



MEMORANDUM

TO: Finance and Administration Committee
FROM: Nicole Aranas, Assistant Village Manager *NA*
DATE: July 20, 2017
SUBJECT: PUSH FOR WELLNESS PROGRAM

Attached please find information relating to PUSH for Wellness, a proposed new wellness program for Village employees. The PUSH for Wellness program is being offered as a supplement to the existing Virgin Pulse Wellness Program. Human Resources Director, Kathy Dunne, has prepared materials on the status of the Virgin Pulse Program and will be available to answer any questions regarding the existing program. I will be prepared to offer a brief presentation on the PUSH for Wellness program will be made to the Committee.

PUSH for Wellness is a rewards based wellness program that measures and financially incentivizes health improvements in the areas of:

- Weight;
- Blood pressure;
- Cholesterol;
- Nicotine use; and,
- Cardiovascular fitness

Employees who enroll in the program would have initial assessments to establish baseline PUSH scores in the areas above, plus glucose screening to identify diabetes risk. Employees would receive a baseline assessment and monthly incentive payouts and individualized messaging relating to their health data. Verified health improvements would be rewarded with incentives. The Village would receive quarterly updates and reports detailing participation levels and collective improvements over the initial baseline.

Funding for the PUSH for Wellness program would be paid through the IPBC health insurance cooperative. Wellness incentives are also available through IPBC, contingent upon participation, to offset costs of the program. Implementation of the PUSH for Wellness program would have no financial impact upon the 2018 Village of Lombard budget.

ACTION REQUESTED

Seeking Committee review and recommendation on the implementation of the PUSH for Wellness incentive program for employees to supplement the existing Virgin Pulse wellness program.

Virgin Pulse Wellness Program - May 2017

Eligible Count: 269
 Enrolled Count: 162 60%

Fitness Program Level		
Current Reward Level	Location	Total
Level 4	Fire Dept	8
	Police Dept	7
	Public Works	7
	Village Hall	5
Level 4 Total		27
Level 3	Fire Dept	8
	Police Dept	11
	Public Works	10
	Village Hall	9
Level 3 Total		38
Level 2	Fire Dept	3
	Police Dept	7
	Public Works	8
	Village Hall	1
Level 2 Total		19
Level 1	Fire Dept	3
	Police Dept	9
	Public Works	6
	Village Hall	8
Level 1 Total		38
Level 0	Fire Dept	10
	Police Dept	9
	Public Works	10
	Village Hall	11
Level 0 Total		40

Virgin Pulse Wellness Program - September 2016

Eligible Count: 259
 Enrolled Count: 162 62%

Fitness Program Level		
Current Reward Level	Location	Total
Level 4	Fire Dept	3
	Police Dept	2
	Public Works	1
	Village Hall	4
Level 4 Total		10
Level 3	Fire Dept	11
	Police Dept	21
	Public Works	23
	Village Hall	16
Level 3 Total		71
Level 2	Fire Dept	6
	Police Dept	10
	Public Works	4
	Village Hall	5
Level 2 Total		25
Level 1	Fire Dept	3
	Police Dept	13
	Public Works	9
	Village Hall	15
Level 1 Total		46
Level 0	Fire Dept	2
	Police Dept	2
	Public Works	4
	Village Hall	2
Level 0 Total		10

The Virgin Pulse Program Just Got Better!



You're Gonna Love It!

Log in TODAY to check out:

A redesigned,
fully personalized
member website.

More ways to
track your daily
habits. Fun,
new challenges.

Rewards for all
aspects of well-
being: activity,
nutrition, sleep,
stress and more.

Don't have a device?
Order one at the Virgin
Pulse store or download
the Virgin Pulse mobile
app for iOS or Android.
Update to the latest
version to track your
steps and more!

Log in today with your existing username and password:

member.virginpulse.com

OR

Join now at **join.virginpulse.com/horton**

Virgin Pulse

FAQs



I liked the old program - can I still access it?

The old program is no longer available. It may take some time to get used to, but we promise the new program will be even better.

How do I log into the new program?

Just like you did the old one! You'll use the same username and password.

Will I be able to access my monthly statements and HRA data?

You'll start fresh with the new program. Monthly statements and HRA data will not be moved over, so print anything you may want to keep before the old program ends.

Will I be able to use my Max, FitBit, and/or Misfit device?

Yes, you will be able to use your device in the new program! Check out all compatible devices on the Devices and Apps page under your profile in the dropdown menu.

Will I be able to access my device activity and biometrics history in the new program?

Don't worry - you won't lose a single step! All device activity and biometrics history will make the trip with you to the new program.

What happened to HealthMiles points?

HealthMiles points are now called Points.

How do I track my progress in the game?

See your progress on the levels graph on the homepage. Click on Reward Details under My Earnings to see your Program Rewards.

Where can I see my steps on the site?

On the homepage, scroll below the fold and there they are! Also, expand the navigation bar, go to Progress and then click on My Stats. This is where you can access all of your device activity and biometric stats.

Will I still have access to my Groups?

Though old groups will no longer be accessible, there will be a new set of groups for you to join and participate in based on common interests that you share with others in your organization. You will even be able to create your own groups! Trade tips, give feedback, and motivate each other.

Will my Virgin Pulse mobile app still work?

Your Virgin Pulse mobile app will still work as long as you have the latest update from the app store (iOS or Android). When you launch the app, if you are not prompted to login to your account, please logout and log back in. This will refresh the app, so that you can access the new mobile experience.

Can I still use RunKeeper?

