



12TH ANNUAL OHIO

*Employee
Health &
Wellness*
CONFERENCE

Workshop H

*Advanced Practices for Self-Funded
Employers - The Road to Affordable
Healthcare is Paved with
Transparency & Well-Being*

11:15 a.m. to 12:30 p.m.

Biographical Information

Amanda Guinan
Vice President of Business Development and Compliance
Custom Design Benefits
5589 Cheviot Road, Cincinnati, OH 45247
(513) 389-2994 **Fax: (513) 389-2995**
AGuinan@CustomDesignBenefits.com

An experienced business executive with more than 25 years of experience in the benefits industry. Amanda is responsible for identifying and developing innovative products or services that benefit our employer groups. Amanda also offers benefits compliance support to the CDB team and our clients.

Amanda joined Custom Design Benefits in 2009 and has worked with the CDB team to develop innovative cost containment solutions for self-funded health benefits. She has also worked with employers of all sizes to develop programs to meet their diverse administrative, wellbeing and benefits needs.

Amanda's extensive experience includes working with national third party administrators; national consulting firms; venture capitalists and corporate wellness. In addition to the benefits industry, Amanda has experience in restaurant; retail and manufacturing.

Amanda is the Chairperson of the Benefitting U Wellness Committee, volunteers in her community and serves on the Board of Directors of Custom Design Benefits.



Custom Design Benefits

*innovative cost containment solutions
for employee benefits*

Manufacturers' Education Council Employee Health & Wellness Conference

August 22, 2017

*The Road to Affordable Healthcare is Paved
with Transparency and Wellbeing*

The **Custom** Advantage - Who we are & What we do

Cincinnati's largest independent, full-service TPA

- Administration of self-funded health plans
 - Medical, Dental, Vision, Short-Term Disability
- Administration of Consumer Driven Services
 - FSA, HSA, HRA, QSHERA
- Compliance Service Solutions
 - COBRA, FMLA, ACA



Cost Containment Service Provider

- National Leader in Reference-Based Pricing Plans - *TrueCost*
- Integrated Wellness Programs
- Integrated Medical Management

Self-Funded Health Plans with Wellness Initiatives

- Healthy members in a self-funded plan offer more than a “good driver” discount to the employer
- Close the gaps in care by integrating claims data with wellbeing initiatives
- Integrating medical/RX claims and utilization data with assessments allows for more targeted interventions & customized coaching
- Design custom premium contribution strategies
- Integrated tools and reporting for measuring outcomes

One Size Does Not Fit All!

- Define Annual Goals & **Set Clear Targets**
- Align Assessments and **Incentives with Goals**
- Integrate Medical & RX Claims Data for **Predictive Modeling and Claims Analytics**
- Incorporate Employee Engagement and Participation to **Reduce Gaps in Care**



Define Annual Goals & **Set Clear Targets**

➤ Corporate Wellness Vision/Goals

- Ask your team what's important
- Conduct annual culture audit
- Wellness culture inventory
- Employee interest survey



➤ Integrate existing resources

➤ Set Clear Targets that can be Measured

- Establish success benchmarks
- Establish Incentive Structure

Do you already have:

- ✓ EAP
- ✓ Telemedicine
- ✓ Fun Committee
- ✓ Employee Rewards Program
- ✓ Intranet



Align Assessments and Incentives with Goals

Custom Wellness
by
Custom Design Benefits
Improve health and manage risk

Welcome Janet Webber!
[Contact Coach](#) | [Log Out](#)

Keep your information secure, please be sure to log out when finished!

Health Library | Support | News

MY PATHWAY Dashboard
Getting Started
Health Risk Assessment
My Action Plan
My Messages
My Health Trackers
My Food Journal
My Health Calculators
My Health Profile
My Screening Results
My Consent History
My Fitness Applications
My Account
Decisions Dashboard

[View Graded Results and Incentives](#)
[Healthgrades](#)

Activity Scorecard

Current Plan Year: 01/01/2016 00:00:00 - 01/01/2017 00:00:00

SCORECARD FILTER OPTIONS

By default, the date range corresponds to the Employer Group's current plan year.

