

The Member Experience Matters: **How Security Health Plan Makes Excellence A Habit**

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About Security Health Plan

Security Health Plan of Wisconsin, Inc.—part of Marshfield Clinic Health System—is a not-for-profit health maintenance organization. Accredited by the National Committee for Quality Assurance (NCQA), it offers fully-insured health care benefits to large and small businesses, individuals and families, and Medicare and Medicaid beneficiaries. It also provides full-service third-party administration for self-funded employee benefit plans through Security Administrative Services, LLC.

Security Health Plan at a glance:

WebMD client since 2016

220,000 members

Headquartered in Marshfield, WI



Caring For The **Community**

Security Health Plan cares about the well-being of Wisconsin communities—particularly in rural areas. Through in-kind gifts, sponsorships, and charitable contributions, they support organizations and events that help people and their communities achieve their best health.

Security Health Plan focuses their giving efforts on four priorities, resulting in a measurable improvement on the health of the communities it serves:

- Alcohol and other substance use
- Behavioral health
- Chronic disease
- Social determinants of health



Over the years, Security Health Plan has supported programs to reduce food insecurity, increase access to health care, help the emotional well-being of schoolchildren and improve health literacy.

Wellness In Action

Security Health Plan takes an integrated approach to care for its members. More than simply providing health insurance, it has a strong commitment to caring for their members' entire well-being: physical, mental and social. Using a three-tiered model, Security Health Plan's wellness strategy encompasses:

Health Services

- Care management
- Disease management
- Utilization management
- Pharmacy

Wellness Philosophy

- Health assessment
- Wellness exam
- Health coaching

Quality

- Meet and exceed
NCQA requirements



Within that model, Security Health Plan has made a conscious choice to offer wellness programs that meet their members wherever they are in their well-being journey; helping them reach their health goals. Here are some of the key ways they engage members, in partnership with WebMD Health Services:

Proactive Outreach. Through teamwork with their claims department and from provider referrals, they target members who would specifically benefit from WebMD wellness programs. In addition, information about wellness and health services are regularly provided to members through content in new member handbooks, bi-monthly member newsletters and social media posts. Targeted member mailings and email newsletters offer a roundup of available resources, articles, tips, health and lifestyle coaching options and opportunities to participate in wellness challenges.

Online Health Assessment. Encouraging members to complete a health assessment (HA) sets a baseline for each individual from which they can create well-being improvement goals. Security Health Plan reinforces this action by sending postcards congratulating members on taking the first step toward greater wellness. The health assessment also provides Security Health Plan relevant information needed to offer additional care options to members.

WebMD Wellness at Your Side App.

Security Health Plan offers members an app that encourages and allows the member to monitor lifestyle changes and provides advice about easy ways to achieve health goals.

Daily Habits Lifestyle Programs. Programs such as: Cope with the Blues, Lose Weight, Keep Stress in Check and Quit Tobacco, give members small incentives and encouragement to achieve success.



“

Healthy behavior change doesn't just happen. If I can educate, support and motivate individuals to achieve a high level of personal health and wellness, then I've done my job.”

DAVE SCHEUER

Manager of Wellness & Health Promotion, Security Health Plan

Engaging **Medicare** And **Medicaid** Populations

Among its thousands of members, Security Health Plan takes care to address the unique needs of its diverse populations. Members covered by Medicare and/or Medicaid represent growing and complex populations who often face economic and social barriers that prevent them from engaging in high value care. Taking those challenges into account, Security Health Plan has implemented the following strategies for effective outreach and engagement.

Medicaid members are given direct ease-of-access to the WebMD Wellness at Your Side app and other wellness resources.

Mailings and other wellness resources contain information that is targeted to the specific needs of Medicare and Medicaid members.



What's New On The Horizon

Whole health—physical, mental and social—well-being remains a critical focus for Security Health Plan now and in the future. They know that employers are not only continuing to invest in wellness programs, but they are making these programs key to their business strategies and overall workforce management. In the coming year, Security's objectives include:



1

Obtaining NCQA health equity accreditation to further strengthen their reputation as a leader in high quality health care services.

2

Implementing the opportunity for interested individuals to complete a health coaching internship that will increase the availability of coaches for its members.

3

Continuing to partner with WebMD to offer new value-added programs, rewards and incentives for its members, with particular attention to Medicare and Medicaid populations.

Key Takeaways

As a socially conscious organization, Security Health Plan focuses on personalized member services, quality customer service and building an authentic community. Its success is built on:

Understanding the connection between investing in the community and the overall health and well-being of the region where its members live and work.

Implementing a multi-tiered approach to member care that encompasses health, wellness and quality.

Providing wellness programs for members that meet them wherever they are in their well-being journey and that serve to help them reach their individual health goals.

Using member demographics to develop targeted strategies for each populations' unique needs and health goals.

Demonstrating to members a true commitment to continuous improvement through ongoing adherence to the highest quality standards.





Empowering Well-Being In Everyone

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