





Background



Like most employers, the City of Dublin wants to **provide** its employees **a competitive medical benefits program** in a time when medical costs are increasing dramatically.





Background



The City of Dublin also thinks it is important to **encourage a culture of wellness and health among our employees.**





Challenges



- We are a local government employer insuring 1,000 lives, accountable to taxpayers
- We are self-funded
- We had never required an employee contribution
- We have three bargaining units (48%) and one non-union unit (52%)





Challenges



- We are primary insurer of a high percentage of spouses and dependents
- Covered spouses cost the City more than employees – so we need them on the same “team” as employees
- 51% of health care costs are incurred by just 10% of covered lives

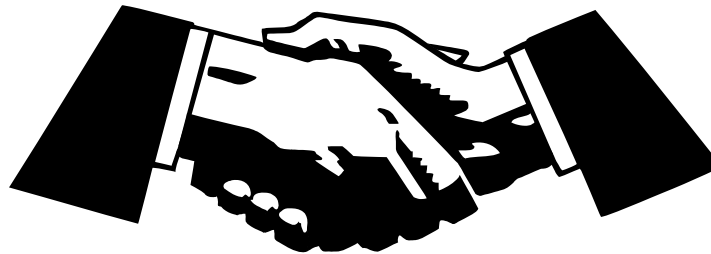




Healthy by Choice Philosophy



- Wellness and prevention must be inseparably linked to the employee health plan.
- Employees must be partners in their health care coverage and stewards of their own health.





Healthy by Choice Philosophy



- Employees should have choices. Employees may choose to participate in Healthy by Choice **OR** contribute financially to the cost of their coverage.
- Those who use more medical benefits should shoulder a higher proportion of costs than those who don't
- We should have an "earn it forward" approach to rewards





Healthy by Choice Philosophy



- Employees should be educated to become better health care consumers
- The program should be fiscally accountable to taxpayers



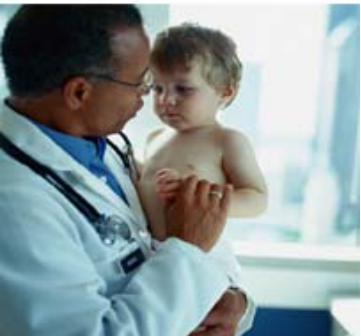


Health Plan Strategy

Three-Year Strategy for Health Plan Modifications



- Medical Plan Design Changes
- Preventive Care covered at 100%
- Prescription Plan Design Changes
- Employee “Premium Equivalent” Contribution
- Flexible Spending Plan
- Wellness Initiative





So what is
**Healthy
by Choice?**





The concept





Healthy by Choice Program Requirements (2008-10)



	2008	2009	2010
Annual screenings	BP, cholesterol, glucose, weight		
Prevention	Annual doctor's discussion regarding screening guidelines based on age and gender		
Health Risk Appraisal	Take confidential online appraisal: City does NOT get individual results		
Health Coaching	Set health goals based on HRA; A benefit to employees		



Healthy by Choice Program Requirements (2008-10)



Participation Track	Employee health risk appraisal identified a moderate to high risk status
Maintenance Track	Employee health risk appraisal identified a low-risk status



How it works

Employee Reward

- Earn 2009 employee contribution waiver
 - 15% of projected cost of coverage
- Free rec center membership for employee 2008
- Spouse can earn rec center membership 2008
- Participation in educational programs 2008
- Access to unlimited wellness coaching 2008
- Flexible Spending Account 2008





Incentive Program Considerations

- Keystone reward for participation was taken care of through the premium waiver.
- Cost of spouses and dependents was higher than employees, so wellness programming would need to reach them.
- Goal #1 of programming was to get all covered individuals involved in programming that would support their health goals.



Incentive Program Considerations



- Goal #2 was to get people involved in programming that was targeted toward the top risk factors as identified in our compiled HRA data and claims summaries.
- Goal #3 was to develop incentives that would not be taxed.
- Goal #4 was to get people involved in voluntary programs before they transitioned to required activities for the premium waiver.



