

# A NEW WAY TO KEEP SCORE



WellScore® is not like any other risk score, because it's more than just a risk score. Where traditional risk analysis formulas end, WellScore® includes a complete range of enhanced lifestyle and wellbeing parameters to give you a 360-degree view of each individual member's health status in one simple number. WellScore® identifies the population segments that can be impacted by health improvement programs, empower healthcare providers and care coordinators with the tools to optimize clinical outcomes, and demonstrate the financial return on investment as well as the impact on health, wellbeing, engagement.

Traditional risk scores rely on retrospective medical events and diagnosis code history to estimate the probability of future sickness. WellScore® is prospectively focused and incorporates vital signs, lab results, wellbeing indicators, lifestyle choices and program engagement to measure **impactability** and engagement in order to more clearly identify individuals who can benefit from clinical interventions and wellness programs.

#### Traditional risk scoring

- Medical claims
- Pharmacy claims

#### WellScore

- Medical Claims • Pharmacy Claims • Biometric Data • Lab Data
- Electronic Health Records • Social and Demographic Factors
- Health Risk Assessments • Disease and Case Management
- Wellness Program Participation • Health Coaching Encounters
- Absence and Leave Records • Incentives Datasets
- Disability & Workers Compensation Claims
- Employee Assistance Program Claims

WellScore® provides a more innovative, comprehensive view of the health status and engagement of individual employees and an organization as a whole. Our agile data integration process provides the granularity and structure to analyze both individuals and populations on a longitudinal basis, quickly identifying the root causes of escalating health costs and loss of productivity.

Engagement is the first step towards improving employee health and wellbeing. Just as people know how important their credit score is to their financial health, organizations can use WellScore® to capture their participants' attention and promote healthier lifestyles. WellScore® is the credit score for an employee's health, wellbeing, and engagement. Wellness programs use WellScore® to focus their resources on the participants who can benefit the most from the program. Care managers use WellScore® to identify participants with greatest impactability for outreach and clinical interventions.

## THERE ARE THREE PRIMARY STEPS TO OUR APPROACH



Measure health, wellness, engagement & productivity.

Align incentives & desired outcomes.



Focus resources to maximize impact.



Measure success by analyzing participation, health status and financial metrics.

## IDENTIFY

WellScore® allows organizations to focus on the root causes affecting health costs, productivity and the bottom line. Since the health care needs of the workforce drive benefit costs, absenteeism, and disability-related expenditures, improving employee health status has significant bottom-line impact. Most employers realize this, but they share the same challenge – there are not enough resources or hours in the day to make a significant impact. WellScore® addresses this problem by allowing organizations to more clearly identify the people within their population based on opportunity and **impactability**. By focusing existing resources where a difference can be made, WellScore® enables organizations to maximize the value of their population health management investments.

**The WellScore® 360 Profiles allow organizations to focus on health, not data analysis.**

## EMPOWER

WellScore® 360 Individual Profile empowers healthcare providers with a 360-degree profile of each individual's health status. Unlike electronic health records, which give the providers regurgitated information that they may already have, WellScore® provides clinicians with vital health, behavioral and social information that they don't get within today's EHR environment. WellScore® provides clinicians with vital information that can identify latent, undiagnosed disease. This 360-degree profile is often the catalyst that empowers physicians to provide maximize the clinical value of each encounter, which results in better health outcomes and lower costs. WellScore® empowers worksite clinics to focus on the employees with the greatest need for care, which may include individuals who are not connected with any primary care. By reaching out to individuals with the greatest need of intervention, the worksite clinic becomes exponentially more valuable.

## DEMONSTRATE OUTCOMES

With WellScore® employers can expect to see healthier employees. How? The numbers tell the story. Blood pressure, body mass index (BMI), blood sugar, cholesterol, physical activity, proper nutrition, proper sleep, appropriate preventive care, and taking medications as prescribed are all variables that contribute to good health. It can be difficult to see how these pieces fit together to form a complete picture of health. The array of health status indicators can be overwhelming. WellScore® combines all the pieces together into a single number. Simply put, WellScore® lets you know at a glance how healthy your participants are and whether they're likely to stay that way or if they are at risk for developing significant health issues that decrease performance and increase costs. Outcomes are measured longitudinally in three distinct phases: participation, health status, and financial.

- **Participation** – The first phase examines uptake and participation in care management or health improvement programs. For those that have an unfavorable WellScore®, we can measure whether those participants are following through and engaging in health management behaviors and improving their health status.
- **Health Status** – WellScore® is also a powerful analytic tool. Similar to a credit score, improvements in health status and engagement results in better scores. By assigning scores to each individual, aggregating scores for population subgroups, and trending scores over time, WellScore® directly measures whether the campaign is influencing health, wellbeing, and

engagement. When a given population's overall WellScore® improves, an employer can be confident that its investments are paying off.

- **Financial** – Improvements in WellScore® precede or anticipate reductions in health-related costs. As population's WellScore® goes up, costs will come down as improved health and wellbeing become evident. WellScore® is a leading indicator and provides virtually real-time feedback on the effectiveness of an employer's population health management investments in terms of health care costs and worker productivity. Retrospective financial analyses of program participants quantify the savings:
  - Shifting care to worksite primary care clinics, reduced health care costs \$2.8 million in 2012 and \$1.7 million in 2013 for a major metropolitan school district.
  - An academic medical center demonstrated that its comprehensive population health management initiatives improved the overall WellScore® of its employees from 504 to 512. The improvement in health is expected to reduce annual benefit costs by \$1.6 million.

Don't rely solely on antiquated predictive modeling scores that don't tell the whole story. The future is WellScore®, a comprehensive lifestyle and wellbeing evaluation that uses powerful analytics to give you a full picture of each member's health, wellbeing, and engagement in **one simple number**.