



Inspiring healthier

Kenosha Unified School District and UnitedHealthcare: Building health ownership together.

January 4, 2022

United
Healthcare®



Today's Agenda

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- 2 About UnitedHealthcare
- 3 KUSD Service Experience
- 4 Population Health Management
- 5 Health Engagement Nurse Liaison
- 6 Network
- 7 Rate Summary
- 8 Wrap-Up/Questions



UnitedHealthcare Team



Chris Ecos, CEBS
Senior Account Executive



Jenni Gehl
Strategic Account Executive



Emily Saewert RN, BSN
Director of
Health Engagement Strategies



Dustin Hinton
CEO, Wisconsin and Michigan
Employer and Individual



About UnitedHealthcare

Earning the right to serve School Districts in Wisconsin



127+ districts

95,000+ members

served by customer service teams
focused on meeting the specific needs
of Wisconsin K-12 school districts

Mission

Helping people live healthier lives® and helping to make the health system work better for everyone.

Vision

Create healthier communities by providing Wisconsin School District solutions tailored to their needs, and designed to provide affordable, high-quality and sustainable health benefits.

Promise

Create trusting and enduring connections by delivering on our commitments, differentiating our value and enabling employees to live healthy and fulfilling lives.



KUSD Service Experience

KUSD account management team

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Strategic Account Executive	Senior Field Account Manager	Dedicated Client Service Manager	Nurse Liaison
<p>Locally-based</p> <p>Strategic planning</p> <p>Identifying customer solutions</p> <p>Financial reporting</p> <p>Renewal responsibility</p>	<p>Locally-based</p> <p>Manage service experience</p> <p>Education and communications on service and programs</p> <p>Service reporting and trend analysis</p>	<p>Centrally-based</p> <p>Day-to-day service inquiries: billing, eligibility, claims</p> <p>Systematically tracks all service inquiries</p>	<p>Health & Wellness Education</p> <p>Engage staff to make more informed health care decisions</p> <p>Provide coaching and support for individuals and groups</p>



