



CLIENT SPOTLIGHT

How The State of Wisconsin Supports Their Diverse Population With Well-Being Programs

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About The State of Wisconsin

The State of Wisconsin has a diverse population of more than 165,000 participants, including current and retired employees—as well as their spouses—from the University of Wisconsin System, state agencies, and nearly 300 government entities. Employees work in more than 400 locations throughout the state.

They launched their Well Wisconsin program in 2013 with the goal of improving holistic well-being through education and activities supporting a healthy lifestyle.

STATE OF WISCONSIN AT A GLANCE



165,000
participants



300
government entities



400
approximate locations

The Need

The State of Wisconsin's program was initially provided through 20 different health plans.

Because so many health plans were involved early on, the well-being process and experience ended up being very different across the board. It became especially problematic when segments of the population received varying communications. When employees discussed their participation with the program, it seemed like personal experiences weren't resonating.

The Solution

As a result, The State of Wisconsin decided it was time to find one partner that could provide a consistent well-being experience and adapt to a complex population's changing needs. Their top priorities? Establish more cohesive communications, a singular incentive and reporting structure, and one universal platform experience for all participants. We're excited to share the successes they've had with their new well-being program and their takeaways for designing your own.

TOP PRIORITIES

- 1 Establish more cohesive communications.
- 2 Create a singular incentive and reporting structure.
- 3 Have one universal platform experience for all participants.

Communicating With Purpose and Transparency

Knowing that communication is a top priority for the State of Wisconsin, we worked closely with them to develop and adjust communications that resonate most with their employees. It was important to us to capture their organization’s brand, culture and voice so that we could really reach their audience.

For example, their “Who’s Your Reason” campaign focused on encouraging participants to reflect and share personal reasons for improving their well-being. This campaign has been a great way to facilitate engagement and conversations. “Be in the Moment”—a new theme for their next campaign—is being implemented to support the challenges participants face during difficult times, including loneliness and stress. This campaign aims to emphasize that Well Wisconsin is still available to support employees, no matter where they are in their health journey.



CLIENT TAKEAWAY

Use a data-driven approach when creating a communications strategy.

Leverage various channels, address privacy concerns, and outline program goals and results to establish better rapport with participants. Sharing results consistently allows employees to see the “so what” on why certain programs are being highlighted or offered.

Keep the lines of communication open to allow participants to provide direct feedback, which can be used to adapt and improve programs. Develop campaigns that highlight well-being stories or successes can provide a more personal touch as well.



We make communication and transparency top priorities. Having a single administrator and having the ability to send out consistent messages to everybody is really important. We also brainstorm new ways to communicate, especially relating to how data is being used and protected.”

MOLLY HEISTERKAMP

Wellness and Disease Management
Program Manager, The State of Wisconsin

Integrated Incentives

Rewarding certain well-being activities is another important element for The State of Wisconsin. They leverage an integrated incentives strategy to nudge people to try something new. Our teams have also worked carefully to identify meaningful incentives that incorporate organizational culture and values while hitting on intrinsic motivation factors.

Their incentive design includes a three-step process for participation: complete a health assessment, a health check and at least one well-being activity to receive a cash gift card each year. It's helped increase engagement year after year.

IN 2020 ALONE, MORE THAN



42,000

participants fulfilled all activities!

CLIENT TAKEAWAY

Provide flexible program options.

The best rewards will ultimately depend on what your participants find meaningful. Look at your data to understand what health risks and interests are most important. Then, incentivize steps that can help participants improve those areas.

Also consider prioritizing convenience wherever possible. Allow participants to access resources in-person, over the phone, online and within mobile apps. Having a comprehensive incentive design is a key element of developing a successful holistic well-being program.



Well Wisconsin has something for everyone—people who are ready to take a big jump and focus in on their health to those who just want to dabble and see what's available. This program is really helpful for all types of employees.”

MOLLY HEISTERKAMP

Wellness and Disease Management
Program Manager, The State of Wisconsin

Dedicated Well-Being Staff

Add New Initiatives

To support their well-being program, The State of Wisconsin also relies heavily on wellness champion networks. With so many different locations and workplace cultures, wellness champions often serve as the face of the program and generate additional awareness—all while providing crucial feedback that helps enhance the overall program.

They also strive to keep programming relevant and fresh. In 2019, we worked with them to move away from traditional webinars and launched Well Wisconsin Radio—hosted by WebMD Health Services' Program Manager these monthly podcasts feature health experts from around the state. We again looked at health risk data and developed a podcast schedule of targeted topics that would resonate most with participants.

Pre-recording the podcasts and incorporating them into their incentive model has paid off. Participation steadily grew month by month—with nearly 16,000 total listeners tuning in to date—and podcasts are planned for the foreseeable future.



16,000

total listeners tuning in to date

CLIENT TAKEAWAY

Rely on dedicated well-being staff and think outside the box.

Wellness champions, program managers, and health coaches generate awareness and help infuse well-being into workplaces. These staff members are crucial for success, especially for complex organizations with multiple networks.

Along with assisting in enrollment and education, they also create additional excitement and establish one-to-one personal relationships that help increase program engagement. Don't be hesitant to rely on them for outside-the-box thinking, new ideas or different formats—as seen with Well Wisconsin Radio.

“

I'm just really excited to see where the show could go. We are taking participant feedback, trying to make it better and continuing to discover new topics and experts to interview. We really believe in it and feel like it's helping our participants, which is phenomenal.”

MORGAN MEINEN

WebMD Health Services Program
Manager of State of Wisconsin

Well Wisconsin's 2020 Program Results

RETIREES

↓ 6%

reduction in health risks
when working with a coach

↑ 2x+

More than doubled participation
since the program started
(12% in 2013 to 26% in 2020)

EMPLOYEES

↓ 3.5%

reduction in health risks
when working with a coach

↓ 2.6

Average number of
health risks **reduced**

SPOUSES

↓ 6%

reduction in health risks
when working with a coach

90%

Participant satisfaction
rate with the program

“

Health coaching is one of our most effective programs. At the completion of our second year, there was a 10% reduction in health risks for participants who engaged with a health coach. After the completion of our third year, we've seen another 6% reduction in health risks.”

MOLLY HEISTERKAMP

Wellness and Disease Management Program
Manager, The State of Wisconsin

Well-Being **Is a Journey**

At WebMD Health Services, we know well-being doesn't just happen overnight. It's an ongoing journey. And just like we teach daily habits to participants, we also work toward small, actionable goals to help our clients evolve their programs over time.

Why?

Typically, employees aren't immediately on board just because their employer implemented a program and let them know about it. It takes time to get them to engage.

Since 2017, we've helped The State of Wisconsin innovate and evolve their program to engage their participants and inspire well-being. We're proud to be part of their story and are excited to continue providing value through data-driven well-being initiatives.



To make the most of your well-being program, [visit **webmdhealthservices.com**](https://www.webmdhealthservices.com).