Quarterly Month Plan Period Custom

START DATE: 01/01/2016 00:00:00 END DATE: 01/01/2017 23:59:59

[REFRESH SCORECARD](#)

Activity	Credits
Personal Health Profile (PHP) Viewed	0
View Flagged Issues	0
Personal Health Profile (PHP) reviewed with Coach	0
Health Update Message	0
Challenges Message or Health Question	0
My Action Plan (MAP) Path Creation	0
Complete To Dos	0
My Action Plan (MAP) Goal Met	0
Tracker Entry	0
Health Calculators Usage	0
View Monthly Newsletter	0
View content in Health Library	0
Steps	0
Calories Burned	0
	0

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Assessments

- Biometric screenings
- Health Risk Assessments

Incentives - Rewards or

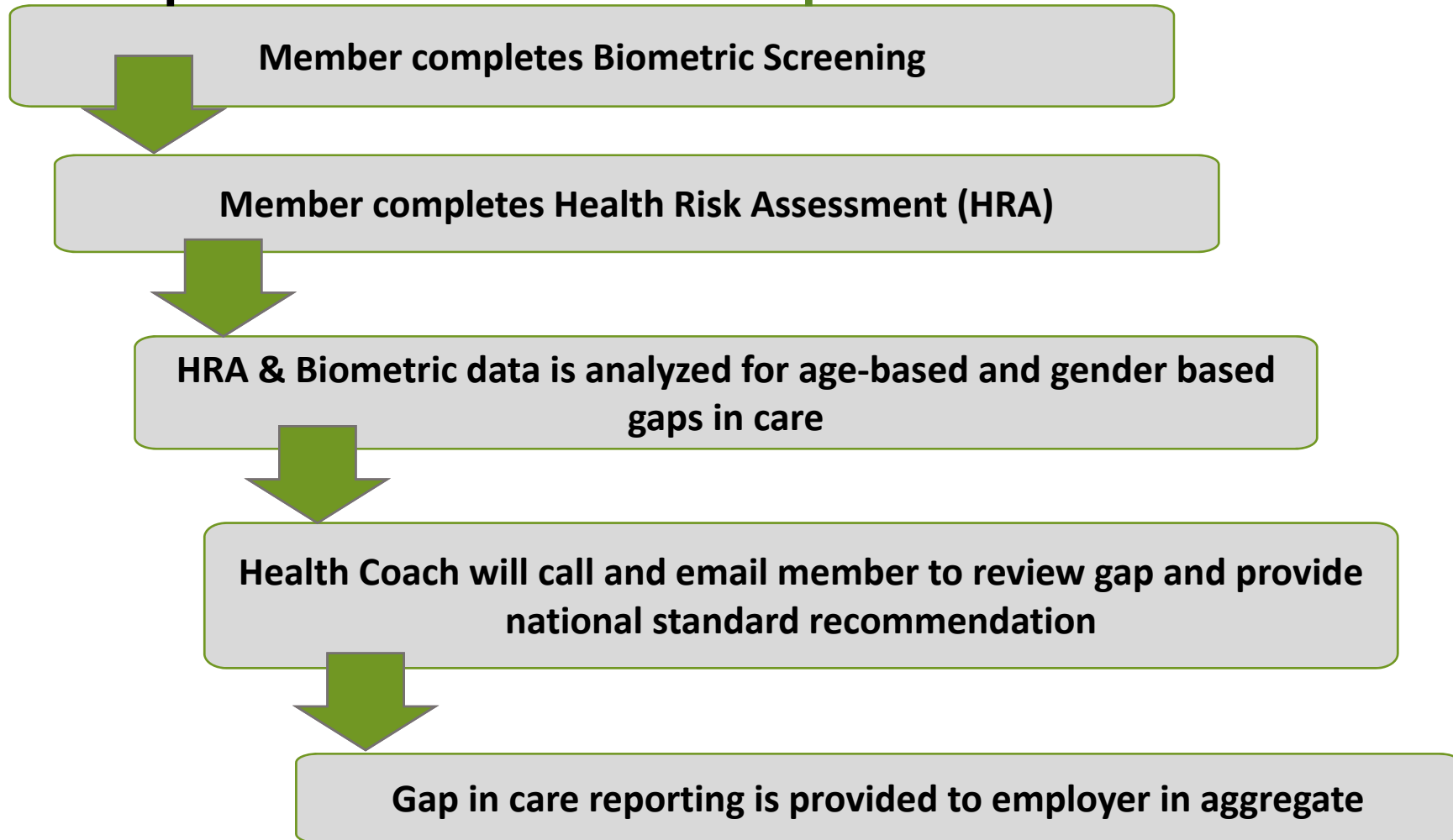


- Points for participating
- Points for completion of multiple requirements
- Points for outcomes Points for engaging

Integrate Medical & RX Claims for **Predictive Modeling and Claims Analytics**

- Combine/Integrate all data points into one analysis tool
- Blended lifestyle and biometric data used for targeting interventions
- Claims data, biometric screening & HRA results integrated and analysed to identify high risk individuals
- Predict future health care costs
- Key to successful coaching interventions
- Reduce Gaps in Care

Incorporate Employee Engagement and Participation to **Reduce Gaps in Care**



How are Claims Used in the Coaching Process?

Claims are used by the health coach as an additional data point to improve the efficacy of the coaching session.

Validation of diagnoses



Medication review



- Provides an additional data point for coaches to validate self-reported data
- Identification of non-reported conditions to enhance the coaching session
- Establish 'known' medication regimen if pharmacy claims available
- Conversation trigger for gaps in treatment or medication

Case Study - Custom Design Benefits



Medical Plan Design	Custom Wellness Plan Design
