HEALTHY COUNTY BOOT CAMP
Feb. 12-14, 2020 • Renaissance Austin Hotel
Blueprint for SUCCESS
Need to Know: Coordinator Orientation

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What is Healthy County?

Healthy County is a **three-way partnership**

1. Counties and Districts investing in employee health by providing benefits programs and supporting wellness at their workplaces

2. TAC HEBP providing access to the best programs and resources

3. Employees committing to a healthy lifestyle, engaging in the programs and making responsible health decisions
Healthy County Strategies

1. Reduce costs and eliminate the barriers to caring for chronic illnesses;

2. Identify and reduce preventable health risks among the employee population; and

### What is my Role as a Coordinator?

1. Be a Wellness CHAMPION!

2. Form a wellness committee to support your efforts

3. Set local program goals and priorities

4. Promote Healthy County initiatives

5. Distribute/email promotional fliers, stuffers and information
6. With the input of county or district representatives, develop an action plan for the use of Employer Reward funds

7. Monitor implementation of the action plan and discuss recommendations for the use of funds with the individual or department responsible for budget, allocation, etc.
What is my Role as a Coordinator? (cont.)

8. Communicate with TAC Wellness Consultants and Specialist

9. Attend TAC wellness trainings (expenses paid by TAC HEBP)
What is my Role as a Sponsor?

1. Deliver the message of the importance and value of worksite wellness programs to the county and district

2. Encourage policies and practices that support healthy lifestyles

3. Provide access to resources for the program administration
4. Be a visible and vocal champion for the Healthy County program for employees, elected officials and the community

5. Attend annual TAC wellness training (expenses paid by TAC HEBP)
### What Did We Do In 2019?

<table>
<thead>
<tr>
<th>Wellness Activity</th>
<th>Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airrosti</td>
<td>73 Counties participated in different Airrosti engagement opportunities</td>
</tr>
<tr>
<td>Catapult</td>
<td>11 groups hosted an onsite event</td>
</tr>
<tr>
<td>County Specific Incentives</td>
<td>31 groups have a program</td>
</tr>
<tr>
<td>Employer Rewards</td>
<td>$98,886 were distributed to 147 TAC HEBP Groups</td>
</tr>
<tr>
<td>Healthy Lifestyle Rewards</td>
<td>1,046 members earned $50 worth of Boomer Bucks</td>
</tr>
<tr>
<td>Naturally Slim</td>
<td>681 members participated with 3,358 pounds lost</td>
</tr>
<tr>
<td>Registered Portal Accounts</td>
<td>4,740</td>
</tr>
<tr>
<td>Weight Watchers</td>
<td>3 TAC HEBP Groups participated</td>
</tr>
</tbody>
</table>
Healthy County Benefits & Programs
PATIENT-REPORTED OUTCOMES

- 896 Patient Cases
- 2.9 Visit Average
- 18 Physician Recommended Surgeries Avoided
- 88% Injury Resolution
- 99.5% Patient Satisfaction

CASES BY INJURY

- Neck: 138 cases
- Shoulder: 152 cases
- Back: 313 cases
- Knee: 66 cases
- Hip: 84 cases
- Other: 143 cases
• 30-40 minute comprehensive health evaluation includes finger stick blood test, biometrics, a personal health history, and screening for Clinical Depression.

• Screenings are **covered for employees at 100% for all groups** (no copay for non-grandfathered OR grandfathered groups).
MDLive - Telemedicine

General Health:
• Allergies
• Asthma
• Nausea
• Sinus Infections

Behavioral Health:
• Anxiety/Depression
• Child behavior/learning issues
• Relationship Problems

Pediatric Care:
• Cold/Flu
• Ear Problems
• Pinkeye

*For fully-pooled groups; self-funded groups may have a different copay.
Use eligibility information to guide members to primary care physician, urgent care, emergency room or other care as necessary – to improve health quality and lower costs.
WELLBEING MANAGEMENT is replacing Blue Care Connection®

Provides comprehensive, effective resources to improve employee health so employers can focus more on their business and less on health care.

Holistic Health Management to deliver a member-centered approach to care management.

Digital Enhancements that allow members to engage via their preferred communication channel.

