

A city's move
to wellness



Lakewood
Colorado

City of Lakewood & Cigna





Lakewood

Colorado

A City
Committed
to Wellness



Kathy Hodgson
Lakewood City Manager

Wellness as a personal decision...



A journey to commitment



Lakewood

Colorado

City of Lakewood “Culture”

- 73% - The organization makes investments to make me more successful. (365 ee’s)
- 79% - The organization values employees as their most important resource. (363 ee’s)
- 82% - The organization is committed to making it a great place to work. (358 ee’s)

**Denver Business Journal
“Best Places to Work”
Award – 2010
Employee Morale**



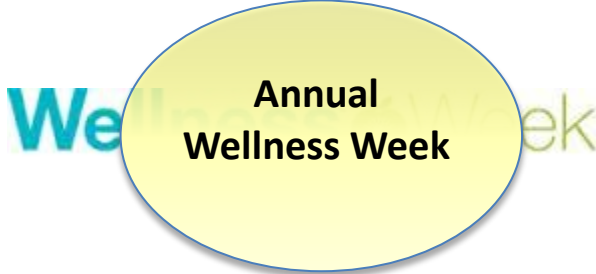
Wellness pays off...

| | 2007 | 2012 | Cost Avoidance |
|----------------------------------|------|------|---------------------------------|
| BMI (obese/overweight) | 74% | 63% | \$762 per employee/ per year |
| Blood Pressure (optimal) | 77% | 86% | \$392 per employee/ per year |
| Pre-Diabetic Improved Control | 45% | 51% | \$817 per employee/ per year |



