

# The Road to Developing a Digital Platform

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choice | health | service

# 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

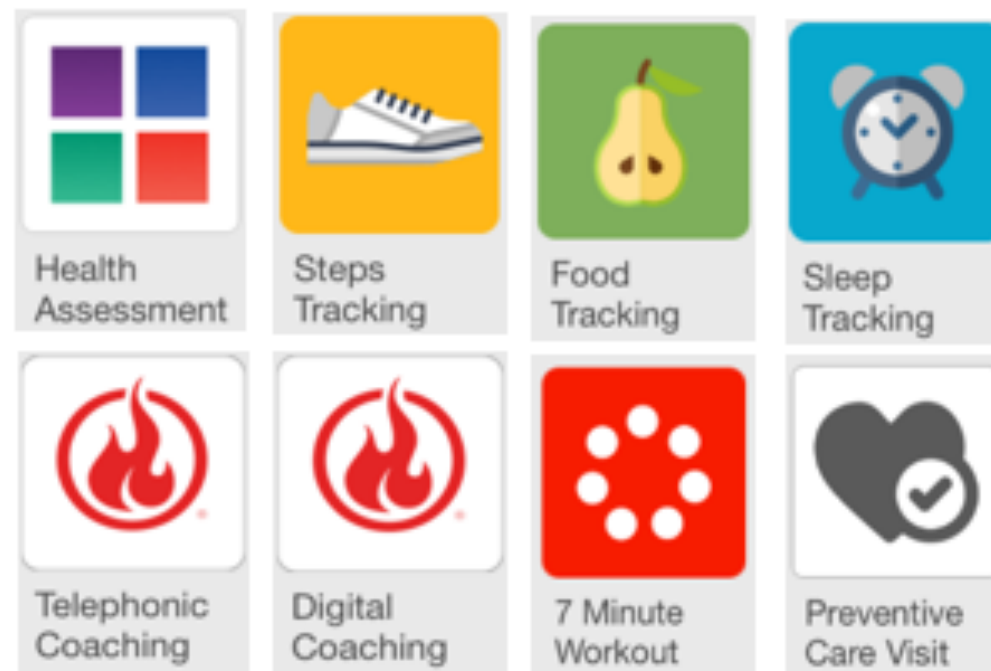
## RFP for new wellness vendor

- 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

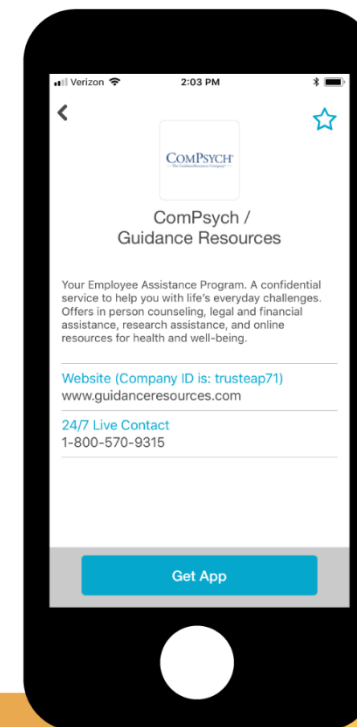
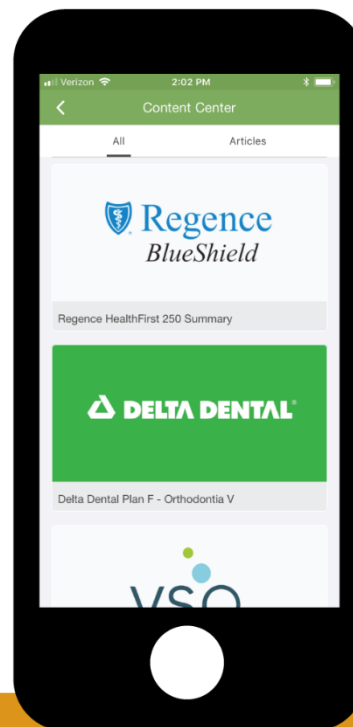
## Provide benefit information

