

OUTCOMES ANALYSIS

Program Components

WebMD Behavior Change Platform:

- > Health risk assessment
- > Telephonic health coaching
- > Personalized WebMD health content and news

Other integrated health programs:

- > Disease management
- > On-campus biometric screenings
- > Personal trainers
- > Weight Watchers
- > EAP
- > Pregnancy program

\$10/month employee premium discount for completing health risk assessment, \$5/month discount for spouse

1 Year Results

- > Decrease of \$570 per person, per year in estimated medical costs for high-risk group

Methodology

Health risk changes of 1800 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:

WebMD Bolsters Private University's Wellness Leadership, Drives Down Claims Costs

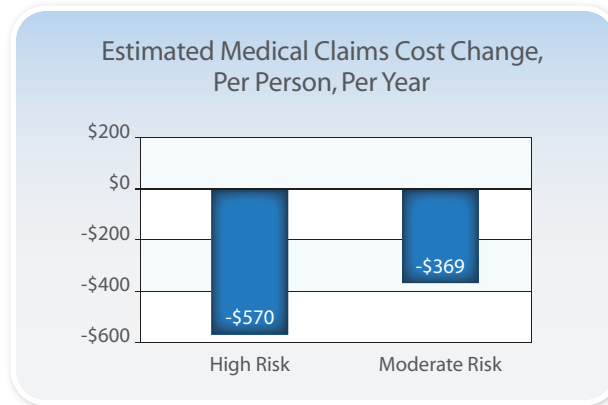
For a major Midwestern university, maintaining its national reputation as a leader among private colleges is crucial to its current and future success. So it's no surprise that their approach to encouraging healthier lifestyles to employees shows this same innovation, enhancing their program over time under the direction of a wellness committee to identify new health improvement opportunities.

They integrated the WebMD Behavior Change Platform, including telephonic coaching, into their wellness strategy in 2007. Coaching proved very popular, with an impressive 74% of medium and high-risk employees identified for coaching participating in one or more coaching sessions with a health coach.

"I love being encouraged to eat right and stay consistent with my exercise program."

– Coaching Participant

Among users who took WebMD's HealthQuotientSM health risk assessment in 2007 and 2008, there was dramatic improvement in health risks which resulted in sizable reductions in expected medical claims costs:



- > Initially only for employees, based on the very positive user feedback and strong outcomes, after one year the university extended the use of the Behavior Change Platform portal to employee's spouses as well.
- > With the success of their overall program in driving down medical costs, the university's self-funded health plan was able to reduce employee's monthly healthcare premiums for 2009.

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