

OUTCOMES ANALYSIS

Program Components

WebMD Behavior Change Platform

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

Other integrated health programs:

- > Disease management
- > EAP/Substance abuse
- > Pregnancy
- > Nurseline
- > Tobacco cessation program
- > Monthly health awareness messaging
- > HQ completion email campaign
- > Incentive of \$100 premium discount for completing health risk assessment

1 Year Results

- > Decrease of \$170 per person, per year in estimated medical claims costs
- > \$2 million savings vs. expected claims costs

Methodology

Health risk changes of 6,000 users who took HQ in 2007 and 2008 were compiled and their related financial impacts as defined 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:

Cultural Shift To Wellness Delivers Big Results For Manufacturing Company

A large manufacturer was determined to put a greater emphasis on wellness in its company culture. The company introduced a full replacement Consumer Directed Health Plan, supported by an integrated wellness program built around the WebMD Behavior Change Platform to shift employee from passive entitlement and empower personal responsibility for health.

The program was very popular, with high satisfaction and participation rates. WebMD telephonic coaching with integrated online lifestyle programs played a big part in this program:

- > High Coaching Engagement: 66% of those identified for coaching services became program participants
- > 86% of health coaching participants surveyed said coaching motivated them to make healthy life changes
- > "Whole person" approach generated nearly 500 coaching referrals to other 3rd party health programs

"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 the roughly 6300 users who took WebMD's HealthQuotientSM (HQ) health risk assessment in both 2007 and 2008, the company saw marked improvement in modifiable health risks. For example, the high-risk group reduced stress from 82% to 63%, and physical inactivity went from 29% to 17%. Overall:

- > For all users who completed HQ both years, net risk decreases accounted for a reduction of \$170 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 year¹. This yields a net savings of \$350 per person per year.
- > Estimated financial savings vs. expected claims costs is over \$2 million (6300 x \$350). Factoring in the proven cost impact of increased health risks on absenteeism and presenteeism, the savings increases another \$750,000.

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