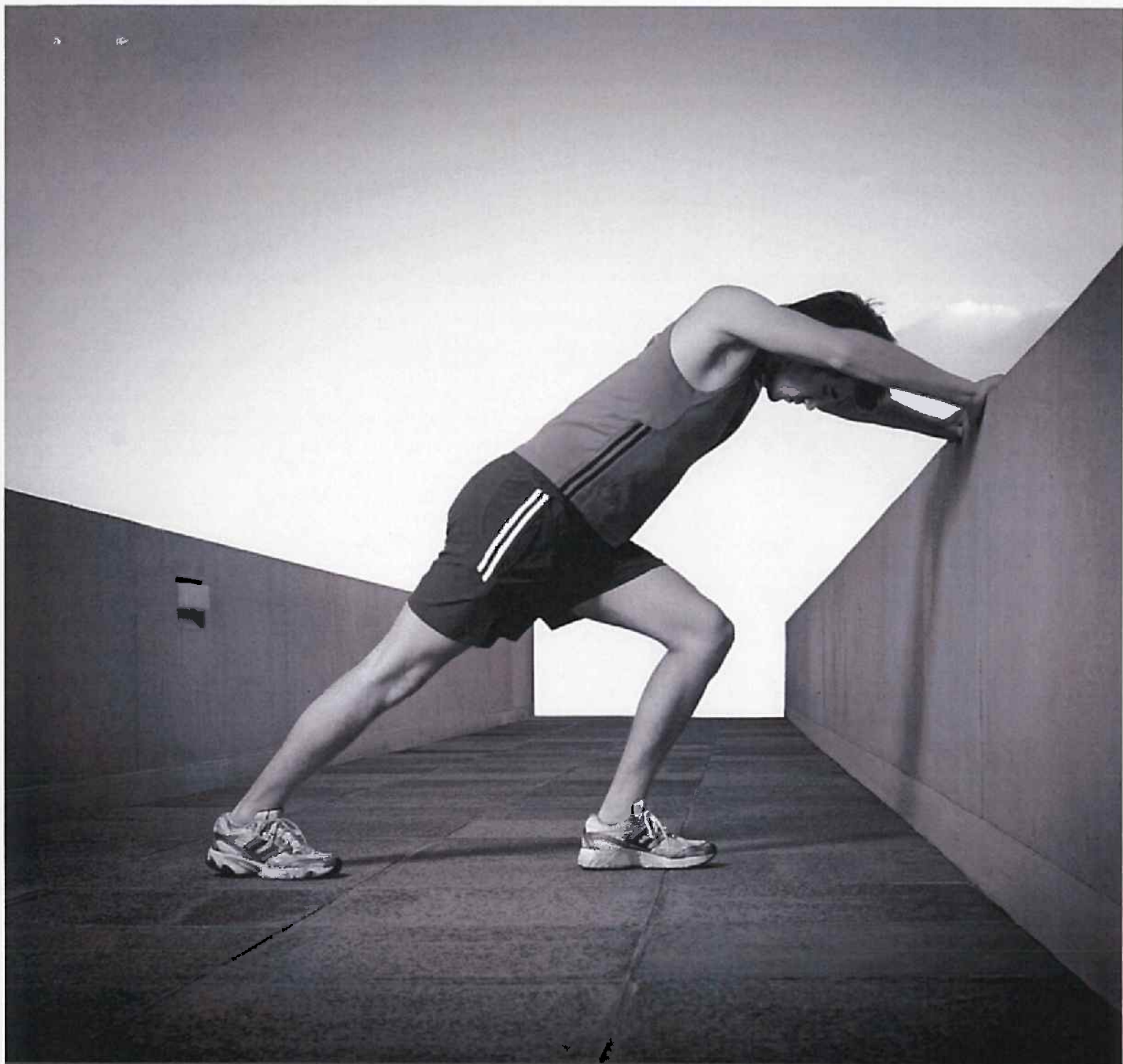
We are no longer compatible with RunKeeper. However, you can try the free Moves or Endomondo apps to track your walking, running, and cycling. You can also track your steps using your smartphone if you download the Virgin Pulse mobile app.

What happened to my existing friend network?

You will need to rebuild your network of friends. Start from a clean slate and add coworkers and friends who are already enrolled in the program, creating a new community of support. You will also need to reinvoke your friends and family outside of work to join your Virgin Pulse program so you can continue to get healthy together.

What kind of personal challenges can I do?

You can still do personal step challenges with friends. Non-activity challenges are coming soon. In the meantime, you can challenge yourself by using the many healthy habit trackers.



WELCOME TO A HEALTHIER, WEALTHIER YOU.

 **PUSH**
for wellness.

A Little PUSH Makes a Big Difference

PUSH for Wellness rewards you for making small improvements in any of five areas that have been proven to significantly reduce future health risks. Whatever your current level of wellness, we'll help you progress at your own rate – and we'll provide coaching and incentives to help you achieve your personal goals, one small step at a time.

Make progress, earn money.

PUSH sends you a check each month for the measurable progress you make – even if your improvements are modest. Nearly three out of four participants have improved their health and reduced their risk factors with PUSH – and have been paid for it. Our scientifically designed wellness program really works, even for people who have struggled with their health and wellness efforts in the past.

What have you got to lose?

Maybe a couple of pounds? A few points off your cholesterol or blood pressure? That huffing and puffing when you climb the stairs? A nicotine addiction?

You've got a lot more to gain. Energy. Confidence. Fitness. Better health. And some extra cash!

Sign up for PUSH for Wellness today!

Your PUSH Score

Evaluating the Wellness Basics That Matter Most

PUSH uses measurements from five key areas to determine your health risks. The lower the risks, the higher your overall PUSH Score. Small but meaningful improvements in any of these areas can help you increase your PUSH Score and your payout.



Fitness. We measure cardiovascular fitness based on recovery from a simple, three-minute step test, with the step test adjusted to your age, weight, and height.



Weight. We take readings and goals based on your starting weight for a low, effective approach to weight loss. Two-thirds of obese participants slim down with PUSH.



Blood pressure. Among participants with hypertension, 80 percent improve their blood pressure with PUSH, reducing their risk of heart attack and stroke.



Nicotine use. PUSH provides powerful incentives, resources and support for people who want to finally go nicotine free. More than 25 percent of participants quit the habit for good.



Cholesterol. We track your cholesterol results in the context of your total wellness profile. If your goal is to pursue healthier levels, we'll help you track the effects of diet, exercise, and possibly medication.

PUSH
for wellness



Improve Your Health and Get Paid in Three Easy Steps

1

Sign up and complete your first wellness assessment.