<ul style="list-style-type: none">➤ 60 Full time Employees➤ Self funded Medical➤ Reference Based Pricing Program➤ Copay Medical Plan Design➤ 2015 PEPY \$7,312➤ 2016 PEPY \$6,783 (-7%) <p>Wellness</p> <ul style="list-style-type: none">➤ Onsite Screenings - Know Your Numbers for 6 years➤ Added Outcomes based 3 years ago	<ul style="list-style-type: none">➤ Outcomes Based →➤ Non-Participant 6 Points (+1)➤ Premium differentials based on points earned➤ Employees are also incentivized to engage with coaches➤ Implemented coaching engagement programs as alternatives

Outcomes Based - Ties incentives to health and wellness goals

- Increased Incentives
- Established Behavior Change
- Reward Outcomes, Progress, and Maintenance

Health Screening Tests	Year 3 Employer Goals	NIH Health Standards	Points Earned
HRA	Completion		1
BMI	≤ 27.5	≤ 24.9	1
Blood Pressure	≤ 130/85	≤ 120/80	1
LDL Cholesterol	≤ 130	≤ 100	1
Glucose	≤ 110	≤ 100	1
Nicotine	Negative	Negative	1

CDB's 2017 Custom Wellness Program Achievements



100% Registered
Over \$10,000 Raised

Three Times ...
and Counting



Top Workplaces Winner



Bronze Award winner by
Healthy Ohio Business
Council



Certified by WBENC as a
Woman-Owned Business



2017 Healthiest Employers
of Greater Cincinnati by
the Cincinnati Business
Courier



Smoke free property
7/1/2017

UPDATE on CDB's Annual Program

Migration Charts - 2013 - 2017 Risk Factors

	Total 6/2013	Total - 6/2017					
# of Risk Factors	Total Count	0	1	2	3	4	5
0	0	0	0	0	0	0	0
1	3	0	1	1	1	0	0
2	8	0	1	5	2	0	0
3	6	0	1	2	2	1	0
4	1	0	0	1	0	0	0
5	0	0	0	0	0	0	0
Total	18	0	3	9	5	1	0

UPDATE on CDB's Annual Program

Migration Charts - 2016 - 2017 Risk Factors

	Total 6/2016	Total - 6/2017					
# of Risk Factors	Total Count	0	1	2	3	4	5
0	0	0	0	0	0	0	0
1	7	0	3	3	1	0	0
2	14	0	3	9	2	0	0
3	13	0	3	6	4	0	0
4	2	0	0	0	0	2	0
5	0	0	0	0	0	0	0
Total	36	0	9	18	7	2	0

What's Next for CDB?

