

EMI HEALTH SUCCESS STORY

# Making the Transition: **Implementing a Personalized Well-Being Program**



## ABOUT

# EMI Health

EMI Health is a full-service health insurance organization serving employer groups in both public and commercial sectors. They provide medical, dental and vision coverage for more than 300,000 people in nine states. The organization has had a basic well-being program in place for several years for its nearly 47,000 eligible members.

## THE NEED:

# More Robust Well-Being Offerings

As time went on, EMI Health realized their well-being program lacked an identity and didn't offer enough options to meet participant expectations. The organization itself was also beginning to move into the self-funded space—which meant they needed to make well-being a much higher priority.

EMI Health decided to move away from the one-size-fits-all program to one that could leverage a more sophisticated level of flexibility. They wanted advanced program capabilities—including tracking, an incentives structure, competitive wellness challenges and personalized communications—to meet evolving well-being needs and to help drive participation.

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Having a trusted and recognizable brand like WebMD was a big deal for us—and for our employer groups. Their personalized content, communications and technology capabilities set them apart during our decision-making process.”

**RYAN LOWTHER,**  
COO, EMI Health

## THE SOLUTION:

# Implement a Thoughtful and Personal Platform

EMI Health partnered with us on a three-pronged approach to enhance their program. First, they transitioned to WebMD ONE and launched their experience—called BE WELL—in January of 2021. The platform provides a person-first well-being experience that's tailored to their participants' unique interests—whether they want to reduce stress, get better sleep, lose weight or manage a health condition. The personalization remains over time even as individual goals and health conditions change.

Second, they leveraged the WebMD Health Services communications team—which included bringing on a dedicated program manager—to get more strategic with their communications. These dedicated partners work to raise awareness about the program by strategizing new ways to reach audiences, developing targeted messages for unique population segments and creating custom collateral design with EMI Health's look and feel.

Finally, we were able to take a custom hiking challenge EMI Health had been doing internally for five years and incorporated it into their WebMD ONE experience. Their team had built an incredible culture around the wellness challenge, and the success rate went up year after year. They had direct leadership support from the CEO, great social interactions through competitive teams and photo sharing, and rewards for participation. Adding it to the BE WELL platform only made it easier to track engagement and create a more sophisticated incentives structure—which they hope to replicate for other employer groups in the future.

## Within the BE WELL platform, participants can:



Track personal health



Set individual goals



Connect with  
a health coach



Manage specific  
conditions



Work on daily habits



Compete in wellness  
challenges



Sync tracking devices



Leverage educational  
resources



## EMI HIKING CHALLENGE



GRAB YOUR BOOTS AND GET READY!  
2021 EMI

### Hiking Challenge

#### What's Inside:

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EMI HEALTH

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health services

## Adventure Awaits

### 2021 EMI Hiking Challenge rules

Grab your hiking boots and get ready! Join the annual EMI Health President's Hiking Challenge and push yourself to complete 20 hikes. For every hike or activity completed, you'll earn \$10.00 (\$200.00 maximum) and raffle tickets toward prizes!

#### How it works

##### Download the AllTrails app

Access hiking directions to trailheads, trail descriptions, tracking tools, maps and more.

##### Hit the trail

View the list of approved hikes and plan your adventures. The goal is to complete 20 hikes (5 from each of the 4 categories - beginner, easy, moderate and difficult). All hikes must be completed by **Sept. 30, 2021** in order to count towards your rewards. View additional rules and details here.

##### Get Credit

There are 3 parts to getting credit for each hike you do:  
1. Take a picture of yourself and your crew at the indicated landmark, showing the 2021 hand gesture symbol. This year it's the "hike" hand gesture.  
2. Track your hike using a tracking app like AllTrails.  
3. Send your picture and a screenshot of the tracked activity to [agreen-barton@emihealth.com](mailto:agreen-barton@emihealth.com).

##### Go the extra mile

You'll receive credit for a max of 5 hikes (activities in each category, but if you'd like to go farther, we won't discourage you from accomplishing more).

##### Earn raffle tickets for prizes

3 hikes earns you 3 tickets, 10 hikes earns you 10 tickets, 15 hikes earns you 15 tickets, and 20 hikes earns you 20 tickets and a Golden Ticket entry for the grand prize!

##### Choosing an alternate hike?

To get approval for a hike that's not on the approved list, log your hike with AllTrails, take a screenshot of your tracked hike, snap a pic of yourself showing the 2021 hand gesture and send a brief trail description to [Emily.Murphy@emihealth.com](mailto:Emily.Murphy@emihealth.com).

##### Choosing an alternate activity?

You may choose one alternate activity per difficulty level. Click here to see the full list of approved activities and instructions.

## Getting the Right Gear

The right hiking gear can help prevent injury, protect you from the elements and make you feel as comfortable as possible. Follow these tips to help you select the right gear for your next adventure.

#### Find the perfect boots

For day hikes, choose a low-cut boot that's stiff, breathable and waterproof. Your boots should fit snug, but with enough room to wiggle your toes.

#### Get a good backpack

Choose a comfortable day pack with supportive straps and about 15-20 liters of space.

#### Keep materials in mind

Choose moisture-wicking fabrics that help keep you dry and comfortable.

