

2016 Program Insights

Prepared for Hennepin County

March 3, 2017

Executive Summary

Key program insights

Hennepin County HealthWorks: Organizational Value Map

VISION

The mission of Hennepin County HealthWorks is to provide opportunities for employees, dependents, and retirees to enhance their health and well-being in a holistic, respectful, and non-judgmental manner.

GUIDING PRINCIPLES

1. Connect employees, retirees and their dependents with wellness programs and services to help them maintain or improve their health.
2. HealthWorks recognizes that a healthy lifestyle resonates through nearly every aspect of a person's life, including physical, mental, emotional, financial, and social aspects of health.
3. Make the program convenient and accessible so participants have more time for the rest of their lives.
4. Provide relevant and timely metrics by department to effectively measure program engagement.

OBJECTIVES

Communicate New Program To All Employees

Define measures of program success and effectiveness

Build Engagement Through Program Satisfaction

Measure Program Effectiveness By Outcomes & Cost

STRATEGIC PRIORITIES

Determine Incentive Program For 2016, 2017 & 2018

Integrate HW Current Programs & Resources Into The Wellness Platform

Build Program Awareness Through Clear Communications

Work Closely With County Managers To Ensure Departments Are Being Engaged

The background is a solid teal color with a series of curved, overlapping lines in a slightly darker shade of teal, creating a sense of depth and movement. The lines curve from the bottom left towards the top right.

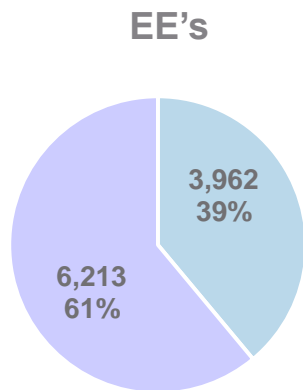
Population Demographics & Engagement

Employees, families, and the engagement funnel

2016 Demographic Breakdown

Women represent the majority of the employee population. The population is older than most employee populations with a very significant population age 50 and older. They likely represent a higher risk, higher cost population.

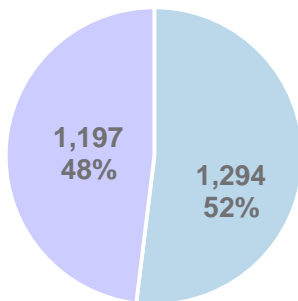
Gender Breakdown



Male Female

Total EE: 10,175

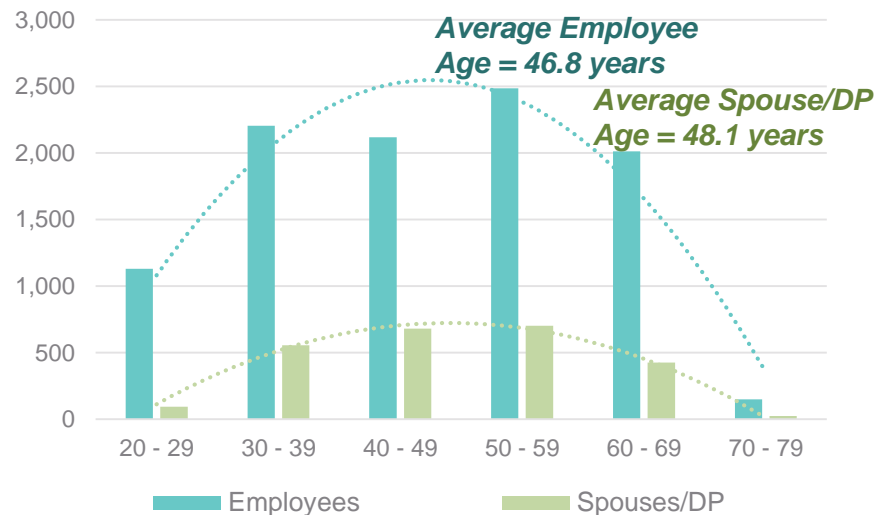
S/DP's



Male Female

Total S/DP: 2,491

Age Breakdown



Risk Awareness

The beginning of engagement in healthy activity

Participation

Employees and spouses had very high health assessment engagement. Health screening engagement was below average with significant room for improvement across the population.

