Using Decision Support Tools to Support HDHP

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Agenda

• Case study—Tale of Two Tools
  – HDHP Plan Design and Implementation
  – Vendor selection
  – Enrollment results
• How to select a decision support tool
• Communication best practices for employee engagement
• How to evaluate results
Case Study

• Bell Partners Inc.—Apartment management company in 17 states
• Workforce
  – 80% Hourly and 20% Salaried
  – About 20% prefer Spanish
• Employee survey in 2013 indicated need for choice and lower premium medical option
HRA Plan

- Introduced first HDHP in 2014 with HRA
  - Initially HSA not an option with up front funding due to high turnover (35%)
  - Previously only one plan option, PPO with copays
    - First year HRA enrollment—25%
    - Second year HRA enrollment—28%
    - Third year HRA enrollment—29%
HRA Plan

• No decision support tool for HRA rollout
  – Education campaign:
    • Webinars
    • Mailings with examples (English and Spanish)
    • Video with role play and examples
  – Premium differential for new HRA plan average of 35% compared to PPO
  – Higher enrollment with tobacco users and lower income
  – Many employee questions, which plan do YOU think I should choose?
Change to HSA

- **2018: Conversion to HSA**
  - HSA administrator could do per pay period HSA funding
  - Annual funding: Single $250 and Family $500
- **Executive buy in for decision support tool**
  - Goals:
    - Education
    - Support
  - Concerns
    - Actuarial value very similar for two plans
    - If enrollment in HDHP too high could cause funding issues
Tool Selection Process

- Jellyvision: alex®
  - Pros:
    - Engaging Format
    - Good explanation of benefit plans and options
    - Limited customization
    - Required employee inputs to give decision
    - Recommendations for HSA contribution
    - No data requirements for feeds
    - Established vendor
    - Good for new hires since no data requirements
Tool Selection Process

- **Jellyvision: alex®**
  - Cons:
    - Expense
    - Pay up front model (quoted pepm)
    - Employee required to enter their personalized data
      - Enter number of visits and Rx but not actual providers and Rx
    - No reporting on unique users, just log ins
Tool Selection Process

• **Obeo Health®**
  – Pros:
    • Provided recommendation based on actual past claims data
    • Used claims to provide recommendations:
      – Network status of current providers
      – Formulary status of current Rx
    • Provided cost saving recommendations based on actual claims
      – If not actual claims, could enter actual Rx
    • Offered single sign on with Okta through Workday
    • Recommendations for HSA contribution based on actual claims
    • Reporting on unique users
    • Additional features available (employee alerts and claims review/explanations)
Tool Selection Process

- Obeo Health®
  - Cons:
    - New entrant in market
    - Data feeds required for medical and Rx carrier
    - 3 ways NDA’s required due to pricing data
    - Concerns over capacity for implementation and employee questions
    - No claims data for new hires, self reported data
Communication

• Different Media
  – Videos
    • Obeo Video: Open access
    • Custom Video with HRA/HSA/FSA/LPFSA/DCFSA puppet show
  – Home Mailings: Insert in OE packet, benefit guide information and separate post card
  – Webinars: Live and recorded
  – E-mails with link to videos to home and work e-mails

• Access to tool before open enrollment
• Contest for OE feedback with drawing for cash prizes
Communication

Solve the mystery of your healthcare costs with Obeo Health

PLAN COMPARISON
- Rates plans based on the care you are likely to use
- Estimates your total cost for the year (including premium and out-of-pocket)
- Checks coverage for your doctors and medications
- Shows how health events impact costs (such as surgery, broken bones, or pregnancy)
- Suggests optimal FSA/HSA pre-tax contributions to reduce your out-of-pocket costs

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<td></td>
<td>United</td>
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<td></td>
<td>Traditional Copay</td>
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<td>Traditional Copay</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>High Deductible with HSA</td>
<td></td>
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<tr>
<td>% covered/Network Status</td>
<td>✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔ ✔</td>
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<tr>
<td>Estimated Annual spend</td>
<td>$5,603</td>
<td>$4,984</td>
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<tr>
<td>Supported FSA/HSAs contribution</td>
<td>$820</td>
<td>$995</td>
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Obeo Health® Flyer
I'm the NEW Health Savings Account (HSA).
I'll be new for 2018
Communication

Open Enrollment
November 7-17
If you don’t complete your
Open Enrollment, you will
NOT have Medical coverage
in 2018!!!
Communication
OE Results

• Obeo Tool Feedback Positive
• Popular features
  – Personalization
  – Recommendations for HSA/FSA contributions
  – Calculation of tax savings
• OE dates: 11/7 to 11/17
  – Total of 400 unique users: 40% of enrolled employees
OE Results

- 2018 Active Open Enrollment
- Reporting:
  - 400 unique users
  - 40% of enrolled employees
- 40% of medically enrolled employees used the tool
- Migration:
  - Enrollment in HDHP increased from 29% to 44%
  - Trend continued for lower wage employees to enroll in HDHP
  - During the plan year new hires trended towards HDHP, highest enrollment 48%
- HSA Contributions
  - 46% of employees contributing
  - Average employee contribution $51 per pay
2019 OE

• Obeo Health went out of business mid 2018
• Demographic changes Acquisitions/Dispositions
  – Populations shift to West Coast, reduced in Southwest
• New Tool for 2019 OE: Jellyvision®
• Passive Open Enrollment
Communication

