The Road to Developing a Digital Platform

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Agenda

- Strategic priority
- Practical implementation
- Lessons learned
- What’s next?
Long Range Strategic Planning Retreat - Planning

- Member survey - what members value
- Demographic discussion
- Panel discussion
  - T-Mobile
  - Washington Health Alliance
  - Washington State Health Care Authority
  - MacColl Center for Health
  - Group Health Research Institute
  - Vice President, Provider Network Management, Regence
Long Range Strategic Planning Retreat - Outcomes

- Provide quality and affordable health benefits to members
- Slow the rate of trend
- Be fluid and adaptive to change as rules and regulations are developed
- Stay true to core values
- Evaluate increasing membership
- Be proactive
- **Integrate technology**
Employee Benefit Trust

Mission
The mission of the AWC Employee Benefit Trust is to provide quality benefit programs and insurance services to Washington cities and towns in an efficient and cost-effective manner through timely information, technical assistance, member education and advocacy.

Vision
The Employee Benefit Trust is an innovative enterprise that anticipates changes in the benefits marketplace, understands the evolving needs of its members, and provides a sophisticated array of creative and cost effective services that build health and wellness among its members.

Core Values
The AWC Employee Benefit Trust:
- Is a trusted resource for its members
- Provides excellent customer service
- Is inclusive in its decision-making
- Is efficient
- Is effectively managed
- Emphasizes employee health and wellness
- Is member-driven
- Pays attention to cost-benefit balance
- Is open to change

Goals
The AWC Employee Benefit Trust will:
- Maintain the Trust’s fiscal health and sustainability
- Manage the rate of increase in health care costs for the Trust and its members
- Maintain the Trust as the leader in addressing members’ benefit needs in the changing healthcare environment
- Increase member awareness and knowledge of the Trust’s scope and effectiveness
- Utilize innovations and technology in plan design and education efforts
- Increase participation in total health management
RFP for new wellness vendor

- Partner with broker/consultant
- Mini-interview
- Narrow the field
- RFP
- Interview (again!)
- Board transition recommendation
- Contract negotiations
What We Do

Provide programs
What We Do

Provide benefit information

Your personal, secure health and benefits source for information, programs, tools, trackers and resources.

Benefits:
View plan summaries, booklets, carrier contact information and more!
MAKING A DIFFERENCE

J & J Health Assessment
- 5,747 Completions
- 29% HA completion

Daily Activities: Avg users per month
- 7 Minute Workout - 44
- Food Tracking - 216
- Sleep Tracking - 819
- Steps Tracking - 1,575
# Making It Fun!

<table>
<thead>
<tr>
<th>Action</th>
<th>Points</th>
<th>Limit</th>
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<tbody>
<tr>
<td>Health Assessment</td>
<td>100</td>
<td>Once/year</td>
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<tr>
<td>Telephonic Coaching &amp; Digital Coaching</td>
<td>50/session; 25/program completion</td>
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<td>2/year</td>
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<td>1/day; 5K steps 2/day; 10K steps 3/day; 15K steps</td>
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<td>Food Tracking</td>
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<td>Sleep Tracking</td>
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<tr>
<td>Preventive Care Visit</td>
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<tr>
<td>Healthy Decisions</td>
<td>10 – 60</td>
<td>Once/year</td>
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<tr>
<td>7 Minute Workout</td>
<td>2/day</td>
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$100 points

Wellness Reward

$35 ecard

100 points

Wellness Reward

$35 e-card

Quarterly Drawings
- Contract review - technology expert
- Appropriate implementation period
- Start small - gain membership trust
- Test programs
- Performance standards/guarantees
- Security, privacy & tech/cyber exposure
- Understand not all employees will like/use digital platform
Looking Ahead: Another system transition: Jiff to Castlight

Transition mid-August
RFP for new billing, enrollment & eligibility vendor

- Partner with digital consultant
- Digital maturity assessment/gap analysis
- Process mapping/measuring process improvement
- Identify core requirement & future state system
- Hired Business Analyst
- RFP
- Q&A/interview/selection
- Recommendation to Board
Looking Ahead:
Another system transition: Billing, Enrollment, Eligibility & Accounting

- 2019: AWC Trust will be focusing on discovery, build, configuration, and *testing, testing, testing*

- Q1 2020: Training

- Q2 2020: Go-live with Vimly system
THANK YOU

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