et al, 2008
Best Practices Research
Intervention-Level Health Risk Change

Number of Health Risks

Baseline HA

Follow-up HA

4.09
3.83
3.63
3.37

-6.5%
-7.0%

Standard Practice
Best Practice

Source: Terry et al, 2008

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Best Practices Research
Conclusions

- Companies using recognized best practices in the industry demonstrate superior program engagement rates and health risk reduction when compared to standard practice companies.

- More research is needed to determine influence of other factors on these measures (e.g., organizational culture, program maturity).
Best Practices in Worksite Health

Conclusions

- Employers using more best practices have better engagement rates and health risk reduction compared to standard practice employers
- More research needed to better understand influence of range of practices (e.g., incentives, communications, organizational culture, program maturity)
- Great potential for refinement of “best practice” on these factors
- StayWell plans to replicate study as more data becomes available
- Most best practice research in field uses benchmarking approach and many best practices have been identified
- Must consider if practices appropriate for your worksite, since lack of standardized measurement limits ability to generalize research to wide diversity of worksites
- Health promotion practice remains ahead of research on best practices – more research is needed