Enroll in the program and perform an assessment at the same time, whenever PUSH is on site. Or, save time at your first assessment by signing up in advance.

After your first 20-minute assessment, you will have a full picture of your wellness level and a PUSH Score that determines your initial monthly payout. You'll start to receive checks in the mail typically within just a few weeks.

2

Commit to making small improvements.

We'll help you understand your current assessment results in eight key specific areas. Here, we can focus your efforts. PUSH will give you individualized suggestions on how to improve your health and meet your specific needs and goals.

3

Earn money with every improvement.

You will have the opportunity to assess your progress each month. These assessments are optional and always private. We'll measure your progress toward your individual goals and help you plan further improvements.

Every month that you show measurable improvement in any of the key areas – even if the improvements are small – you'll receive an incentive payout directly from PUSH for Wellness.

See Your Results and Track Your Progress

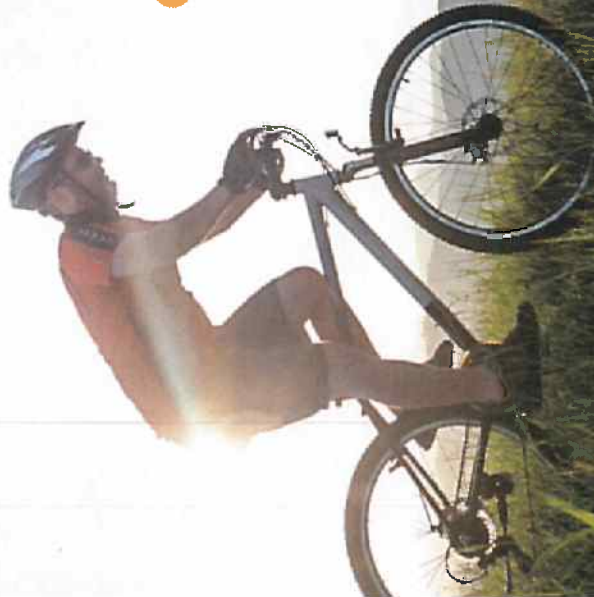
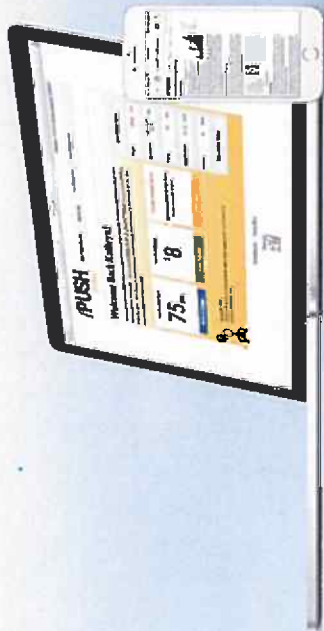
PUSH will mail you a monthly update with your check, providing tailored information to keep you up to date on your progress. But you can get even more out of the program by using your personal web account. To sign up for direct deposit, track your progress, get personalized wellness tips, set goals and see the incentive payouts you can earn, log into your account at:

my.pushforwellness.com

How to Sign Up

Getting started is easy! We'll get everything we need during your first assessment.

If you can't make it the first month, enrollment is ongoing and you can sign up anytime. PUSH is an on-site program. The earlier you sign up, the more opportunity you'll have to earn the full incentive amount.



Frequently Asked Questions

Why is my company offering this program?

Two reasons. First, they care. Your company is proud to support a healthier, happier you. Second, the investment in PUSH for Wellness helps reduce health-related costs, so the program actually improves the bottom line. What's good for you is also good for business.

Who is eligible to participate?

PUSH for Wellness is a voluntary wellness program and eligibility varies. If you're unsure if you can take advantage of this additional benefit, please speak to your Human Resources or benefits representative, or contact PUSH directly.

What rewards can I earn?

Your employer determines the maximum dollar amount that participants can earn each year. Ask your HR department or a PUSH representative for details. Your incentive accrues, and payouts occur monthly to reward measurable improvements, even if they're small. If you don't earn the maximum payout in a given month, the full yearly amount is still available for you to earn by making small and steady health improvements in future months.

The people who already work out are going to get the biggest rewards, right?

Wrong! PUSH for Wellness rewards the progress you make, not how much you exercise or how "healthy" you are compared to other people. You may be a triathlete or a couch potato - it doesn't matter. Most people earn some amount of money after their first assessment, and as long as you're making progress, you'll be able to earn additional cash incentives. PUSH is fair by design. It's about helping you improve, no matter where you start or how much progress you make.

Will my private information be secure?

Yes, very secure. We use the same security technology as your bank, and PUSH is fully compliant with healthcare privacy regulations including HIPAA and ADA.

