



14TH ANNUAL OHIO

*Employee
Health &
Wellness*
CONFERENCE

Workshop P

Advanced Practices
**Incorporating Data Analytics
into Your Wellness Initiative for
Best Results**

3:00 p.m. to 4:15 p.m.

Biographical Information

**Rich Siegenthaler II, MEd, CBP, VP-Employer Solutions,
DHS Group, 6860 West Snowville Road, Cleveland, Ohio 44141
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- HISTORY** Siegenthaler has been in the HR Benefits and Wellness Industry 25 years. Now serving as VP Employer Solutions at DHS Group, strategic leadership is his passion. Siegenthaler's company's have saved his clients millions of dollars since 2008. Siegenthaler and DHS are aggressive in assisting organizations to mitigate risk then leveraging healthcare carriers to reduce costs based upon performance. Siegenthaler sat as the Chair for Governor Taft's Advisory Board on Fitness, Wellness and Recreation responsible for spearheading Smoke Free Ohio. Licensed in Health, Life and Annuities, Siegenthaler has a strong skill set to work with organizations in developing long term group health and wellness strategies.
- EDUCATION-** **Master's Degree of Education:** Ashland University
Bachelor's Degree of Education: Ashland University
Certified Benefits Professional: World at Work
Licensed Health, Life and Annuities Agent
Ergonomic Certificate Series: University of Cincinnati,
College of Medicine
Nutrition Specialist: ESA
Medical Exercise Specialist: ESA
Personal Training and Exercise Prescription Specialist: ACE
Strength and Conditioning: AAHRP
Post Rehabilitation Specialist: AAHRP
Certified Health Care Reform Specialist
- TRAINING** **Leadership Development:** Westfield Group (Change Management, Profit Specialist, Human Resources, Business Development),

Public Speaking Expert (Club Industry Conference, National Association of Employee Recognition Conference, Healthy Ohioans Conference, Ohio Schools Conference, Ohio Bureau of Workers Compensation Conference, Cincinnati Bridging the GAP Conference, Ohio Safety Congress, State of Ohio SHRM Conference).
- PHILOSOPHY** "If you are fortunate enough to have your health, you have ZERO excuses but to be the best you can be! Life on this world is precious, go get it!"



Rich Siegenthaler Med, CBP
VP Employer Solutions
Dynamic Health Strategies

Technology and Analytics
“The impact on the future of wellness”



Know the numbers (Data Analytics)

Employers are well aware of the *growing cost of healthcare*, as most of these *burdens* fall on them.

Chronic Diseases are a Growing Epidemic

- 75%** Healthcare costs attributed to chronic disease
- 25%** Increase in chronic conditions among working adults over last 10 years

Controlling Healthcare Costs is a Big Lever

- 50%** Healthcare costs attributed to chronic disease
- 153B** Increase in chronic conditions among working adults over last 10 years

Unhealthy Population Decreasing Productivity

- 69%** Adults obese or overweight
- 450M** Number of additional days missed by employees with Chronic conditions

Large Percent of Costs are Considered Waste

- 30%** US Healthcare spending is waste, meaning services that are delivered in error/fraud or are unnecessary and do not positively impact the health of the individual

Organizational costs are higher than direct medical costs

Full Cost of Poor...

Pe...

Know the Data Analytics

- Work...
- Late deliv...
- Replacement training
- Customer dissatisfaction
- Variable product quality

Know the Data Analytics

35

>55

Intern

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Where is Wellness Going?

Technology/Systems

- Wearables (FitBit, Garmin, MoveBand, etc)
- Scalability (Smart Phone Accessibility)
- Compliance and Tracking

Data Analytics/Measurement

- You cannot prove what you do not measure
- You have to understand the claims data to move the needle

Convenience/Incentive Strategies (*Please understand Incentive*)

- People are busy/Systems
- People care about ME
- Incentive Malls

Voluntary Benefit Structure

Health Coaching

ROI is relative to YOU and YOUR Company. You define what ROI means to your organization BUT you need to know your data and employees

A1. Wellness: Infrastructure and Resources: “*Forget about doing it yourself*”

- 1. Compliance**
- 2. Technology**
- 3. Subject Matter Expertise**
- 4. Measurement**
- 5. Analytics**
- 6. Convenience/Time**
- 7. Requires Brokers, Wellness Vendors, Carriers**

Select a wellness partner that meets your organizational needs

Wearables and Activity Technology (Systems)

Insight into daily health & fitness goals.