Seamless Health Management Experience including digital platforms and specialist clinical programs coordinated holistically by a dedicated health advisor.
ONLINE RESOURCES
AND COACHING
Help Employees Hit Health Targets

Coaching Topics
• Improve Fitness
• Improve Nutrition
• Weight Reduction
• Maintain Weight
• Improve Cholesterol
• Improve Blood Pressure
• Stress Management
• Tobacco Cessation
• Maintain Tobacco-free

Digital Self-managed Programs
• Tobacco Cessation
• Tobacco Free Maintenance
• Metabolic Syndrome
• Improve Nutrition
• Weight Maintenance
• Weight Management
• Improve Physical Fitness
• Improve Blood Pressure
• Cholesterol
• Diabetes Prevention and Management
• Chronic Obstructive Pulmonary Disease (COPD)

• Congestive Heart Failure (CHF)
• Coronary Artery Disease (CAD)
• Asthma
• Maternity Health
• Stress Management
• Musculoskeletal Disorders
• Dental Health
• Sleep Health
• Preventive Health
• Financial Wellbeing
DIGITAL HEALTH PARTNERS*

Digital Health Partners support our members managing chronic conditions

Diabetes Management
Livongo®
Effectively manage diabetes

Metabolic Syndrome Reversal Program
natura(y)slim®
Lose weight. Not pleasure.

Obesity-related Chronic Disease Prevention Solutions
omada
Healthy habits, built over time
Livongo is a consumer digital health company providing a diabetes management end-to-end solution that combines a connected glucose meter with personal support by Certified Diabetes Educators.

<table>
<thead>
<tr>
<th>Livongo Generated Savings</th>
<th>• 4% Decreased diabetes-related medical costs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• 21% Reduced rate of non-emergent ER visits</td>
</tr>
<tr>
<td></td>
<td>• 3% Increased diabetes-related prescription utilization</td>
</tr>
</tbody>
</table>
Program Details

- Welcome kit with smart glucose meter, lancing device, test strips, lancets and a carrying case
- Test trips and lancets at no cost, right to member’s door
- Unlimited supplies, automatic reordering
- Digital and live coaching through meter, phone and the Livongo mobile app
- Real-time personalized messaging, analytics, and insights
- Online readings, real-time alerts when blood glucose readings are out of range, and insights can be shared with doctors and family
Hypertension Management Solution

• The Livongo hypertension management program combines a connected blood pressure cuff and personal support.
Program Features

- Easy remote monitoring via wireless-connected blood pressure cuff;
- Licensed professionals provide live coaching and 24/7 digital alerts;
- Notifications for high blood pressure readings and reminders to check blood pressure;
- Mobile experience to track progress and receive personalized, clinically-grounded coaching and educational content; and
- Member-initiated reports (with blood pressure readings and trends) enable more focused conversations with a clinician.
WHEN and HOW you eat can help you lose as much weight as WHAT you eat!
Naturally Slim Metabolic Syndrome Reversal Program is an online behavioral counseling program for metabolic syndrome reversal, weight management and diabetes prevention.

Program Features

- **10 weeks** to learn new skills; 10 weeks of personalized lessons; and 32 weeks of customized lessons to keep the weight off
- Health coach and online social support community;
- Builds behavioral skills (no dieting) to promote long-term weight loss and risk reduction;
- Mobile apps for on-the-go access; and
- No out-of-pocket cost to members.
Winter Class
• Apply: Dec. 9
• Starts: Jan. 31

Spring Series
• Apply: March 30
• Starts: April 27

Fall Series
• Apply: August 31
• Starts: September 28

Have your STEAK and lose weight too.

Naturally Slim® is a common-sense, online weight loss program based on Eatology™, the study of when, why and how we eat. Unlike diets, which rely on your willpower and "eat this, not that" advice, Naturally Slim teaches you simple, repeatable skills to help you lose weight and keep it off in the real world, while still eating the foods you love.

Naturally Slim is available at NO COST to employees and spouses enrolled in the county’s medical plan and is accessible via computer and mobile device so you can participate whenever it’s convenient, wherever you are.