- Continuing to find ways to incorporate our wellness objectives into employee performance objectives
- Moving Outcomes to NIH Standards
- Implementing a Scorecard that includes engagement in programs and/or coaching
- Maximizing claim data to determine gaps and develop focused programming
- Continue to be the best that we can be!

The Road to
Affordable
Healthcare is
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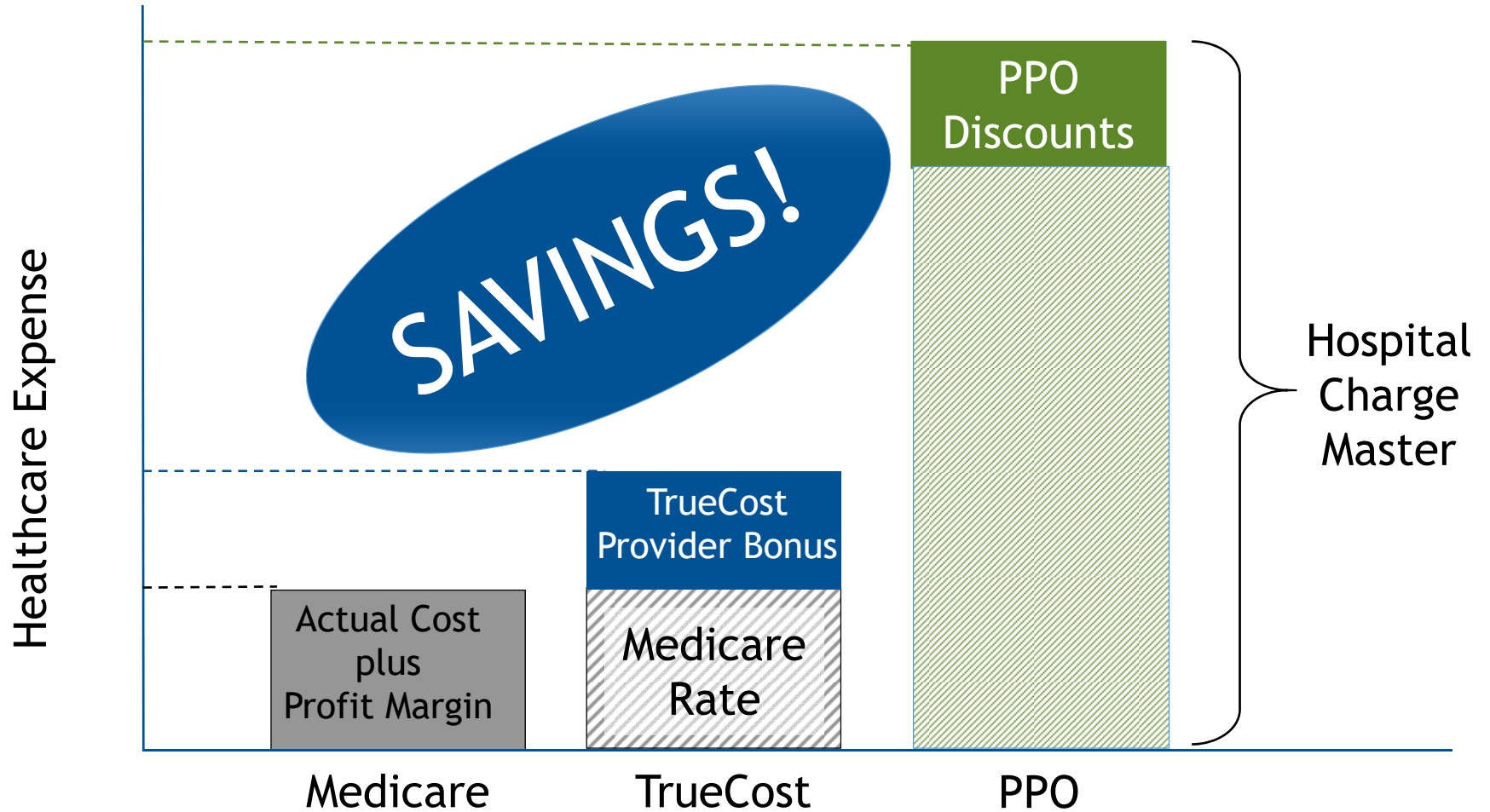


