



12TH ANNUAL OHIO

*Employee
Health &
Wellness*
CONFERENCE

Workshop K

Employee Engagement –
**Optimizing Employee Engagement &
Managing Musculoskeletal Costs Through
Onsite Wellness**

1:30 p.m. to 2:45 p.m.

Biographical Information

Rebecca Nguyen, Manager of Health Promotion, Battelle
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In January 2011, Rebecca was brought on as the Health and Fitness Coordinator for Battelle, the world's largest independent research and development organization. During this time, she made significant improvements to the employee exercise and engagement programs across multiple locations. Only 10 months later, Rebecca was appointed Manager of Health Promotion. In this role, she is responsible for developing, administering and managing the corporate wellness program, InShape, with a mission of engaging Battelle employees to optimize their well-being and quality-of-life.

Before coming to Battelle, Rebecca worked for The Ohio State University from January 2007– December 2010 as the Program Manager for the Exercise Science Department. In this role, she managed the university's employee fitness program, exercise science laboratories, graduate assistants, and program contracts. Rebecca instructed undergraduate exercise science courses and supported the OSU Clinical Research Center by creating and conducting exercise tests for research studies in a variety of topics.

Rebecca holds a Masters and Bachelors of Science degree in Exercise Physiology from The University of South Carolina in Columbia, SC.

Derek Curlee, Vice President of Business Development, Airrosti
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Cell: 513-442-8826 Main: 800-404-6050 derek.curlee@airrosti.com

Derek Curlee brings more than ten years of experience in healthcare sales, management, and operations. Since 2012, he has led Midwest expansion efforts for Airrosti Rehab Centers, a Texas-based healthcare provider group with 12 locations in Cincinnati, Columbus, and Dayton. Through collaboration with Ohio carriers, brokers, employers, and health systems, Derek focuses on developing and implementing value-based solutions for musculoskeletal claims costs.

Prior to launching Airrosti's Ohio market, Derek managed 30+ clinics in North Texas. Airrosti employs and trains providers who specialize in delivering high quality, outcome-based musculoskeletal care that significantly reduces recovery times for patients and prevents unnecessary MRIs, pharmaceuticals, injections, and surgeries.

An Austin native, Derek received his Bachelor of Science in Industrial Distribution from Texas A&M University.



InShape Incentives and Airrosti

Rebecca Nguyen, MS, ACSM
Manager, Health Promotion

InShape's Mission

InShape's mission is to optimize employee health and quality-of-life by providing resources, services and programs that enable employees to achieve a high level of well-being.

Our goal is to develop an organizational culture that prioritizes well-being and empowers employees to take responsibility for their personal health.



History



- Phase I: July 2011 – Awareness
 - Introduced name, graphic, website
 - Consolidation of existing resources
- Phase II: January 2012 – Engagement and Support
 - InShape Advocates
 - Monthly themes driving education and events
- Phase III: January 2015 – Partnerships and Incentives
 - Vendor – mobile and online platform
 - Airrosti – on-site services



Use a List

Managing Finances Card

Prevent unnecessary spending and make a list whenever you go shopping. If you're headed to the grocery store, keep a detailed list of the items you need and don't let yourself stray from it. Lists prevent impulse buying and keep you within your budget.

20
POINTS

GOT IT!

FRIENDS LEADERBOARD

Based on Total Steps for the Past 7 Days

1		MICKEY S.	149,093
2		YOU!	135,838



READY TO START A CHALLENGE?

WEEKEND RUMBLE

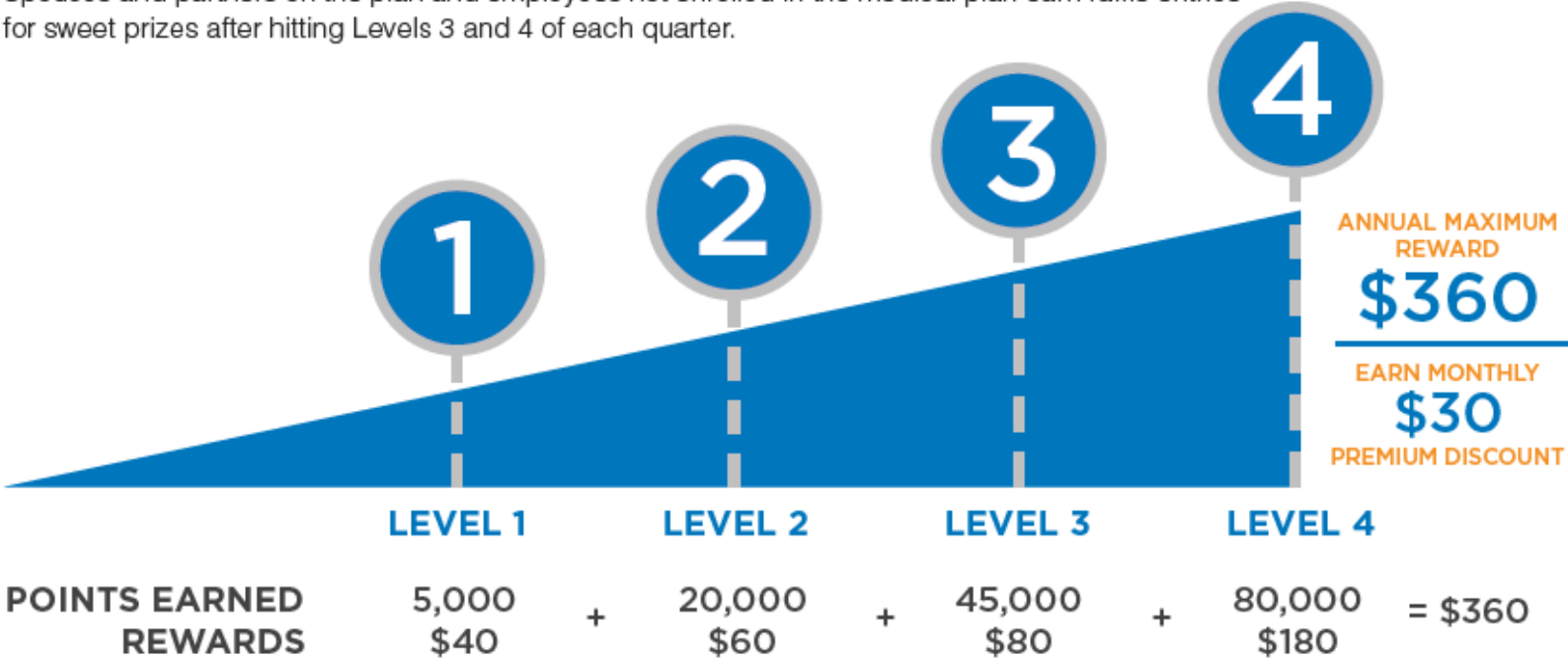
All right, weekend warriors. You've got until Monday to get in those steps and edge out the competition. Clean the house, do some yardwork -- get steps without even realizing it!

InShape Incentives

Your Rewards

Earn points by making and tracking healthy choices. The more you earn, the bigger the rewards!