• Different Media
  – Flyer in open enrollment packet and included in benefit guide
  – Engaging e-mails to home and work e-mails
  – Webinars with alex information

• Access to tool before open enrollment

• Contest for feedback with drawing for cash prizes

• Ongoing communication to new hires
  – New hire benefit webinar
  – Benefit enrollment guide
Communication

Meet ALEX

- Alex is our decision support tool that will help educate you about the benefits we offer
- Alex will guide you through a discussion asking questions to give you information relevant to your unique situation and help you make an informed decision
- Any information you enter into Alex is confidential and is not stored
2019 OE

- Employee Feedback Jelly Vision:
  - *It is a very basic tool if compared with the tool used last year*
  - *Don't show actual expenses so used UHC website*
  - *Language is simple and understandable*
  - *Tool helps to understand each benefit package better*
  - *Coaching on how much to set aside tax free is beneficial*
2019 OE

Top Module Starts

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<thead>
<tr>
<th>Module</th>
<th>Starts</th>
<th>%</th>
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<tbody>
<tr>
<td>Medical</td>
<td>371</td>
<td>27%</td>
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<tr>
<td>Tax Savings</td>
<td>203</td>
<td>14%</td>
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<tr>
<td>Dental</td>
<td>149</td>
<td>10%</td>
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<tr>
<td>Life</td>
<td>130</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>518</td>
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</table>

Top Highlighted Plans

<table>
<thead>
<tr>
<th>Plan Name</th>
<th>Highlighted</th>
<th>%</th>
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<tbody>
<tr>
<td>High Deductible with HSA Plan</td>
<td>119</td>
<td>83%</td>
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<tr>
<td>Traditional Copay Plan</td>
<td>24</td>
<td>16%</td>
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<tr>
<td>Other</td>
<td>N/A</td>
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</tbody>
</table>

Jellyvision® Reports

Total Visits by Day

Total Visits: 615

Plans Highlighted

High Deductible with HSA Plan: 37.50%
Traditional Copay Plan: 62.50%
2019 OE Results

- **Migration:**
  - Enrollment in HDHP decreased slightly to 42%

- **HSA Contributions**
  - Contributing employees increased from 45% to 55%
  - Average employee contribution decreased from $51 per pay to $41 per pay
  - Higher percentage of low wage employees contributing
Additional Case Study

- Introduced HDHP for the first time, passive enrollment with alex
- 25% enrollment in HSA plan first year, no change in following years
- Good engagement first year, drop in 2\textsuperscript{nd} year, low enrollment 3\textsuperscript{rd} year
- Dropping for next year
Lessons Learned

• Personalization and communication key to engagement
• Data helps employees feel confident about change to HDHP
• In depth plan design review IN ADVANCE
  – Difficulties with plan design and surcharges
• Understand testing/set up process in advance
• Claims data timeline since requires NDA and BAAs
How to Select a Tool

• What challenge trying to solve?
  – Education
  – Engagement
  – Enrollment in HDHP
• Needs to be integrated
  – Single Sign On or part of enrollment tool
• Easy to use
• Understand implementation timeline
How to Select a Tool

• Personalized
• Request access to test site as part of evaluation
• Evaluate mobile capabilities
• Check references
  – Implementation process
  – Tech support during open enrollment
• Data on engagement and migration results
• Review template communication materials
How to Select a Tool

• Confirm will work with plan design
  – Wellness discounts
  – Spousal Surcharge
  – Non tobacco discounts
  – Domestic partner post tax calculations
• Access from home?
• Other languages
  – Do they offer non English language in tools?
How to Implement a Tool

• Detailed implementation timeline
• Review set up to make sure get needed data
  – Reporting by classification, salary, location, etc.
• Request dedicated contact
• Thorough testing!
  – Ask non benefits team to help testing
• Active Enrollment needed to get best results
• Employees need access to tool before OE starts
Communication Best Practices

- People only care about their own situation
  - What is in it for them?
  - Save money/lower taxes
- Incentives
  - Contest for feedback OE
- How to access tool
- Multiple methods
  - Print, webinars, e-mails, videos
How to Evaluate Results

- Accurate reporting from vendor key
  - Set up on front end for needed metrics
- Benchmark goals against results
  - Enrollment
  - Engagement: EE feedback in tool and external to tool
- Post mortem
  - What worked and what did not
- How to improve for next year or keep momentum?
• Ethics with tools
  – Offers to manipulate results?
  – Two different vendors mentioned tweaking questions to get desired result
• Active Enrollment needed to get best results (bad word!)
• Employees thought we manipulated tool with Obeo but just the math, AV the same, premiums lower savings on HSA contribution
New Developments

• Integration with enrollment platform
  – PlanSource with Jellyvision
    • Maps medical and dental elections into tool
    • Not fully integrated, does not map other benefits
    • Still have to contract directly with Jellyvision
  – Jellyvision now includes 401(k) in base package
  – Tango Health
  – Benefits Administration Platforms
    • Integrated tools
Key Takeaways

• Select tool with goals in mind
• Match tool with needs of employees
• Confirm tool can manage plan design
• Test at all stages of process
• Communication is key to success
• Solicit employee feedback