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

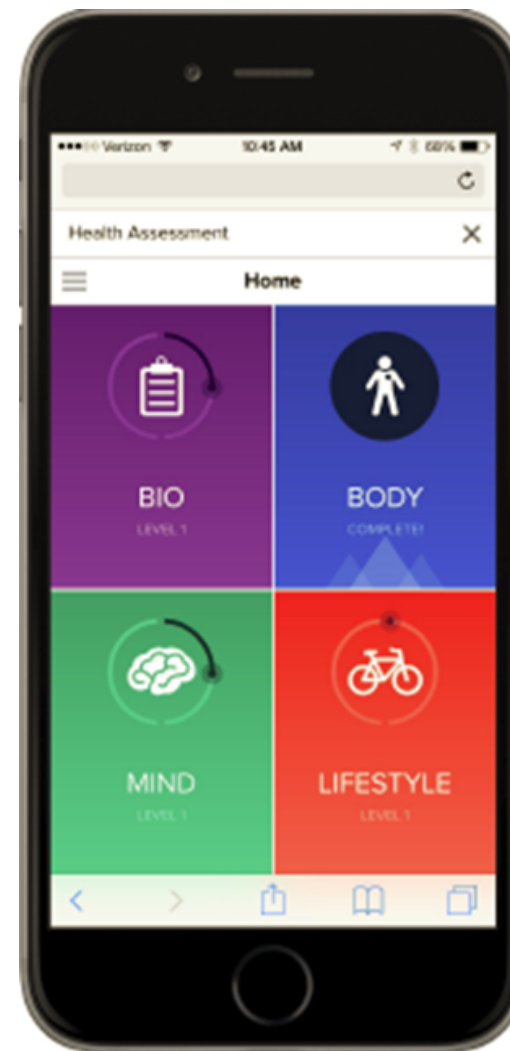
### J & J Health Assessment

- 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

## Health Assessment



# Making It Fun!

Action	Points	Limit
Health Assessment	100	Once/year
Telephonic Coaching & Digital Coaching	50/session; 25/program completion	None
Challenges: Step up to the Plate & Walk with Friends	50-150	2/year
Steps Tracking	1/day; 5K steps 2/day; 10K steps 3/day; 15K steps	None
Food Tracking	3/day	None
Sleep Tracking	2/day	None
Preventive Care Visit	50	Once/year
Healthy Decisions	10 - 60	Once/year
7 Minute Workout	2/day	None


100  
points



Wellness  
Reward




\$35 ecard



BUY

\$35 Amazon e-Card


350 pts



BUY

\$35 Home Depot e-Card


350 pts



ENTER TO WIN

Pair of Seahawks Tickets


50 pts



ENTER TO WIN

QuickPak KS 1 Person Kayak w/ Paddle


50 pts



BUY

\$35 Prepaid Virtual Visa Reward


350 pts



BUY

\$35 Starbucks e-Card


350 pts



ENTER TO WIN

\$500 Amazon.com e-Card

50 pts



ENTER TO WIN

Halo Fresh Veggie Box Meal Kit, 4-6 Serves

25 pts

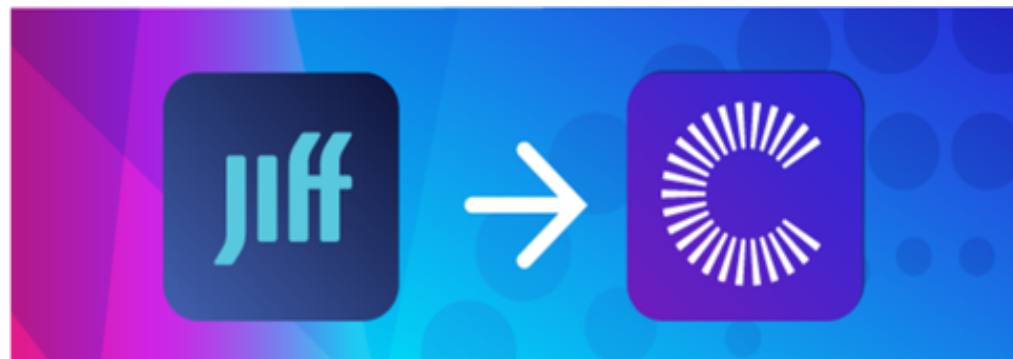
**\$35 e-card**

**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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