POPULATION	HEALTH ASSESSMENT					HEALTH SCREENING				
	Total 2016	Incented 2016	Waived 2016	Like Comp 2015	BOB 2015	Total 2016	Incented 2016	Waived 2016	Like Comp 2015	BOB 2015
All Eligible	65%	74%	3%	46%	22%	10%	12%	1%	44%	14%
Employee	64%	75%	3%	51%	28%	12%	15%	1%	48%	18%
Females	68%	79%	5%	54%	32%	14%	17%	2%	49%	19%
Males	57%	68%	2%	50%	25%	10%	12%	<1%	48%	18%
Spouse	71%	72%	-	36%	14%	3%	3%	-	36%	7%

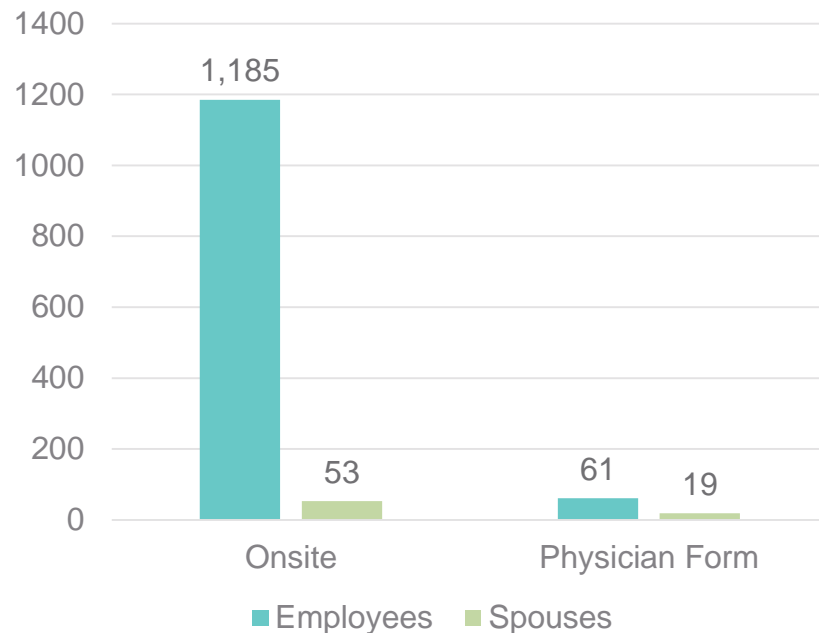
Note: Eligible is defined as able to participate in RedBrick programs.

Six-months worth of behavior data compared to Twelve-months BoB and Like Companies

2016 Health Screening Participation By Source

Expanding ways to complete the Health Screening is an effective way to drive increased participation. Opportunity for higher engagement by promoting use of physician form.

Year	2013	2014	2015	2016
Health Screenings Completed	633	1,085	1,396	1,318
Incented Population Completion	7%	11%	13%	12%



Note: Historical data gathered from HealthWorks Annual Report – Program Year 2015 and before. 2016 represents only two quarters with RedBrick.

2016 Participation By Business Line Description

County Administration leads in health awareness activity participation. Consider new ways to engage Public Safety and Operations departments.

POPULATION	Consumer Count	HEALTH ASSESSMENT	HEALTH SCREENING
Commissioners	28	46%	7%
District Court	71	70%	15%
County Administration	218	74%	26%
Public Works	525	63%	18%
Health	740	62%	16%
Operations	2,057	61%	14%
Public Safety	2,594	61%	10%
Human Services	3,131	70%	12%

Note: Six-months worth of behavior data compared to Twelve-months BoB and Like Companies



Population Risk Profile

Hennepin County

Overall Population profile: Biometric risk

High blood sugar is a major risk factor across the entire population. Cholesterol for both genders, and blood pressure for males, are also significant risks raising the cardio-metabolic risk across the entire population

Verified Biometrics	Total Population		Biometric Risk by Gender			
	At-Risk 2016	BOB At-Risk	Male At-Risk 2016 YTD	Male BOB At-Risk	Female At-Risk 2016 YTD	Female BOB At-Risk
BMI Overweight 25-29.9 kg/m2	32%	34%	45%	42%	26%	28%
BMI Obese >30.0 kg/m2	33%	35%	32%	35%	35%	35%
Blood Pressure 120/80 or higher	63%	63%	76%	74%	55%	54%
Total Cholesterol 200 mg/dL and higher	31%	32%	27%	32%	33%	33%
Non-HDL Cholesterol 160 – 219 mg/dL	17%	19%	22%	24%	16%	15%
Non-HDL Cholesterol ≥220 mg/dL	2%	2%	3%	2%	2%	2%
Glucose Fasting ≥ 100	36%	29%	41%	35%	33%	23%

