

# *Client Engagement Initiatives Wellness Program*

Program Improvement Advisory Committee Meeting

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**COLORADO**

Department of Health Care  
Policy & Financing

# ***Our Mission***

**Improving** health care access  
and outcomes for the **people** we  
serve while demonstrating sound  
stewardship of financial  
**resources**



# *Today's Goals*

- Share 2015 Wellness Program Outcomes
- Share 2016 Wellness Program Plan
- How can this work for you?

# *2015 Program Purpose*

## Evaluate

- Interest & Engagement through web and mobile

## Identify

- Programs, preferred communication, motivators

# *2015 Program Structure*

Invitation sent to consumers who:

- Provided email addresses in PEAK prior to October 2014 and
- Were enrolled in RCCO 6, 7 and Denver County Healthy Communities

First 50 people to complete the survey receive \$20 grocery store gift card

# *What We Learned*

- Primary demographic of people who provided emails were:
  - English speaking, Female, Ages 20-39
- 97% Delivery rate, 44% Open Rate on 1<sup>st</sup> email, 3% Click through rate by 2<sup>nd</sup> email
- Email works!
- Centrally organized was most effective (email, crossing regions)

# *What We Learned*

- Combine both intrinsic and extrinsic nudges
- 76% were unaware of the free nutrition and wellness benefits
- 33% go to urgent care, ER, retail clinic, or aren't sure
- 99% Positive feedback, they want this!

(resources in one place, support with stress, breaking sugar addiction, weight loss program, recipes, learning about health)

# Quotes from Members

I love myself and I take care of my health

Minimize symptoms of illness

My children, being around for them

It feels better to be healthy

Desire to feel healthy

Personal wellbeing and being able to meet family obligations



# *2016 Program Purpose*

## Demonstrate

- offering the right tools, information and nudges leads to engagement of right behaviors

## Drive action for rewardable behavior

- Prenatal and well child exams, nutrition and activity
- Members self report to earn \$20 grocery card

# 2016 Offered Challenges

Dental Visit is Gateway Activity to Unlock Rewardable Programs

Kids

Pregnant Women

Adults



Rewardable Program 1

Well Child

Prenatal Visit

Nutrition



Rewardable Program 2

Move More

Move More

Move More



# *Content and Referrals*

- Articles
  - Importance of child well visits, dental visits, pre/post-natal visits, PCMP, when to go to ER, first time mom, family planning, summer meals
- Welltok Programs
  - Move More, Nutrition Savvy
- Referrals
  - WIC, Suicide and Crisis Line, Text4Baby, Bedsider, Mantherapy, Colorado QuitLine, Find a PCP, Healthy Communities, Find a Dentist, Hunger Free, Nurse Family Partnership



# *Discussion*

- What is your experience?
- What's the right blend?
  - What level of infrastructure do you want to administer?
- What tools or resources are helpful to best support your providers and members?
- How can this help you meet KPIs, offer resources and communicate with members?
- Do you think there's value in offering this to members? Why or Why Not?



# *Thank You*

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