



# EXECUTIVE REVIEW & 2023 Strategic Planning



**Brazeway, LLC**  
April 26th, 2023

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## 2022 KEY FINDINGS

- Despite continued challenges with COVID-19, **employee participation increased overall** from 66% in 2020 to 69% in 2022
- As seen in previous years, **Michigan had highest participation** at 85% versus Kentucky and Indiana around 50%; average health score for Michigan is over 10 points higher than Kentucky/Indiana
- **77% of repeat participants** remained in ideal/low and/or made a positive risk migration
- Abnormal biometric values on an aggregate level were reported for **BMI, blood glucose, and A1C**, all risk factors for diabetes
- **3 participants quit smoking** between 2020 and 2021 screenings
- 15% of all participants (34 individuals) qualified for RAS health coaching, 4 participated in program

## HEALTH SCREENINGS

- September

## WELLNESS CHALLENGES

- Strive Corporate Challenge: 15 participants
- Mystery Fitness Challenge: 8 participants
- The Beat Goes On: 6 participants
- Hydration Station: 8 participants
- Full Body Blast: 0 participants
- Maintain Don't Gain: 1 participant

## WELLNESS PRESENTATIONS

- Your Total Well-Being Matters
- Happy, Healthy Heart
- Managing Mental Health
- Nutrition 101

## WELLNESS WEBINARS

- Monthly

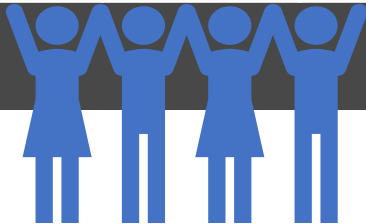
# 2022 EMPLOYEE EVENTS





179 Repeat Participants

Location	2022 Average Health Score	2022 Participation	2021 Participation	2020 Participation
Indiana	71.5	51% (70)	52% (60)	50% (57)
Kentucky	75.7	46% (83)	47% (82)	51% (87)
Michigan	84.6	85% (72)	72% (74)	80% (79)



## TOTAL PARTICIPATION

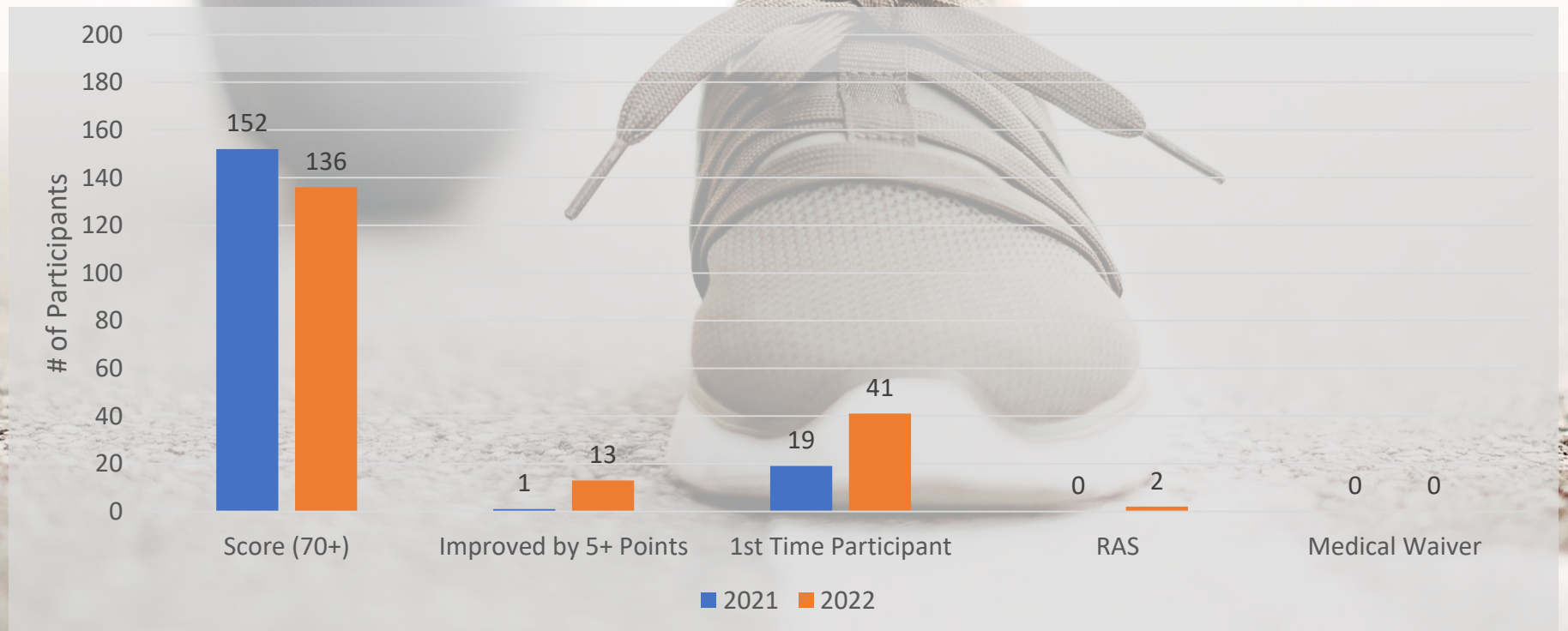
YEAR	PARTICIPATION	% OF EE Participation	Average Health Score
2022	229 331 Total	69%	77.3
2021	172 216 Total	68%	76.5
2020	175 223 Total	66%	78.5
2019	213 254 Total	71%	78
2018	205 249 Total	66%	79
2017	210 250 Total	70%	79
2016	200 244 Total	67%	74
2015	228 284 Total	70%	73
2014	134 165 Total	56%	77