Traditional PPO vs Reference Based Pricing (RBP)

Traditional Self-Funded w/PPO	Reference Based Pricing Self-Funded
<ul style="list-style-type: none">➤ PPO Network(s)➤ In and out of network➤ Generally, HDHP or Ded + Coins➤ Reimbursements based on discounts off of billed charges (not Reasonable & Appropriate)➤ Employer has no control of annual billed charges/charge master	<ul style="list-style-type: none">➤ No PPO Network(s)➤ No out of network➤ Copay plan design➤ Reimbursements based on Reasonable & Appropriate - usually CMS rates +➤ Stop loss costs are 20% less than PPO plan➤ 0% trend at renewal

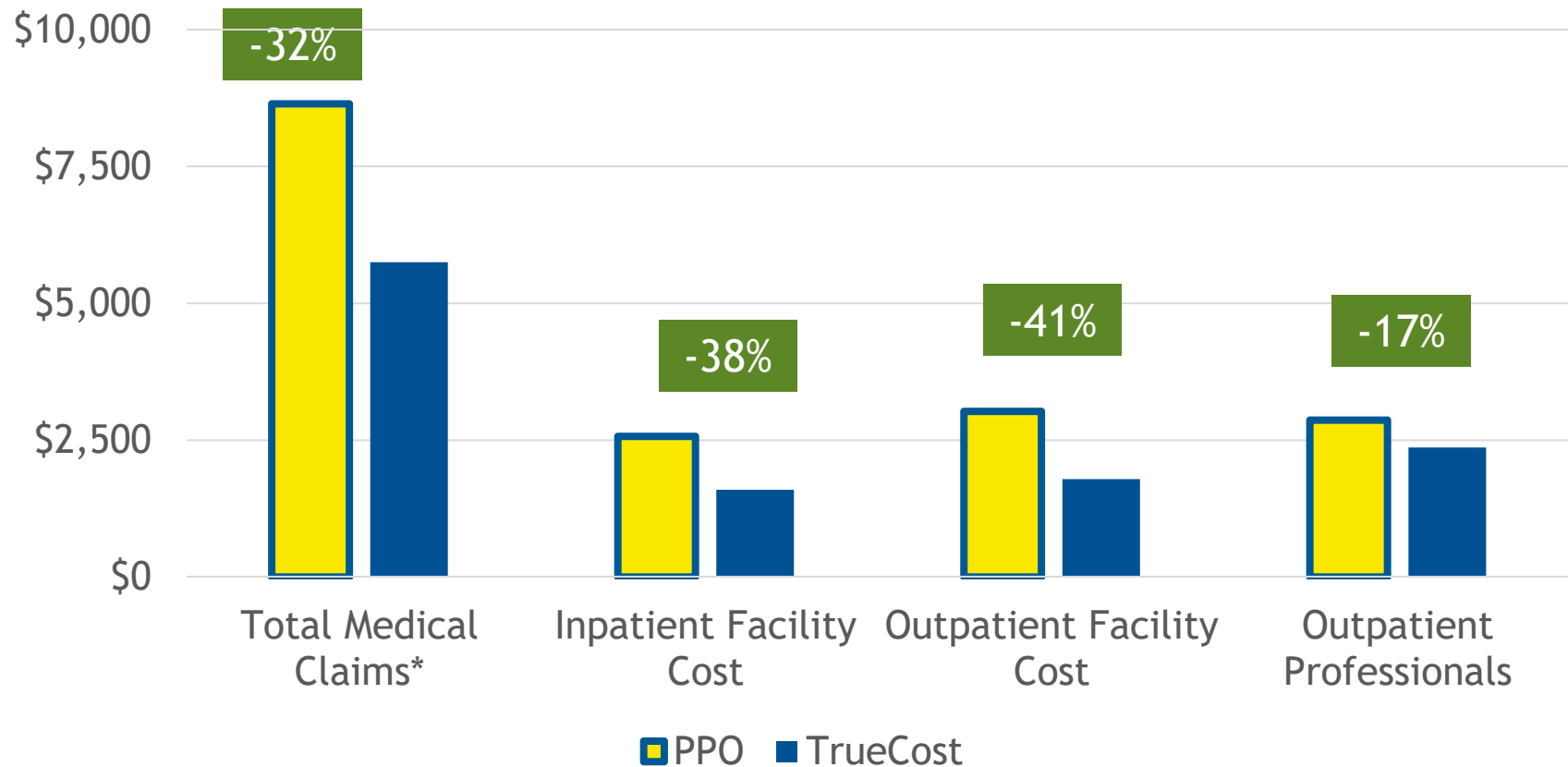
Reference Based Pricing Plans = **True Transparency**
Costs Plus versus **Charge minus Discount**