Metrics



Early history – Employee wellness 1985



Wellness Week Menu

| CIVIC CENTER | URBAN PARKS | PW STREET MAINTENANCE | PUBLIC SAFETY BLDG |
|---|---|--|---|
| <p>Theme HEALTH & WELLNESS</p> <p><u>SCREENINGS At Civic Center – ER Training Rm</u> 7 a.m. – 10a.m.</p> <p>*Lipid glucose profile screen – includes:</p> <ul style="list-style-type: none"> ➢ Blood Pressure-by <u>Freewell</u> ➢ Body Composition-by <u>Freewell</u> ➢ Pulmonary Screen-by <u>Freewell</u> ➢ Face Skin Analysis –by <u>Freewell</u> <p>*Orthopedic Screening- PT of Lakewood- *Osteoporosis Screening-<u>Freewell & Instanton</u> Medical *RSVP at xt# 7700 for each Wellness <u>Screening</u></p> <p style="text-align: center;"><u>At Civic Center</u></p> <p>11:30 a.m. – 12:30 p.m. – ER Training Room *<u>Learning at Lunch</u> Jennifer <u>Gergurich</u> – “Bear Creek Lake Park and the Great Outdoors!” ER Training Room Lunch provided!</p> <p>11:00 a.m. – 2:00 p.m. <u>Vendors:</u> Cigna Dynamic Therapeutic Solutions Kaiser Lakewood Recreation Department</p> <p>Prize Drawing for the day! National Great Outdoors Month!</p> | <p>Theme HEALTH & WELLNESS</p> <p><u>SCREENINGS At Urban Parks</u> 7 a.m. – 9 a.m.</p> <p>*Lipid glucose profile screen-includes:</p> <p> Blood Pressure-by <u>Freewell</u></p> <ul style="list-style-type: none"> ➢ Body Composition-by <u>Freewell</u> ➢ Pulmonary Screen-by <u>Freewell</u> ➢ Face Skin Analysis –by <u>Freewell</u> <p>*Orthopedic Screening- PT of Lakewood- *Osteoporosis Screening-<u>Freewell & Instanton</u> Medical *RSVP at xt# 5240 for each Wellness <u>Screening</u></p> <p style="text-align: center;"><u>At Civic Center</u></p> <p>Noon – 12:30 p.m. Healthy Outdoor Grilling Demo- by Chef Laura In the Civic Center Plaza!</p> <p>Prize Drawing for the day!</p> <p></p> <p>REMEMBER TO REGISTER & COMPLETE YOUR HEALTH RISK ASSESSMENT ONLINE!</p> <p style="text-align: center;"> SPECIAL OFFER! FULL PANEL CHEM SCREEN- WEDNESDAY, JUNE 16TH 7a.m. – 9 a.m. – ER Training Room This year employees can also buy up to a complete “Chem Screen” panel with 32 results plus Thyroid = \$5 Male employees can purchase the PSA screen for Prostrate Cancer= \$35! CALL XT 7700 TO MAKE AN APPOINTMENT. (12 hour fast required)</p> | <p>HEALTH & WELLNESS</p> <p><u>SCREENINGS At Street Maintenance</u> 7 a.m. – 10a.m.</p> <p>*Lipid glucose profile screen-includes:</p> <ul style="list-style-type: none"> ➢ Blood Pressure-by <u>Freewell</u> ➢ Body Composition-by <u>Freewell</u> ➢ Pulmonary Screen-by <u>Freewell</u> ➢ Face Skin Analysis -by <u>Freewell</u> <p>*Orthopedic Screening- PT of Lakewood- *Osteoporosis Screening-<u>Freewell & Instanton</u> Medical *RSVP at xt# 7952 for each Wellness <u>Screening</u></p> <p style="text-align: center;"><u>At Civic Center</u></p> <p>Noon to 1 p.m. *<u>Learning at Lunch</u>- ER Training Room Dr. Doug <u>Redosh</u> – “Headaches & Migraines” Keep them under control! Lunch Provided! <u>RSVP xt 7700</u></p> <p>Headache Awareness Week!</p> | <p>HEALTH & WELLNESS</p> <p><u>SCREENINGS</u> 7 a.m. – 10a.m. – Training Room</p> <p>*Lipid glucose profile-includes:</p> <ul style="list-style-type: none"> ➢ Blood Pressure-by <u>Freewell</u> ➢ Body Composition-by <u>Freewell</u> ➢ Pulmonary Screen-by <u>Freewell</u> ➢ Face Skin Analysis –by <u>Freewell</u> <p>*Orthopedic Screening- PT of Lakewood- *Osteoporosis Screening-<u>Freewell & Instanton</u> Medical *RSVP for each Wellness Screen Noon – 12:30 p.m. Healthy Outdoor Grilling Demo - by Chef Laura On the Patio! 11:00 a.m. – 2:00 p.m.</p> <p><u>Vendors:</u> Cigna Dynamic Therapeutic Solutions Kaiser Lakewood Recreation Department Grand Prize Drawing!</p> |

Progressing from 2003 to 2011



Brown Bag events



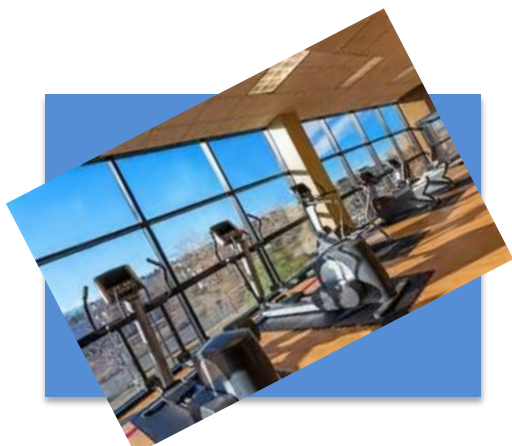
Cancer Screening



**Lakewood Employees
on the Move**



**Racquetball & Basketball
Tournaments**



Recreation Center Program Access



**Weight Watchers at Work &
Lose to Win**



**Winter Fit &
Holiday Hold-em**

Cigna Medical Provider History

Spring 2010

Selected Cigna
Utilization trend – above “norm”
(*Consistent with prior 2 year trend)
Projected premium – deficit funding

September 2010

Evaluation of “Consumerism Plan.”