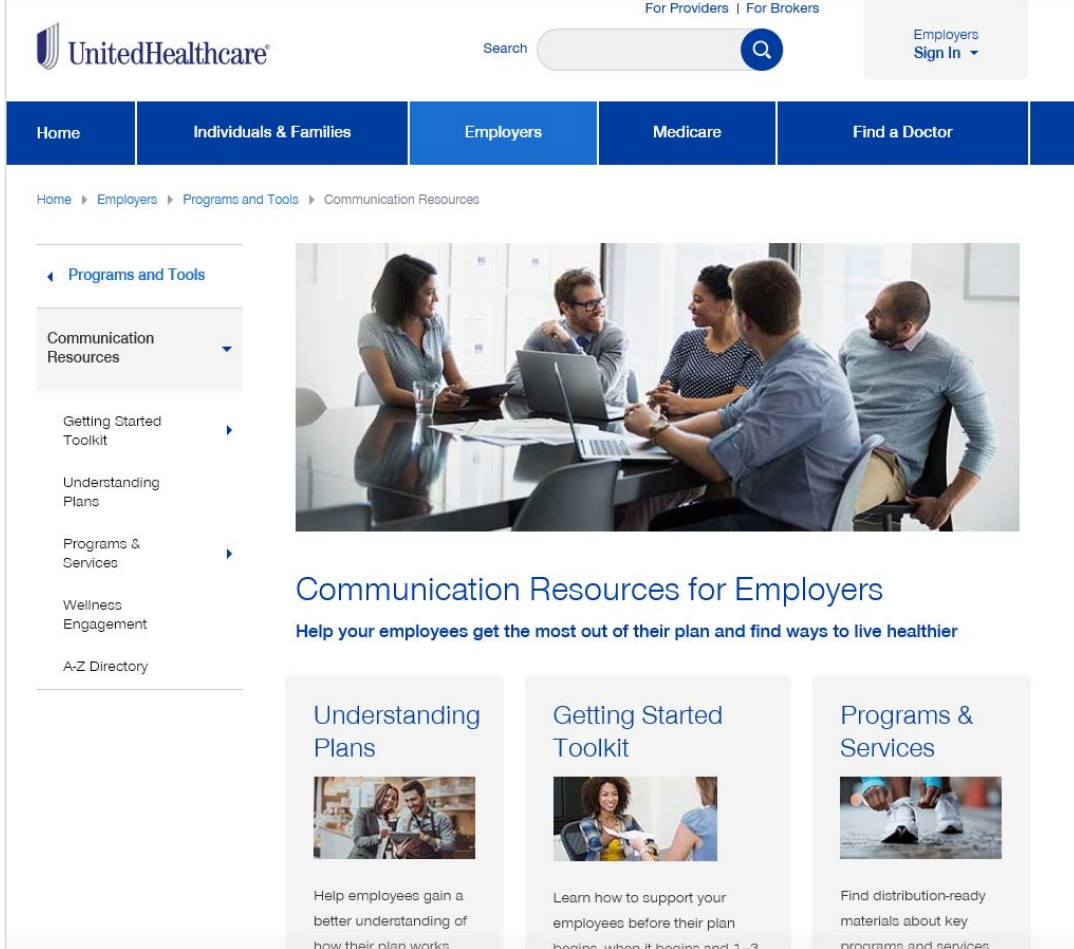
Communication resource center

Customize a one-time or monthly newsletter from pre-built health topics.

Hundreds of materials ready for employers to easily download, print or post electronic versions on their Intranet or within email communications.

- Brochures
- Flyers
- Email articles
- Posters
- Videos (150+)
- Payroll stuffers and more...

<https://www.uhc.com/cr>



The screenshot shows the UnitedHealthcare website interface for employers. At the top, there's a navigation bar with the UnitedHealthcare logo, a search bar, and links for "For Providers", "For Brokers", and "Employers Sign In". Below this is a main navigation menu with tabs for "Home", "Individuals & Families", "Employers" (which is selected), "Medicare", and "Find a Doctor".

The "Employers" tab is active, leading to a page titled "Communication Resources for Employers". The breadcrumb trail shows: Home > Employers > Programs and Tools > Communication Resources. On the left, there's a sidebar menu under "Programs and Tools" with options: "Communication Resources" (selected), "Getting Started Toolkit", "Understanding Plans", "Programs & Services", "Wellness Engagement", and "A-Z Directory".

The main content area features a large image of a diverse group of professionals in a meeting. Below the image, the heading "Communication Resources for Employers" is followed by the subtext "Help your employees get the most out of their plan and find ways to live healthier".

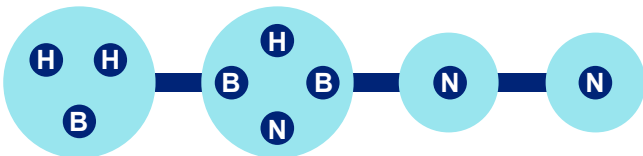
Three featured resource cards are displayed:

- Understanding Plans:** "Help employees gain a better understanding of how their plan works." (Accompanied by an image of a couple looking at a laptop).
- Getting Started Toolkit:** "Learn how to support your employees before their plan begins, when it begins and 1-3." (Accompanied by an image of a woman smiling).
- Programs & Services:** "Find distribution-ready materials about key programs and services." (Accompanied by an image of hands holding a small object).



Advocate4Me

Wisconsin-based Designated Team - Green Bay, WI

Employees	Advocates	Specialists
<p>Employee* reaches out and predictive personalization helps advocate better understand their personal and family history for greater insight into reason for contact.</p> <p>Available platforms:</p> <ul style="list-style-type: none"> • Phone • Email • myuhc.com • Mobile app 	<p>Contact routed to advocate whose expertise is best aligned with employee need.</p> <div> <div> B Benefits advocate Customer service expert </div> <div> H Health advocate Claims and wellness expert </div> <div> N Nurse advocate Health education and decision support expert — licensed nurse (RN) </div> </div> 	<p>Speaking directly with employee or serving as a behind-the-scenes resource for the advocate.</p> <ul style="list-style-type: none"> • Behavioral • Pharmacists • Pharmacy claims • Program nurses • Special needs** and more
Digital-only team responds to all digital inquiries.		

* Refers to employees and their covered family members. Family-based discussions subject to appropriate authorization.