Cost Plus versus Charge Discounts Provider Reimbursement Models



TrueCost - Overview

Annual per Employee Cost 2016



* Does not include Rx

Case Study #2 - Employer with TrueCost since 2013

Background	Renewal
<ul style="list-style-type: none">➤ 350 employee Nursing Home/Sr. Living Facility➤ Self funded with Custom Design Benefits➤ 2012 - \$50,000 Biennial Benefit (MERP)➤ PPO plan - \$300/\$6,00 Deductible & \$3,000/\$4,000 MOP	<ul style="list-style-type: none">➤ ACA required removal of maximum➤ 2013 PPO Renewal +32%➤ Expected PEPY with PPO \$9,535➤ Implemented TrueCost only option➤ Kept medical plan design as is

TrueCost is Custom Design Benefits RBP plan launched in 2012.

Case Study #2

	Total Cost	
	(PEPY)	Percentage Change (Year to Year)
2013 Self-Funded/PPO Renewal	\$9,535	
2013 - TrueCost Actual	\$6,457	-32%
2014 -- TrueCost Actual	\$7,051	+9%
2015 -- TrueCost Actual	\$8,075	+15%
2016 -- TrueCost Actual	\$8,412	+4%
Total Cost Percentage Change 2016 TrueCost ... versus ... 2013 PPO		-12%

Participation Based - Year 1 Components

Acclimates employees enrolled in Medical Plan into a wellness strategy

1

- Establish Baseline
- Drive Engagement
- Promote Tools
- Reward Activities

1

Health Screening Tests	Year 1 Goals
PCP Physician Packet	Completion
Health Risk Assessment	Completion
Development of Quarterly MAP	Completion
Quarterly Engagement with a Coach	Completion

Tier 2 Employee Premiums

Coverage Tier	2016 Rate	2017 Renewal Rate	2017 Wellness Rate	Incentive
Single	\$51.99	\$74.35	\$57.19	\$17.16
Emp+child(ren)	\$89.50	\$115.61	\$98.45	\$17.16
Emp+Spouse	\$101.53	\$128.84	\$111.68	\$17.16
Family	\$123.53	\$153.04	\$135.88	\$17.16

Projected ROI on Premium Differential only

- Combining all 3 Employee Tiers and incentives
- Assuming 35% participation = GOAL MET
- \$74,203 in premium contribution ROI

Innovative Cost Containment Solutions for Employee Benefits



The Pathway to Health isn't always STRAIGHT and it's not the SAME for everyone . . .