If you're on the Battelle medical plan, you can earn \$360 every year for reaching Level 4 (\$40+\$60+\$80+\$180). Spouses and partners on the plan and employees not enrolled in the medical plan earn raffle entries for sweet prizes after hitting Levels 3 and 4 of each quarter.

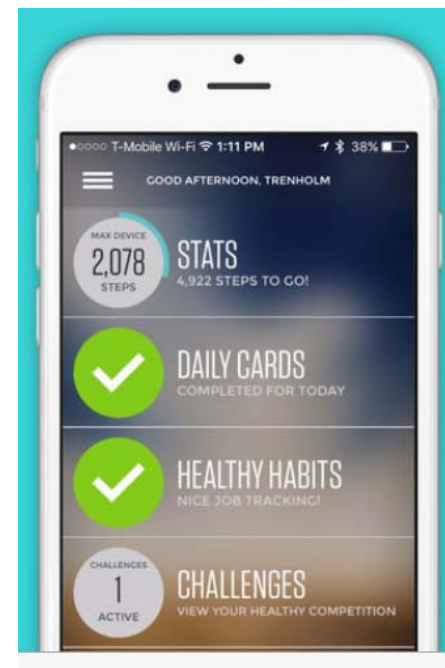


Your rewards

It's easy to earn points by making healthy decisions. The more you make, the more you earn. Here's how your points translate into rewards!



- Web and mobile platform
 - HRA, Biometric Screening, InShape Care Visit
 - Healthy Visits and Healthy Bonus Points
 - Activity and nutrition tracking
 - Daily cards and healthy habits
 - Challenges and step contests
 - Valid or self-reported measures



Additional Resources

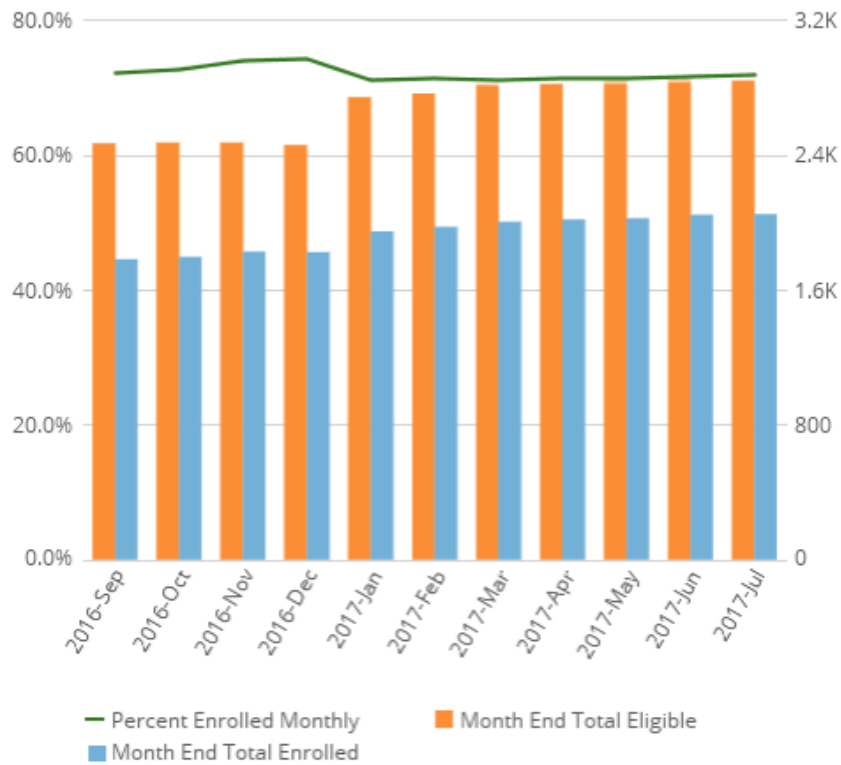
- On-site biometric screening, flu shots, allergy shots, mammography, farmers markets, fitness centers
- Employee Assistance Program
- Telemedicine
- Healthcare transparency tool
- New café vendor with nutrition program
- Farmers markets, Green BEAN Delivery
- Wellness education and seminars
- Meditation community
- Athletic leagues



What is our participation percentage?

72.0 %

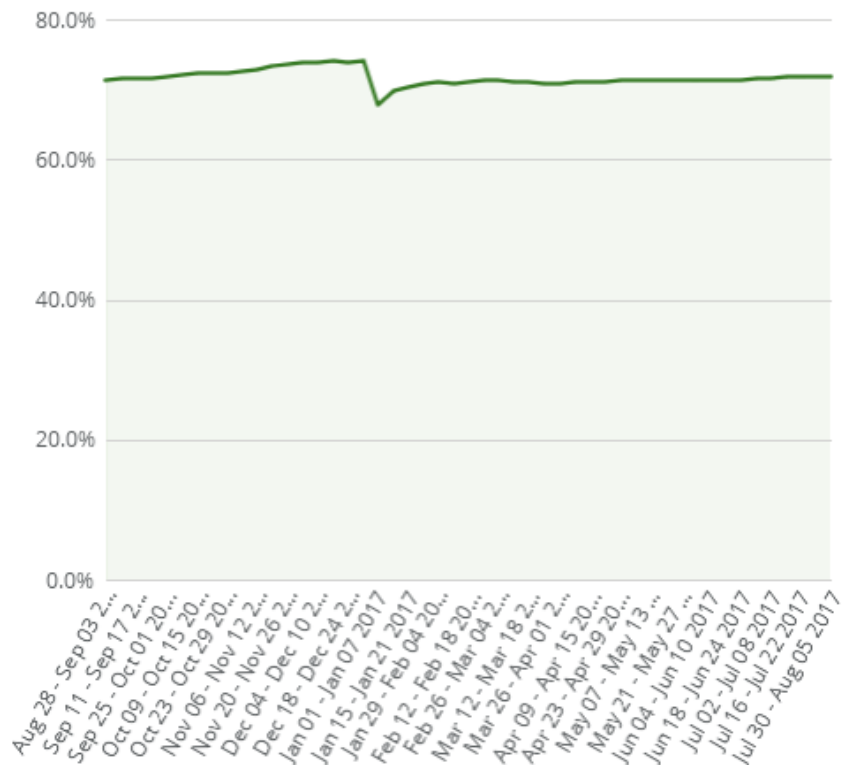
Current



What is our participation week over week?