** Includes transgender and issue resolution.



Helping employees engage with their health benefits



The UnitedHealthcare® app and myuhc.com® provide employees with information and tools to help them get the most out of their benefits.

They offer a simpler way to:

- Find care and costs
- Review plan information
- Access Optum Financial accounts

29% average savings when using the **myuhc.com** price care tool before receiving services*¹



94% employees registered for myuhc.com, compared to 76% public sector norm

* Compared to not using it. ¹ UnitedHealthcare book-of-business claims analysis, 2019





Population Health Management

Personal Health Support is designed to focus resources on closing gaps in care

Proprietary technology finds members with clinical needs who may benefit the most from outreach, engaging and supporting them in their care and health.



**Telephonic and
digital coaching**



**Nurses working
with members to
close gaps in care**

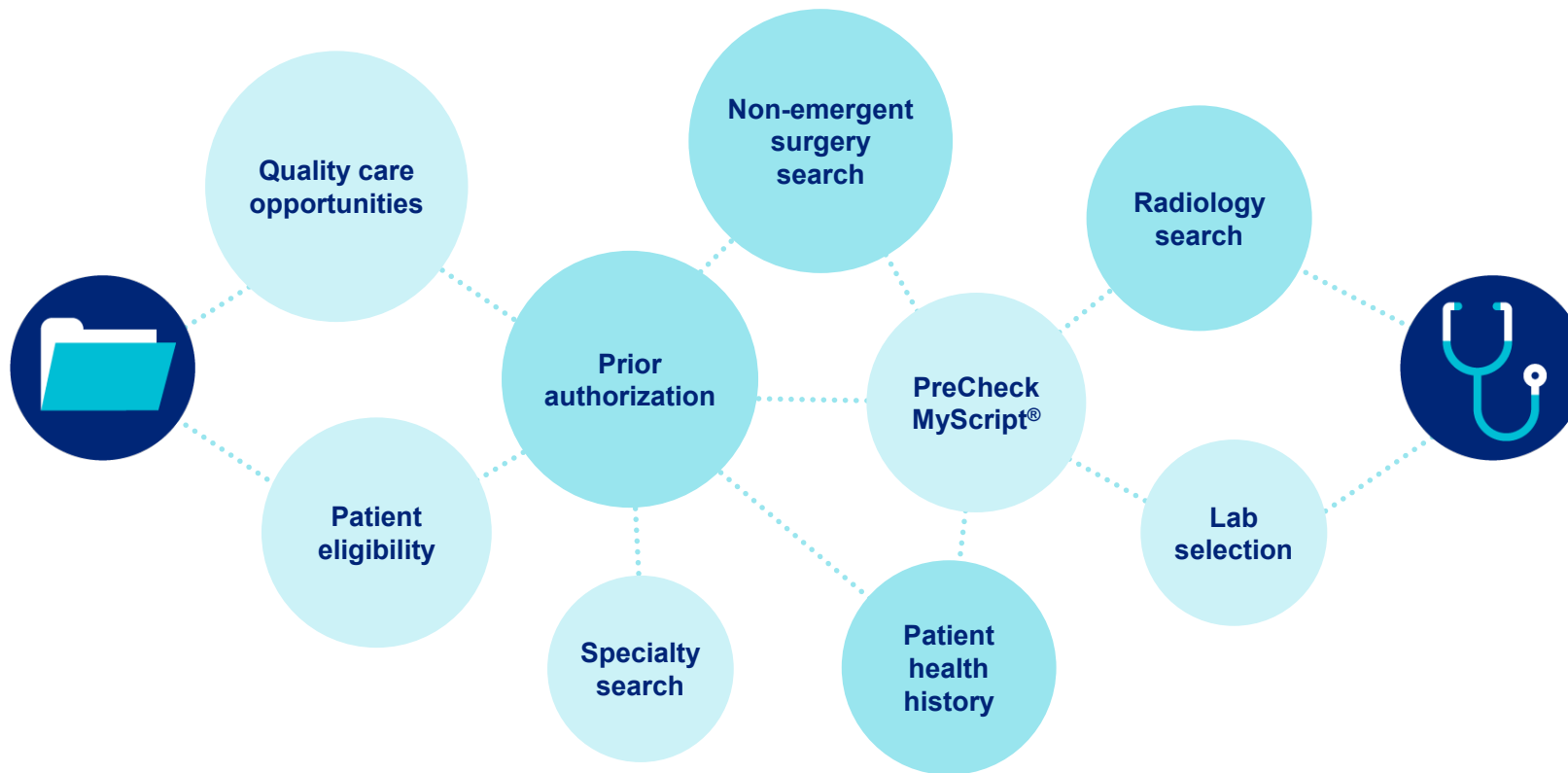


**Realized clinical
impact and value**



Helping to deliver a better experience

Point of Care Assist integrates real-time patient information to existing electronic medical records for key insights at the point of care.