High deductible Health Plan (HDHP)
&
Health Reimbursement Account(HRA

2011 Renewal

Modify benefit design.
City Wide “education”
HDHP & HRA

2012

Implement HDHP & HRA
\$100/ incentive for HAP

2012-2013



Ready-Set-Wellness Festival

Biometric Screening
Health Assessments
Incentives

6 Week
Meditation
Class

Couch to 5K

Presentations

Thrive Across America
Craving Brain

Learning for
Taxation

Healthy
Living
Programs for
Offsite
Facilities

Healthy
Weight
Connections

- 2013 -
"Road to Wellness"
Festival

Cigna Health Programs

Tanya Dillard
Cigna Health Promotion

U of M Health Assessment

- Immediately informs of personal health status, risks and how to improve
- Linked to proprietary TMS engine to predict highest cost claimants for priority health coaching outreach

Online Coaching

- Education modules aimed at helping healthy people maintain or improve lifestyle habits
- Content areas include: sleep, stress, physical activity and nutrition

Lifestyle Management Programs

- Online or telephonic behavior coaching on stress, weight and tobacco use

Health Advisor[®]

- Referrals and Education
- At-Risk Outreach
- Health & Wellness Coaching
- Gaps in Care Coaching
- Preference Sensitive Care Coaching

Your Health First[®]

- Chronic condition coaching for 16 conditions with wrap around of up to 30 co-morbidities
- Outreach driven by claims, predictive modeling and trend management systems

Prenatal Health

- *Healthy Pregnancies, Healthy Babies*: Incentive coaching program connects expectant mothers with a nurse coach and education materials.

Cigna Onsite Continuum of Services

Education and Screenings

Health Seminars and Hourly Coaching

- 65 health and wellness topics delivered by experienced health educators
- Hourly coaching delivered post-seminar or standalone

Biometric Screenings

- Onsite special events and available at onsite clinics
- Data integration and reporting

Flu Shots

- Annual onsite special events and available at onsite clinics

Lifestyle Programs

Health Coach or Promotion Coordinator

- Coordinator for face-to-face health promotion/culture of health
- Dedicated coach for individual health coaching
- Referrals, advocate, educator

Metabolic Syndrome Improvement Program

- Measurably reduces risk
- Classes available onsite and online, plus social networking
- Includes pre- and post-biometrics

Lifestyle Management

- 2–10 week classes delivered onsite in group setting
- Six popular health improvement topics
- Delivered onsite by CIGNA Onsite

1:1 Onsite Coaching

- One-on-one, face-to-face coaching on almost any health topic

Health Center

Primary Care Physician

- Comprehensive care
- Wellness and prevention

Nurse Practitioner

- Low-acuity urgent and episodic care
- Wellness and prevention

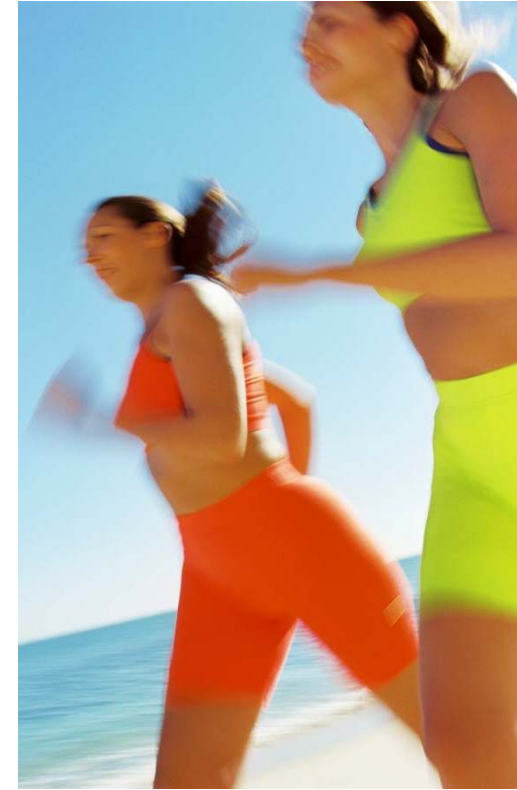
Pharmacist

- Prescription fills and medication consultation
- Supports medication compliance, identifies gaps and conducts follow-up
- Available with or without coaching