Services

-
-
-
-

Convenience and Measurable and helps keep people engaged believe it or not

*People
your millennial
They drive engagement and
participation*



Financial Wellness (Systems)

Learn to manage your finances
ways to set & act on goals

Finance also suggests

Key Features

-

#1 Stressor in American Households and those are YOUR employees! Help them! Convenient and Real

<https://youtu.be/RXIAxKrlyxw>

Measurement

- **Objective measurement gains “buy in” from every level of your organization and your partners**
 - Employees
 - Leadership
 - Brokers
 - Carriers
 - Wellness Vendor
- **Measurement engages employees at a much higher rate than non measured programming**
 - Personal (vitals/lipids/mortality)
 - Competition (challenges/fun)
 - Reward (recognition)

Data Driven Wellness Strategy

1. Identify problems areas

- Key Health Metrics
- Chronic disease states

2. Recommend solutions

- Strategic, prescriptive analytics
- 200+ proprietary algorithms
- Uncover hidden problem areas

3. Measure the impact

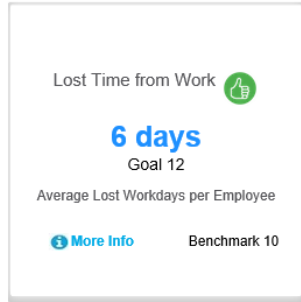
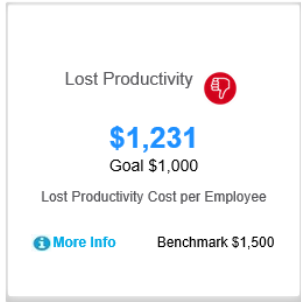
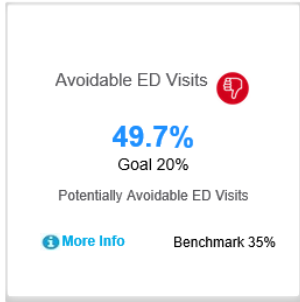
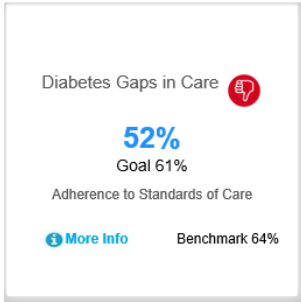
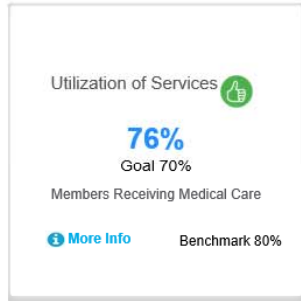
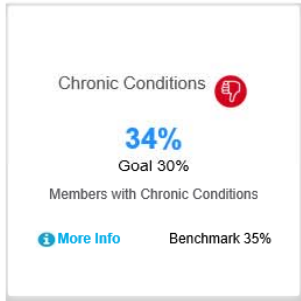
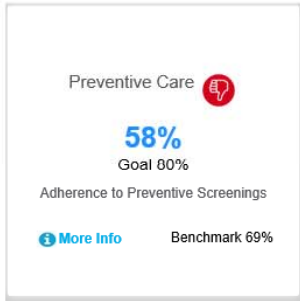
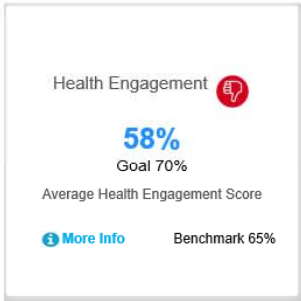
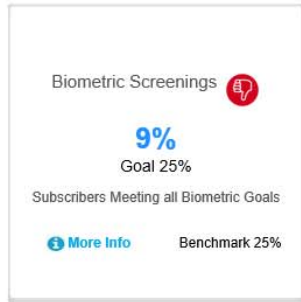
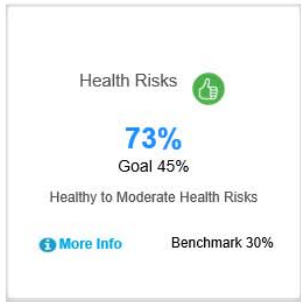
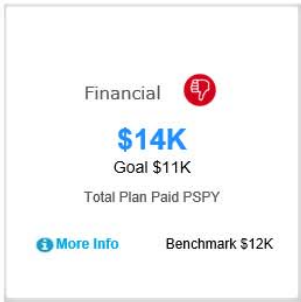
- Cohort analyses
- Wellness program ROI
- Analysis of effectiveness of current programs
- Plan design changes, stop loss



What key metrics should I focus on?