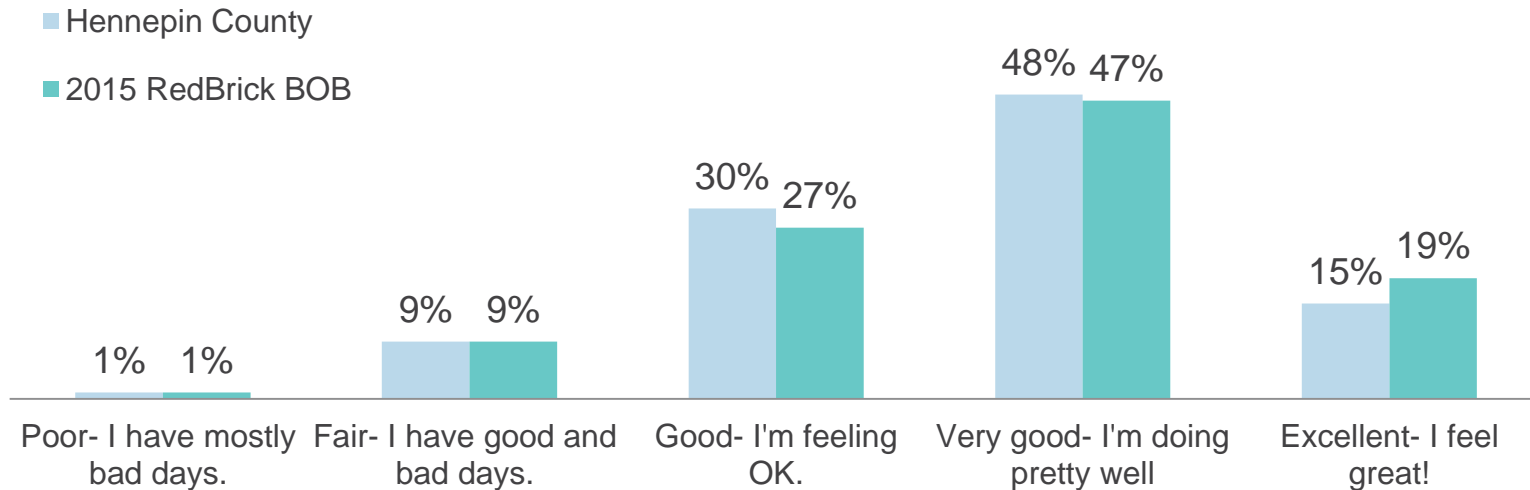
Top self-reported health risks

The population is self-reporting a lower than benchmark rate of health risks. Areas of higher risk include nutrition, stress/resiliency and tobacco use. Chronic conditions are reported at a moderately higher prevalence than benchmark, as expected with an older population. Physical activity and sleep are strengths in this group.

Lifestyle	LOW RISK	RedBrick BOB - LOW	MODERATE	RedBrick BOB - MODERATE	HIGH	RedBrick BOB - HIGH
Nutrition: Balanced eating habits	27%	23%	60%	62%	14%	15%
Resiliency & Stress: Stress in past month and ability to cope	36%	35%	54%	56%	9%	9%
Medical Health: Perceived health status and presence of chronic conditions	62%	65%	37%	34%	1%	1%
Sleep: Factors that influence energy level	50%	44%	49%	53%	2%	3%
Social Support: Quality of relationships and social circle	54%	57%	36%	34%	9%	9%
Physical Activity: Working physical activity into their lives	73%	66%	16%	19%	12%	15%
Tobacco: Nicotine use and exposure to secondhand smoke	77%	78%	14%	14%	8%	8%

Perceived health status

63% of your population perceives their health as very good or excellent. Consistent with benchmark, yet may be missing the awareness and significance of existing cardio-metabolic risk.



* Cohort does not reflect program participation

Behavior Change & Maintenance

Active engagement in healthy behaviors

Active Engagement

The population (employees & spouses) primarily engaged in Journeys. There is a significant opportunity to expand engagement in physical and other activity tracking.

POPULATION	JOURNEYS				TRACK				DEVICE SYNC			
	Total 2016	Incented 2016	Like Comp 2015	BOB 2015	Total 2016	Incented 2016	Like Comp 2015	BOB 2015	Total 2016	Incented 2016	Like Comp 2015	BOB 2015
All Eligible	35%	40%	40%	10%	5%	5%	23%	3%	2%	2%	7%	10%
Employee	35%	42%	25%	13%	5%	6%	14%	4%	2%	3%	9%	13%
Females	38%	44%	31%	16%	6%	6%	17%	5%	3%	3%	13%	16%
Males	31%	37%	22%	10%	4%	5%	13%	3%	2%	2%	8%	10%
Spouses	34%	34%	2%	5%	4%	5%	1%	2%	1%	1%	1%	5%

Note: Six-months worth of behavior data compared to Twelve-months BoB and Like Companies

