



North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



2018 Benefit Development: Health Engagement Program

Board of Trustees

August 5, 2016

A Division of the Department of State Treasurer

Health Engagement Program (HEP): 2016 & 2017

Only available to Consumer-Directed Health Plan members

Healthy Lifestyles

- For all CDHP members
- Intent: Promote healthy behaviors
- Activities:
 - Engage with a Lifestyle Coach
 - Track Physical Activity
 - Track Nutrition
 - RivalHealth activities (2017*)
- Incentive Award:
 - 2016 Max incentive award/year: \$100
 - 2017 Max incentive award/year: \$175*

Positive Pursuits

- For CDHP members with diabetes, COPD, asthma, hypertension, hyperlipidemia, CHF, or coronary artery disease
- Intent: Promote high value, necessary medical care; defray cost of managing a chronic condition.
- Activities:
 - Engage with a Nurse Coach
 - Engage with a PCP
 - Obtain disease-specific labs, medications, and education
- Incentive Award:
 - \$550 for multiple conditions

**Planned pending Board approval*

HEP 2018: Expansion Options for Consideration

- Expand opportunity to participate in HEP to members in the Enhanced 80/20 Plan
- Add more “relevant” conditions to Positive Pursuits Program, such as obesity and mental health conditions
- Adopt an outcomes-based approach to earn incentives in both Positive Pursuits and Healthy Lifestyles
- Add additional opportunities to promote “well care” [*age and gender appropriate screenings and immunizations*] and earn incentives for Healthy Lifestyles participants
- Strategic use of Health Reimbursement Account (HRA)-based incentives and other forms of incentives (redeemable points and gift cards)



Considerations and Rationale: HEP

Consideration 1: *Expand Health Engagement Program to members on the Enhanced 80/20 Plan.*

Rationale:

- Opportunity to positively impact the health of 50% of Plan membership

Intent:

- Promote positive health behaviors and use of high value medical services among a higher proportion of the population. Not to defray cost of care.

Operational Considerations:

- Will require addition of a Health Reimbursement Account to Enhanced 80/20 Plan
- Cost to the Plan by expanding opportunity to a larger segment of the membership
- Strategic decision on “how much to incentivize”

Considerations and Rationale: Positive Pursuits

Consideration 2: *Add Obesity and Depression to the list of eligible chronic medical conditions included in Positive Pursuits.*

Rationale:

- Highly prevalent and “silent” condition
- Significant cost attributable to the condition
- Often underlying comorbidities, which are themselves high prevalence and costly
- Management of these conditions will impact related conditions such as diabetes, hypertension, Congestive Heart Failure, Coronary Artery Disease, hyperlipidemia
- Behavior change is amenable to incentives
- National guidelines exist that address care across these diagnoses

Considerations and Rationale: Positive Pursuits

Criteria to consider for inclusion:

- Prevalence and cost
- How amenable is the management of the condition to member behavior/incentives?
- Are there standardized, evidence-based national guidelines for management of the condition?
 - Conditions without extreme member-to-member variability in presentation and/or management

Chronic Conditions to Consider

Condition	Prevalence (CY 2015)	Cost PMPY (CY 2015)	Recommend to Include?	Rationale
Obesity	8.6% (ICD 10 coding) 29.7% (2014 BRFSS*; additional 35.9% OW**)	\$1,581.17	Yes	High prevalence and associated cost; management through personal behavior to a large extent; symptoms not likely to drive condition management.
Chronic Depression	7.4% (US adult pop'n.: 6.6%)	\$808.79	Yes	Significant prevalence; often an underlying condition and undiagnosed; impacts management of comorbid conditions.
Mental Health	NA	NA	No	Wide variation of diagnoses and therapies; unlikely to be amenable to change through incentives.
Chronic Pain	2.4%	\$877.09	No	Low prevalence; requires more extensive analysis and appropriate intervention to manage; not amenable to an incentive based approach.
Auto immune conditions (RA, Crohns, Lupus, MS)	0.23%-.57%	Medical: \$5,521.77 Pharmacy: \$36,709.24	No	Requires individualized therapy and multidisciplinary approach; relapse is a challenge to predict; symptoms drive condition management.