71.7 %

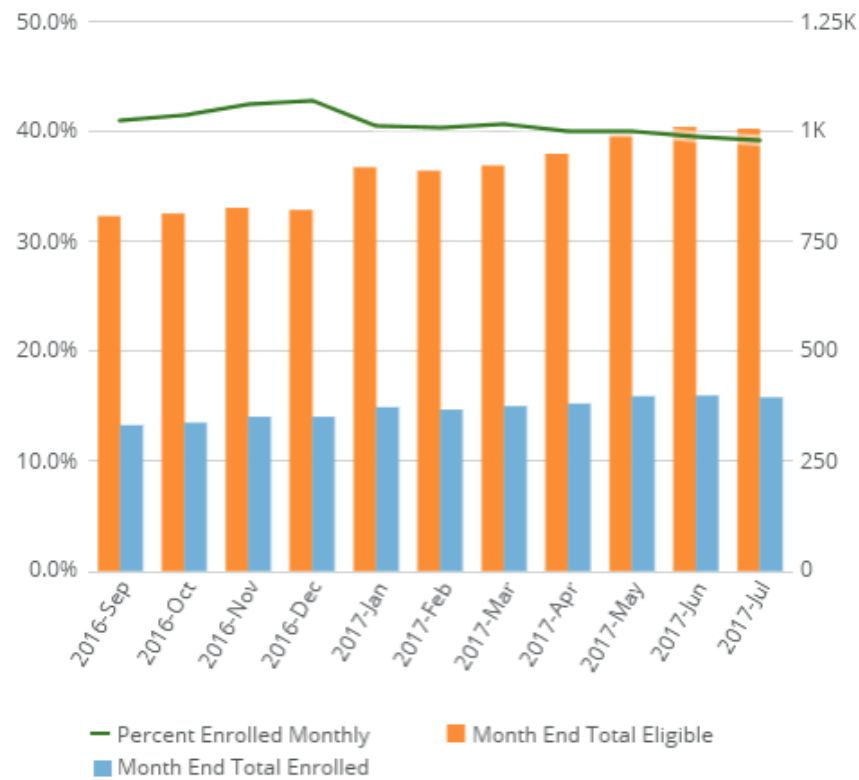
of members enrolled



What is our participation percentage?

39.3 %

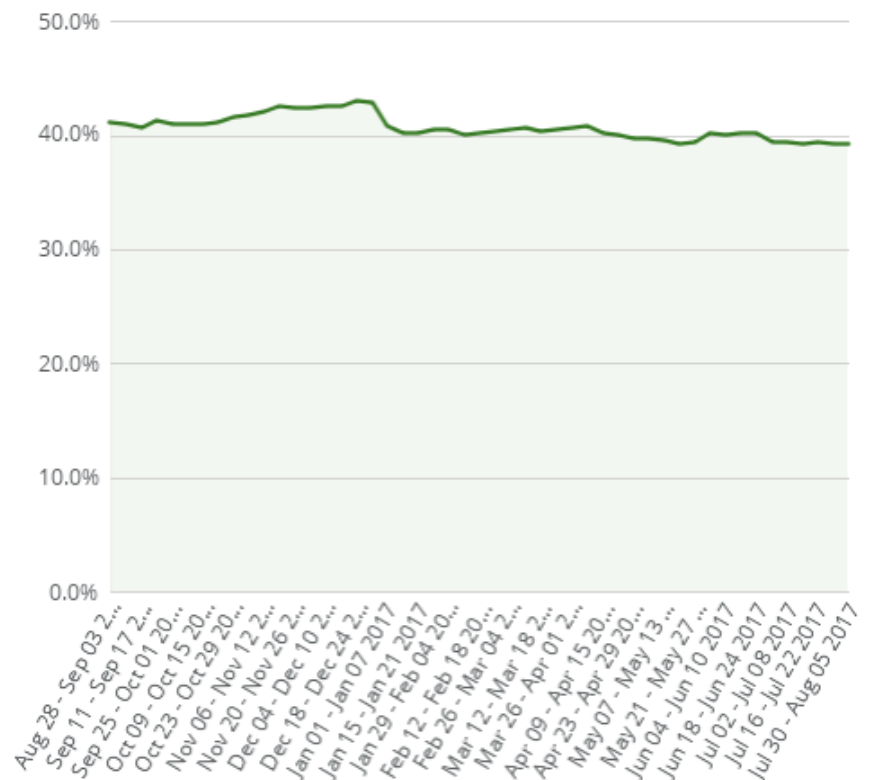
Current



What is our participation week over week?

40.6 %

of members enrolled

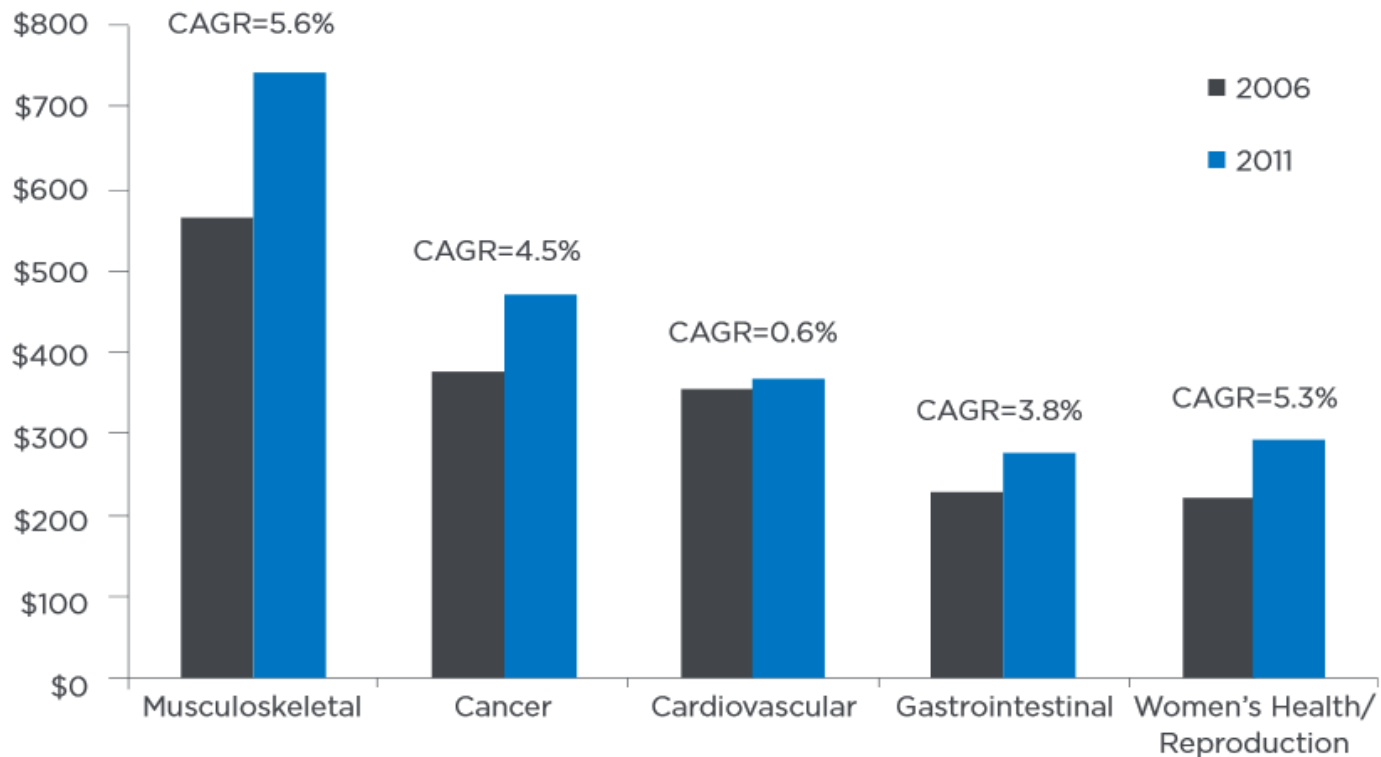


Macro Impact of MSK

“Musculoskeletal conditions are the costliest and most rapidly growing group of diseases.”