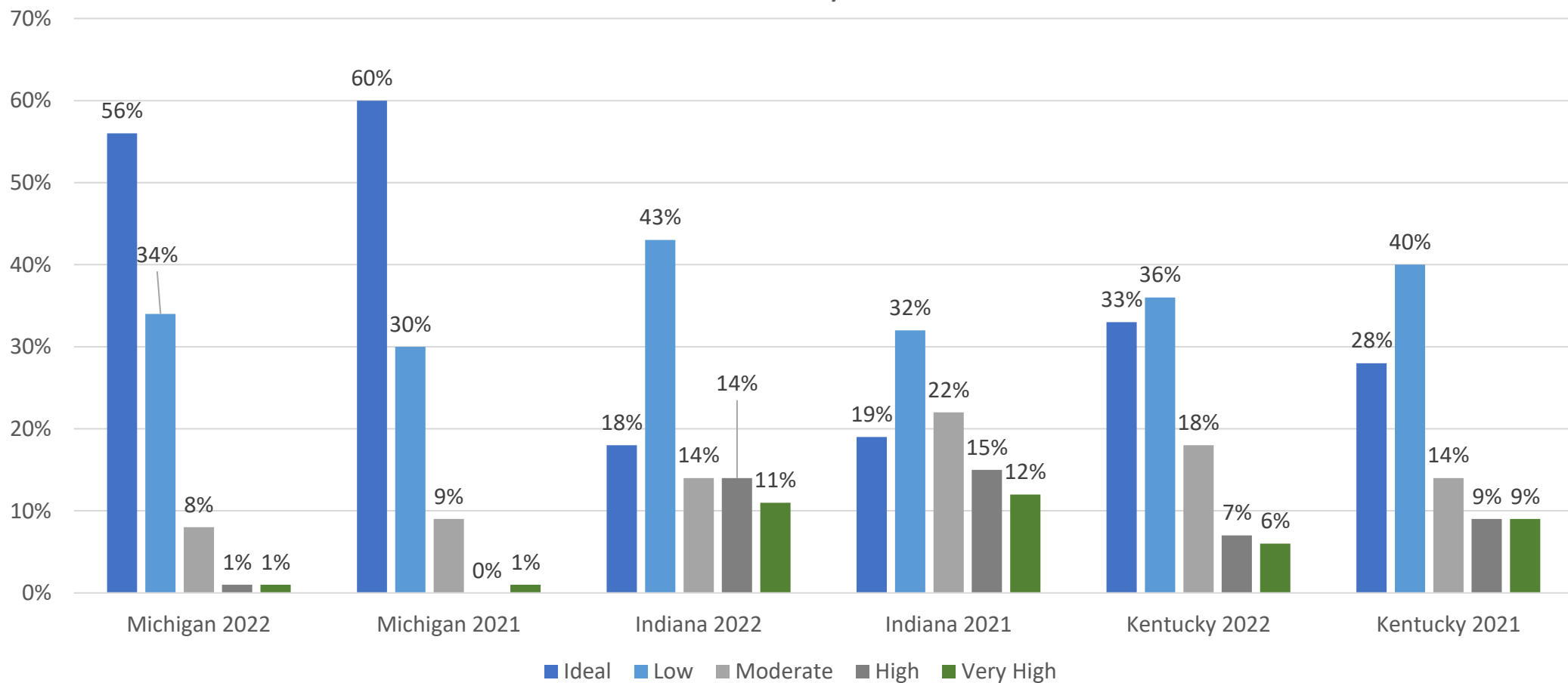
# WELLNESS INCENTIVE BREAKDOWN

**2022 INCENTIVE ELIGIBLE: 192/229 = 84%**

