

HEALTH NEW ENGLAND SUCCESS STORY

Addressing Well-Being, Inclusivity and Critical Community Needs

Contents

5 Pillars for Organizational Success.....	3
Proactive Approach To Health Management.....	5
Health New England's Program Results	6
Takeaways for Your Program	7

ABOUT HEALTH NEW ENGLAND

Health New England is a regional non-profit health plan with more than 176,000 members. As part of Baystate Health, their network includes 23 hospitals and nearly 11,000 providers located in Massachusetts.

They're proud to be a mission-driven organization. By incorporating social determinants of health, providing personalized experiences and leveraging new trends, their goal is to improve the health and lives of all people they serve.

THE PILLARS

5 Pillars for Organizational Success

Health New England has developed five pillars that are critical to their success. All pillars focus on **Diversity, Equity, Inclusion and Belonging (DEIB)**. They use a strategic approach to embed DEIB goals into their mission, values and operations.

1

Associate Engagement

Provide education, training and structural support to all managers and associates.

Use feedback from surveys to determine appropriate programming and education.

Build an inclusive, collaborative workplace that mimics a system-wide format.

2

Corporate Responsibility

Build an equity lens that keeps structural inequalities and health disparities top of mind.

Ensure products and programs achieve their full potential.

Measure and track goals backed directly from the executive leadership team.

3

Retention and Recruitment

Use metrics to track how they're attracting and retaining a diverse employee base.

Review role descriptions to identify gender bias, improve DEIB messaging on their website and create innovative recruiting opportunities.

Increase access to internal and external professional development options.

THE PILLARS

5 Pillars for Organizational Success

4

Advancing Health Outcomes

Develop well-being programs that incorporate social determinants of health.

Understand how to better support members, especially for underserved populations.

Ensure providers have relatable physicians, ample telehealth options and network expansion opportunities.

5

Community Engagement

Leverage community need assessments to discover health priorities and determine strategy.

Invite the community to have a seat at the table for strategic planning.

Provide education on vaccines, mental health and other community-specific health needs.

THE APPROACH

Proactive Approach To Health Management

During the COVID-19 pandemic, many organizations had to find ways to accelerate their well-being programs to better serve their populations. Health New England relied on their annual pulse surveys to garner

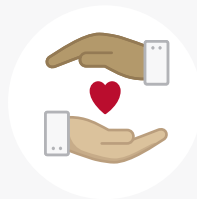
direct feedback and discover what was most important to their people. They incorporated that feedback into their well-being program to give individuals the help they needed.

Here's how we worked together to make those updates and help their populations navigate a very stressful time.



Mental Health

Mental health support was an urgent priority. Health New England used solutions within WebMD ONE to meet this need, including Daily Habits—ways to keep stress in check, cope with the blues and stay connected. Some of their employer groups even added mental health activities to their incentives structure to motivate participation.



Inclusion

They updated their screenings and health assessments to be more inclusive of the LGBTQ+ community. They also created special packages for specific groups, including aging populations. And internally, they decided to expand health coaching services to allow all employees the benefit of speaking to a health expert.



Dealing With the Pandemic

Health New England provided up-to-date COVID-19 information that was highly visible within WebMD ONE. In addition, they developed a webinar series on how to take charge of health, social connection opportunities and return to work toolkits. They were also able to transition nearly all their regular programming into a virtual format.

THE RESULTS

Health New England's Program Results*

16%

improvement in registration.

6.1%

decrease in average number
of health risks.

6.5%

increase in site visits.

9%

reduction in blood pressure.

12%

increase in rewards lobby visits.

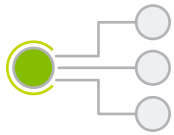
8%

reduction in cholesterol risk.

*Results are year over year from 2019-2020.



Quick Takeaways for Your Program



ONE

Segmentation is critical;

A one-size-fits-all approach won't resonate.



TWO

Use pulse surveys to understand the needs of diverse populations.



THREE

Ensure community members and organizations **have a seat at the table.**



FOUR

Focus on your own employees and staff just as much as members.

We're proud to partner with Health New England on providing tailored well-being programs that meet the evolving needs of their populations. To make the most out of your well-being program, visit webmdhealthservices.com.



Empowering Well-Being In Everyone