- *Truven Health Analytics*

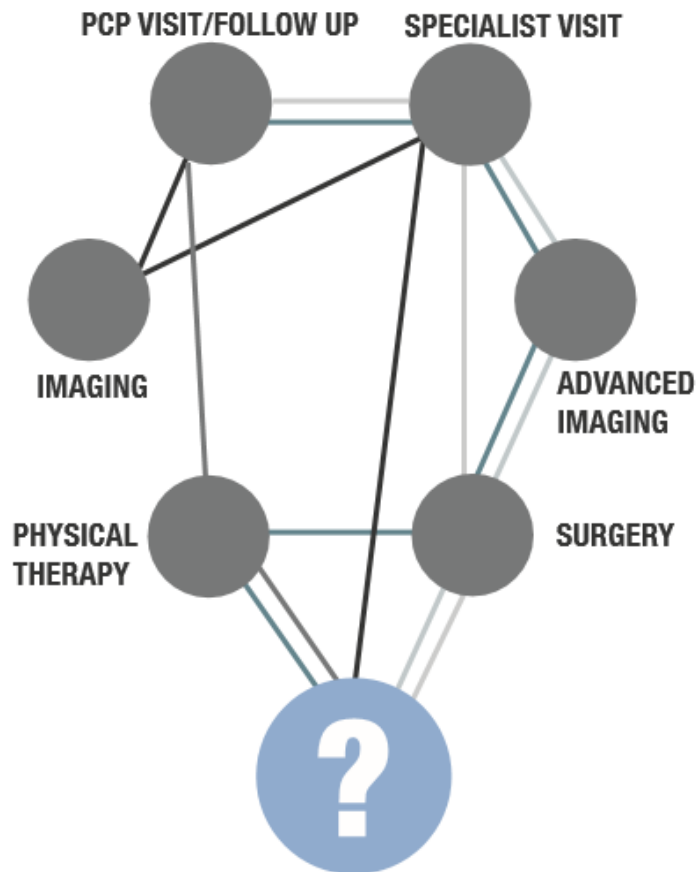
Annual PMPY Cost



Source: Huse DM, Marder WD. “What are the leading drivers of employer healthcare spending growth?”
Truven Health Analytics, April 2013.

Micro Impact of MSK

Traditional Transaction-Based Patient Experience



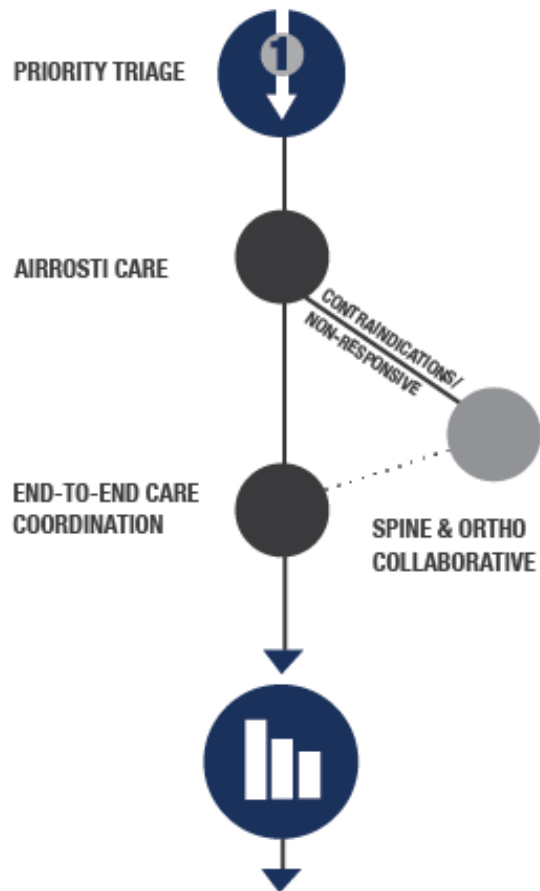
Multiple Points of Entry

Little to no Collaboration

Lack of Quality Metrics:
Outcome, Experience & Cost

Micro Impact of MSK

Collaborative Care Development



Early Triage
&
Standardized Care Pathway

Provider Collaboration
Appropriate Care & Timing

Measured & Reported Results:
Outcome, Experience & Cost

Airrosti and Battelle: Collaborative History

December 2012 – Airrosti introduced to Battelle as an option to manage MSK costs

May 2013 – Pilot program begins; 10 employees treated onsite over a 3-week period at no cost

October 2013 – All treatment plans complete and 3 months of post-treatment surveys and outcomes

September 2014 – Airrosti ready to enter Columbus market; discuss onsite clinic at Battelle

January 2015 – Onsite clinic opens in Battelle Fitness Center; employee outreach kicks off

June 2016 – Airrosti becomes a lowered copay for PPO/HRA plan members

Outreach and Engagement

- Ongoing **free injury assessments** offered
- Monthly **info table** in café
- **Health at Your Desk** info sessions
- **Foam roller classes** at fitness centers
- Meet the Doc at Battelle 5K, farmers markets, benefit fairs
- **Onsite engagement** at West Jefferson location

IS PAIN HOLDING YOU BACK?

RAPID RECOVERY FOR SPINE, JOINT, & SOFT TISSUE INJURIES
Employee Benefit for Sprains, Strains, and Chronic Pain
Airrosti is now a covered benefit for CCS employees, spouses, and dependents at the MMOL location.



 **Get Ready to Roll!**

Learn how a simple tool can really help you get the kinks out.

Foam Rolling for just a few minutes can increase flexibility immediately.

Research shows using a foam roller just one time can result in increased range of motion lasting more than 10 minutes. With continued use over two weeks or more, you can foam roll your way to a long-term increase in pain-free mobility.



Impact of Airrosti

- Patients who use Airrosti first:
 - Have shorter treatment plans on average
 - Avoid unnecessary imaging, specialist visits, prescriptions, surgeries and lengthy PT/Chiro treatment plans

Employees averaged 10-11 visits with a PT or Chiro before trying Airrosti

The Impact of Airrosti as a First Treatment Option: The following patient reported data demonstrates Airrosti's ability to prevent unnecessary treatment costs and the importance of educating health plan members to choose Airrosti first.