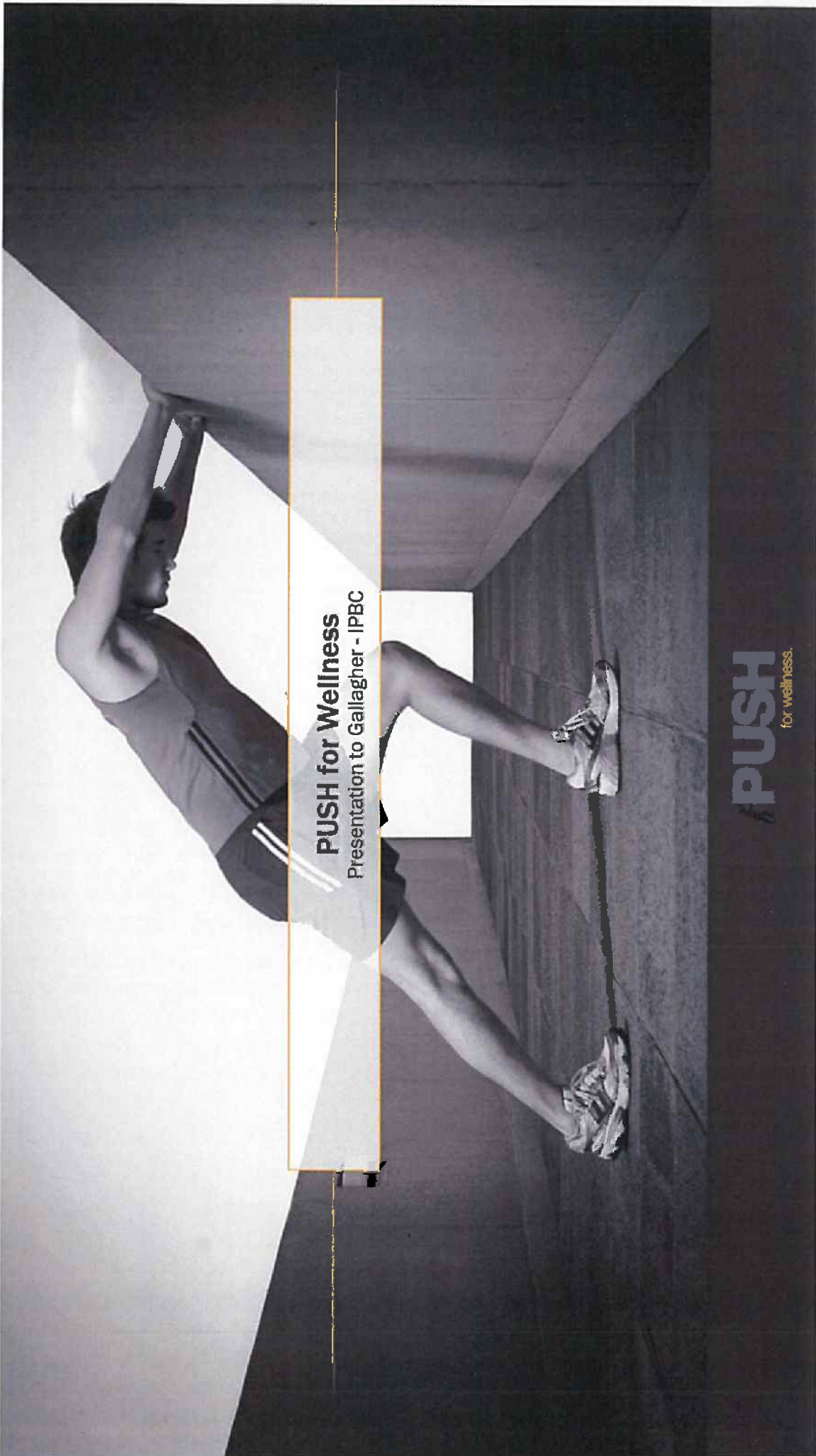
Will my employer see my information?

No. We only provide summary reports of the entire participant group to help your company gauge participation rates and overall group improvement. There is no way to identify individual data. PUSH handles individual assessment results and manages the monthly payouts, completely independent of the company's HR, insurance, payroll and other systems.

More Questions?

Contact PUSH at:
info@pushforwellness.com
(312) 588-6857





PUSH for Wellness
Presentation to Gallagher - IPBC

PUSH
for wellness.

STATE OF THE IPBC

120 municipalities and growing

17,000 employee beneficiaries (plus dependents)

Significant expansion in the last 3 years

Upcoming expansion into additional cities and counties

Multiple wellness vendors and models active across the pool

IPBC PREFERRED VENDORS



Other IPBC Preferred Vendors

Activity-based

Annual screenings

Activities with questionable impact on outcomes

<40% avg. participation at IPBC groups

No evidence of impact on health outcomes

Progress-based

Monthly site visits

High-value activities customized to each group

>60% avg. participation at IPBC groups

Health improvements across the population

PUSH DELIVERS

Engagement

75% participation (vs. <50% industry avg.)
98% client retention, 93% member satisfaction

Impact

Meaningful health improvements across the participant population, including high-risk participants

Ease-of-Use

Accessible to all, even employees who aren't tech savvy
Dedicated account management and hands-on implementation

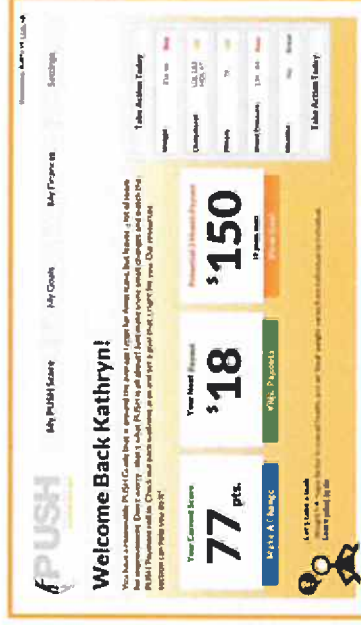
Validity

Screenings comply with USPSTF clinical guidelines
Validated behavioral economic model proven to work

WELLNESS DONE RIGHT

OUR UNIQUE PROGRAM

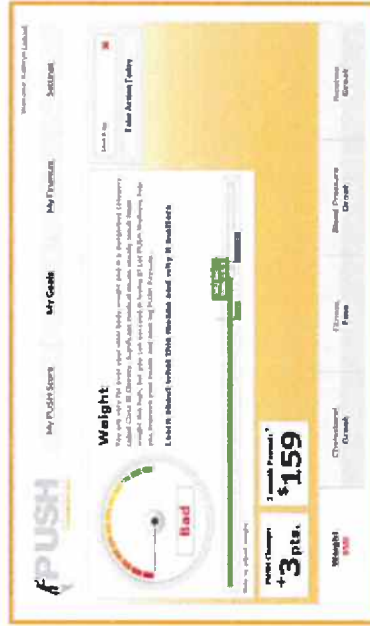
1. Initial assessment of core modifiable health measures (weight, BP, cholesterol, glucose, smoking, fitness)
2. Monthly rewards reflecting health status changes, accompanied by targeted messaging
3. Connections to support resources and additional programming (onsite and remote)
4. Monthly reassessment opportunities onsite and via partner testing locations
5. Additional incentives tied to individualized changes in core health measures
6. Secure web portal for interactive goal setting and support resources



