

PATTERNS OF SUCCESS IN POPULATION HEALTH MANAGEMENT

by Wellsource®

Case Study



Data-driven health coaching starts with
the WellSuite® IV Health Risk Assessment



► The Customer

SimplyWell is a full-service wellness provider based in Omaha, Nebraska. The 20-year-old company, founded by Dr. James Canedy, helps organizations manage and administer wellness programs to promote health, prevent disease, control healthcare costs, and improve productivity.

Services include a customizable wellness portal with web-based tools, including the WellSuite® IV Health Risk Assessment, health coaching, and on-site health screenings.

By design, SimplyWell can meet the wellness program and population health management needs of a business with just 50 employees, or an organization with 5,000-plus employees.

► The Challenge

When Dr. Canedy decided to launch SimplyWell, he recognized that population health management could have a bigger impact on healthcare for organizations and individuals than one-on-one patient care.

Based on his clinical experience, the typical approach to medical care was too reactive. And it wasn't working. A sick patient shows up at a hospital or clinic. A doctor evaluates the patient and prescribes medication or schedules surgery, often for chronic conditions like heart disease, diabetes, obesity, or high blood pressure.

Too often, patients with chronic diseases didn't get better. And many patients with warning signs for chronic diseases were simply unaware until their health took a turn for the worse.

"I spend a lot of time talking to people about lifestyle changes prior to surgery."

James Canedy, M.D.
Orthopedic Surgeon
Founder
SimplyWell



Dr. Canedy wasn't satisfied with this reactive approach to healthcare. He wanted to find a way to keep people healthy, prevent disease, and help people manage or control chronic conditions through lifestyle medicine.

"As a physician, I realized I could only help one person at a time get better," says Canedy. "In population health management, I can help tens of thousands of people at a time get better."

That epiphany helped Canedy identify a critical element needed to make SimplyWell successful: A health risk assessment (HRA).

With data from a biometric screening and HRA, SimplyWell could help individuals recognize health risks and even intercept them. On a larger scale, population health data could help an employer develop targeted wellness programming, interventions and initiatives to address the most urgent health needs.

To support Dr. Canedy's vision, SimplyWell needed an evidence-based HRA that could seamlessly integrate with the rest of its products, provide actionable population health data for wellness program managers and inform physicians working with patients. The ideal HRA also needed to be easy to use, provide individuals a snapshot of their overall health status and risks, and provide goals and recommendations to achieve optimal health.

► The Solution

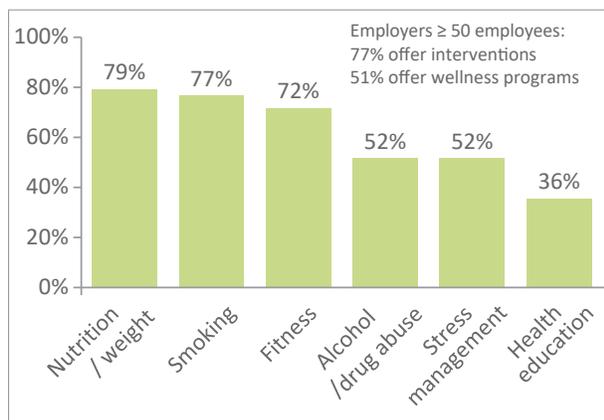
SimplyWell partnered with Wellsource and integrated the **WellSuite® IV Health Risk Assessment for the Workforce** with its wellness portal, health coaching program, and biometric screening services.

“We were looking for a new HRA with a short question set, more personalization, and automation,” says SimplyWell Chief Executive Officer Mike Demman. “We were ready to upgrade to a new HRA when Wellsource presented WellSuite IV®.”

The WellSuite® IV Health Risk Assessment includes 42 questions to assess health risks and readiness to change, branching logic, and an improved intuitive user interface, real-time scoring, a visually-engaging personal report with health recommendations based on the results.

The WellSuite® IV Health Risk Assessment looks at self-perceived health status, lifestyle habits, social and mental health, and readiness to change. Then it calculates a health score and health risk factors for that individual.

Employers Offering a Wellness Program & Interventions



SOURCE: RAND Employer Survey, 2012.

“The WellSuite® IV Health Risk Assessment...kicks off the employee experience by creating awareness and providing health education.”

Nina Clark
Vice President of
Business Development
SimplyWell



It’s exactly the kind of information Dr. Canedy was hoping to collect, in addition to biometric data, to help people and organizations prevent and manage chronic disease and achieve better outcomes.

“The WellSuite® IV Health Risk Assessment is the starting place,” says SimplyWell Vice President of Business Development Nina Clark. “Those 42 questions tell us about your exercise habits, your eating habits, your lifestyle, and your readiness to change. It kicks off the employee experience by creating awareness and providing health education.”

Completing a health risk assessment is the gateway for a wellness program participant to access the SimplyWell wellness portal, which includes a massive library of information, videos, health challenges, tracking tools, and resources to help people take control of their health. And it’s the kind of resource Canedy envisioned when he thought about reaching tens of thousands of people to have a greater impact.