- Financial
- Program Participation
- Health Risks
- Biometric Screenings
- Employee Health Engagement
- Utilization
- Gaps in Care
- Chronic Conditions
- Avoidable ED Visits
- Lost Productivity
- Lost Work Time





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Top Health Conditions Snapshot



Lipid Disorders

Previous Year Member Count: 1109
Current Year Member Count: 1201
 Previous Year Paid Amount: \$10,209,396
Current Year Paid Amount: \$12,057,528
 Previous Year PMPY: \$9206
Current Year PMPY: \$10,040



Hypertension

Previous Year Member Count: 1054
Current Year Member Count: 1102
 Previous Year Paid Amount: \$10,702,744
Current Year Paid Amount: \$12,587,442
 Previous Year PMPY: \$10,154
Current Year PMPY: \$11,422



Heart Disease

Previous Year Member Count: 735
Current Year Member Count: 849
 Previous Year Paid Amount: \$10,956,744
Current Year Paid Amount: \$12,593,778
 Previous Year PMPY: \$14,907
Current Year PMPY: \$14,834

Current Year: Jan 2017 to Dec 2017; Previous Year: Jan 2016 to Dec 2016

Confidential | 13

A2. K.I.S.S. Keep It Simple Stupid But *MEASURE Everything*

Set a MAP: *Let the employees SEE*

Set a PLAN: *Measure Everything!*

Communicate it to your employees *Through your partner!*

Let them take *OWNERSHIP and ACCOUNTABILITY*

Provide them the resources *to SUCCEED!*

Make it *CONVENIENT and SENSIBLE*

True Incentives: *MONEY*

Did you ever think about Voluntary Benefits?

- Employees want CHOICE
- Employees know what they need to complete their benefits packages
- Employees PAY/Payroll Deducted
- Employers save on payroll taxes
- Wellness Vendor love to compete so hold them accountable

**IF employees want Wellness, GIVE IT TO THEM on their dime!
This is another NEW TREND in our marketplace!**

Food For Thought

- Wellness, Wellbeing, Population Health...the scope of wellness programming is evolving.
- Systems and Technology are here to stay PERIOD.
- Data, Measurement and Analytics are now absolutely necessary if you are serious about wellness.
- ROI has become a moving target because it is decided in most cases by what the employer wants to achieve regarding their initiatives. Wellness programming needs to be defined up front before executing so the vendor and employer understands the objectives. Sometimes they are qualitative and sometimes they are quantitative. The wellness programming must be structured to the objectives set by the employer.
- Employees are expecting much different than traditional wellbeing methods. People care about “ME” not “WE.” Once we put our focus on individuals, the big picture becomes more clear.
- Health coaching is becoming the new wellness explosion because it is personal, private, confidential, convenient and affordable when done correctly. You cant expect to provide a screening with results without a “NEXT STEP” in the process to create opportunity for personal change. Believe it or not, people want their hands held.

“If you want to succeed you should strike out on new paths, rather than travel the worn paths of accepted success.”

- John D. Rockefeller

At the end of the day, what do employees care about MOST?

1. MONEY
2. Benefits (*promise of protection and peace of mind*)
3. How they perceive they are valued by their organization
4. Working conditions (*safety and security*)

There are many other things we could add to this list, however, these are the BIG 4!

A3: Impact Your Most Valuable Asset

1. Care for what your employees care about

- *incentive based, tied to benefits, tied to what they do daily and make it convenient (Systems/Technology)*

2. Care about your numbers

- *go where the data tells you to go and watch the numbers turn in your favor (Measurement/Data Analytics)*

3. Care about compliance if you want to do wellness right

- *pick the right partners as discussed (Legal/Regulations)*


4. Care about perception

- *confidentiality and trust are what destroys most every “internal” wellness program. (Your Employees)*

Thank you!

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