Programming Components and Rewards: Annual Calendar of Wellness Activities

Program	Risk Factor	Type	Length	Internet Option?	Tracking	Buck value
January						
America on the Move (AOM)	PA	Family	6 weeks (can be repeated throughout year)	Internet only	Honor system; post-program surveys	40 indiv / 80 family
February						
Caregiving seminar	Stress	Brown Bag	1 hour	No	Attendance	5
America on the Move (AOM)	PA	Family	6 weeks (can be repeated throughout year)	Internet only	Honor system; post-program surveys	40 indiv / 80 family
March						
Body Management	Overweight	Individual	4 weeks	No	Attendance at meetings; surveys	50
Work Life Wellness seminar	Stress	Brown Bag	1 hour	No	Attendance at meetings; surveys	
Integrative Medicine Orientation	Preventive Health	Brown Bag	1 hour	No	Attendance at meetings; surveys	
Bone Health seminar	Preventive Health	Brown Bag	1 hour	No	Attendance	
Back Health Workshop	Preventive Health	Individual	1 hour	No	Attendance	

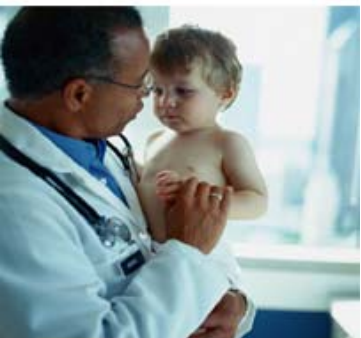


Programming Components and Rewards: Healthy By Choice Bucks





Programming Components and Rewards: Targeted Redemption Items



Program/Service	How Many Bucks?
PASSES	
Spouse Membership Renewal	60
FAMILY PROGRAMS	
Stuff-n-Fluff Animal Workshop	20
Family Open Gym Night	5
FITNESS	
Pilates	40
Bod Pod Assessment	5
ADULT	
Women and Investing	5
Massage (30 min)	15
Massage (60 min)	30

Marketing/communications





Marketing/communications



- Internal monthly newsletter
- Weekly e-newsletter
- Print pieces explaining program sent to employee homes
- Large-group meetings
- Small-group meetings
- Will try one-on-one sessions in 2008
- Intranet site (DubNet)