*BRFSS- Behavioral Risk Factor Surveillance Survey

**OW- Overweight

Considerations and Rationale: Positive Pursuits

Consideration 3: *Add outcomes-based incentives for achieving clinical goals such as:*

- Blood pressure < 140/90, if hypertensive
- A1c < 7%, if diabetic
- Weight loss of 5% & 7% of body weight, only if obese

Rationale:

- By 2018, the HEP program would have been implemented for two years. At this point, it could be in the Plan's best interest to start moving to an outcomes based approach
- Incentivizes outcomes, which are more closely related to health improvement and cost efficiency compared to participation alone
- Congruent with achieving nationally recognized clinical quality metric goals
- The Plan can continue to include some "process-related" incentives for the third year

Operational Consideration:

- Member reaction/response
- Ease of administration
- Documentation supporting/validation of outcomes



Operationalizing Outcomes-Based Incentives

- Population Health Management Vendor-verified measurements
 - Synchronize measurement devices: scale, glucometer, BP cuff
 - Member purchases; receives reimbursement within \$5 of product after 10 monthly uses [one example of required use]
- Physician-verified measurements
 - Obtain from EMR,
 - Nurse visit, and/or
 - Use of a mobile phone application to auto-upload signed forms



Considerations and Rationale: Healthy Lifestyles

Consideration 4: *Add incentives for achieving physical activity (setting goals for minutes of physical activity) or nutrition goals (setting goals with health coach guidance for caloric intake and meeting them) or RivalRating*

Consideration 5: *Add incentive for completing age/gender-appropriate preventive screenings, preventive exams, and immunizations (mammogram, Pap screen, colorectal cancer)*

Rationale:

Incentivizes outcomes, which are more closely related to health improvement and cost efficiency compared with participation alone



Incentive Options for Consideration

Goal: Allow for a variety of “incentives” to motivate members to take action.

HRA Funds

- Age-appropriate screenings, depression/pre-diabetes screening
- Vaccinations
- PCP visits
- Achieving physical activity/nutrition goals
- Achieving clinical outcomes:
 - 5% & 7% weight loss
 - A1c, BP, lipid, peak flow goals

Redeemable Points/Gift Card

- Skill building (coaching)
- Making improvements
- Tracking physical activity
- Tracking nutrition
- Advance directives
- Completing online coaching modules
- Medication adherence



Additional Incentive Activities for HEP 2018

Activity	Education, Treatments		
	Obesity	Depression	Healthy Lifestyles
Health Coach			
Call with Nurse/Lifestyle Coach	X	X	X
Second Call with Nurse/Lifestyle Coach	X	X	X
Third Call with Nurse/Lifestyle Coach			X
Primary Care Visits			
First PCP Visit	X	X	
Second PCP Visit	X	X	
Preventive Screenings			
Age-appropriate, relevant screenings, vaccinations			X
Preventive Wellness Visit with PCP			X
Labs			
HbA1C	X		
Lipid Panel	X		
Metabolic Panel	X		
Liver enzymes	X		
Thyroid	X	X	
Education/Treatments			
Monitoring Blood Pressure	X		
Stress, anxiety, and depression management		X	
Depression medication adherence		X	
Pharmacotherapy and psychotherapy education		X	
Diet Modification/weight management*	X	X	
Physical Activity*	X	X	
Outcomes			
5% weight loss	X		
7% weight loss	X		
Achieve Physical Activity Goals set with Health Coach			X
Achieve Nutrition Goals set with Health Coach			X

*Health Assessments will be encouraged or required but not incentivized.

Next Steps

- Solicit feedback from Board members and stakeholders on approach and considerations for the future of the Health Engagement Program.
- Plan staff will begin to research ways to operationalize some of the considerations:
 - Adding an HRA to the Enhanced 80/20 Plan
 - Determination of and capturing/verifying outcome based activities
 - Determination of incentive values for each activity