Losing weight to help prevent medical conditions

Real Appeal® is a personalized program designed to help employees lose weight and keep it off. It's created to help change behavior and save on medical expenses with the assistance of:



A success kit



A health coach
and group classes



Digital support
and tracking



253 enrolled participants



5 pounds lost on average per member



SimplyEngaged takes a progressive approach to health engagement

Good health can be a marathon, not a sprint, which is why the SimplyEngaged® portfolio takes a progressive, multi-year approach. Designed to increase personal ownership of healthy behavior, SimplyEngaged is a time-tested turnkey wellness program that offers:

- Incentives for healthy actions
- Resources that are integrated with clinical and wellness programs
- A personalized dashboard with rewards overview and recommendations

- Insured employees and spouses can each **earn \$200 annually** in gift cards
- In 2020, 916 people earned **\$133,295** total dollars in gift cards!

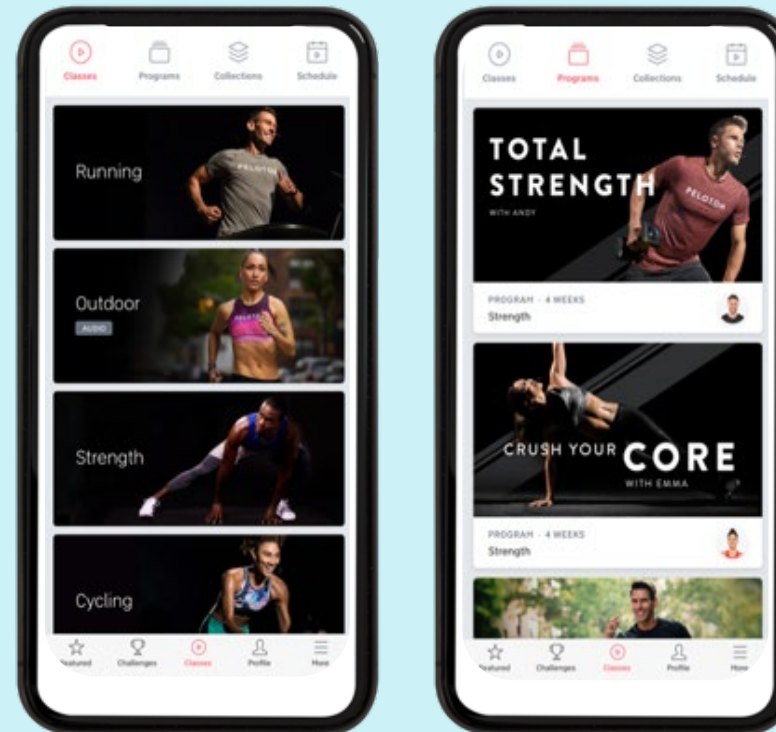
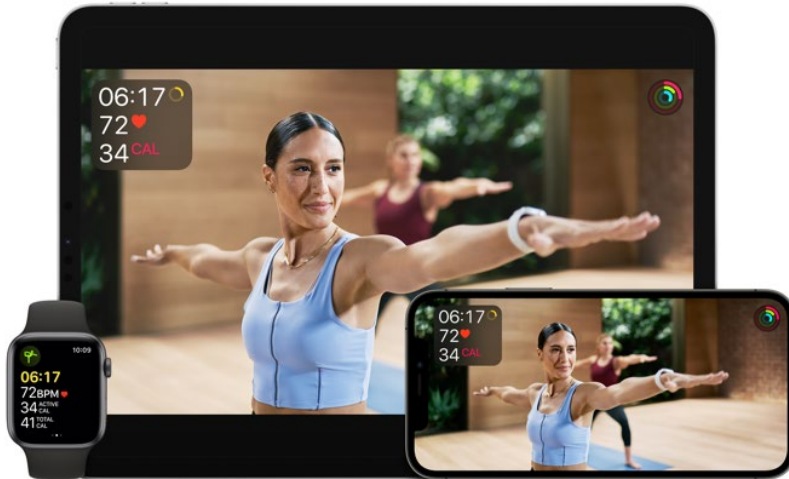