#### Invest in good socks

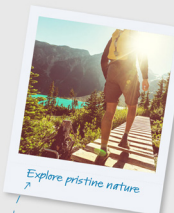
Natural or synthetic wool socks can help wick away moisture and prevent blisters.

#### Dress seasonally

If it's warm, you may only need to wear a shirt, shorts and socks. If the weather is cooler, consider wearing pants, tights, gloves, a hat, and a rain or soft-shell jacket.

#### Be seen and stay safe

Choose bright colors and clothing that has reflective accents to make sure you're seen by mountain bikers, trail runners and other hikers.



Explore pristine nature

Across Northern Utah, trails wind through dense forests, granite mountains and turquoise waterways.



SOURCES:  
1. "How to Choose Hiking Boots"  
Caring Health & Science Literacy: "Hiking Tips and Resources"  
2. "Hiking Gear"  
WebMD, 2021/09/15

## Stay Energized, Every Step of the Way

Eating the right foods can help energize you and fuel your recovery. Just follow these simple guidelines:

#### Every day

You should eat a variety of healthy foods, including whole grains, lean proteins, healthy fats, fruits and vegetables.

#### Before you lace up

Eat a snack or small meal with carbohydrates, protein and fat, one to two hours before hiking. Try Greek yogurt with fruit, a banana with peanut butter, oatmeal with berries or a turkey sandwich.

#### On the trail

A good rule of thumb is to drink about a half-liter of water for every hour on the trail, though you may need more if it is a strenuous hike or hot outside. Also, eat plenty of snacks throughout the day. The peanut butter and crackers, trail mix or jerky. If you're going on a longer hike, pack a healthy lunch that's high in protein.

#### When the boots come off

After a workout, eat a snack followed by a meal two to four hours later. Both should have carbohydrates and protein. If it's later in the day, it's okay to just eat a meal. A few snack ideas include hummus on a whole-grain wrap, string cheese with an apple or a fruit smoothie with Greek yogurt.



The land of alpine lakes

Eight in our backyard, the Sawatch Range is filled with awe-inspiring destinations like Sunlight Peak at Lake Blanche.

SOURCES:  
1. "The Benefits of Trail Running"  
University of Colorado Boulder: "Trail Running Hike in Colorado"  
2. "Hiking Nutrition"  
WebMD, 2021/09/15

## Explore Every Corner

See the diverse landscapes of Utah! From towering arches to deep canyons, there's plenty to explore as you navigate the dusty trails of this beautiful state.

### Check out some examples of approved hikes below:

- Beginner hikes**
- 1. Memory Grove Trail - Salt Lake City - 2.1 Miles RT
  - 2. Rocky Mountain Trail - Wasatch Blvd - 9 Miles RT
  - 3. Bountiful Lake - Bountiful - 1.3 Mile Loop
  - 4. Silver Lake Loop - Big Cottonwood Canyon - 9 Mile Loop

- Easy hikes**
- 1. Wild Rose Trail - North Salt Lake - 1.7 Mile Loop
  - 2. Willow Heights Trail - Big Cottonwood Canyon - 2 Miles RT
  - 3. Secret Lake - Little Cottonwood Canyon - 1.7 Miles RT
  - 4. Buffalo Peak - Orem - 1 Mile RT

- Moderate hikes**
- 1. Wild Rose Trail - North Salt Lake - 1.7 Mile Loop
  - 2. Waterfall Canyon Trail - Ogden - 2.5 Miles RT
  - 3. Ghost Falls - Canyon Canyon, Draper - 3.2 Miles RT
  - 4. Stewart Falls - Provo Canyon - 3.4 Miles RT

- Difficult hikes**
- 1. Baldy Canyon Trail - Lower Falls - Sandy - 4.7 Miles RT
  - 2. Mueller Park to Elephant Rock - Bountiful - 7.3 Miles RT
  - 3. Dog Lake - Milnes Canyon - 5 Miles RT
  - 4. Grandeur Peak Trail from Church Fork - Milnes Canyon - 5.5 Miles RT

See the full list of approved EMI Hiking Challenge hikes.



## THE RESULTS:

# EMI Health's Look To the Future

While it's too early to know the full extent of results, momentum around EMI Health's program is building. We know behavior change doesn't happen overnight. It's an ongoing journey. We wanted to set up actionable and measurable goals to help EMI Health meet the program goals they've set. Some of the ways we hope to help them track engagement include:

- Achieving a 35% to 40% health assessment completion rate.
- Reducing claims for 15% to 20% of their participants.
- Expanding the number of employer groups offering incentives.
- Establishing cohesive integration for more data sharing.
- Focusing on disease management and risk reduction.
- Creating better segmentation for multiple populations.

We're proud to partner with EMI Health to help them as their program continually evolves. We look forward to providing more value to their participants through innovative well-being initiatives. **To make the most of your well-being program, visit [webmdhealthservices.com](https://webmdhealthservices.com)**

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We are newbies at this. The WebMD team did an amazing job at helping us understand the entire implementation process. We were a bit lost at first, but they lead us down the right path. We're excited for what's to come.”

**CINDY DUNNAVANT,**

Senior Vice President, Sales & Marketing,  
EMI Health



Empowering Well-Being In Everyone