LEVEL OF INTENSITY



Leveraging Technology For Health Improvement



Cigna MotivateMe Program

- CIGNA's MotivateMe program provides a **personalized customer experience**, motivates customers at every **touch point** — online or on the phone—to improve their health and spend wisely to lower health care costs.
- Focuses on **outcomes**, offering incentives for biometric targets and improvements
- **Educates customers about available** health improvement programs and encourages use
- **Empowers** customers to make the **best** available health care decision
- Helps lower medical costs for clients and customers
- **Educates** customers about opportunities to earn incentives every time they interact with Cigna



Educate



Empower



Encourage

Cigna MotivateMe Program: Key Features

Flexible platform

- Incentive activity
- Type of award:
 - premium credit
 - fund deposit
- Frequency
- Gatekeeper
- Incentive caps

Preventive incentives validated by a claim

- Annual preventive exam
- Colonoscopy
- Mammography
- Cervical cancer screening
- Flu shot

Better integration and customer experience

- Customers' tailored care plan integrated into incentives dashboard
- Cigna coaches have access to incentives for each customer
- Improved award processing time

Outcomes-based incentives

- Achieve a certain biometric target
- Improve upon a biometric target



- REVIEW MY COVERAGE
- MANAGE CLAIMS & BALANCES
- FIND A DOCTOR OR SERVICE
- ESTIMATE HEALTH CARE COSTS
- MANAGE MY HEALTH

Wellness Rewards

PERIOD >> CURRENT YEAR GO

Your employer has designed your Incentive Awards Program using specific goals to help you improve your health and overall quality of life. The goals listed below allow you to work at your own pace and on your own schedule with easy to follow activities.

You will also learn:

- What biometric screenings are and why it is important to know your results
- How you can lower your risk of certain medical conditions
- Methods to reduce and manage your stress

Program is effective:
1/1/2014 - 12/31/2014



- RELATED LINKS
- NEED HELP?
 - For help finding something on the site please call 1.800.853.2713
 - For help with plan and coverage information please call 1.800.790.3086
- FAQ CATEGORY



Earn Start Up Funds and Initial Wellness Funds - Complete by December 31, 2013



Initial Wellness Screening & Assessment

You did it! Awarded: \$200 into HSA Completed 12/7/2013

Complete your Wellness Screening, which tells you about your blood pressure, blood sugar, cholesterol, triglycerides and body mass index numbers, between October 1, 2013 and December 31, 2013 and your Wellness Assessment, a simple online health and lifestyle questionnaire between December 1, 2013 and December 31, 2014. [Learn more.](#)

Earn up to \$300 by completing any of these goals in 2014



Healthy Weight (BMI <29)

Available: 1/1/2014 - 12/31/2014 Reward: \$100

If the Body Mass Index (BMI) number from your Wellness Screening results is less than 25 and you have completed your Wellness Assessment, you will receive \$100 in Wellness Funds. Available to You (the employee), if enrolled in Option 1 or Option 2. [Learn more.](#)



Preventive Care

Available: 1/1/2014 - 12/31/2014 Reward: \$100

Obtain any one of the following age and gender appropriate preventive care exams or screenings: Annual Physical Exam, Cervical Cancer Screening, Prostate Cancer Screening, Mammogram or Colonoscopy. [Learn more.](#)



Online Health Coaching

Available: 1/1/2014 - 12/31/2014 Reward: \$100

If you completed your Initial Wellness activities, complete an online Health Coaching program on any of the following to earn \$100 in Wellness Funds: stress, weight, nutrition, physical activity and sleep. Available to You (the employee), if enrolled in Option 1 or Option 2. [Learn more.](#)


Cigna MotivateMe Program: Customer Experience

Illustrative; actual screen shots in design0

Health Dashboard


Single Web Page helps Customers Understand their Health and What to do About it

My Health Action Plan

 Get advice and connect with your health coach call 1-800-123-4567.