WELLNESS DONE RIGHT

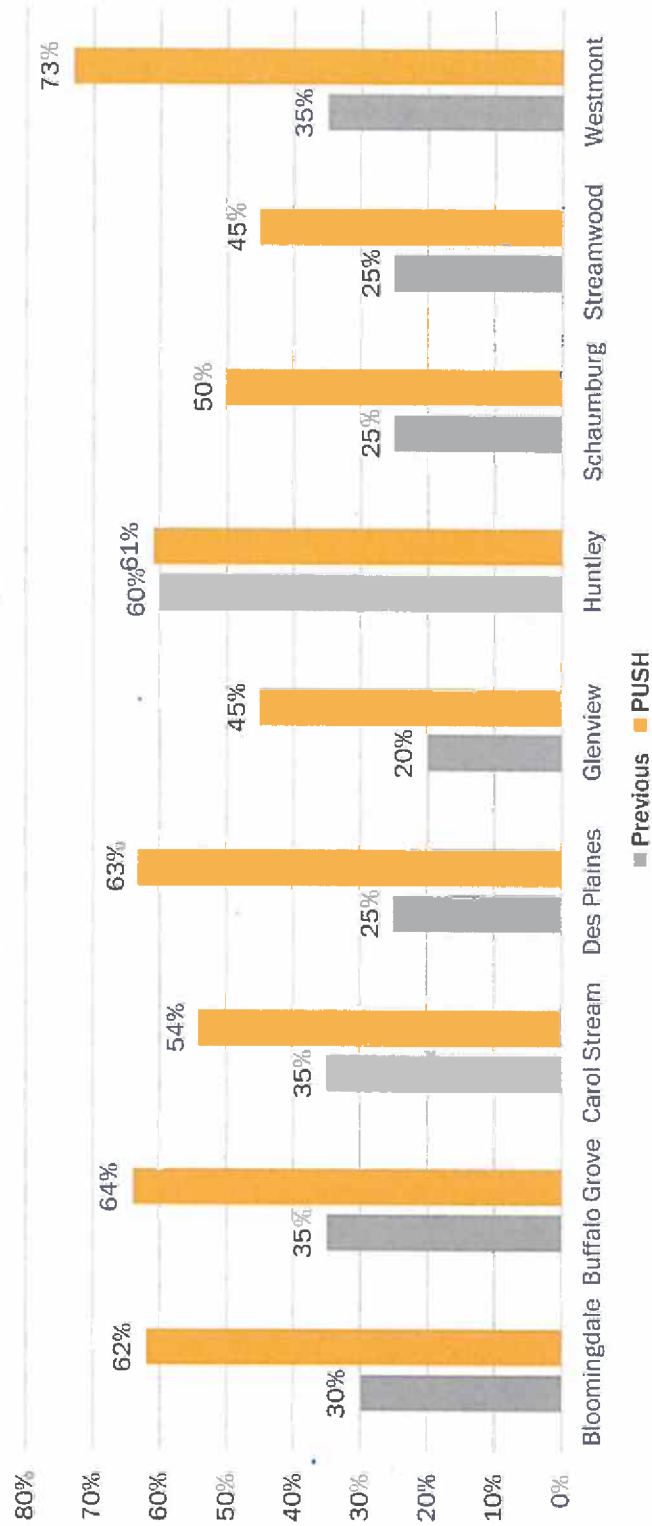
ADDITIONAL PROGRAM COMPONENTS

- Claims data integration and analysis
- Wearable device integration and fitness challenges
- Inbound and outbound health coaching
- Physician results communication
- Other engagement-focused offerings:
 - Seminar Series+
 - Wellness “popups”
 - Stretch breaks