1-year Apple Fitness+ Subscription & Peloton App Membership

Adding value to your benefits may help inspire healthier behavior

✓ UnitedHealthcare plans include a **1-year subscription to Apple Fitness+**

✓ This \$79 value per employee can be shared with up to 5 family members



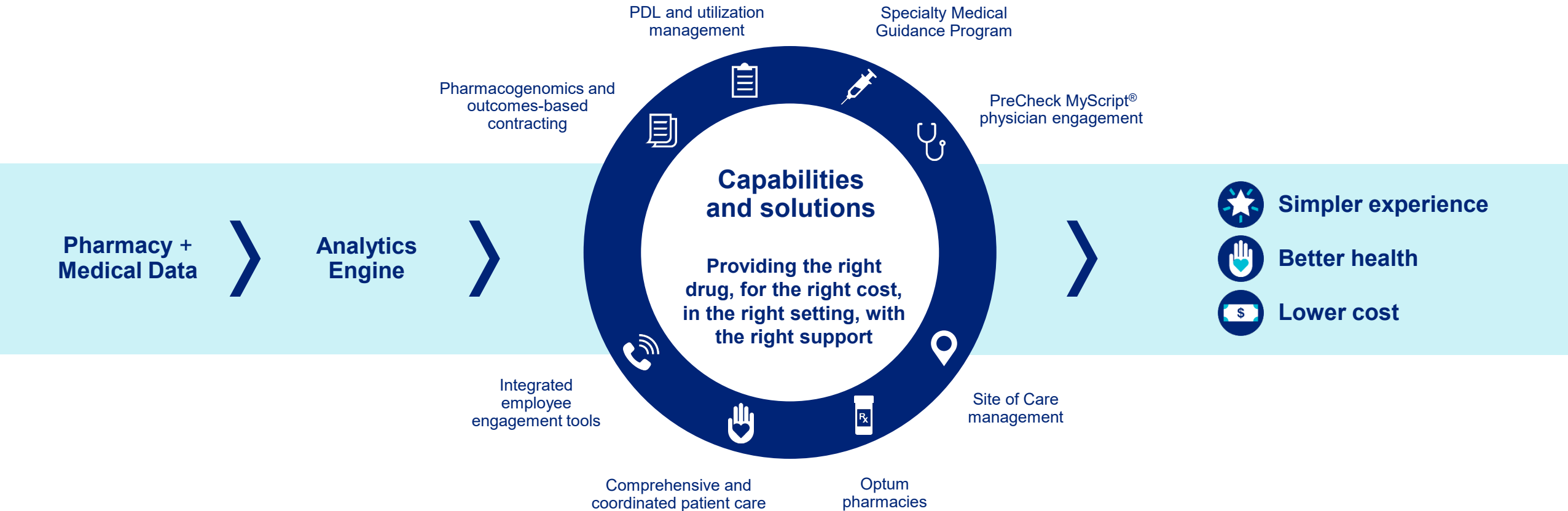
✓ UnitedHealthcare plans include **1 year of Peloton App Membership**

✓ \$155 value per employee and each covered family member



Connecting pharmacy and medical benefits

Established integrated model powered by an intelligent data analytics engine



Improving affordability, adherence and experience

Dx2Rx (Diagnosis to Script) Program uses automated medical and pharmacy claims analysis to quickly identify diagnoses and streamline prescription processing.