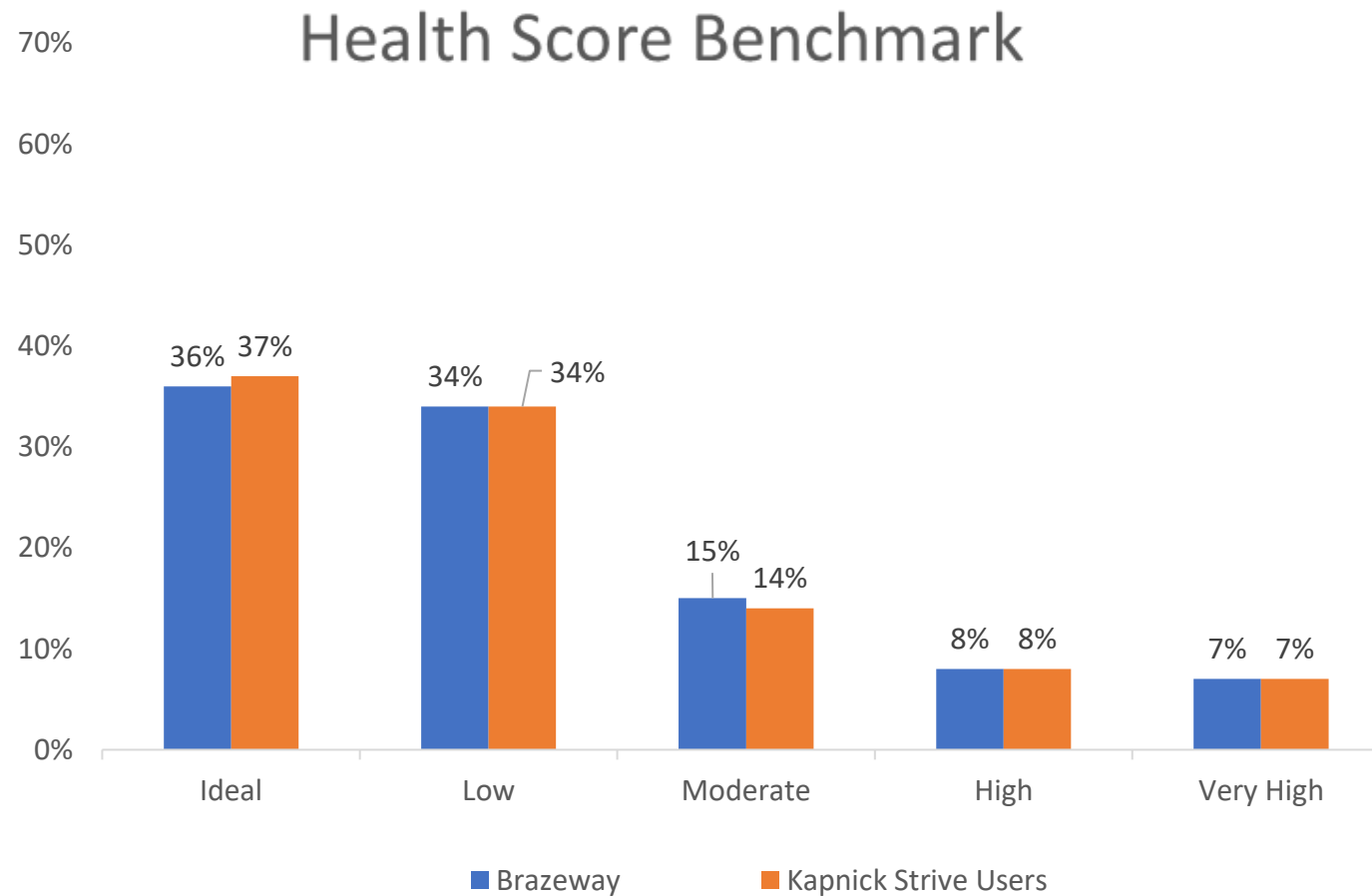
	Participates	Meets Criteria
Employee	\$30.00/mo	\$50.00/mo
Spouse	\$10.00/mo	\$20.00/mo