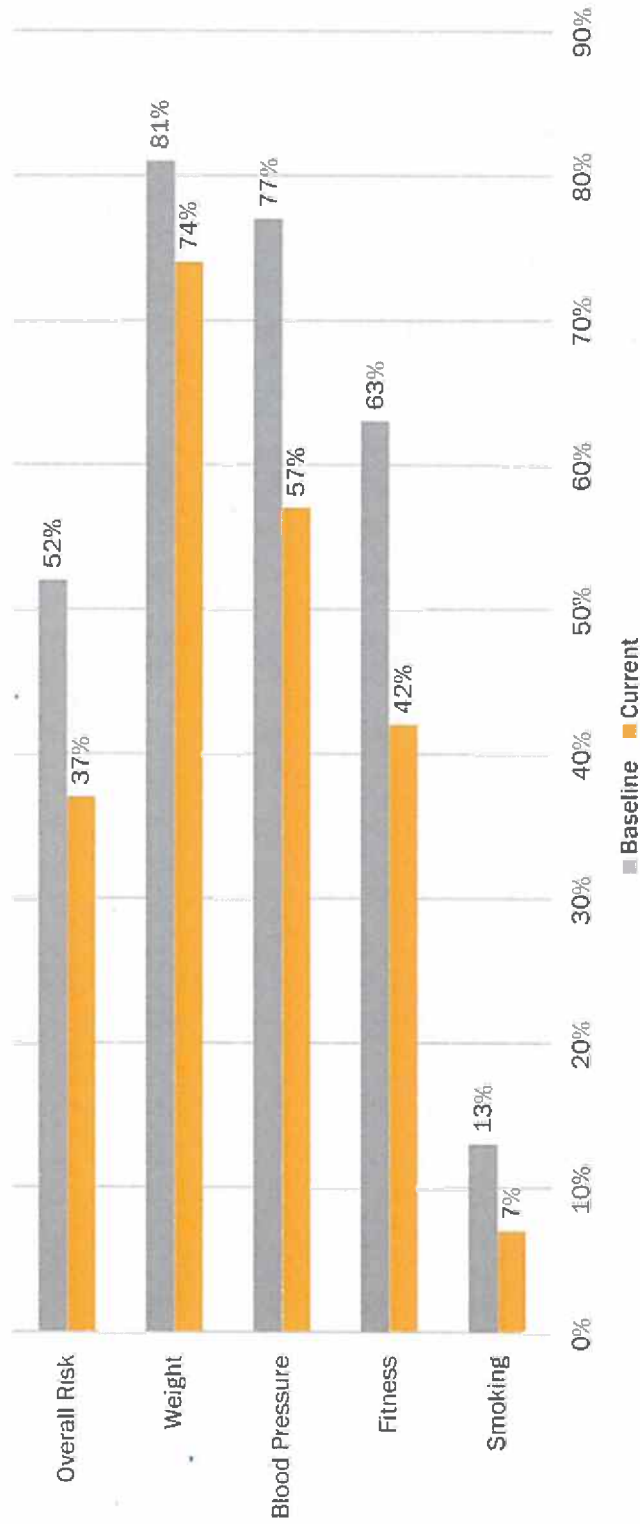
IPBC-PUSH: HIGHER ENGAGEMENT

PUSH Delivers 2x Participation



IPBC-PUSH: BETTER OUTCOMES

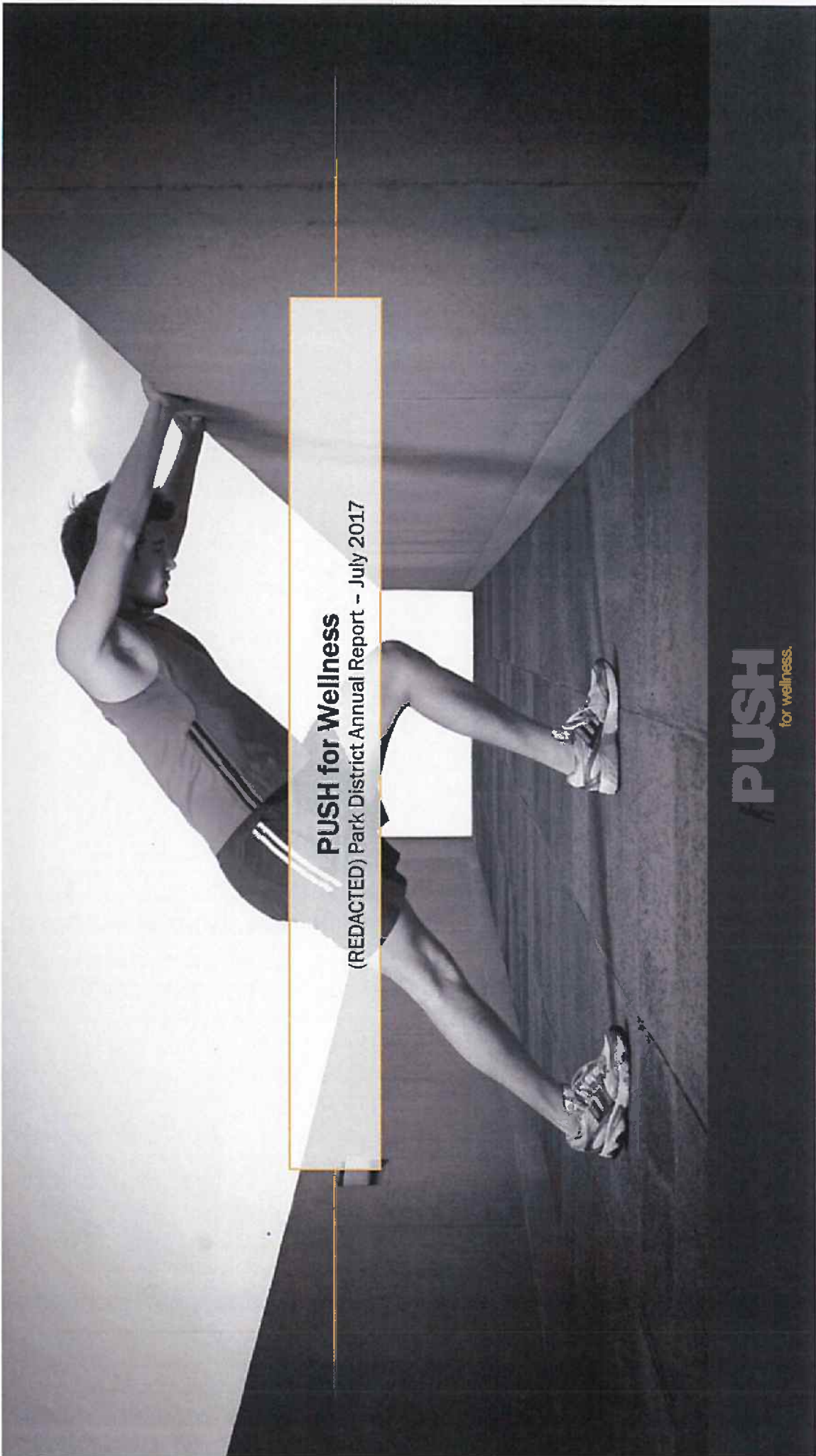
Reduction in % of IPBC Participants at Elevated Risk





THANK YOU

PUSH
for wellness.



PUSH for Wellness
(REDACTED) Park District Annual Report - July 2017

PUSH
for wellness.

