



Employer *Bulletin*

Employer Communication Center 608-266-3285

Toll-free: 1-877-533-5020

etf.wi.gov

2017 Well Wisconsin Updates

This Employer Bulletin contains an overview of the \$150 Well Wisconsin incentive and important updates related to the new third party administrator, StayWell, which will be administering an improved Well Wisconsin Program beginning January 1, 2017.

About Well Wisconsin

The Well Wisconsin Program is the uniform wellness program offered as part of the State of Wisconsin Group Health Insurance Program and Wisconsin Public Employers Group Health Insurance Program. Participants receive a \$150 incentive payment after completing a health screening and a health assessment. The incentive is available to eligible employees and retirees enrolled in the group health insurance program and their enrolled spouse/domestic partner. Individuals enrolled in Humana's Medicare Advantage plan are not eligible to receive the incentive.

New Vendor for 2017 - StayWell

Effective January 1, 2017, the Well Wisconsin Program, including the incentive payment, will be administered by StayWell. This will replace the previous administration provided by the participant's health plan and the onsite health screenings provided by Optum. Having a single vendor administering all aspects of the Well Wisconsin Program will:

- improve the consistency of the individual participant experience,
- ensure the program is providing more consistent follow up resources to support participant health, and
- establish a single point of contact for employer and employee customer service questions.

2017 Program Requirements and New Deadline

The requirements will remain unchanged for earning the incentive in 2017, with the exception of the transition to completing the requirements with StayWell rather than with the participant's health plan.

Note: There will be a new deadline for completing the requirements to earn the \$150 incentive. Eligible participants must complete the StayWell health assessment and health screening *prior to October 20, 2017* to receive a 2017 incentive payment.

StayWell Wellness Portal

StayWell will launch the wellness portal (wellwisconsin.staywell.com) for the Well Wisconsin Program on January 5, 2017. Employers are encouraged to include a link to the StayWell wellness portal within employee intranet sites. The portal will include:

- A mobile friendly health assessment that can be completed in about 10 minutes.
- Two options for completing the health screening requirement:
 - Scheduling tool for onsite health screenings
 - Health care provider form
- Tools and resources to support health goals including digital and telephonic health coaching

- Ability for individuals to synchronize fitness trackers
- Steps for claiming the \$150 incentive. Participants may claim the incentive instantly or have a Visa gift card mailed to their home address
- Monthly Wellness Webinars
 - When: Third Wednesday each month
 - Upcoming topics:
 - February – StayWell portal introduction
 - March - Introduction to health coaching
 - A complete list of 2017 topics will be posted in the StayWell wellness portal in early spring

Employees and their spouse/domestic partners enrolled in the group health insurance program will be able to create an account in the StayWell wellness portal using their first name, date of birth and last four numbers of their Social Security number as it appears in their enrollment record for the group health insurance program.

December Wellness Portal Preview for Employers

StayWell is inviting employers to a webinar preview of the portal on Thursday, December 15. This will provide employers with an opportunity to see the features of the new wellness portal prior to the go-live date in January.

State Employer Preview

Hosted by DOA at 101 E. Wilson, Madison, WI
1 p.m. on Thursday, December 15

All other Employers: University of Wisconsin, Wisconsin Public Employers

Online StayWell webinar at www.readytalk.com 1-866-740-1260 passcode 6230563
3 p.m. on Thursday December 15

StayWell Customer Service

StayWell will provide customer service through the StayWell HelpLine. The HelpLine will assist employers and participants with questions about accessing the portal, incentive status or the services offered by StayWell. Contact the StayWell HelpLine at 800-821-6591 or wellwisconsin@staywell.com

2017 Workplace Health Screenings

StayWell will provide onsite health screening events to all employer groups that participate in the State Group Health Insurance Program. Katie Storlie, StayWell Screening Coordinator, will be the employer contact for 2017 onsite health screening.