Active Engagement

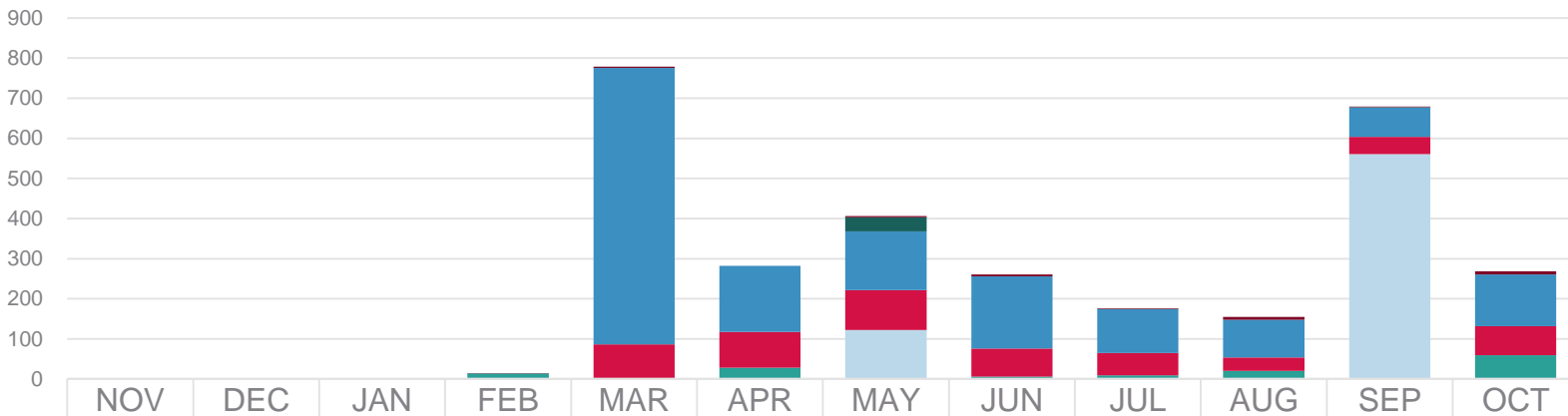
Hennepin sponsored programs are by far the most popular credit earning method. Lowest effort item had the highest participation; distribution will change dramatically without webinar offering.

POPULATION	COMPANY-SPONSORED ACTIVITIES			
	Total 2016	Incented 2016	Waived 2016	BOB 2015
Eligible	66%	75%	5%	8%
Employee	66%	78%	5%	11%
Females	70%	81%	5%	11%
Males	60%	72%	4%	12%
Spouse/DP	67%	68%	-	3%

TOTAL POPULATION	Plug-In DETAIL	
PLUG-INS	Participant Count	Engagement Rate
Department Activities	1,128	9 %
Flu Shot At A HealthWorks Onsite Event	1,779	14 %
Health Coaching And Disease Management	167	1 %
HealthWorks Classes	640	5 %
Healthy Weight And Nutrition	515	4 %
Hennepin County 5k Or 10k	648	5 %
Hennepin County Be Active Training	134	1 %
Hennepin County Challenge 1 Credit	432	3 %
Hennepin County Challenge 2 Credit	583	5 %
Hennepin County Fitness Advantage 1 Credit	549	4 %
Hennepin County Fitness Advantage 2 Credit	1,533	12 %
Hennepin County Get In Gear Half Marathon	36	0 %
Hennepin County Webinar	4,522	36 %
Hennepin County Zap Biking	29	0 %

Plug-In Engagement

Physical Activity and Fitness activity participation is strong throughout the spring and summer months. Identify ways to build in broader program awareness to Hennepin sponsored events.



	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
■ Zap Biking	0	0	0	1	3	0	3	5	1	7	1	8
■ Get in Gear	0	0	0	0	0	0	35	0	1	0	1	0
■ Fitness Advantage 2	0	0	0	0	690	165	146	180	109	94	73	129
■ Fitness Advantage 1	0	0	0	0	84	89	100	70	56	34	43	73
■ Be Active Training	0	0	0	14	2	28	0	6	9	20	0	58
■ 5k or 10k	0	0	0	0	0	0	122	0	0	0	561	1

2016 Participation By Business Line Description

Journeys is the most popular RedBrick program; potential to reach a larger audience by adding another learning modality like Monj or phone coaching. The Commissioners had the lowest engagement rate (as they did for health assessments and screenings). Opportunity to expand physical and other activity tracking across all business lines.