Here’s how Naturally Slim works:
Instead of making you count points, track calories or change your diet to kale smoothies, we use a science-based approach based on the eating patterns that people who don’t struggle with their weight use naturally. During the initial 10 weeks of the program, you’ll log-in to your Naturally Slim dashboard to learn tips like:
• Ways to enjoy your favorite foods without going overboard
• How to manage the differences between appetite and hunger
• How to keep thirst from hijacking your weight loss
• The reasons we eat, many of which have nothing to do with hunger
• How to stop eating around emotions like stress, anger and depression
• How to sleep better, become more physically active, reduce stress and more!
Behavioral Medicine Program

• Inspires and enables people with obesity-related chronic conditions like type 2 diabetes and heart disease to change the habits that put them most at risk.

• Integrates remote monitoring tools, educational curriculum and social community support, to effectively improve health and reduce the risk of diabetes and/or cardiovascular disease.

3 Key Components

1. Smart technology
2. Personalized health coaching
3. Interactive lessons
Program Details

- Personalized tools for each participant, including a pedometer and exercise band
- Integrates with Apple HealthKit to support 3rd party apps and devices (e.g. Apple Watch) for physical activity tracking
- Small, private group of participants for support
- No out-of-pocket cost to the member

- Personal health coach for one-on-one guidance
- Weekly, interactive online lessons to educate and inspire
- Wireless scale uploads weigh-ins to the member's private portal and viewable by a personal coach
Program Features

• 16 weeks of interactive courses plus ongoing support;
• Members can work with a dedicated health coach online or by phone;
• Social community for extra support;
• Digital pedometer and wireless scale that uploads to the member’s portal included; and
• Employer reporting available for enrollment, participation and weight loss.
Fitness Program

10,000+ Fitness Locations!
Find locations near your home or travel destination with our Location Tool.

Search Locations
FITNESS PROGRAM

Provides reciprocal membership at gym and sports facilities supporting members’ healthy lifestyles.

Available March 1, 2020

More Flexibility
- Tiered Gym Network
- Studio Class Network
- Family Friendly

Enhanced Functionality
- Mobile App
- Real-time Data
- Virtual Training
- Wearables

<table>
<thead>
<tr>
<th>Plan</th>
<th>Base</th>
<th>Core</th>
<th>Power</th>
<th>Elite</th>
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<tbody>
<tr>
<td>Price</td>
<td>$19</td>
<td>$29</td>
<td>$39</td>
<td>$99</td>
</tr>
<tr>
<td>per month</td>
<td></td>
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</table>

$19 Initiation Fee
<table>
<thead>
<tr>
<th>Features</th>
<th>Current State</th>
<th>Wellbeing Management 2.0</th>
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<tbody>
<tr>
<td><strong>Price</strong></td>
<td></td>
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<tr>
<td>Initiation Fee</td>
<td>$25</td>
<td>$19</td>
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<tr>
<td>Monthly Fee</td>
<td>$25</td>
<td>Base, Core, Power, Elite</td>
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<tr>
<td></td>
<td>$19, $29, $39</td>
<td>$99</td>
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<tr>
<td><strong>Facilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gym Facilities</td>
<td>10,000+</td>
<td>Base, Core, Power, Elite</td>
</tr>
<tr>
<td>Network Size</td>
<td>2,900</td>
<td>7,000, 11,400</td>
</tr>
<tr>
<td></td>
<td>7,000</td>
<td>11,400, 11,700</td>
</tr>
<tr>
<td>Gym Chain Examples within Network</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Planet Fitness</td>
<td>• Planet Fitness</td>
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<tr>
<td></td>
<td>• Blink Fitness</td>
<td>• Blink Fitness</td>
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<tr>
<td></td>
<td>• Fitness 19</td>
<td>• Fitness 19</td>
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<tr>
<td></td>
<td>• Gold’s Gym</td>
<td>• Gold’s Gym</td>
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<tr>
<td></td>
<td>• Crunch Fitness</td>
<td>• Crunch Fitness</td>
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<tr>
<td></td>
<td>• Curves</td>
<td>• Curves</td>
</tr>
<tr>
<td></td>
<td>• Anytime Fitness</td>
<td>• Anytime Fitness</td>
</tr>
<tr>
<td>Studio Class</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Network Size</td>
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<td>11,000+</td>
</tr>
<tr>
<td><strong>Experience</strong></td>
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<td></td>
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<tr>
<td>Mobile App</td>
<td>N/A</td>
<td>Yes</td>
</tr>
<tr>
<td>Family Bundle</td>
<td>N/A</td>
<td>Yes</td>
</tr>
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</table>
WOMEN’S & FAMILY HEALTH
Comprehensive women's and family health with a focus on maternity management and parenting support