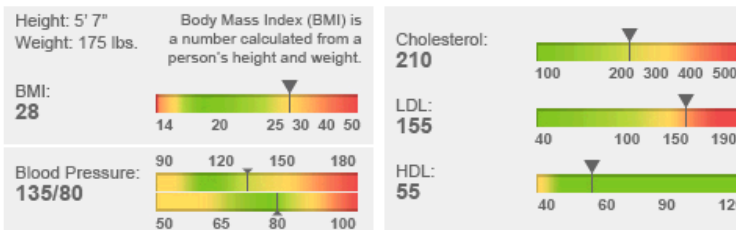
Your personal health information is private and confidential. All health information here is for your general knowledge only and is not a substitute for medical advice or treatment. [Learn more](#)

My Health Assessment

 You have completed your Health Assessment. When you keep it regularly updated, it becomes a tool you can use to help identify health risks and improvements to your overall health.

[Update my Health Assessment](#) 

My Health At-a-Glance



Health at a Glance

BMI, Blood Pressure, and Cholesterol readings

Path to Wellness

Actions Customer & Coach set – along with progress made

My Health Coaching Appointments

| | | | |
|--|--|---|--|
| <p>Friday Apr 9 9:30 AM (EST)</p> | <p>Coaching - Healthier Eating Coach: Carol view bio</p> | <p>Monday May 12 9:30 AM (EST)</p> | <p>Coaching - Reduce Coach: Carol view bio</p> |
|--|--|---|--|

Coaching Appointments

Appointment Date, Coaching Topic, and Coach's Name & Bio

Health Reminders

Gaps in Care and Preventive Care Which Need to be Addressed

My Path to Wellness



One size does not fit all. You can tailor your health goals to your needs and get start-to-finish guidance and support from your health coach.

| GOALS | |
|---|--------------|
| Improve Medication Adherence - Dosage/Use | ✓ Completed |
| Maintain Weight | ➔ On Track |
| Quit Tobacco | ↔ No Change |
| Improve Behavioral Eating | — Not Active |
| Improve Physical Symptoms Management | — Not Active |

My Health Reminders



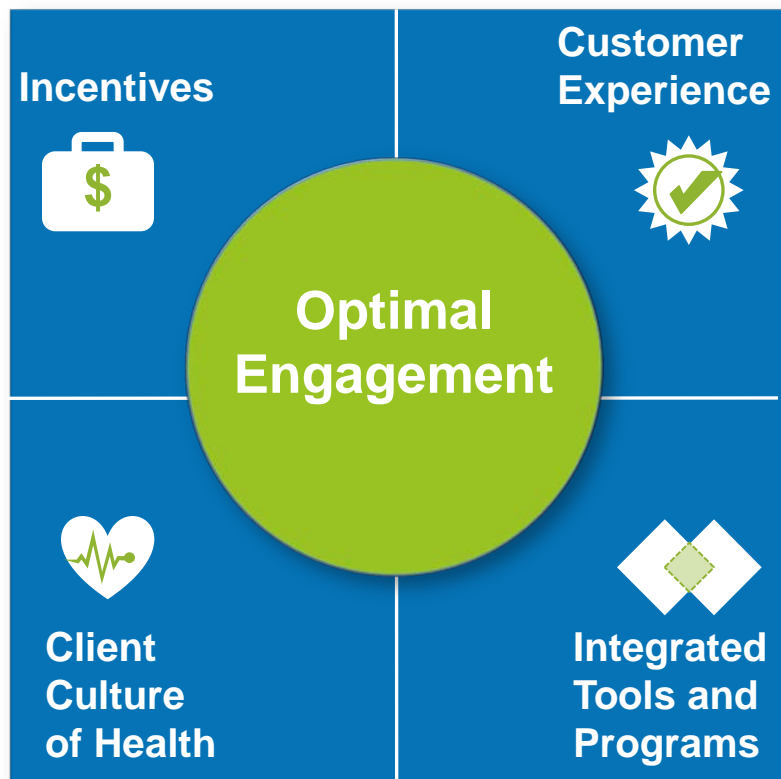
You may not be up to date with these health care items. Reminders can help you stay current with prescription refills, preventive care, health screenings and more. You may call your health coach at 1-800-XXX-XXXX to...