POPULATION	Consumer Count	JOURNEYS	TRACK	DEVICE	COMPANY-SPECIFIC
Commissioners	28	25%	11%	4%	50%
District Court	71	34%	3%	-	72%
County Administration	218	41%	8%	11%	75%
Public Works	525	31%	4%	2%	72%
Health	740	37%	6%	3%	66%
Operations	2,057	34%	5%	3%	61%
Public Safety	2,594	35%	4%	2%	60%
Human Services	3,131	38%	5%	2%	75%

Engagement by Journey Focus Area

Individuals are appropriately addressing mostly nutritional risk but not stress, tobacco or conditions.

TOP RISKS

- Glucose (pre)diabetes
- Blood pressure (esp men)
- Nutrition
- Stress
- Weight
- Tobacco

TOP 5 JOURNEYS

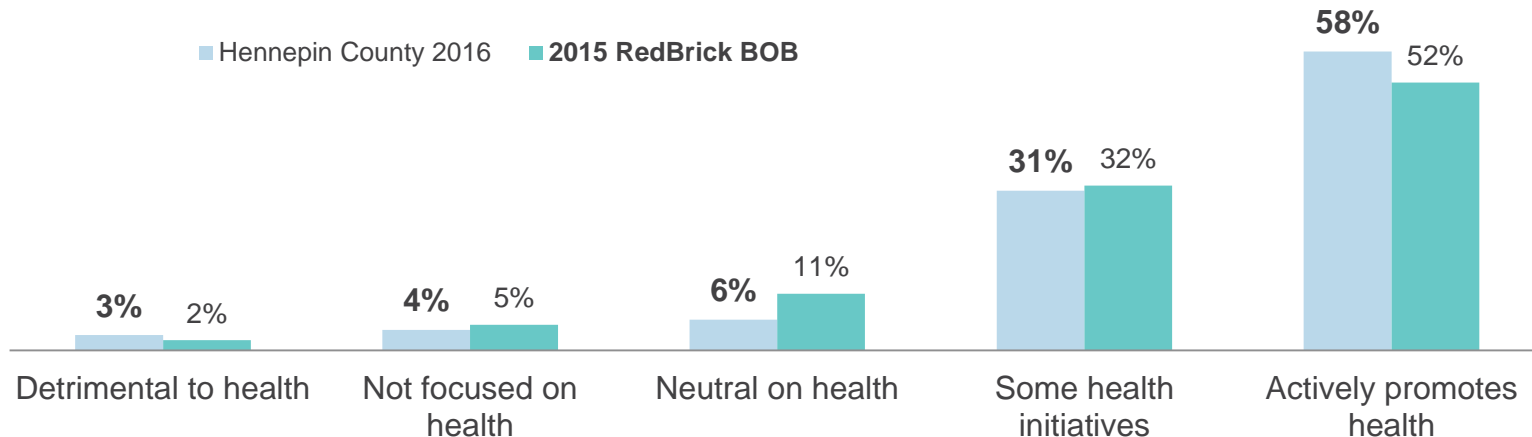
- Cart Warrior
- Smart Snacking
- Slow Down Eat Less
- Bedtime Game Plan
- Good Fat Bad Fat

Culture

An abstract graphic featuring a series of perspective lines that create a sense of depth and movement, curving from the bottom right towards the top left. The lines are rendered in various shades of teal and blue, set against a solid teal background. The overall effect is dynamic and modern.

Perceived employer support: key driver of employee wellbeing engagement

89% of participants are aware that Hennepin County is committed to supporting their health.



Did you know?

A 10-point increase in culture rating is associated with 27% more engagement activity throughout the year

Hennepin 2016 Consumer Satisfaction

Opportunity to improve satisfaction through additional “how to” resources and educational campaigns. Customer service satisfaction expected to improve in 2017 due to “white-glove” call center transition.

SATISFACTION DOMAIN	REDBRICK PROGRAM RESULTS				
	Respondents (n)	Average Score	% Satisfied	2017 Goal	RBH BoB %
Communications	864	3.6	62%	68%	82%
! Consumer portal	891	3.3	52% !	60%	77%
Health assessment questionnaire	868	3.7	65%	70%	81%
Biometric health screening	192	4.0	80%	88%	86%
! Journeys online coaching programs	227	3.4	55% !	60%	87%
Activity Tracking Program	175	3.7	65%	71%	77%
Customer service	153	3.6	65%	71%	84%
Overall Satisfaction with RedBrick Health	886	3.6 / 5.0	63%	70%	82%

SATISFACTION DOMAIN	HENNEPIN PROGRAM RESULTS		
	Respondents (n)	Average Score	% Satisfied
PreferredOne Telephonic programs	9	4.6	100%
2016 Challenges	181	3.5	64%

Thank you.

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