	Patients Who Chose Airrosti AFTER Unsuccessful Traditional Care	Patients Who Chose Airrosti as FIRST Treatment Option
ALL PATIENT CASES	44% (101)	56% (129)
Referred to Specialist	55% (56)	5% (6)
Referred to Diagnostic Imaging	67% (68)	2% (3)
Taking Medications (Rx and Non-Rx)	31% (31)	22% (29) <i>Non-Rx Only</i>
Previous Surgery for Injury	7% (7)	N/A
Prior Rehab Visits (PT/Chiro)	54% (55) <i>avg. number of visits: 10.6</i>	N/A
AVG NUMBER OF AIRROSTI VISITS	3.7	3.3

Outcomes to Date

- 230 patient cases
- 3.5 average number of visits
- 79.4% reported full recovery
- 4 recommended surgeries avoided
- 90% reported reduction or elimination in medication use for injury
- 99.5% would refer family or friends

Source: Airrosti Patient Reported Outcomes, as of July 28, 2017

Battelle Patient Stats

Average age: **45 years**

73% treated at onsite clinic

27% treated at Airrosti locations in Ohio

Prevalence of Injuries Treated

- 25.7%: Lumbosacral / Low Back
- 15.2%: Shoulder
- 12.6%: Knee
- 11.3%: Cervical / Neck
- 9.1%: Ankle / Foot
- 6.0%: Thoracic / Upper Back
- 5.7%: Hip

Patient Testimonial

“I had ACL reconstruction surgery 5 years ago in high school, and my physical therapist at the time completely neglected the soft tissue part of my rehab...I was missing around 20 to 25 degrees of extension. I was pretty skeptical at first with the low amount of therapy needed, but once Dr. Young started working on my knee it changed everything. I felt my leg almost unlock after every visit and after only six visits my leg is now straight and I can work to full extension with the exercises they provided. This would have taken months and months in therapy to accomplish these results.”



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AIRROSTI

PATIENT CENTERED MUSCULOSKELETAL CARE AND EMPLOYEE ENGAGEMENT



IMPROVED OUTCOMES



EXCEPTIONAL MEMBER EXPERIENCE



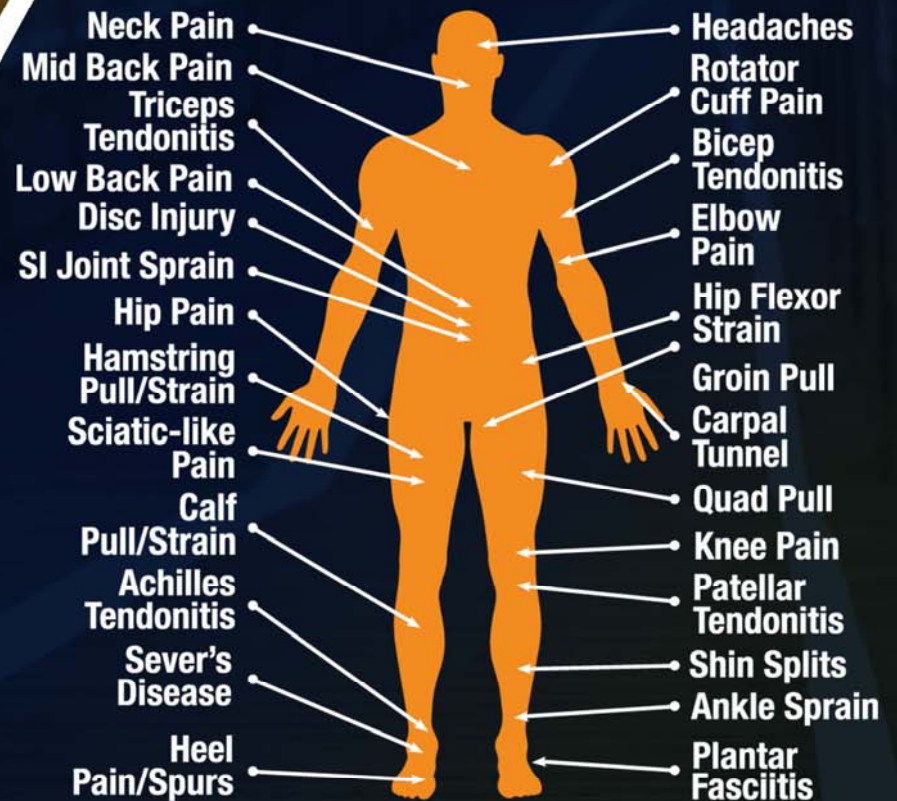
LOWER CLAIM COST





WHO WE HELP

- Acute & chronic MSK injuries & conditions
- Patients advised to undergo surgery or seeking an alternative
- Patients not getting lasting relief from epidural steroid injections & other pain management interventions
- Unresolved rehab patients
- Post-surgical patients that present with persistent symptoms/dysfunction





HISTORY OF AIRROSTI | *Exceptional Outcomes Drive Our Partnerships*

First Patient Treated



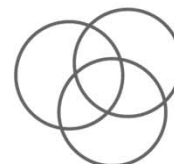
2004

Carrier Partnerships Begin



2008

Population Health Integration



2014

Primary Care Collaboration



2007

2009



Quality Measures:
Outcomes, Experience, & Cost

Current



5 States
200+ locations
400,000+ cases



Patient Centered Musculoskeletal Care



Standardized Clinical Pathways

- Strict Provider Vetting, Training & Utilization Management
- Member Outcome & Experience Reporting
- Claim Analytics to Ensure Lower Cost



Reducing Imaging, Surgeries & Recovery Time

- Clinical Guideline Adherence with Evidence Based Medicine
- One Hour 1-on-1 Patient Time
- Manual Therapy & Active Care vs. Passive Modalities