HBC MEMBERS IN 2007

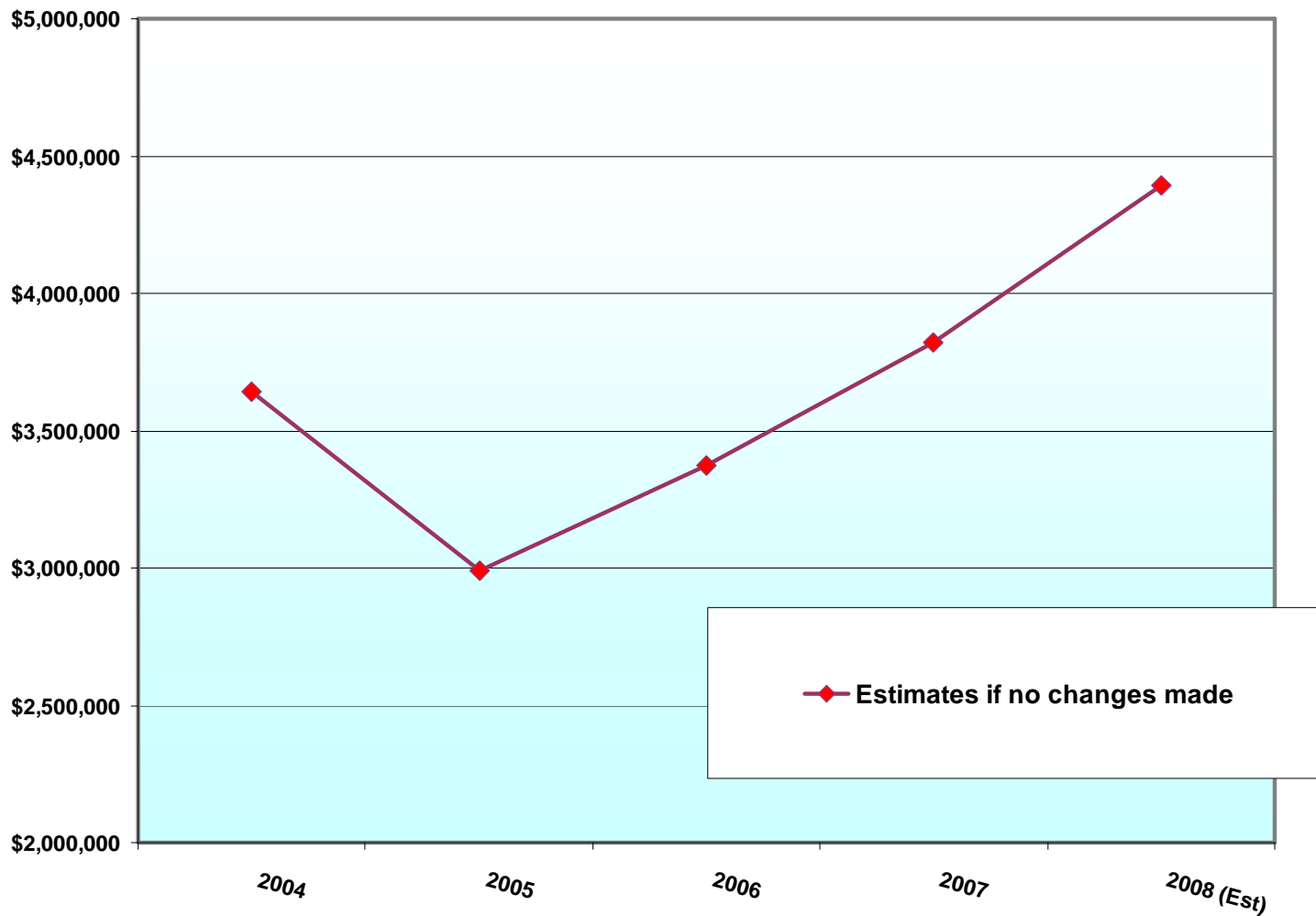


- Employees in the Healthy by Choice program showed great success during 2007!
- They reduced in growth of Rx costs
- They increased the use of generics
- They increased use of preventive services
- Anecdotal stories of healthier lifestyles, health awareness and behaviors



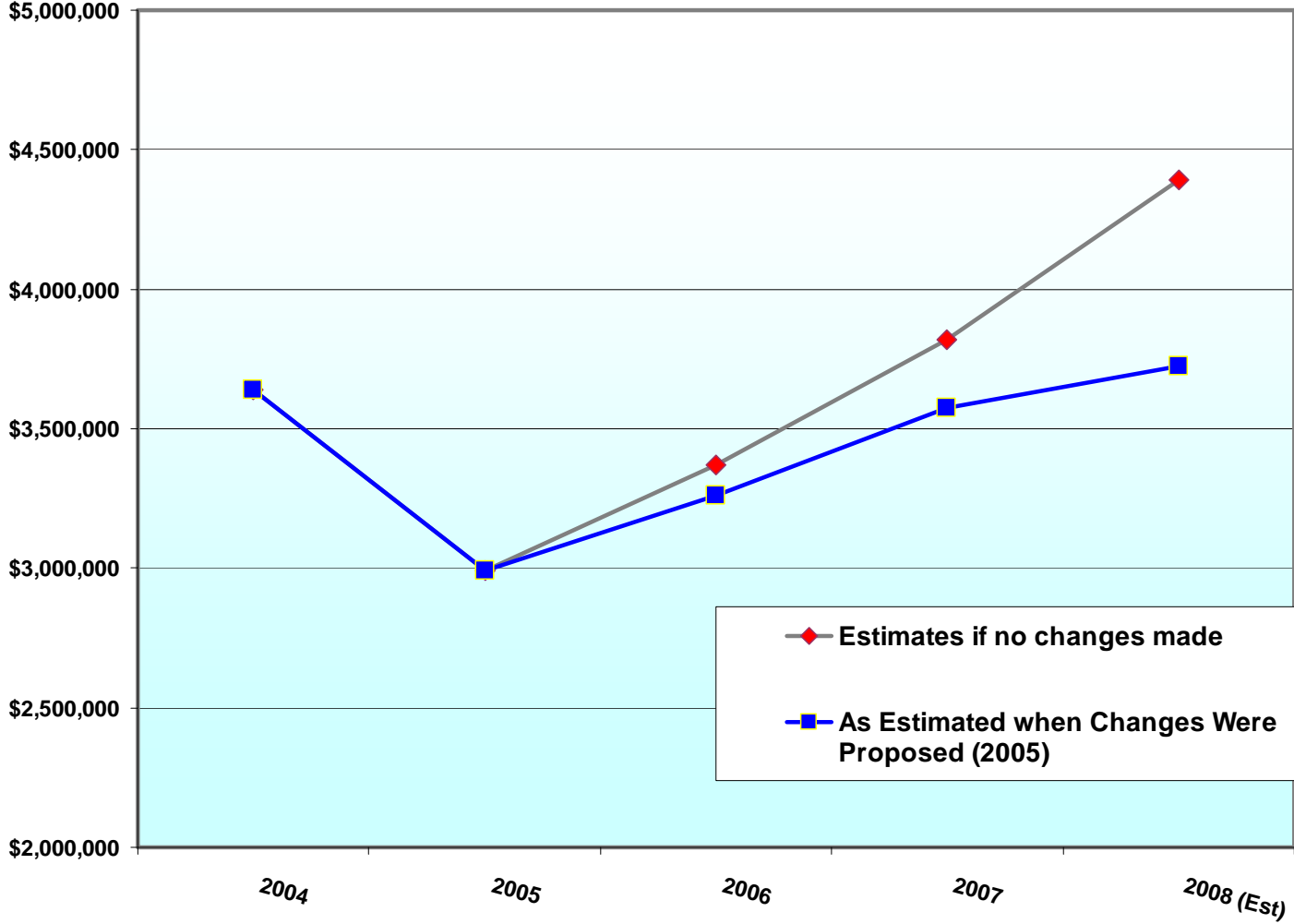


Comparison of Medical and Rx Claims Costs The Estimated Consequence of Doing Nothing