- Colorectal Screening
- PAP screening
- Increase Asthma/COPD trigger awareness

CIGNA'S OPTIMAL ENGAGEMENT MODEL

Four strategic pillars achieve optimal engagement

ENGAGEMENT MODEL



TYPICAL RESULTS

58% – 83%

Health Assessment completion²

48% – 100%

Biometric screening completion²

23% – 40%

Engaged with a coach by phone (among those identified with a condition²)

-20%

Short Term Disability Absence¹

+9%

Compliance with Evidence Based Guidelines²

1. Cigna Disability & HealthCare Connect integration Value Study

2. Cigna internal analysis

Zensey Digital Engagement Platform

Uses Engagement Technology to Improve Health

On average, how many hours do you sleep each night?

<6 6-7 8-9 9+

Less than 6 About 6-7 About 8-9 More than 9

Gamified health assessment

Easy and fun questions used to create a customized engagement plan

Heart Health

The place to discuss heart and circula cholesterol, high blood pressure, hear Can exercise and food help you move

493 Followers 89 Discussions

JOINED

Social networking

Moderated community which shares health improvement tips

Goals For You

Push-up Month > Walk 3 miles daily >

+ JOIN + JOIN

Online goals and challenges

Individual and group actions that can be tracked with a device

Topics For You

Food and Nutrition > Fitness and Exercise >

+ JOIN + JOIN

Health education

Latest news and articles on health improvement

My Coin Balance:

45

Rewards

Earn coins that can be redeemed for merchandise

Digital Engagement Customer Experience

Tools work together to get customers engaged

Zensy Health Assessment: Identifies Health Risk

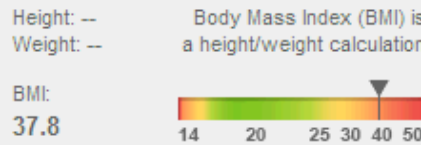
Which best describes your cigarette smoking habits?



Health Action Plan: Tracks Health Outcomes and Goals

My Health At-a-Glance

Missing some "numbers"? You can complete or update information. Your cholesterol will be shown when you update your information.

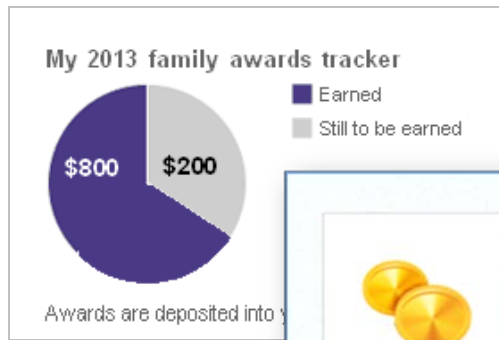


Digital Engagement Tools: Helps Customers Improve

Stress & Anxiety



Incentives: Rewards Customers for Engaging



Telephonic Coaching: Still Available for Customers who Need it



Cigna's approach to Well-Being focuses on:

Better Decisions

Guiding individuals to make smarter, value-based decisions about their health and health spending.

Better Engagement

Motivating and inspiring individuals to actively use our health improvement programs and services.

Better Health

Measurably reducing health risks across your population for total health improvement and lower cost.

Questions/Comments?

Additional Information...



ICMA
99TH ANNUAL CONFERENCE
BOSTON
NEW ENGLAND 

September 22-25, 2013