PreCheck MyScript® helps eliminate pharmacy-benefit confusion by making it easier for physicians to access each patient's specific:

- Prescription drug list and cost information
- Lower-cost alternatives
- Prior authorization requirements

These innovative solutions — available at no additional charge — empowers physicians to improve the employee experience with:



**Timely prescriptions
at lower costs**



**Transparent
prices**



**Better
care**



Proof Points of Population Health Management



Clinical & Wellness Interactions

- **53%** of Targeted members engaged in a clinical program - Increased from prior period & above the norm
- Engaged members accounted for **68%** of the Targeted Paid Claims – Indicates members of high acuity/costs are being managed



Special Needs Initiative – 25 Families Assigned

- A compassionate, assigned advisor
- A streamlined experience to remove barriers
- Highly personalized support



Cancer Support Program

- **52.8%** of participants engaged in program
- Increased 7pts from prior year
- 26 pts higher than the norm



62 Gaps closed by Oncology nurse

- Examples of Gaps Closed by working with an Oncology Nurse - Cancer Symptoms Optimally Managed
- Immunosuppressed Individual Infection Avoidance
- Pain Optimally Managed Or Minimized (Cancer)
- Nausea/Vomiting Optimally Managed Or Minimized





Health Engagement Nurse Liaison

Nurse Liaison Role Summary

Role Overview

Primary Scope	Primary Population Risk Focus	Tools and Resources	Goal
<ul style="list-style-type: none"> Health & Wellness Education Engage staff to make more informed health care decisions Provide coaching and support for individuals and groups 	<ul style="list-style-type: none"> Moderate/High Risk members Provide referrals to clinical & community programs Works with all employees regardless of insurance 	<ul style="list-style-type: none"> myuhc.com Real Appeal Simply Engaged/ Rally PHS 3.0 Level2 Community Resources 	<p>Improve employee's health and wellbeing by:</p> <ul style="list-style-type: none"> Increasing engagement with resources Creating a culture of wellness Cultivating accountability with health care decisions



Key Differentiators

- Customizable role** ability to adapt to customer's needs and goals
- Targeted outreach** addressing total population and member-level health behavior opportunities via **proprietary dashboard**
- Ability to **demonstrate impact** via analytics
- Travel capability** for in-person engagements and multiple employer site support



Health Engagement Nurse

Day in the Life of Nurse Sue



New Providers

Direct to premium tier providers and educate on the “why and how” of using UHC tools to find resources

New Diagnosis

Assess the member’s understanding of their condition and provide additional education

Medications

“What are the side effects of this medicine?” “I don’t like the way my medication makes me feel”, and “How can I find a more affordable medication?”



Coaching and Support

Provide coaching and support to engage individuals and groups to make more informed health care decisions



Mining the Data

Analyzing the dashboard and other data to determine how to most effectively target the members for the greatest impact



Wellness Events

Creating, conducting and/or coordinating onsite health fairs, mobile mammography screenings, wellness activities, immunization clinics, meet and greets, and lunch and learn seminars



Impact of Engagement with Sue

Unique Members	1,696 Not Engaged with Sue	131 Engaged with Sue	Variance from Not Engaged
Average Age	46.6	50.5	8.4%
Retrospective Risk Score	1.180	1.500	27.1%
Health Activation	63.1%	67.9%	4.8pts
Primary Care Physician Engagement	72.5%	86.3%	13.8pts
Premium Provider Utilization	20.3%	23.1%	2.8pts
Biometrics Participation	7.5%	18.3%	10.8pts
Health Survey Participation	43.0%	69.5%	26.5pts
ER Visits per 1,000	152.0	130.2	-14.3%
Urgent Care Visits per 1,000	68.3	45.9	-32.8%
Virtual Visits per 1,000	112	176	57.8%

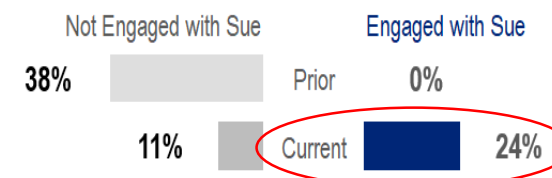
Insights

- Those engaged with Sue have a 27% higher risk score
- Appropriate site of care, primary care physician engagement and preventive care was a focus this year. Members engaged with Sue made more optimal decisions in all of these categories.**
- Overall decision making of engaged subscribers was 4.8 pts higher and compared to total population was 6.1 pts higher
- 27pts higher Rally Health Survey participation with those working with Sue



Enrollment in clinical programs is higher among members engaged with Sue

% OF QUALIFIED ENROLLED



Population is limited to: Continuously-Enrolled Members and excludes Catastrophic Cases
 Engaged is defined as those who attended an individual session/ educational series with Sue between July 1, 2020 - June 30, 2021



Member Testimonials

"I am learning so much I thought I would never have to worry about! Thank you so much (Sue) for all your help and for getting answers so quickly! Definitely brought my stress levels down."

