

Patient Protection and Affordable Care Act

A Boost for Wellness Programs

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National Jewish Health

An institution of leadership and innovation since 1899

#1 Respiratory Hospital since 1998

World class leader in Immunology and Autoimmune Disease for the past 40 years

10 year new strategic plan being executed to lead as an entire medical center in personalized medicine

IgE discovered in 1966

Launched first Wellness program (QuitLine) in 2002 and

FitLogix™ in 2008



How Will the Legislation Affect Wellness Programs?

- Raise awareness of wellness issues and programs
- Increase the number of participants in wellness programs
- Make programs accountable and, therefore, raise the effectiveness levels of programs
- Measure and improve potential for ROI for wellness programs

How Will This Occur?

Wellness Provisions in the Bill

- A national health promotion plan
- Mandated wellness programs
- Increased incentives (up to 30% of premium)
- Increased accountability (Sections 4402 and 399)
- Grants to small employers for workplace wellness programs (Section 1048)

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Key Elements in a Successful Wellness Program

- Engagement of participants
- Sustained behavioral change to a healthy behavior for participants
- Behavioral change associated with a positive outcome

We Researched What Works and What Doesn't Work for Sustained Weight Loss in Consumers

Focus groups across US

- Successful sustained weight loss in a program
- Unable to sustain weight loss in a program
- Tried and failed many times on their own
- Succeed on their own

What We Learned

Customization of client services

Convenience of access through multiple channels

Anonymity in the services

Social support needed

Incentives of any kind important

Accountability of the results of the weight loss to the client

Simple basic concepts important

Reassurance of integrity of the service being delivered

Approach weight management-obesity as a chronic disease state and not a short term annoyance

How We Integrated These Concepts Into A Wellness Program

FitLogix™

A Proven Cost-Effective Weight Management Program



www.fitlogix.com



Accountability: Electronic Scale and Activity Monitor

**Wireless digital
scale &
activity meter
linked to
participant's
personal
computer**



A Single Basic Concept: $A - B = C$



1-800-934-4834

Success Stories

Get Started

My Fit Tools

Support Team

Dashboard

Welcome Maria Wolf

[Logout](#)

Coaching Call: Thursday, April 24, 2008 at 7:00 PM

My Reward Points: 0

Last weight reading: 156 (Last reading: 4/14/2008)

4/14/2008



MY STATS

ACTIVITY DATA

ACTIVITY LOG

WEIGHT LOSS CHART

FIT GOALS



Steps: 10538

Congratulations, you have exceeded your goal by 8538 steps!

Goal: 2000 steps.



Miles: 4.43

Congratulations, you have exceeded your goal by 3.43 miles!

Goal: 1 miles.



Calories: 335

Congratulations, you have exceeded your goal by 235 calories!

Goal: 100 calories.

HEALTHY STEPS

[7 Stepping it up 2](#)

[8 Strength training](#)

[9 The importance of stretching](#)

[10 Keeping it going](#)

[11 What am I eating?](#)

[Advice Corner](#)

[Peer Chat](#)

[Expert Chat](#)