► The Results

With clients in nearly every industry across all 50 states, SimplyWell has its finger on the pulse of employee health. They've found that common health risks in any population often include obesity, high blood pressure, lack of exercise, and poor nutrition.

And with a combination of lifestyle data, health risks, and biometric data for a population, SimplyWell can make data-driven recommendations to help an employer.

"A lot of times we'll look at the HRA data in conjunction with clinical data to deliver, what we call, an organization health report," says Elise McHatton, Director of Account Management for SimplyWell. "We really value being able to capture lifestyle information and clinical data to help our clients."

"Then we can look for opportunities to recommend interventions based on data for a population along with their readiness to change. For example, if 85 to 90 percent of employees are overweight or obese and there's a high interest in losing weight and eating healthier, we'll recommend wellness programming to address that."

"We really value being able to capture lifestyle information and clinical data to help our clients."

Elise McHatton
Director of
Account Management
SimplyWell

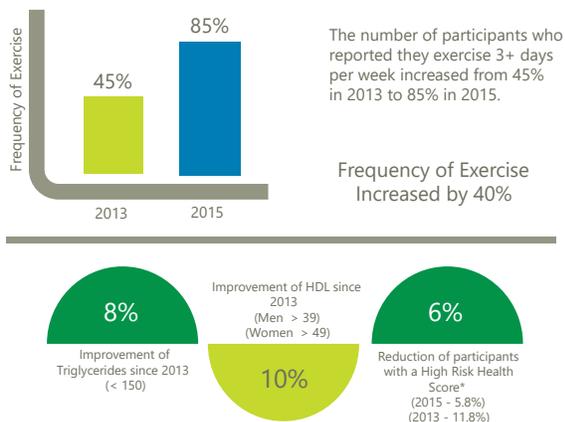


SimplyWell recently helped a manufacturing client with 140 participants make big improvements after results using the WellSuite® IV HRA showed the majority of employees had elevated cholesterol levels and didn't get a lot of exercise. Recommendations for wellness programming helped increase exercise frequency from 45 to 85 percent, reduce triglycerides by eight percent, and achieve other health improvements (see Figure 1).

And then there are countless anecdotes of individuals who complete the WellSuite® IV HRA, get on a call with a SimplyWell health coach, and learn about lifestyle changes they need to make to improve their health. One woman who was unaware of her high diabetes risk was flagged immediately and contacted by a health coach.

Every day, SimplyWell makes an impact on someone's life, helps an organization boost productivity and improve employee wellness, and lives up to Canedy's vision to help tens of thousands of people at a time.

Health Risks Decrease as Exercise Increases



Decreased health risks lead to healthier employees.

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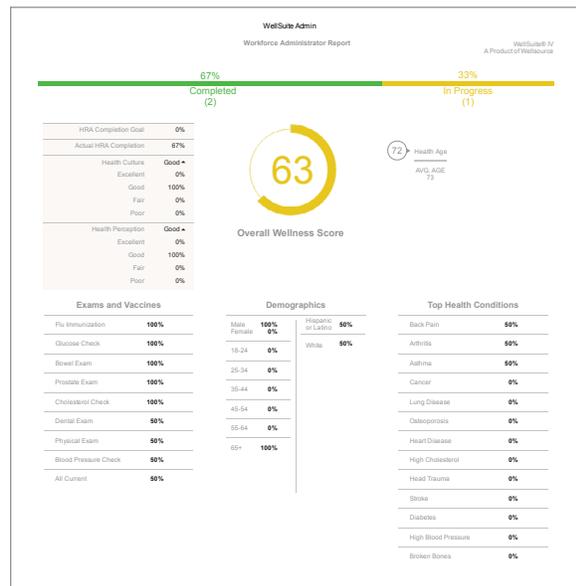
Figure 1.

“We chose the WellSuite HRA because it had already been physician-tested hundreds of thousands of times,” says Demman. “The information we can glean from the answers to the HRA can really help drive our programming recommendations to help clients. The aggregate data we can view also helps us understand what the immediate needs are at the employer level. And it helps our health coaches understand where they need to meet a member to help them on their journey to well-being.”

► About Wellsource

Wellsource has been developing evidence-based and innovative health risk assessments for nearly four decades – making us the longest serving and most experienced company in the industry.

Our WellSuite® IV Health Risk Assessments for the Workforce, for Medicare, and for Medicaid are NCQA-certified. Our visually engaging personal report helps you initiate conversation and inspire engagement.



WellSuite® IV Admin Report (partial view 2 of 8 pages)



Looking for an NCQA-certified HRA for employee wellness program success?

Download the product sheet:
[WellSuite® IV HRA for the Workforce](#)
or call 800-533-9355 for a demo.



For over a decade, SimplyWell has partnered with Wellsource. Strategic, collaborative and innovative are just a few words that describe Wellsource. They are leaders in their space and work closely with their clients to ensure success.

Elise McHatton, MA, ACSM EP-C, NSCA-CSCS
Director of Account Management