New Program: Ovia Health

<table>
<thead>
<tr>
<th>Maternity Health Partner</th>
<th>Special Beginnings</th>
<th>Self-management Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus on low-risk maternity members to provide support from pre-pregnancy through delivery and ongoing parenting support</td>
<td>Outreach to members will be trigger-based followed by an assessment to determine if a member is a high-risk maternity management case</td>
<td>Digital self-management programs via Well onTarget to support healthy habits to optimize the health and normal development of women and their babies</td>
</tr>
</tbody>
</table>
Ovia Health™ Suite of Apps

FERTILITY, PREGNANCY AND PARENTING

Navigate benefits from fertility to pregnancy to parenting

Delivers personalized guidance with in-app coaching, ongoing education and data-driven messaging

Aims to improve clinical outcomes, reduce costs and helps navigate parents successfully return to work
Reminders and Updates

1. Employees do **NOT** have to register for each Contest.
   a. Auto-enrollment once a device is connected to the account.

2. Apple Health connects directly with Sonic Boom now.

3. The device storefront is still available through the portal.
   a. Apple Watches are available for purchase through the storefront.


5. Employees in Counties or Districts with County Specific Incentives (CSIs) will be able to view their county’s unique rewards on the Incentive Page.
Quarterly Fitness Contests

Earn $60 in Boomer Bucks

$30 Device Subsidy [3 yrs.]

Incentive Tracking

Interactive Community

Wellness Workshops

Track Your Health

county.org/sonicboom
**Type:** Steps and Activity Minutes

**Length:** 6 – 8 Weeks

**Reward:** $15 Boomer Bucks per contest; up to $60 total
Device Storefront

• Every benefit-eligible employee receives a $30 subsidy/voucher every 3 years
  • The subsidy is redeemable in the online catalogue as a voucher using your health benefits User ID#
    (903XXXXXX from the front of your health benefits card)
  • Subsidy can be used to obtain a Garmin Vivofit 4 or Fitbit Inspire at no additional cost

• You may apply the value of your voucher to upgrade to any device and pay the difference
• Free shipping on all orders, orders can be shipped directly to your home
1. Login to your Sonic Boom portal;
2. Select: *Time to Get a Tracker*;
3. Enter **county** for the Access Code; and
4. Proceed to shop!
County Specific Incentives
County Specific Incentive (CSI)

- Increase participation in sponsored programs;
- Promote healthy behavior changes;
- Help control future costs; and
- Reward employees for making SMART CHOICES about their health with incentives.
### Example of a CSI Design

<table>
<thead>
<tr>
<th>Activities</th>
<th>Outcome</th>
<th>Reasonable Alternatives</th>
<th>Opt-Out Reward</th>
<th>Wellness Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Physical</td>
<td>Complete a Biometric Screening or an Annual Physical</td>
<td>N/A</td>
<td>Ineligible for Reward</td>
<td>Reward Received</td>
</tr>
<tr>
<td>Tobacco Affidavit</td>
<td>Certify as a tobacco user or non-user</td>
<td>Completion of Tobacco Cessation Education</td>
<td>Ineligible for Reward</td>
<td>Reward Received</td>
</tr>
</tbody>
</table>
Wellness Workshops

Request a Healthy County Workshop at your work!

- 4 Keys to Nourishing Your Body for Health & Vitality
- 5 Keys to Effective Weight Loss
- 7 Investments for Better Health
- Boost Your Metabolism
- Fitness Formula: Discover the Cure-All
- Healthy County 101
- Musculoskeletal
- Rebalance Your Brain
- Sleep Education 101
- Stressed is Desserts Spelled Backwards
- Tobacco Cessation
- What Are Macronutrients?
Healthy County

2020 Employer Rewards*

*Available for fully-pooled groups only
<table>
<thead>
<tr>
<th>Group Size</th>
<th>Maximum Available to Earn</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 Lives or Less</td>
<td>$1,250</td>
</tr>
<tr>
<td>26-50 Lives</td>
<td>$3,000</td>
</tr>
<tr>
<td>51-99 Lives</td>
<td>$5,000</td>
</tr>
<tr>
<td>100-199 Lives</td>
<td>$7,000</td>
</tr>
<tr>
<td>200 Lives on More</td>
<td>$9,000</td>
</tr>
</tbody>
</table>
2020 Employer Rewards

Three opportunities to earn Employer Rewards funds

Groups will earn funds if one or more of the opportunities are met.