Health Score by Location



## HEALTH SCORE BENCHMARKING





## AVERAGE RESULT – 77

Ideal = 100-85

Low Risk = 84-70

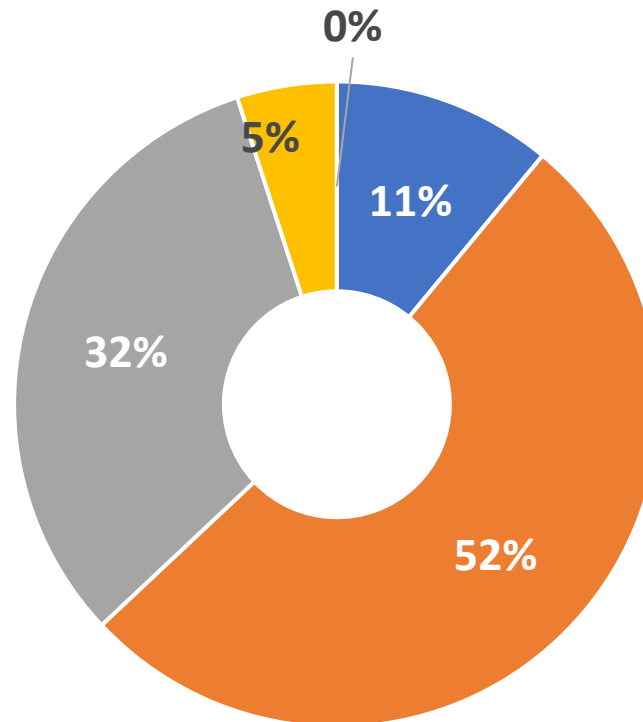
Moderate Risk = 69-60

High Risk = 59-50

Very High Risk = 49-0

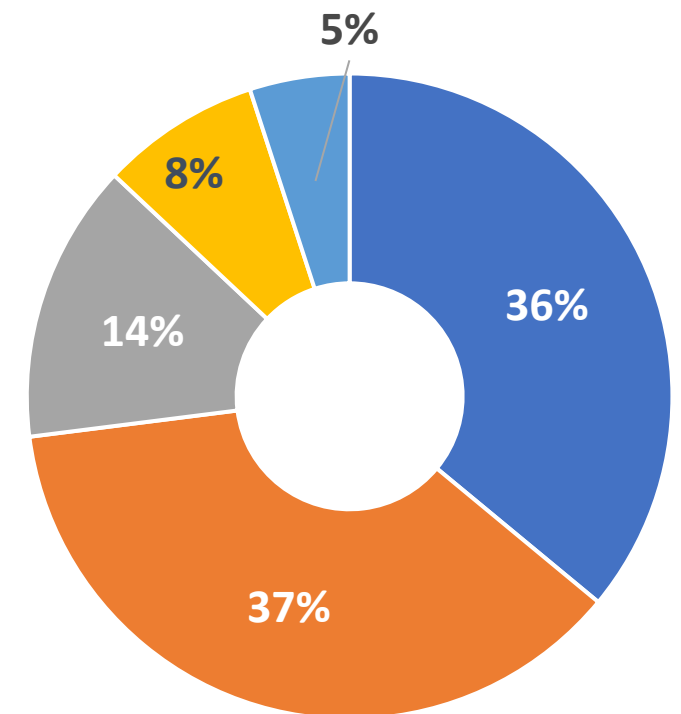
# SELF-PERCEPTION VS ACTUAL HEALTH

SELF-PERCEPTION OF HEALTH



■ Ideal ■ Low ■ Moderate ■ High ■ Very High

ACTUAL HEALTH SCORE

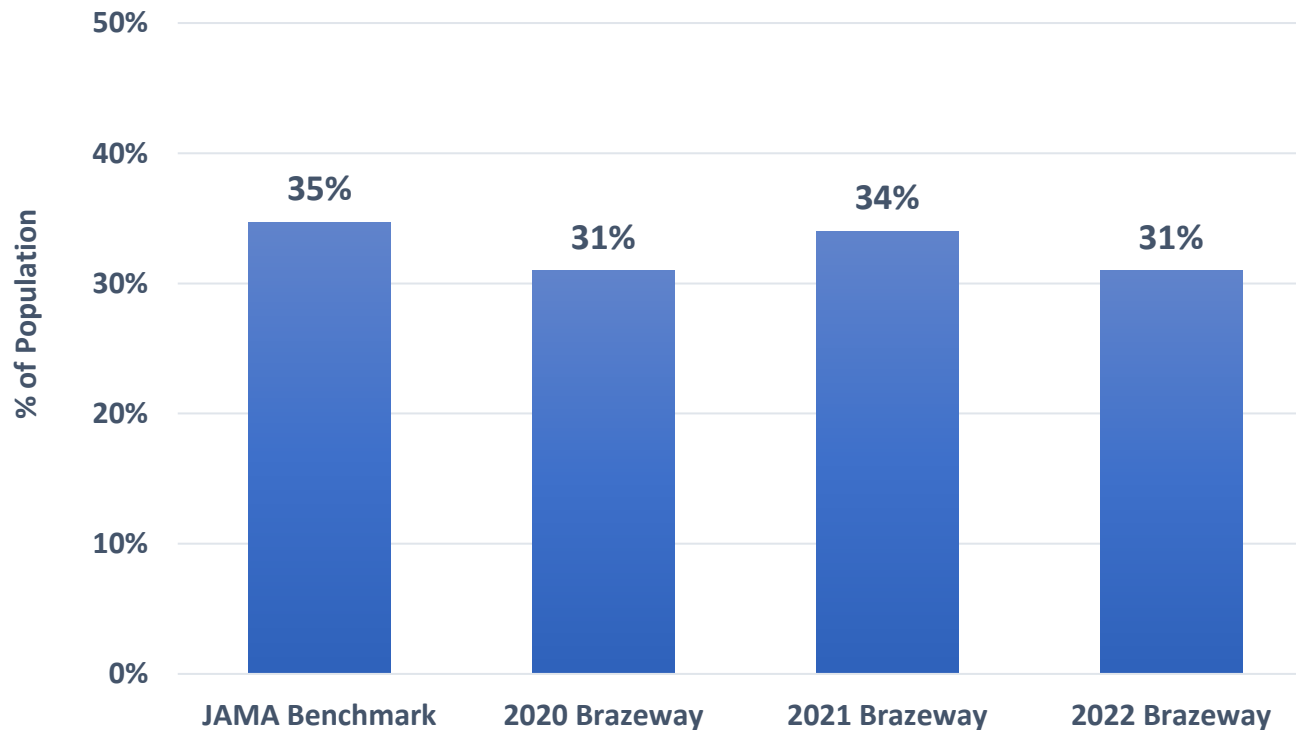


■ Ideal ■ Low ■ Moderate ■ High ■ Very High

# BIOMETRIC AVERAGES

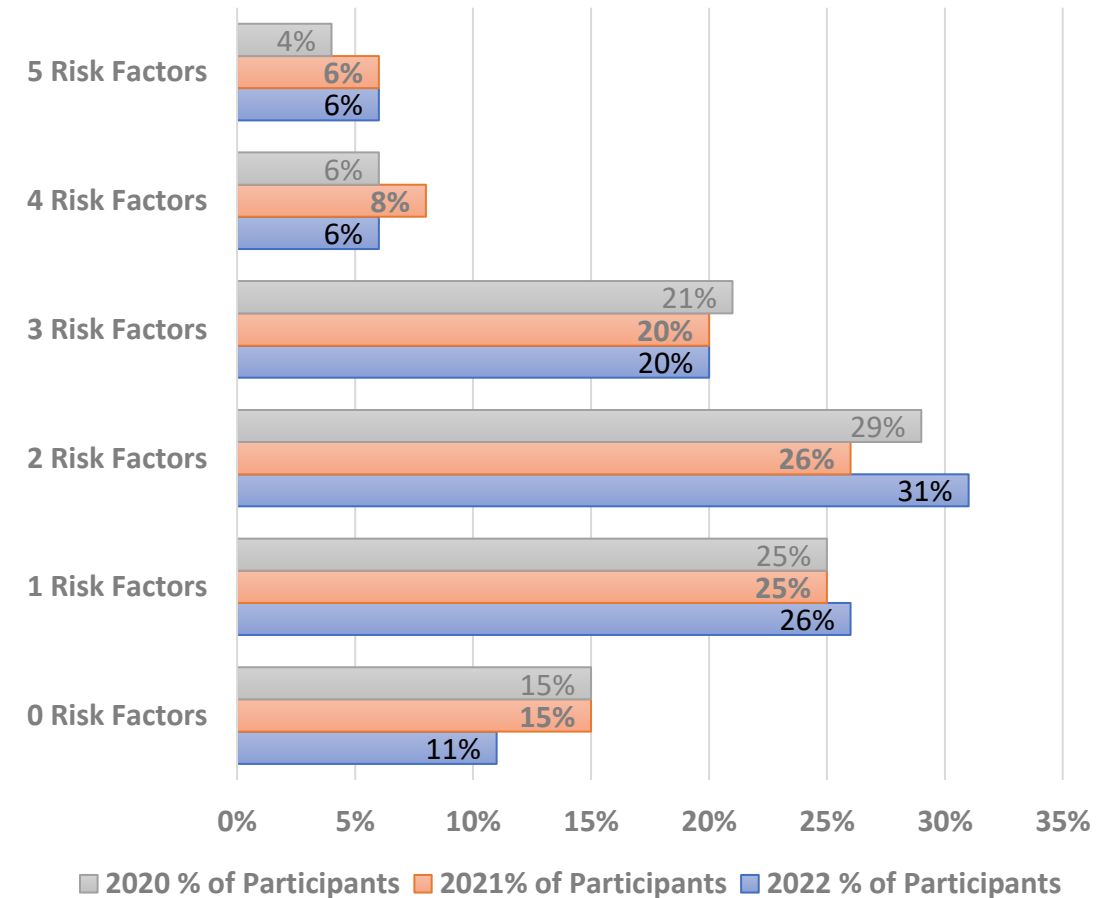
Biometric	2022 Repeat Participants AVG	2022 Average	2021 Average	2020 Average	2022 Strive AVG	Ideal Range
Health Score	78	77	76	78.5	76	70 - 100
BMI	30	30.2	30.3	30.3	30	18.5 - 29.9
Waist/Hip Ratio	0.91	.92	0.92	0.92	.88	<= 0.95
BP: Systolic	120	120	121	119	115	≤121mmHg
BP: Diastolic	78	76	78	77	75	≤81mmHg
Total Cholesterol	192	189	191	185	193	<200mg/dL
HDL Cholesterol	53	53	52	53	54	>=50
LDL Cholesterol	112	107	111	103	112	<=129
Triglycerides	135	142	140	144	134	<150
Blood Glucose	102	100	102	102	100	≤100mg/dL
Hemoglobin A1C	5.7	5.6	5.7	5.6	5.6	<5.7%

## Prevalence of Metabolic Syndrome – 3 or more risk factors



Source: Journal of the American Medical Association. 2020; 232(24)