"Sue was wonderful and quick with her responses to my questions and concerns. She was a huge help!"

"Finally feel like I have someone who is willing to help me navigate my illness! Thank you."

**Sue was kind,
understanding and
compassionate. She
is a huge asset to
your team!!!"**

"Sue was amazing and began the process immediately to fix the problem with coordination of benefits. I have heard of the nurse liaison but did not know how to get in contact with her and did not think she would be the person to fix the problem I had. As soon as I got in contact with Sue, she knew exactly who to contact and where to go with my issue."

"Sue was absolutely amazing to work with. High energy, super helpful, and provided us with lots of resources and valuable information. We can't wait to team up with her again!"





Network

Delivering greater accountability and value

UnitedHealthcare networks — with more than 1.2 million health care providers across the country — are designed to help control costs and meet the unique health care needs of employees.

Our network strategy is built on:



Delivering value

- Affordability
- Quality
- Connectivity

Transforming health care delivery

- Accountable care platform
- Care management innovations
- Local, high-performing benefit designs

*As of March 31, 2021.



 **99%**

**KUSD Claim dollars
in Network**



**All Major Hospital
Systems in WI:**

- **Froedtert South**
- **Aurora**
- **Ascension
(All Saints)**



1000's

**physicians and health
professionals in
SE Wisconsin**



Rate Summary

UnitedHealthcare Rate Summary

Network Options

- Continue UHC Choice Plus HMO and Insurance Licenses

Rates effective 7/1/22

- 12.1% increase
- 11% increase without the wellness and technology credits

Rate Cap

- Year 2: Not to exceed 11%
- Year 3: Not to exceed 11%

Wellness

- Continuing Rally wellness program, Simply Engaged, Real Appeal, and exclusive Nurse Liaison employed by UHC
- Offering \$250,000 wellness credit annually

Other Important Financial Items

- Offering \$250,000 technology credit in Year 1, followed by \$150,000 in Year 2 and Year 3
- Integrated direct bill retiree services at \$4.50 per continuant for another 3-years
- Integrated COBRA services at \$.45 PEPM for another 3-years
- Integrated Optum Bank HSA administration at reduced rate of \$.50 per account per month (from \$.75)



From Vendor to Partner



Now and for the Future

It's about helping employees achieve better health by making more informed health care decisions, which can lead to **lower cost** and **better performance**.

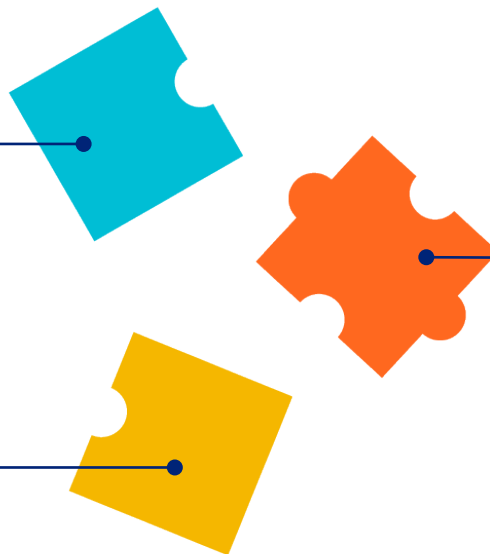
Helping piece together health ownership and a healthier, more productive workforce through:

Insights

Clear data and insights to help us quickly identify and act on opportunities

Engagement

A personalized approach to help engage employees and meet their specific needs



Support

A portfolio of integrated programs, a Nurse Liaison and resources to help your employees and their families achieve better health, no matter their starting point





Thank you for your time today





Questions?