Participation Update

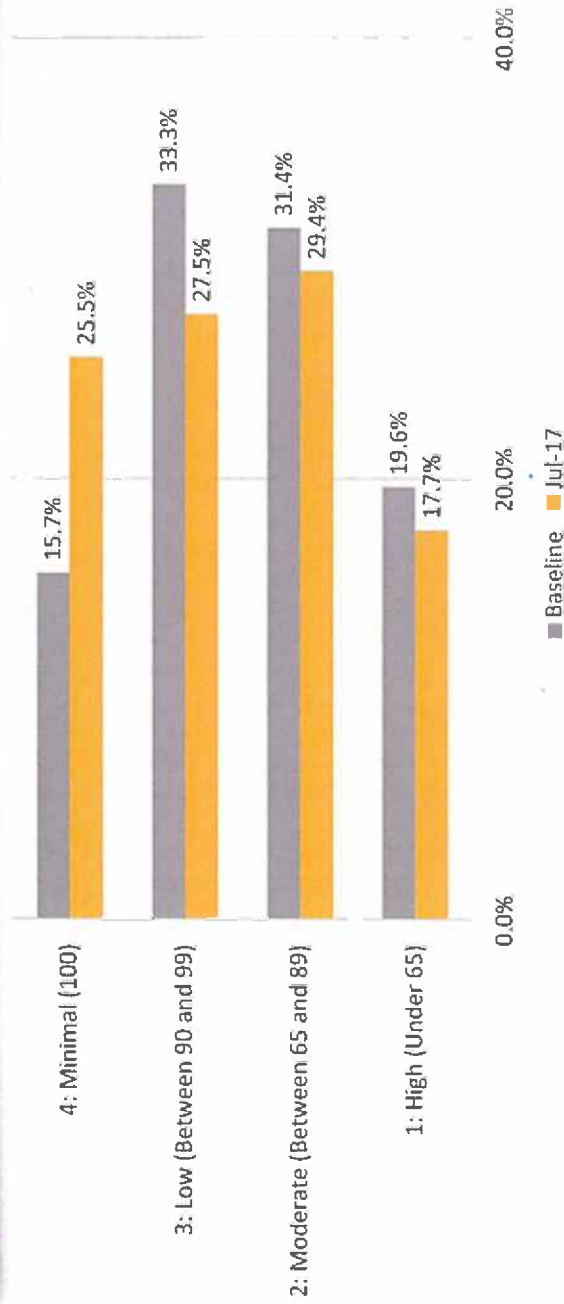
As of July 2017, 51 of 77 total eligible employees were enrolled in the PUSH for Wellness program (66%)

Industry Standard: 46%

4 new participants have joined the program since the last report.

42 (~82%) of participants have returned for at least 1 reassessment.

Risk Distribution (PUSH Scores)



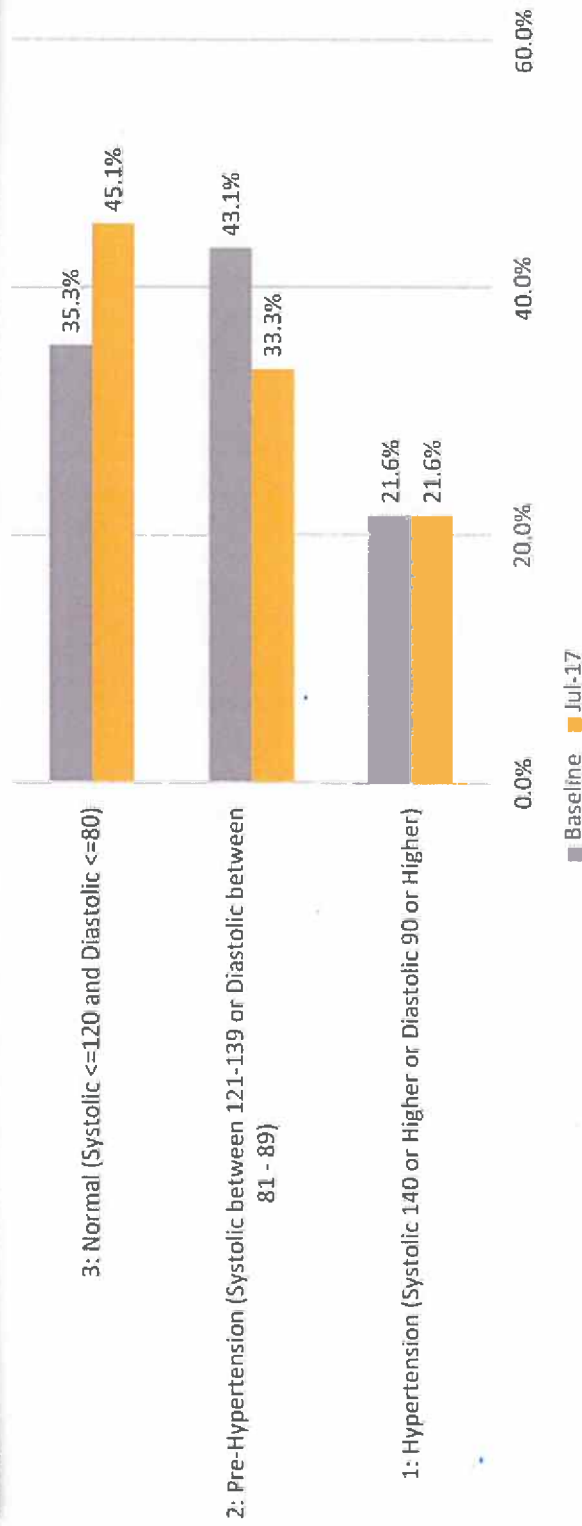
- Since baseline, 58% of participants in the high or moderate risk groups have improved.
- Nearly 53% of employees are in the minimal or low risk groups!
- Overall, there is sustained population migration to the lower risk groups