## % Breakdown



## REPEAT PARTICIPANT RISK CHANGE

**REMAINED IDEAL/LOW  
AND/OR MADE  
POSITIVE RISK  
MIGRATION**

138 😊 77%

**REMAINED MODERATE  
OR HIGH/V HIGH**

28 😐 16%

**MADE A NEGATIVE  
RISK MIGRATION**




13 😞 7%

# REPEAT PARTICIPANT BIOMETRIC RISK CHANGE




## Total Cholesterol

Remained low risk or made a positive risk migration	Remained in moderate or high risk	Made a negative risk migration
121  68%	35  20%	23  12%




## Blood Glucose

Remained low risk or made a positive risk migration	Remained in moderate or high risk	Made a negative risk migration
116  65%	29  16%	34  19%




## Systolic Blood Pressure

Remained low risk or made a positive risk migration	Remained in moderate or high risk	Made a negative risk migration
102  57%	39  22%	38  21%




## Hemoglobin A1C

Remained low risk or made a positive risk migration	Remained in moderate or high risk	Made a negative risk migration
125  70%	38  21%	16  9%

## Diastolic Blood Pressure

Remained low risk or made a positive risk migration	Remained in moderate or high risk	Made a negative risk migration
125  70%	27  15%	27  15%

## Nicotine

Remained low risk or made a positive risk migration	Remained positive	Made a negative risk migration
135  75%	41  23%	3  2%