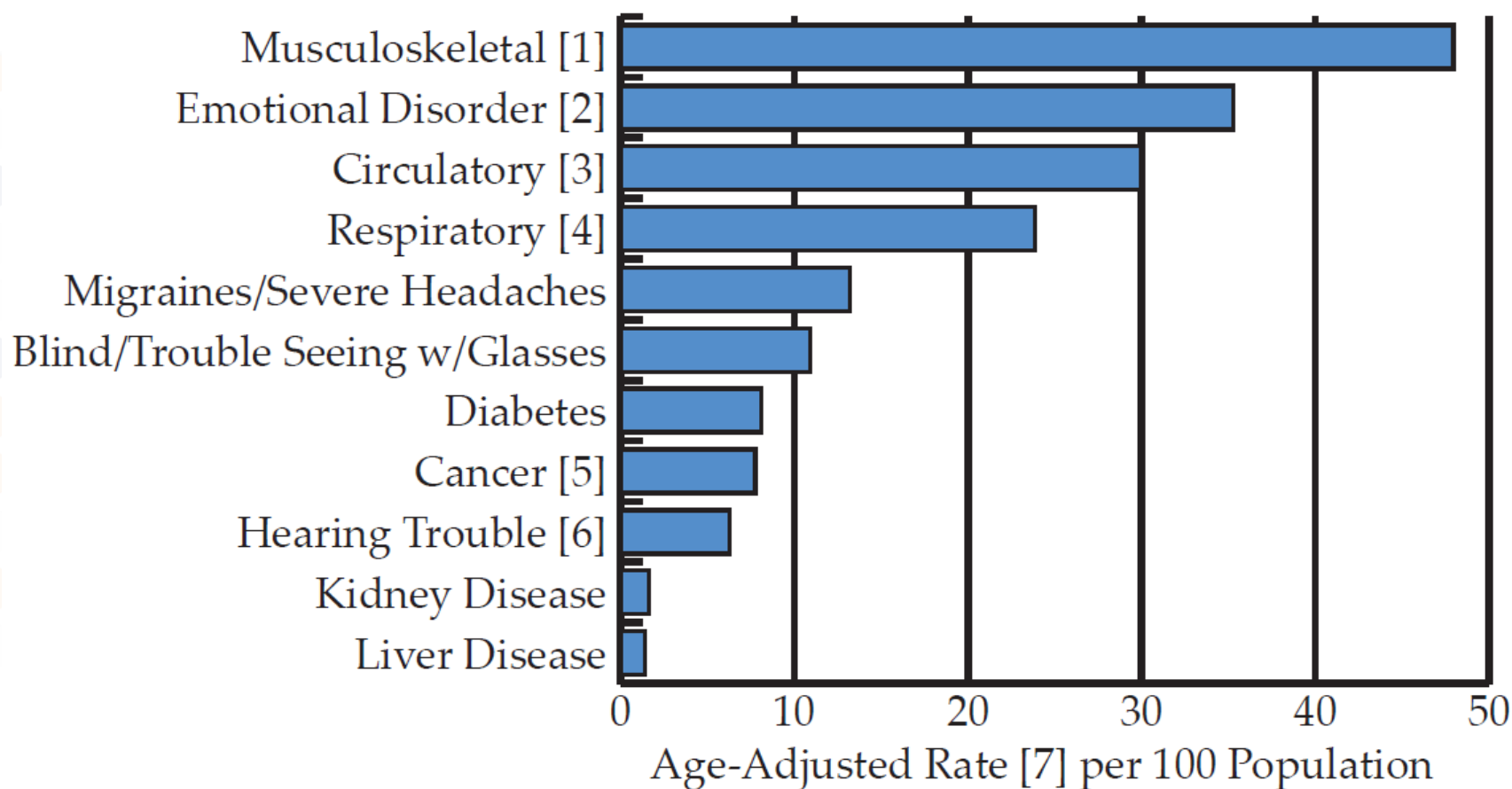
MACRO & MICRO IMPACT OF MSK





MACRO IMPACT OF MSK | *"The costliest, most rapidly growing..."*

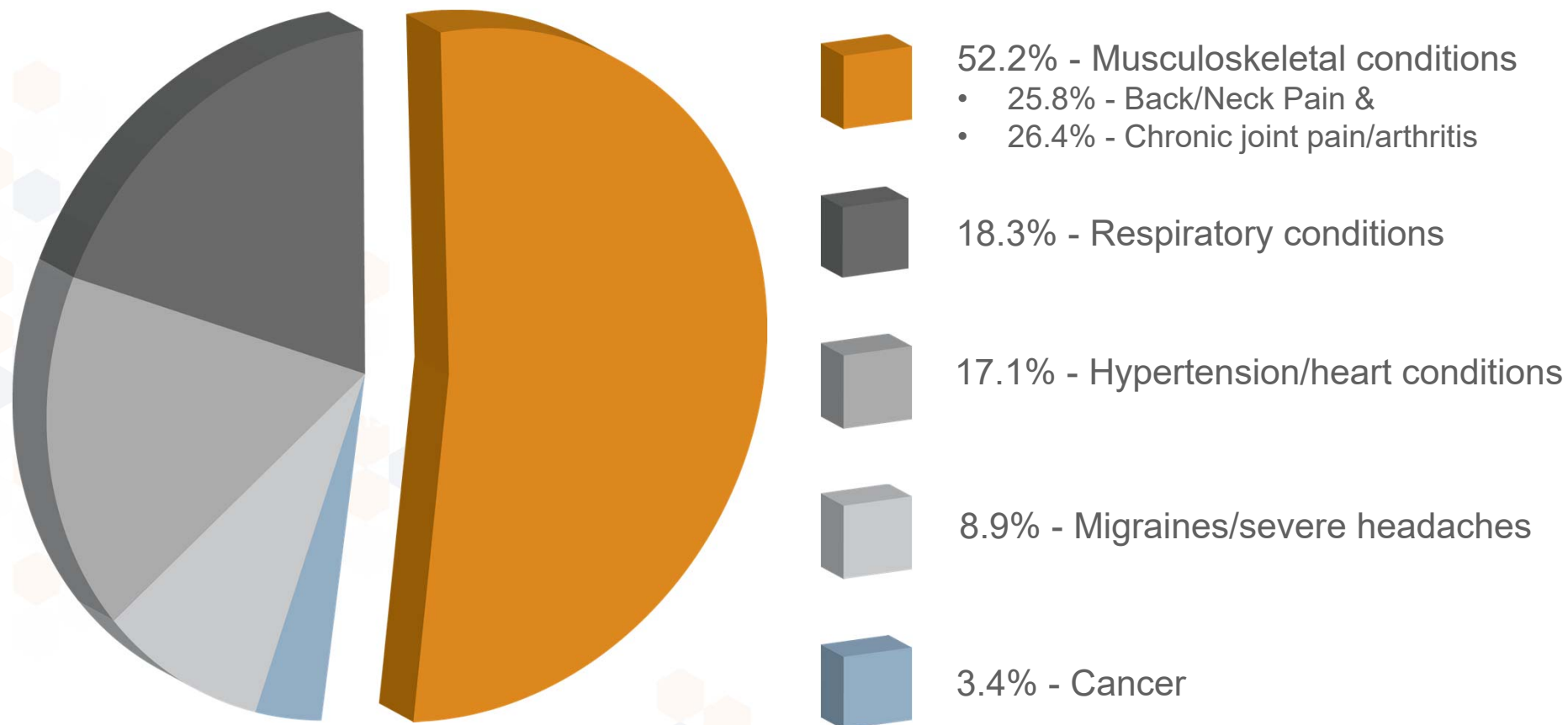
Prevalence of Self Reported Medical Conditions, Ages 18 and Older





MACRO IMPACT OF MSK | *"The costliest, most rapidly growing..."*

Proportion of Total Lost Work Days by Medical Conditions, Ages 18 and Older





Keys to Musculoskeletal Cost Management

Convenience

- Primary Care, ACO & Specialty Co-locations
- On-site Clinic Integration

Engagement

- Surgical Avoidance Programming & Education
- Musculoskeletal Wellness Programs

Affordability

- Value Based Benefit Design
- Narrowed Network
- Outcome Visibility and Claims Tracking