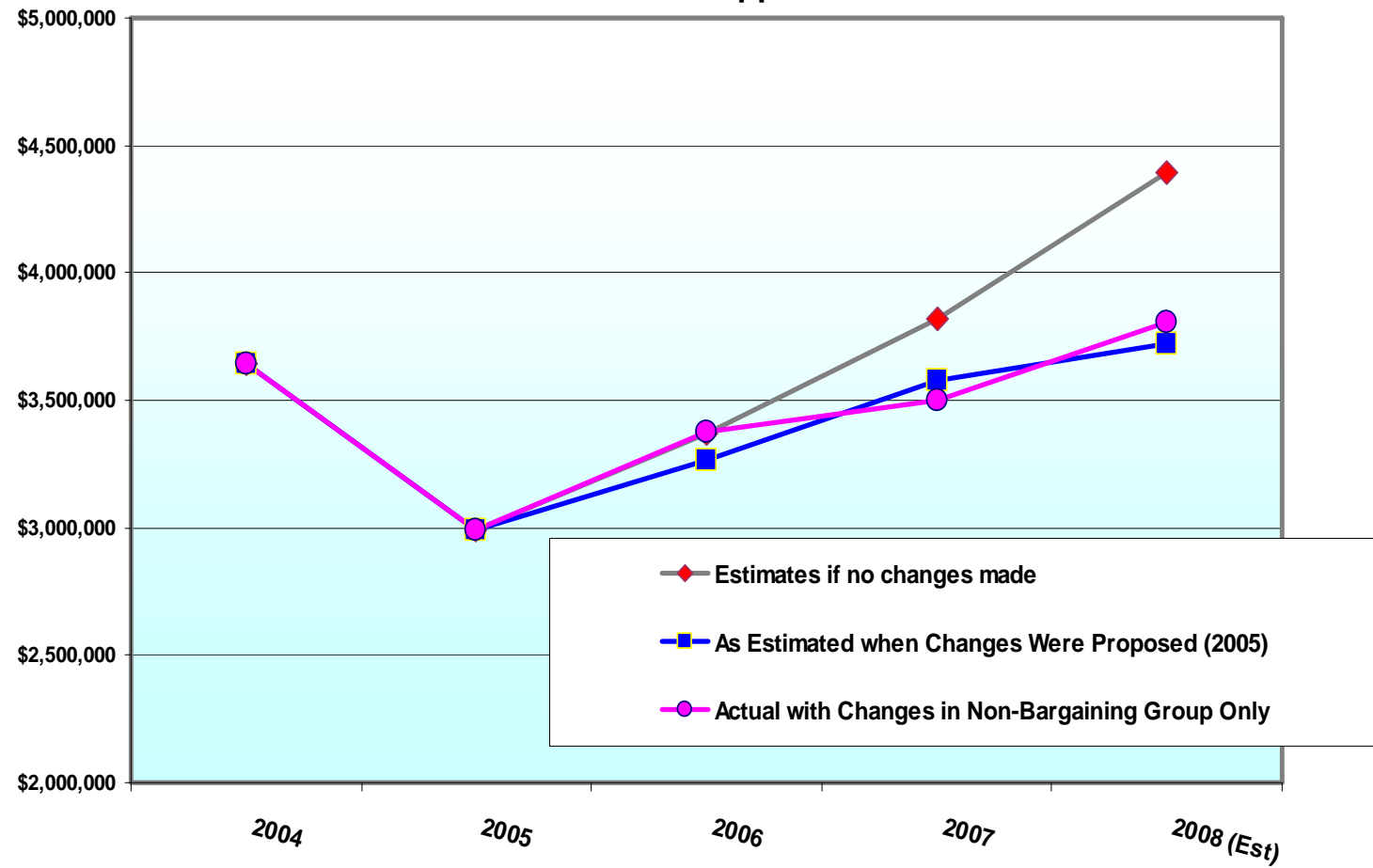
Comparison of Medical and Rx Claims Costs 2005 Estimate of Impact of Changes