3 participants moved from smoker to **non-smoker**



# TOP RISK FACTORS



**BLOOD PRESSURE**

**CHOLESTEROL**



**BODY COMPOSITION**



CONSIDERATIONS



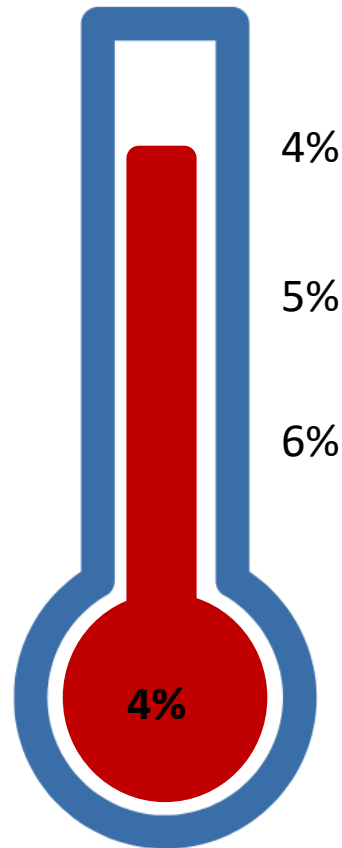
Kapnick  
Strive

# PROGRESS BY QUARTER

	March (Q1)	June (Q2)	September (Q3)	December (Q4)	YTD
<b>Active Users</b> <small>*# of unique users per quarter and YTD</small>	31	31	179	112	189
<b>Total Points Tracked</b> <small>*per quarter, cumulative YTD</small>	17,116	12,835	397,301	53,387	480,639
<b>% of Census Active</b> <small>*# unique users/census per quarter</small>	8%	8%	40%	26%	44%
<b>Reached 500 or more points</b> <small>*# of unique users per quarter</small>	31	49	139	55	274
<b>Reached 1000 or more points</b> <small>*# of unique users per quarter</small>	0	2	175	9	186
<b>Health Assessments Completed</b> <small>*# of completions per quarter</small>	31	15	132	9	187

# STRIVE 2022 PROGRAMMING GOALS

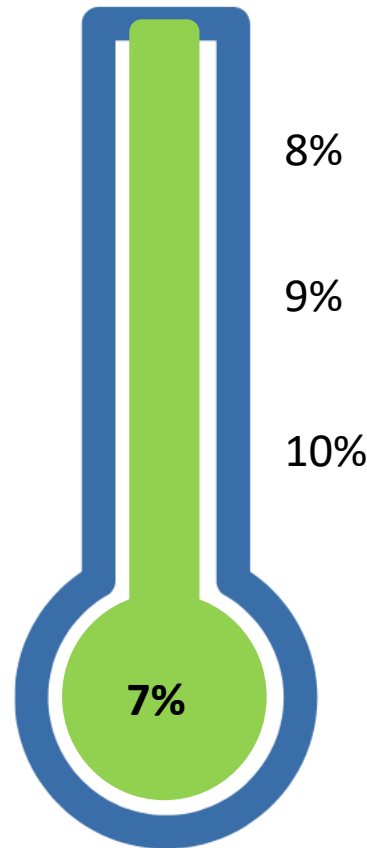
**GOAL: 3% in high-risk**



**Blood Pressure**

2021 Goal – 6% in high-risk  
2022 Goal – 3% in high-risk

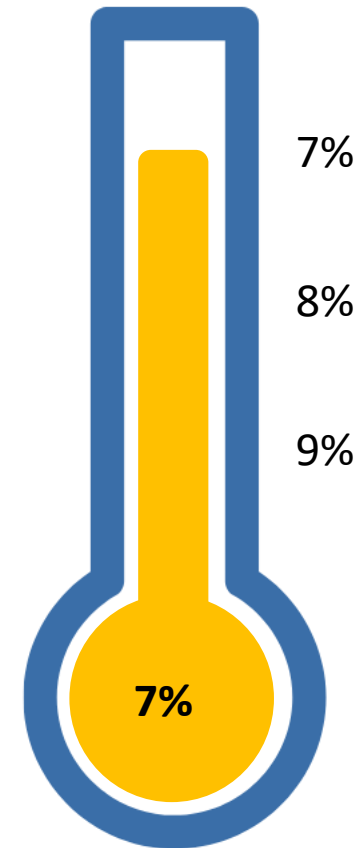
**GOAL: 7% in high-risk**



**Cholesterol**

2021 Goal – 10% in high-risk  
2022 Goal – 7% in high-risk

**GOAL: 6% in high-risk**

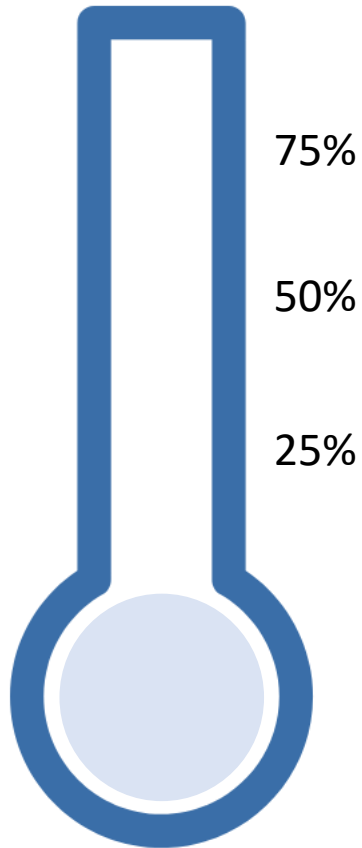


**Diabetes**

2021 Goal – 8% in high-risk for A1C  
2022 Goal – 6% in high-risk for A1C

# STRIVE 2023 PROGRAMMING GOALS

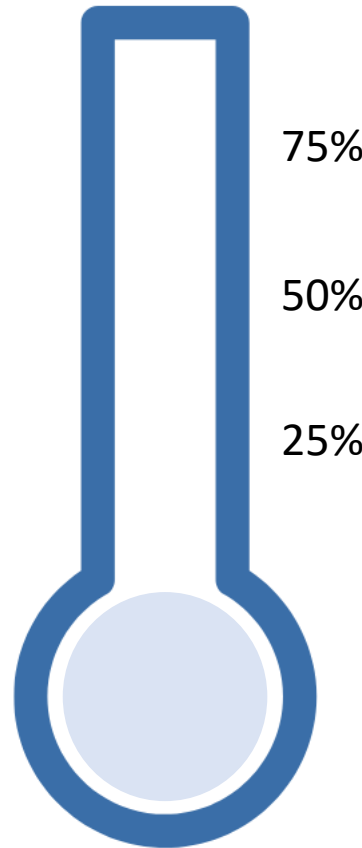
**GOAL: 60% active users**



**Portal Engagement**

2021 – No Data  
2022 – 305  
2023 Goal – 450 (50% increase)

