

OUTCOMES ANALYSIS

Program Components

WebMD Health & Benefits Manager:

- > Health risk assessment
- > Telephonic health coaching
- > Online lifestyle programs
- > Condition education and engagement

Other integrated health programs:

- > Disease management
- > Diabetes education
- > Pregnancy education
- > Onsite biometric screenings
- > EAP
- > Weight management/fitness discounts

1 Year Results

- > Decrease of \$608 per person, per year in estimated medical costs for high-risk group
- > \$2 million savings vs. expected claims costs

Methodology

Health risk changes of 6,500 users who took the HQ health risk assessment in 2007 and 2008 were compiled and their related financial impacts as defined in research by the Health Enhancement Research Organization (HERO) were estimated.

- > Whitmer, W., Goetzel, R., & Anderson, D. "The HERO Study on Risks and Costs: Research Findings." *The Art of Health Promotion*. 1999; 2(6).
- > Anderson, et al. "The Relationship between Modifiable Health Risks and Health Care Expenditures." *American Journal of Health Promotion*. 2000; 15(1): 45-52.

Note: Financial impact of each risk factor was adjusted for inflation to 2008 dollars using the Medical Care CPI.

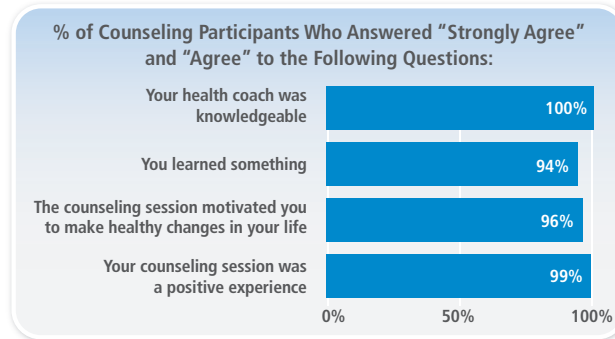
## Health Coaching Outcomes:

### Strong Commitment to Employee Wellness Pays Off For Healthcare System

A large Southwestern healthcare system with 25,000 employees and spouses has worked hard to establish a work environment that enables them to attract and retain a highly talented workforce. Often cited as one of the best places to work in their industry and their metropolitan region, a key driver of that reputation is a strong commitment to employee wellness.

In support of that commitment, they developed and promoted an integrated wellness program utilizing the WebMD Health & Benefits Manager<sup>SM</sup>.

WebMD telephonic coaching proved to be a significant program resource which was extremely well-received by employees:



*"I really like it because it does help motivate you. It's always in the back of your mind and makes you accountable."*

*- Coaching Participant*

After one year, across those eligible for coaching who took WebMD's HealthQuotient<sup>SM</sup> health risk assessment in both 2007 and 2008, the company saw marked improvement in modifiable health risks. For example, the high-risk group reduced depression from 61% to 39%, and physical inactivity went from 33% to 24%. As a result:

- > For high and moderate risk users eligible for coaching, net risk decreases accounted for \$608 and \$253 respectively per person, per year in expected medical claims costs.
- > The expected increase in medical claims cost just due to aging is \$180 per person per year<sup>1</sup>. This yields a net savings of \$788 and \$433 per person, per year
- > The estimated financial savings vs. expected claims costs is \$2 million across all users eligible for coaching. Factoring in the proven cost impact of increased health risks on absenteeism and presenteeism, the savings reaches nearly \$3.5 million.

1. "The Lifetime Distribution of Health Care Costs," Berhanu Alemayehu and Kenneth E. Warner, *HSR: Health Services Research* 39:3 (June 2004)