Program Incentives To Create Behavior Change

Critically Timed Incentives



Early in the program

At meaningful milestones

Upon accomplishing specific goals

Program Incentives

Critically Timed Incentives



Lead people to make healthier decisions

Reward people for making healthier decisions

Keep people engaged in making healthier decisions

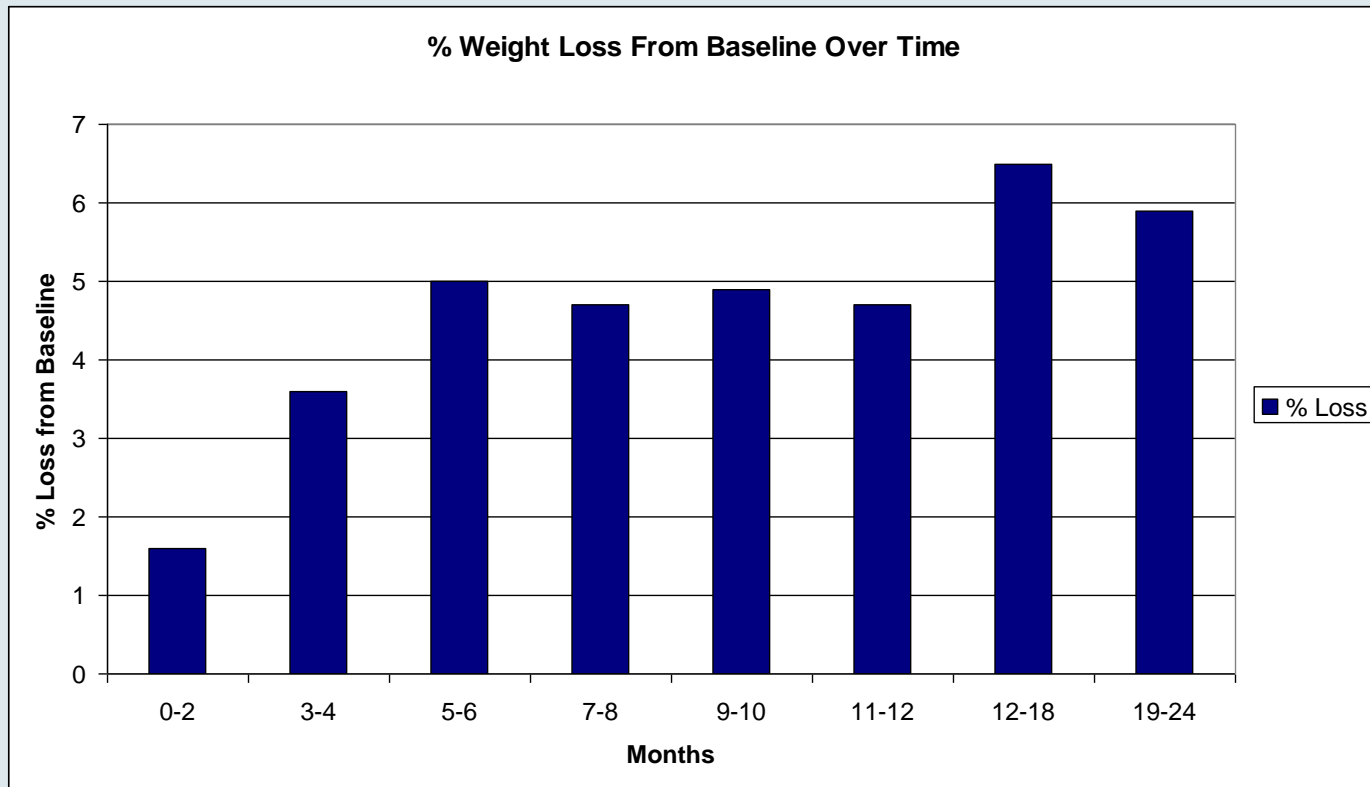
A Medically Oriented Approach

Approach Overweight/Obesity

As A Chronic Illness with remissions and relapses

Sustainability

Weight Loss over Two Years



Wellness Programs Can Put the Brakes on a Cost Driver

Healthcare Claims Cost Savings

$$\text{\$28,753,953} - \text{\$24,955,505} = \text{\$3,798,448}$$

Minus Cost of Program

$$\text{\$ 3,798,448} - \text{\$995,150} = \text{\$2,803,298}$$

$$\text{ROI}^* = \text{\$2,803,298} / \text{\$995,150} = 2.82$$

$$\text{Savings per enrollee for 2008} = \text{\$1831}$$

*This reflects 12 months data on first 1,531 people enrolled.

With the New Health Care Reform Employers, Health Plans and Consumers Will Be Looking for:

- Credible programs
- Accountable programs
- Programs that attract and keep participants by using tangible incentives
- Programs that produce healthy AND financial results

Thank You