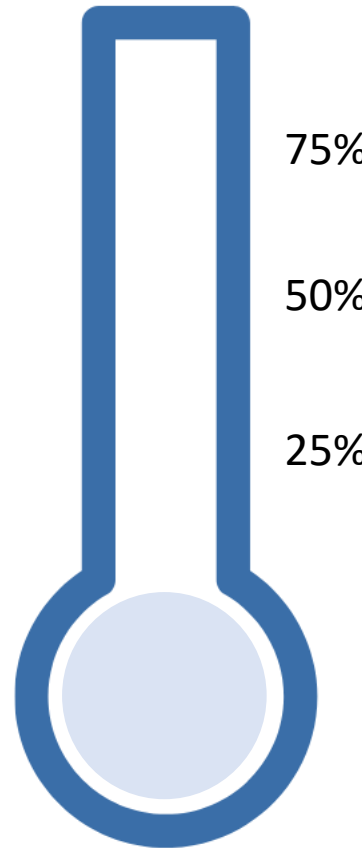
**GOAL: 3% in high-risk**



**Blood Pressure**

2021 Goal – 6% in high-risk  
2022 Goal – 3% in high-risk  
2023 Goal – 3% in high-risk

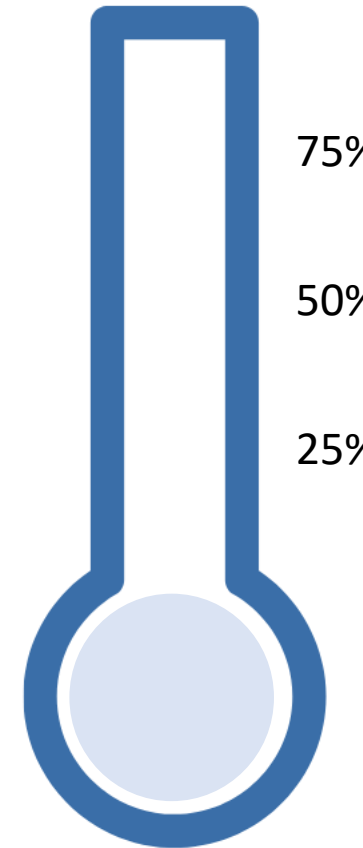
**GOAL: 5% in high-risk**



**Cholesterol**

2021 Goal – 10% in high-risk  
2022 Goal – 7% in high-risk  
2023 Goal – 5% in high-risk

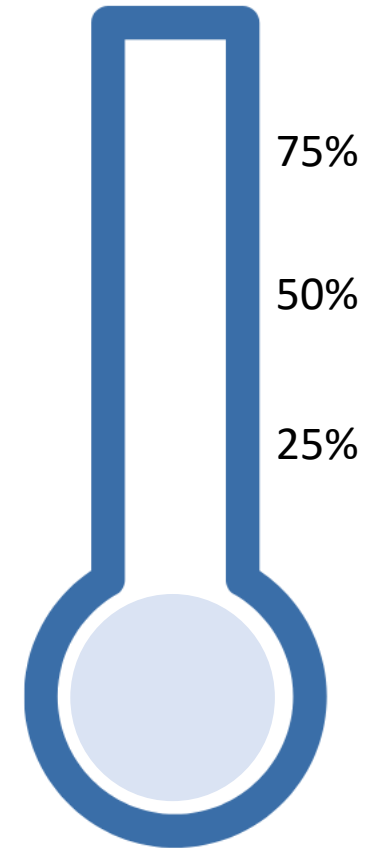
**GOAL: 5% in high-risk**



**Body Composition**

2021 – 6% in high-risk  
2022 – 8% in high-risk  
2023 Goal – 5% in high-risk

**GOAL: 84% eligible**



**Wellness Incentive**

2021 – 80% eligible  
2022 – 79% eligible  
2023 Goal – 84% eligible



# 2023 GOALS AND STRATEGIES

2023 Goals	Strategies	Overall Strategies
<ul style="list-style-type: none"> <li>Blood Pressure <ul style="list-style-type: none"> <li>2023 Goal: 3% in high-risk</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Blood pressure awareness campaign</li> </ul>	<ul style="list-style-type: none"> <li>Increase year-round engagement in Strive challenges and presentations</li> <li>Tobacco cessation resources and World No Tobacco Day</li> <li>Emphasize and encourage RAS Options for 2023 screenings: <ul style="list-style-type: none"> <li>- Strive RAS 6-Week Health Coaching</li> <li>- Omada and Livongo utilization</li> </ul> </li> <li>Review Incentive Structure for 2023 screenings/2024 incentive: <ul style="list-style-type: none"> <li>• Bigger differential between compliant and non-compliant</li> </ul> </li> <li>Strive Reward Points program for 2023/2024</li> </ul>
<ul style="list-style-type: none"> <li>Cholesterol <ul style="list-style-type: none"> <li>2023 Goal: 5% in high-risk</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Cholesterol awareness campaign</li> </ul>	
<ul style="list-style-type: none"> <li>Body Composition <ul style="list-style-type: none"> <li>2023 Goal: 5% in high-risk</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Nutrition education campaign</li> </ul>	
<ul style="list-style-type: none"> <li>Wellness Incentive <ul style="list-style-type: none"> <li>2023 Goal: 84% eligible</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>RAS/70 &amp; below outreach campaign</li> </ul>	
<ul style="list-style-type: none"> <li>Portal Engagement <ul style="list-style-type: none"> <li>2023 Goal: 60% active users</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>HRA &amp; portal resource reminders</li> </ul>	