CONVENIENCE



Transaction Based Patient Experience

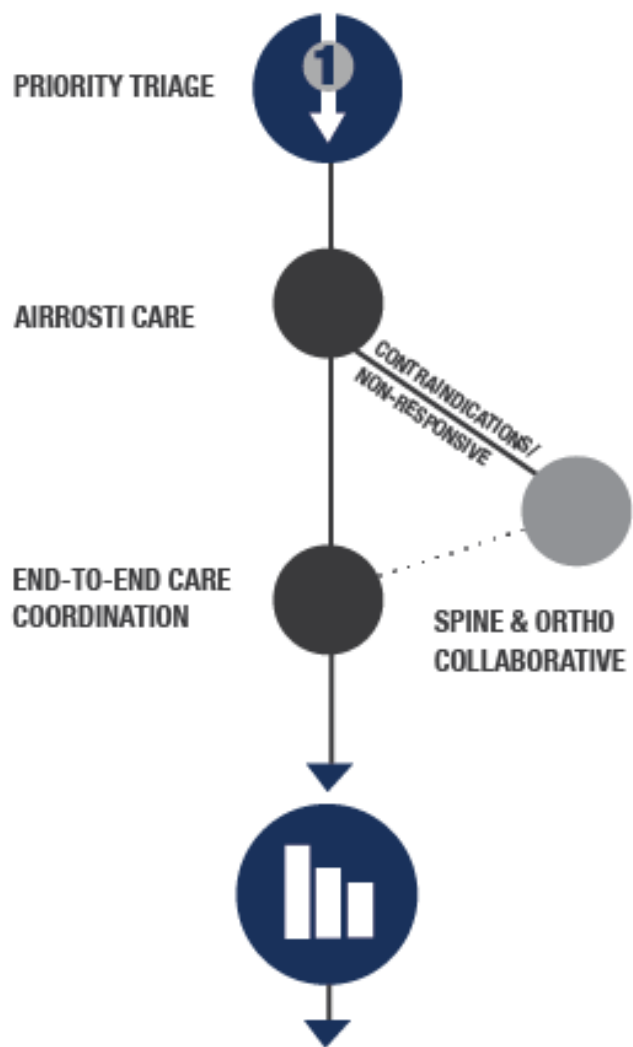


Common Pre-Airrosti Experience – Low Back Pain Case

- 7 Minute Physician Visit
- Pain Medication Rx
- High-Tech Imaging
- Specialty Referral
- Pain Management with Injections
- 11 Physical Therapy Visits
- 27 Chiropractic Visits
- X-rays & "Maintenance" Plan
- 2nd Specialist Referral
- 2nd MRI
- Surgery Recommended



Creating a Musculoskeletal Triage



Early Triage
&
Standardized Care Pathway

Provider Collaboration
Appropriate Care & Timing

Measured & Reported Results:
Outcome, Experience & Cost



MEMBER ENGAGEMENT





NO COST ENGAGEMENT SOLUTIONS | *For Covered Plans*



Musculoskeletal Benefit Workshops

Introduction and education on Airrosti's outcome-based care, rapid recovery for common conditions and injuries, and resolution opportunities to help avoid surgeries, imaging, or other unnecessary care



Musculoskeletal Wellness Activities

Health At Your Desk

Professionally guided group exercise and education class for common upper extremity musculoskeletal conditions *(Presentation-classroom format)*

We've Got Your Back

Professionally guided group exercise and education class on the benefits of foam roller exercises to increase flexibility and core strength, while preventing low back pain *(Exercise class format)*



Experience Airrosti Programs

Injury Assessment Day(s)

Complimentary one-on-one assessments that include a thorough evaluation, injury education, recovery options and appropriate self-care exercises *(Approximately 15 minutes each)*

Experience Airrosti Day(s)

Onsite Airrosti treatment experience for plan members currently in pain, with unresolved care, or facing surgery *(One hour treatment with each participant)*



Employee Communications

- Customized Benefit Announcements (emails, posters, mailers, table tents)
- Quarterly Accountable Care Reminders
- Mobile Engagement Tools



Injury Specific Workshops

Back Pain & Spine Surgery Prevention

Educational workshop focused on the causes of back pain, prevention, and conservative care to avoid high-tech imaging, injections, and surgeries

Tech Neck

Educational workshop that provides prevention, ergonomic and exercise strategies for the most common conditions caused by use of modern day technology



NO COST ENGAGEMENT SOLUTIONS | *For Covered Plans*

NEW EMPLOYER ENGAGEMENT BEST PRACTICES

- Benefit Education
- Recurring High Value MSK Wellness Workshops, Activities and Educational Programs

PREAct	Q1	Q2	Q3	Q4
Employee Communications (9)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accountable Care Reminders (11)	<input type="checkbox"/>	<input checked="" type="checkbox"/> 6/01/17	<input checked="" type="checkbox"/> 9/01/17	<input checked="" type="checkbox"/> 12/11/17
Experience Airrosti Programs				
• Injury Assessments (15)	<input type="checkbox"/>	<input checked="" type="checkbox"/> 4/02/17	<input type="checkbox"/>	<input type="checkbox"/>
• Experience Airrosti Days (17)	<input checked="" type="checkbox"/> 3/02/17	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experience Airrosti Programs				
• Back Pain & Spine Surgery Prevention (21)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Tech Neck: Avoiding Upper Cross Syndrome (23)	<input checked="" type="checkbox"/> 3/11/17	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Health On the Move (25)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Musculoskeletal Awareness Programs				
• We've Got Your Back (31)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> 8/28/17	<input type="checkbox"/>
• Health at Your Desk (33)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• What is Airrosti (35)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Engagement Tools (37)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





AFFORDABILITY





OUTCOME REPORTING | *Collected at Each Visit*

On Demand Patient-Reported Outcomes

Outcome Summary

- Over 407,660 Patient Cases
- 3.2 Average Number of Visits
- 88.6% Reported Full Recovery
- Over 8,500 Recommended Surgeries Avoided
- 99.6% Would Refer Friends or Family

2 Year Member UM & Visit Distribution:

- 4.6 Member Visit Average (all conditions)
 - 28% 1 to 2 Visits
 - 50% 3 Visits or Less
 - 82% 6 Visits or Less

AIRSTI REHAB CENTERS
TREATMENT OUTCOME RESULTS

Musculoskeletal Value Based Report for:
All Cases

Data Reported as of: September 5, 2016
Total Number of Cases: 407,660
Average Treatment Duration (Per Case): 3.2

PATIENT REPORTED OUTCOMES

Objective Outcome Reporting: The following is a summary of the effectiveness and efficiency of the Airrosti Treatment Model as reported by Airrosti patients (not Airrosti providers), including patients still in treatment.

Patient Reported Overall Improvement

	Much Improved	Improved	No Change	Worse	Much Worse
At Last Visit	58%	36%	6%	0%	0%

Patient Reported Pain Level

	None	Very Little	Moderate	Significant	Extreme
Pre-Treatment	1%	13%	50%	32%	3%
At Last Visit	34%	48%	15%	3%	0%

Patient Reported Age of Injury

Duration of Injury	# of Cases	Avg. Visits
Acute (0-14 Days)	123,577	2.8
Subacute (15 Days - 12 Weeks)	128,264	3.2
Chronic (12+ Weeks - 1 Year)	58,769	3.5
Long Term Chronic (More than 1 Year)	97,050	3.5
ALL CASES	407,660	3.2

AIRSTI VS. TRADITIONAL CARE

The Impact of Airrosti as a First Treatment Option: The following patient reported data demonstrates Airrosti's ability to prevent unnecessary treatment costs and the importance of educating health plan members to choose Airrosti first.