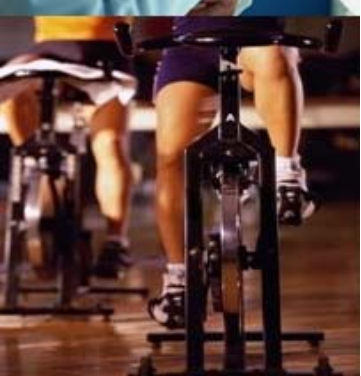


◆ Estimates if no changes made
■ As Estimated when Changes Were Proposed (2005)

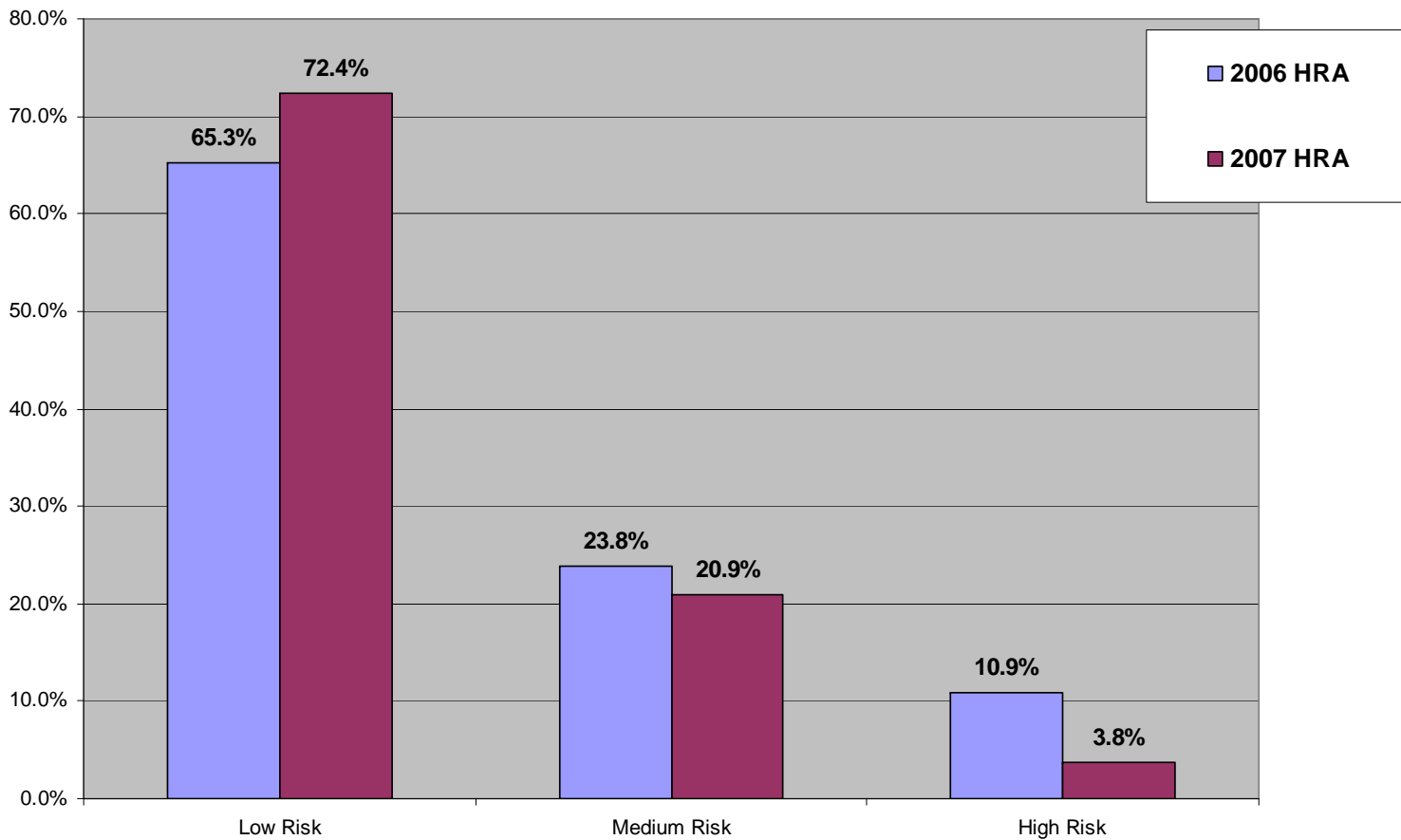


Comparison of Medical and Rx Claims Costs What Has Happened





Change in Risk Status Among Employees and Spouses who Participated in HRA Both Years



Questions and answers

