

jms WELLNESS WORKS
TARGETED POPULATION MANAGEMENT



**A WELLNESS STRATEGY
FOR YOUR COMPANY**

WELLNESS THAT WORKS

A recent market survey by the Disease Management Association (DMAA) found that 84 percent of health plans and employers offer 1 or more wellness programs in their workplace. And even amid the recession, a Mercer survey of multinational companies found that corporate cost-cutting generally spared health benefits and 76% of respondents planned to add wellness programs to improve health-related behaviors.



So where does an employer start? Implementing programs like Wellness Works is a great beginning. The program promotes self awareness of health conditions and provides support and initiatives to drive members to adopt healthier lifestyles and make necessary changes when conditions exist. The goal of the IMS Wellness Works programming is to offer something for everyone.

We want to encourage healthy members to continue healthy behaviors, motivate at-risk members to adopt healthy lifestyles, and compel high risk members to better manage their conditions.

The core elements of the program is an Employee web portal and the Wellness Works Care Management Staff. The web portal is an interactive personal health management tool, which includes a health risk assessment, and a comprehensive set of tools to help members manage their health. The system was developed to empower members to make informed decisions, reduce cost, and improve health. Our Wellness Works Care Management Staff are trained licensed nurses that provide a range of support & health promotion coaching.

POPULATION MANAGEMENT

How Does It Work?

In our **Total** Population Management program, our approach differs from traditional disease management in that we are broadly assessing the health of the individuals to stratify them into three categories, rather than identifying them strictly by condition.

Identification is accomplished by reviewing the Health Risk assessment of individuals, pharmacy data, claims data and completion of a telephonic consultation with the individual. Individuals are then stratified into 3 categories: **Healthy, At-Risk** and **High Risk** in our Total Population Management program.

Interventions are developed based on the stratification of these members. Healthy/well managed individuals and even members with well controlled conditions will be directed to the Wellness Works portal. The portal provides resources and tools for members to manage their current conditions better. Further follow up provided by our licensed Care Management Staff will provide valuable input when members need it most. Members with poorly managed conditions or difficult to manage conditions will receive follow up interventions by our Care Management

Staff. The nurse will conduct assessments and individual care plans will be implemented to compliment the treatment plan already in place for members.

Our **Targeted** Population Management program focuses on members with identified conditions such as Diabetes, Asthma, Coronary Artery Disease, Congestive Heart Failure, and COPD. Interventions are developed based on standards of health care for these conditions and through input from our Care Management Staff during an initial consultation with the member. As with our Total Population program, targeted interventions are developed and implemented when and where members need them most. Interval follow up is provided by our licensed Care Management Staff and is meant to compliment the treatment plan already in place for members.

A positive outcome for members and employers is critical in the health plan arena. It is our goal to support member engagement and encourage health improvement with a comprehensive wellness program that supports the employer's culture of health.

How Can An Organization Design Wellness Programs That Really Work? Here Are Some Tips For Creating Effective Wellness Initiatives.

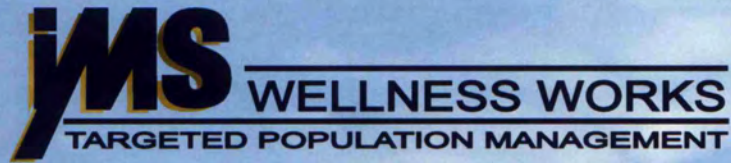
- Perform an employer needs assessment
- Develop a team to promote wellness company-wide
- Stress that employees must be active participants
- Provide targeted and tailored messaging for members through IMS Wellness Works
- Provide easy access to web based educational resource
- Provide social support
- Provide benefit differentials and / or financial incentives
- Maintain a healthy company culture
- Maintain and promote executive support
- Ensure sufficient duration of programming

How do Benefit differentials facilitate in driving Wellness Programming?

- Financial incentives for participation in a health fair and completion of a health risk assessment drive participation for healthy low utilizers
- Benefit plan deductibles for continued participation typically drive participation for the member with more complex conditions and higher plan utilization
- Implement HSA plans to diversify plan costs



Increasing consumer choices and provision of feedback increases the potential for positive outcomes when implementing wellness in any company setting.



Services Menu

Online services only

- Employee 24/7 Web Portal

Targeted population management

- Employee 24/7 Web Portal
- Monthly Promotional Media
- Semi Annual Summary Reports
- Quarterly Employee Newsletters
- Identification of High Risk Members

- Targeted Interventions to High Risk Members

- Health Fair (additional fee)

Total population management

- Employee 24/7 Web Portal
- Monthly Promotional Media
- Quarterly Summary Reports
- Quarterly Employee Newsletters
- Identification & Stratification of all members regardless of Condition
- Targeted Interventions for Moderate and High Risk Members
- Health Coaching
- Targeted Intervention regarding Gaps in Preventive Care and Condition Care
- Quarterly Utilization reporting
- Health Fair (additional fee)

*Contact your IMS Account Manager today about IMS Wellness Works and how your company can benefit from this value added service.