	Patients Who Chose Airrosti AFTER Unsuccessful Traditional Care	Patients Who Chose Airrosti as FIRST Treatment Option
ALL PATIENT CASES	37% (149433)	63% (258227)
Referred to Specialist	55% (82831)	1% (3623)
Referred to Diagnostic Imaging	60% (90238)	3% (7000)
Taking Medications (Rx and Non-Rx)	44% (66138)	31% (79250) <i>Non-Rx Only</i>
Preclude Surgery for Injury	10% (15406)	N/A
Prefer Rehab Visits (PT/Chiro)	58% (86067) avg. number of visits: 6.4	N/A
AVG NUMBER OF AIRSTI VISITS	3.6	3.0

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**THIRD PARTY
EPISODIC CLAIM STUDIES**





THIRD PARTY CLAIM STUDY | *Expanded Study Results*

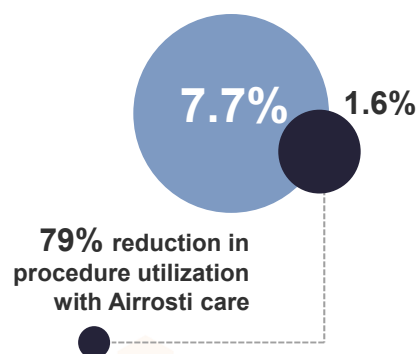
Total Episode of Care - Airrosti vs. Non-Airrosti 270 Day Episodes - All MSK DX Groups



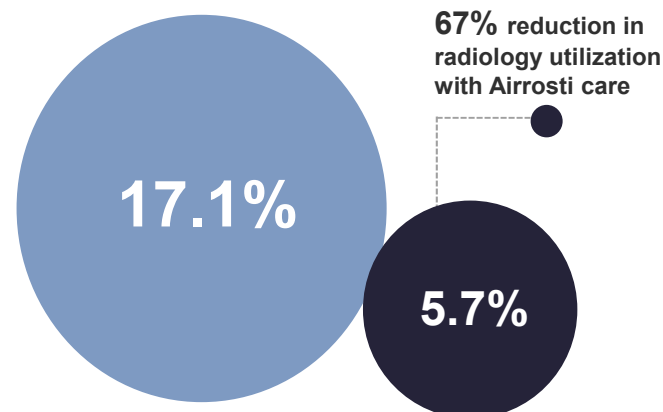
Airrosti Average Episode Cost: \$1,090
Non-Airrosti Average Episode Cost: \$1,930



Procedure Utilization



High Tech Radiology Only



This study was conducted by Koan Health, Airrosti's leading analytics partner. Koan Health provides advanced episode analytics that effectively demonstrate value and enhance performance.



Lost Time From Work During Episode of Care - Airrosti vs. Non-Airrosti (Work Hours Lost Due to Care Visits)

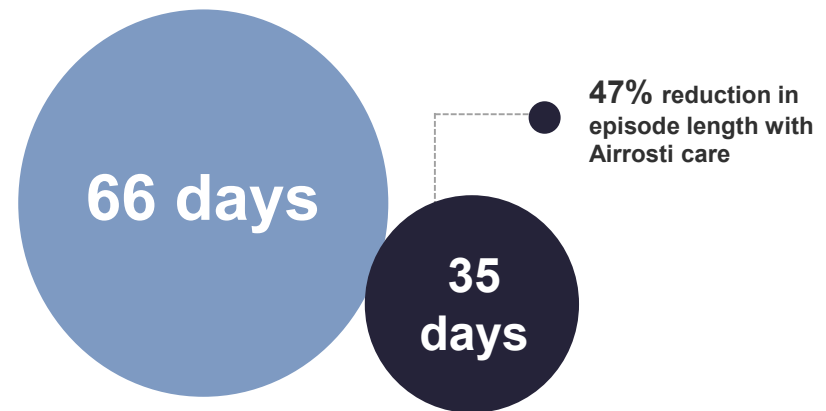


Hours Away from Work Seeking Medical Care



* Hours of care calculated by multiplying total unique days in care within an episode (including inpatient care) by 4 hours.

Average Episode Length (Total Days Under Medical Care)



This study was conducted by Koan Health, Airrosti's leading analytics partner. Koan Health provides advanced episode analytics that effectively demonstrate value and enhance performance.



Client Claims Study: School District

Benefit design:

\$0 copay for plan members to receive
Airrosti treatment

Member Engagement:

Onsite treatment days
Injury Assessment Programs
Prevention Lunch & Learns
Benefit Education Classes
Foam Roller Workshops





- Pre Airrosti data incurred Jan 2012 – Dec 2013,
*episodes start dates **April 2012** – Dec 2013 because of 90 day clean period.
 - 186 distinct members with 247 musculoskeletal episodes
- Post Airrosti data incurred Jan 2014 – Dec 2015
 - 364 distinct members with 544 musculoskeletal episodes

All Pre Contract Episodes
vs.
All Post Contract Episodes



THIRD PARTY CLAIM STUDY | *School District*

Diagnosis Category	Average Cost			Episode Length		
	Pre-Contract 2012-2013	Post-Contract 2014-2015	Delta (%)	Pre-Contract 2012-2013	Post-Contract 2014-2015	Delta (%)
Back & Neck	\$1,108	\$1,071	-3	148	69	-53
Knee	\$2,780	\$1,094	-61	119	49	-59
Shoulder	\$1,182	\$1,366	16	77	61	-21
Hip	\$4,148	\$2,136	-49	81	55	-32
Other Extremities	\$732	\$1,006	37	87	51	-41
Total	\$1,446	\$1,138	-21	121	60	-50

Post Contract Non Airrosti Attributed Episodes
VS.
Post Contract Airrosti Attributed Episodes



THIRD PARTY CLAIM STUDY | *School District*

Diagnosis Category	Average Cost			Episode Length		
	Non-Airrosti Episodes	Airrosti Episodes	Delta (%)	Non-Airrosti Episodes	Airrosti Episodes	Delta (days)
Back & Neck	\$1,094	\$1,048	-4%	94	44	-53%
Knee	\$1,128	\$1,037	-8%	54	40	-26%
Shoulder	\$1,435	\$1,282	-11%	79	39	-51%
Hip	\$4,626	\$736	-84%	95	33	-65%
Other Extremities	\$854	\$1,137	33%	45	56	24%
Total	\$1,202	\$1,070	-11%	75	45	-40%

Surgical Rates

Diagnosis Category	Non-Airrosti Episodes	Airrosti Episodes	Delta (PPT)
Back & Neck	0.8%	0.0%	-1
Knee	5.4%	0.0%	-5
Shoulder	10.3%	4.2%	-6
Hip	11.1%	0.0%	-11
Other Extremities	9.1%	1.6%	-8
Total	4.6%	0.8%	-4

Imaging Rates

Diagnosis Category	Non-Airrosti Episodes	Airrosti Episodes	Delta (PPT)
Back & Neck	15.3%	1.6%	-14
Knee	23.2%	8.8%	-14
Shoulder	34.5%	4.2%	-30
Hip	11.1%	0.0%	-11
Other Extremities	10.9%	0.0%	-11
Total	17.9%	2.3%	-16

Summary

- Airrosti provides lower costs, lower imaging rates, and lower surgical rates.
- There is likely additional savings generated due to decreased absenteeism and reduced pharmacy claims; neither of these are captured here.
- On average, Airrosti's average episode length was 30 days shorter than other provider episode lengths.



(800) 404-6050 | Airrosti.com