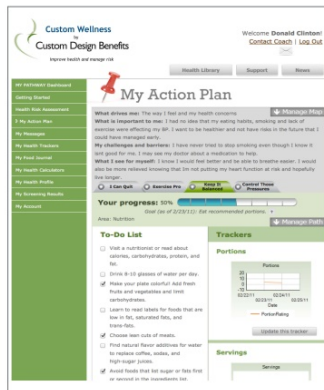
Maybe you could use a personal MAP?

One of the best tools on your wellness portal is the customizable MAP - My Action Plan!

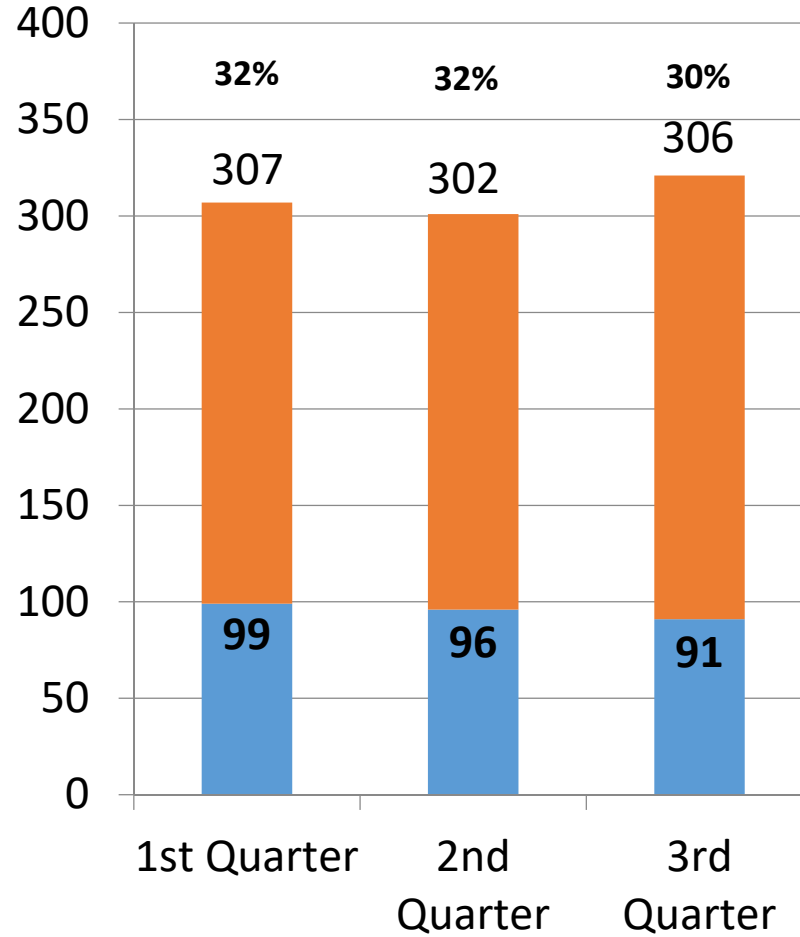
My Action Plan is an individualized tool that walks you through the process of setting goals specific to your health concerns. Once you have determined your goals, your MAP will provide you with

- a to-do list
- goal-specific trackers
- educational links
- a progress bar

You can make changes to your MAP at any time. We recommend that each time you log in to My Pathway to Health, you go to your MAP and update the trackers associated with the Paths you have created.



Let us help you see the **PROGRESS** you're making with each entry, so you can stay focused on your **GOALS!**



■ Total Eligible ■ GOAL MET

Looking Forward to Year 2

- Keep existing program components
 - Expand Rewards
 - Expand Incentives
- Streamline employee engagement
 - Engagement scorecard
- Roll out to enrolled spouses
- Compare claims data for preventable and trigger diagnosis codes to determine ROI on claims



How will we measure the success?



➤ Return on Investment

- Spent \$32,542 on Program this year
- How much in premium differential
- 2017/2018 - Preventable Condition
Claim Costs will be measured against prior year

➤ Participation

- Did Wellness Program maintain 35% benchmark?



Let's Take A Tour





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for employee benefits*

Questions?

Amanda Guinan

Aguinan@CustomDesignBenefits.com

513.398-2994