

Focused Wellness

Targeted strategies
for high risk employees
and high cost issues



The Client

Mid-sized national consulting firm

The Opportunity

Improve employee engagement and proactively target high costs health issues.

Starting Point

Annually run multiple health initiatives during the year: on-site seminars, wellness fair, in-person training, seasonal step challenges, walking club, etc.

Annual spending on wellness related programs is between \$15,000 and \$40,000, with an additional 120 hours of admin effort for 3 staff.

Employee participation is historically 15% and drug claims cost rose by 20.6% from 2014 to 2015.

89% **52%** **74%**

Of employees participates in the program in 2016. Actively engaged in activities on a weekly basis. Saw positive impacts on their daily habits.

The Optimoty Solution

The client initiated the Optimoty wellness program in May 2016, and achieved 89% by Oct 2016.

In the first 30 days, the program admins followed the Optimoty Best Practices training for internal marketing. They achieve the dramatic results of 62% participation within week 1, and continued to adapt programming to engage more employees. Weekly engagement remained above 50%.

The program is run by 3 admins collaboratively through a centralized digital hub that pools the firm's wellness activities into one place. Average time spent on maintaining their current program is about 1-2 hours per month.

Drug Claims Analysis

The client took advantage of drug claims analysis services from Optimoty and Sun Life Financial.

Results

ROI: \$1.80 of savings for every \$1 spent

The firm's wellness programming now impacts the lives of 89% of their employee population.

It is strategically designed to reduce issues that contribute to their high-cost current health problems such as stress and musculoskeletal diseases. In the background, the Optimoty system is automatically collecting longitudinal data to power personalization, which proactively helps high-risk employees for heart disease, diabetes and depression.

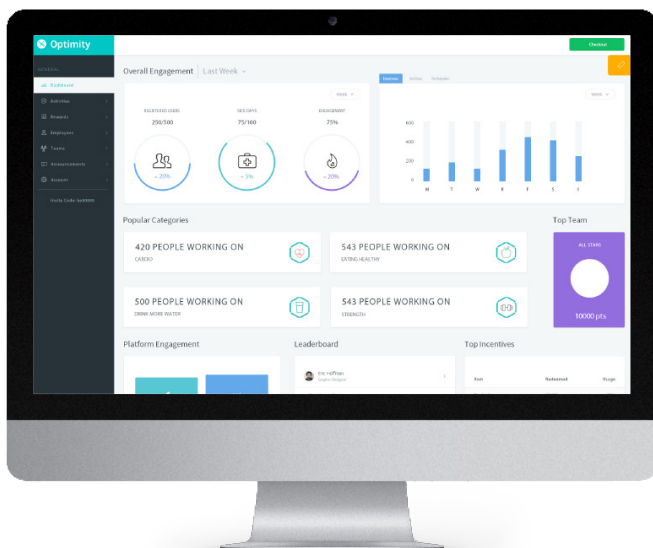
Savings from 2016

Program Admin Cost: Saved ~\$21,000 / annum*

Health costs: +7.4%** (vs +20.6% in 2015)

*Admin Cost - \$5,000 cost for wellness programming + 320 hours saved for admins x \$50 per hour (\$16,000) = \$21,000

** Projected rise in cost from Sun Life Analysis





Targeted Wellness Strategy

Phase I

A 2-year retroactive analysis was performed on their historical drug claims from 2014 and 2015. The analysis revealed that “Unclassified Therapeutic Agents”, which most biologics fall into, accounts for 57% of the total cost in 2015. Since 2014, this category grew both in number of claims and the dollars paid.

Comparing 2015 to 2014, UTAs are up by 53.8% for number of claims and 203% for cost of claims.

Phase II

Optimity is able to drill down deeper into the analysis by looking at the specific drugs within high cost health categories and identifying the top 5 drugs with their associated health conditions. In this case, this meant targeting workplace stress and musculoskeletal health issues.

This insight is formulated into a wellness strategy that is specifically designed to focus the programming to reduce risk factors for stress, back-pain, and carpal tunnel. The program is tailored to offer daily mindfulness exercises, physician-recommended back stretches, and anti-carpal tunnel hand exercises.

“ *The Optimity platform is well aligned with our mission to support employees in their daily work routines.*

This is our most highly-adopted wellness program at over 80% employee participation! ”

CEO

“ *Our admin site is so user friendly and the engagement results are fantastic!*

We really appreciate the support we get from Optimity monthly to keep our program fresh and engaging. ”

HR Manager

Next Step

Phase III

Personalization for high-risk employees. By Jan 2017, 6 months of the client's usage data will form the micro-habit data set needed for the Optimity program to run the personalization-retargeting algorithm. This is a non-invasive and innovative approach to personalize content for a high-risk employee population while keeping their identities and health conditions private.

The Optimity algorithms perform an automated health risk calculation for conditions such as heart disease, diabetes, and depression. The users with the 20% lowest scores will be then pooled into the high-risk population segment, to whom the admin to retarget with advanced content for their specific conditions.

This aggregated high-risk population is automatically presented with suggested content in their mobile app promoting disease prevention micro-actions that matches their health risk profile. For example, a user who scored low for heart disease will be auto-tagged for high-risk for cardiovascular, and be auto-recommended content for better nutrition, exercise, and sleep habit training that reduces their risk for heart disease.



Looking to build your own focused wellness strategy?

We are here to help.

Request a free consultation and demo.

www.myOptimity.com

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