BMI Distribution



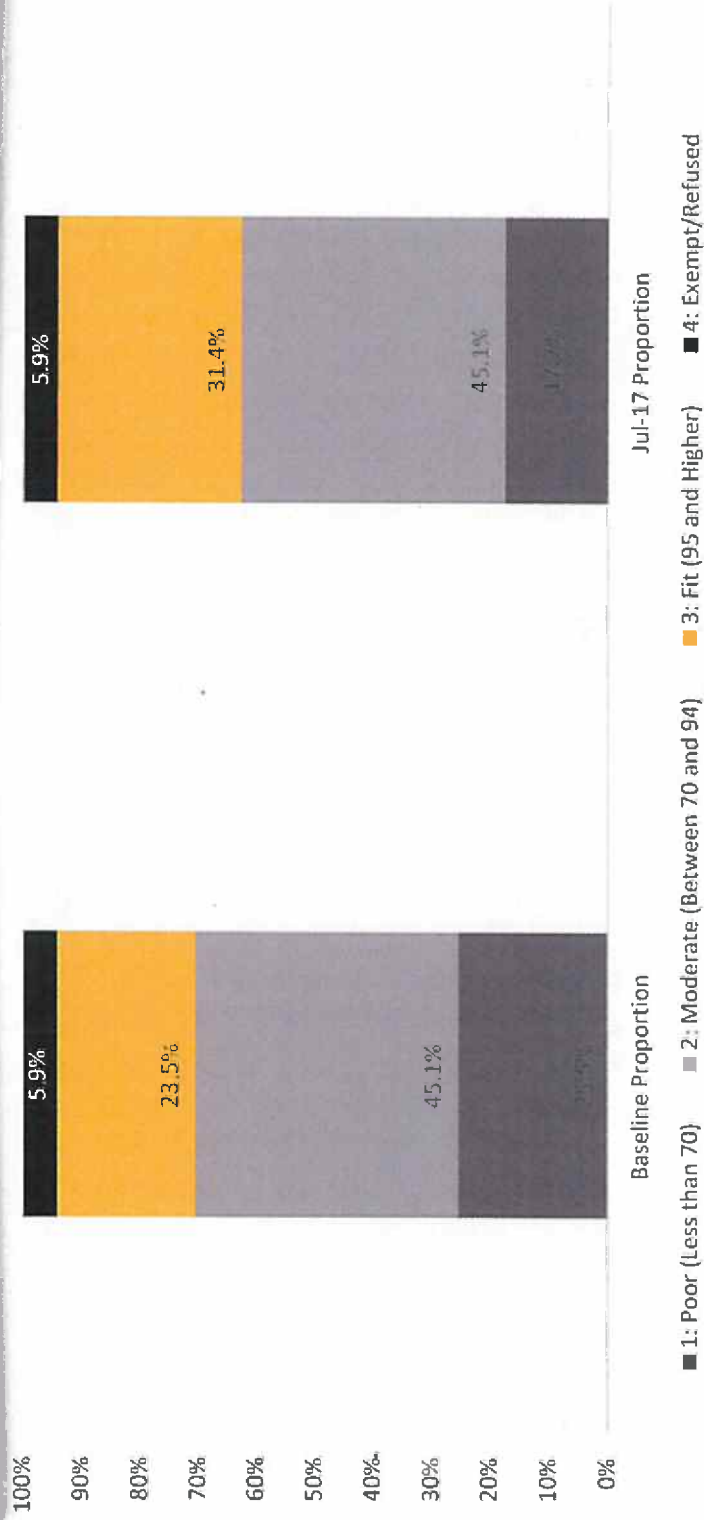
- Since baseline, 50% of the obese and overweight groups have lost weight (12 lbs. average among obese individuals, 10 lbs. average among overweight)
- Currently 75% of the population are obese or overweight

Blood Pressure



- 21% of participants with HTN/pre-HTN at baseline have improved their blood pressure
- Blood pressure distribution overall is better than the US population: about 65% of US adults have BP outside of the normal range. Among PUSH participants, 55% of the population is out of range

Fitness Distribution



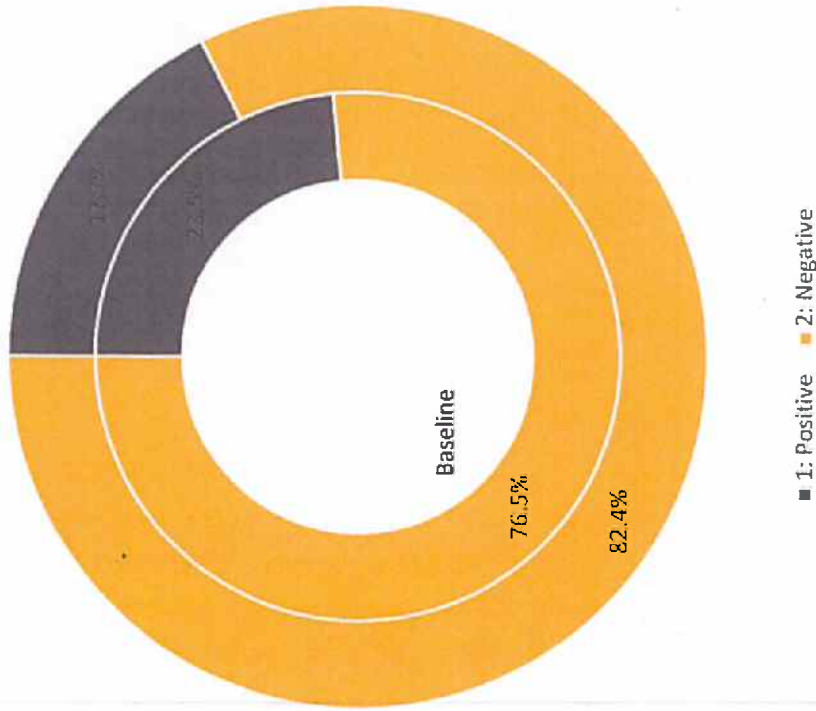
- 46% of participants have improved their cardiorespiratory fitness scores
- Individuals in the “Poor” fitness group have improved by 20 points, on average, since baseline

Cholesterol

Category	Baseline Mean	Baseline % Out of Range	Jul-17 Mean	Jul-17 % Out of Range
Total Cholesterol: Normal Below 200	191	37%	190	29%
HDL Cholesterol: Normal 40+ (Men) 50+ (Women)	53	31%	55	35%
Non-HDL Cholesterol: Normal Below 130	138	63%	136	51%
Triglycerides: Normal Below 150	248	8%	186	35%
Glucose: Normal Below 100	102	6%	90	16%

- 43% of cholesterol/glucose measurements out of range at baseline have improved.
- To note, while we encourage all employees to fast before completing the assessment, some likely do not, which could especially impact non-HDL values.

Nicotine Use



- Since beginning the PUSH for Wellness program, 3 smokers have quit!
- ~18% of employees overall are currently using nicotine.
- According to one 2013 academic study, employees who smoke cost their employers nearly \$6,000 more each year compared to nonsmoking employees

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Next Steps

- Consider a minimum payout of \$3 or \$5
- Consider Lunch 'n Learn Seminar Series
 - Every 1-2 months
 - Various topics, including non-biometric areas (e.g., financial wellness)
- Consider telephone and videoconference outreach/education for high-risk participants
- Consider PUSH2Quit smoking cessation program
- Consider launching a fitness challenge for participants



THANK YOU

PUSH
for wellness.