- There are no direct costs to employers for the screening events. Costs are covered by the wellness portion of the administrative fee paid in the group health insurance program premiums.
- 60 days' notice is required to schedule an event.
- 2017 events must occur no later than October 13.
- Employers with 200+ employees are encouraged to host at least two opportunities per year, typically in spring and fall.
- There is a minimum of 20, and a recommended maximum of 200, participants per event. Contact Katie Storlie to discuss single day events where more than 200 participants are expected.
- Employer sites unable to reach 20 participants should consider co-hosting events if other

employers in the area participate in the group health insurance program.

- Use this SurveyMonkey link to request your 2017 onsite health screening events: <https://www.surveymonkey.com/r/wellwi>

For additional information on hosting an onsite health screening, [watch this StayWell presentation](#) or contact Katie Storlie at kstorlie@staywell.com or 651-681-3318.

Promotional Material for Well Wisconsin and StayWell

StayWell will be conducting several direct mailings to households eligible for the Well Wisconsin Program, including an overview brochure that will be mailed in late January. Additional copies of the brochure will be available for employers to include in new employee orientation. A general promotional flyer can be found [here](#). Additional promotional materials will be available within the StayWell portal in early 2017.

Employer Data

Moving to a single vendor for the administration of wellness programming will significantly improve the ability to provide employers with aggregate data on employee participation that can assist employers with their worksite wellness programs. For employer groups that reach a level of participation that can maintain confidentiality of participants, StayWell will provide aggregate data on participation levels and overall health risks. Numerous regulations protect and restrict use of individual health information, including the Health Insurance Portability and Accountability Act (HIPPA) and Equal Employment Opportunity Commission (EEOC); therefore, individual health information will never be shared with ETF, the group health insurance program or employers, only aggregate level data.

Wellness Liaison at Division of Personnel Management

The Department of Administration Division of Personnel Management (DPM) has recently hired a dedicated Wellness Coordinator, Christina Bulin, for enterprise wide employee wellness initiatives for employers covered by DPM. DPM will be contacting employers directly about uniform approaches for utilizing StayWell resources and promoting the Well Wisconsin Program.

Required Notice for Wellness Programs

The EEOC now requires all employee wellness programs to provide a notice to employees about employer wellness programs. The notice for the Well Wisconsin Program can be found on the ETF website and will be included in the StayWell brochure.

State: <http://etf.wi.gov/members/IYC2017/et-2107well.asp>

Local: <http://etf.wi.gov/members/IYC2017/et-2128well.asp>

Incentive Payment Data for Employers

ETF will continue to collect incentive payment information from StayWell as well as the health plans that offer additional incentive programs, such as gym membership reimbursement programs. This data will be distributed by ETF's Employer Service Section to employers in August and November.

Well Wisconsin Expo

ETF will be hosting the third Annual Well Wisconsin Expo on Wednesday, May 10, 2017 at the Monona Terrace Community and Convention Center in Madison. The event will feature an educational area with local health and wellness organizations and a convenient opportunity to complete a StayWell health screening. Promotional materials will be distributed to Madison area employer groups approximately two months prior to the event.

Additional Information

ETF expects to release an additional Employer Bulletin in spring of 2017 that will provide additional detail on employer tools and resources available through StayWell, including access to promotional materials and aggregate reports.

The Department of Employee Trust Funds does not discriminate on the basis of disability in the provision of programs, services or employment. If you are speech or hearing impaired and need assistance, call the Wisconsin Relay Service toll-free at 7-1-1 or 1-800-947-3529 (English) 1-800-833-7813 (Español). If you are visually or cognitively impaired, call 1-877-533-5020 or 608-266-3285 (local Madison). We will try to find another way to get the information to you in a usable form.

This *Employer Bulletin* is published by the Wisconsin Department of Employee Trust Funds. Questions should be directed to contact persons listed in the *Bulletin*. Employer agents may copy this *Bulletin* for further distribution to other payroll offices, subunits or individuals who may need the information. Copies of the most recent *Employer Bulletins* are available at etf.wi.gov/employers.htm