The total amount rewarded will be calculated based on the sum of the percentage earned per each opportunity met.
1. Groups will earn ½ of the percentage of maximum eligible amount of Employer Rewards from employees who earn at least $45 in Boomer Bucks.

Example: Group A has 100 employees. 20% of employees earned at least $45 in Boomer Bucks. The county will earn 10% of the maximum eligible amount of Employer Rewards for Sonic Boom participation.
2020 Employer Rewards

2. Groups with a County Specific Incentive (CSI) will earn 30% of eligible amount*

Example: Group A has 100 employees. In the prior year, they implemented a county specific incentive (CSI). The county will earn 30% of the maximum eligible amount of Employer Rewards for the CSI.

*The CSI opportunity will be modified in 2021
3. Groups that schedule at least 1 training in the calendar year will earn 10% and can earn up to an additional 10% based on employee attendance.

**Employee attendance percentage bonus:**

- 10% Attendance = 2% Bonus
- 30% Attendance = 4% Bonus
- 50% Attendance = 6% Bonus
- 70% Attendance = 8% Bonus
- 90% Attendance = 10% Bonus

Example: Group A has 100 employees. They had a training in 2020 where 30% of employees attended. The county will earn 14% for the training.
<table>
<thead>
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<th>Group Size</th>
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</table>

**Example:** County A has 100 employees. 20% of employees earned at least $45 in Boomer Bucks. In the prior year, they implemented a county specific incentive (CSI). They had a training in 2020 where 30% of employees attended. The county will earn 10% of the maximum eligible amount of Employer Rewards for Sonic Boom participation, 30% for the CSI, and 14% for the training, which will be 54% of $7,000. The county will receive a check for $3,780.
Option One

Weeks: 12
Minimum Number of employees: 15
Cost: $156.00
Reimbursement: $125
Payment Options: credit/debit card, personal check, 3-part split payment or payroll deduction if offered by county

Option Two

Weeks: 17
Minimum Number of employees: 20
Cost: $186.00
Reimbursement: $150
Payment Options: credit/debit card, personal check, 3-part split payment or payroll deduction if offered by county
Healthy County Reporting
MID YEAR PLAN REVIEW

Topics Covered

• Benefits Plan Review
• Top Diagnostic Categories
• Healthy County Participation
• Strategies for Growth and Improvement
Tax Incentive Report

- County decision on which items to report
  - Talk to your County Attorney for guidance

- Items included on the file
  - Boomer Bucks
  - Device Subsidy
  - Blue Points
  - WW Reimbursement

- Reporting Timeline
  - Employees have until Dec. 31 to redeem Device Subsidy and Blue Points
    - A partial file will be sent following the last contest of the year
    - A complete file will be sent in mid-January
Tax Incentive Resources

• **EY**: Fringe Benefits Reporting: FAQs
  • Scroll to FAQ 8

• **IRS Opinion**: De Minimis Fringes
  • Number 200108042    UIL: 9999.98-00    Date: 02/23/01
Communication Tools
Stay Connected with us!

Monthly Program Update:

Newsletter sent to Wellness Coordinator and Sponsor
It's BOOM Time! Create Your Account TODAY.

Everyday is a great day to participate in Healthy County, but today is special. Sonic Boom is here and ready to help you live a healthier life. Employees and covered spouses can now participate on the new Healthy County Sonic Boom portal. The Sonic Boom wellness portal will replace the Provant portal used in 2018.

Print the Sonic Boom flyer to hang at your office!

Here are some things you can do in your new wellness program:

Contests! What if we told you that you have the opportunity to create your own contests AND compete in Healthy County contests? Employees that complete three of four Healthy County contests will earn a $50 Boomer Bucks Incentive that can be redeemed for merchandise and/or gift cards! The first Healthy County challenge will begin March 11.

Academy! View articles, videos, and other self-paced educational content to help with optimal nutrition, financial well-being, and more.

Goals and Trackers! Use our fun and automated goals and trackers to keep tabs on your hydration, fruit/veggie intake, physical activity, mood, weight, and more. Hit your daily goals in each...
Stay Connected with us!

Follow us: www.facebook.com/healthycounty