# 2023 WELLNESS PROGRAMMING

Wellness Presentations	Challenges	Communications	Screenings	Miscellaneous
<ul style="list-style-type: none"> <li>• SMART Workshop</li> <li>• Live Smart, Play Smart: Reducing the Risk of Skin Cancer</li> <li>• Relaxation Response</li> <li>• Sugar Busters</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain Don't Gain</li> <li>• No Time Like the Pleasant</li> <li>• Strive Corporate Challenge</li> <li>• Around the World</li> <li>• Cancer Awareness</li> <li>• Beat the Flu</li> <li>• Be Kind for Your Mind</li> </ul>	<ul style="list-style-type: none"> <li>• Blood Pressure campaign</li> <li>• Nutrition campaign</li> <li>• Cholesterol Awareness</li> <li>• Monthly observances</li> <li>• Monthly wellness newsletter</li> <li>• Quarterly wellness newsletter</li> <li>• HRA &amp; Resource reminders</li> </ul>	<ul style="list-style-type: none"> <li>• MI: 8/22 &amp; 8/31</li> <li>• KY: 8/22 &amp; 8/23</li> <li>• IN: 8/24 &amp; 8/25</li> </ul>	<ul style="list-style-type: none"> <li>• Strive webinars</li> <li>• Gym reimbursement</li> <li>• Meditation Moments</li> <li>• RAS &amp; screening incentive</li> <li>• Wellness ambassadors</li> </ul>

# 2023 WELLNESS CALENDAR

- Awareness Observance Dates
- Wellness Challenge
- Wellness Presentation
- HRA/Quarterly Reward Points Dates
- Other

JAN

## Patient Experience & Empowerment

- National Drugs & Alcohol Facts Week: 1/20 - 1/26
- Maintain Don't Gain: 12/7 - 1/18

FEB

## The Cost of Health & Self-Investment

- Wear Red Day: 2/5
- African Heritage & Health Week: 2/1 - 2/7
- No Time Like the Pleasant: 2/13 - 2/27
- SMART Workshop: 2/8, 12:00 - 1:00 PM

MAR

## Practical Nutrition & Your Relationship with Food

- Neurodiversity Celebration Week: 3/21 - 3/27
- Q1 Reward Points Due: 3/31

APR

## The Environment & You

- National Oral Health Month
- Earth Day: 4/22
- Strive Corporate Challenge: 4/3 - 4/21

MAY

## All About Allergies

- Women's Health Month
- Mental Health Awareness Week: 5/10 - 5/16
- Live Smart, Play Smart: Reducing the Risk of Skin Cancer: 5/10, 12:00 - 1:00 PM

JUN

## Children's Mental Health

- National Migraine & Headache Awareness Month
- Q2 Reward Points Due: 6/30
- Around the World: 6/5 - 6/19

JUL

## Hearing Loss & Ear Safety

- UV Safety Month
- International Self-Care Day: 7/24
- Cancer Awareness: 7/19 - 8/16

AUG

## Cannabis: Reducing Harm

- International Overdose Awareness Day: 8/31
- Relaxation Response: 8/23, 12:00 - 1:00 PM
- Cancer Awareness: 7/19 - 8/16

SEP

## Ergonomics, Posture, & Reducing Pain

- Pain Awareness Month
- Q3 Reward Points Due: 9/30

OCT

## Disillusionment, Community Action, & Self-Care

- World Food Day: 10/16
- Beat the Flu: 10/2 - 10/16

NOV

## Perfectionism & OCD

- American Diabetes Month
- World Diabetes Day: 11/14
- Sugar Busters: 11/15, 12:00 - 1:00 PM

DEC

## Disconnect & Reconnect (To Your Youth)

- Human Rights Day: 12/10
- Be Kind for Your Mind: 12/4 - 12/18



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# PROGRAM OUTREACHES

## CRITICAL VALUES

- There were no critical values reported in 2022

## HEALTH COACHING

- 60 or below: 36 participants scored 60 or below
  - A health coach was able to connect with 14 out of the 36 participants
  - 92% of 60 & below are from Kentucky or Indiana
- RAS health coaching program: 36 eligible
  - 4 participants enrolled in RAS
  - 2 participants completed RAS



## STAND-OUT-STATS & STORIES

25 improved 5-9 points  
25 improved 10-19 points  
7 improved by 20+ points

Participant A: Improved by 34 points, moving from high risk to ideal risk! They lost around 40 pounds, lowered their blood pressure, total cholesterol, LDL, triglycerides, and A1C!

Participant B: Increased their health score by 29 points! They lost around 30 pounds and dramatically reduced cholesterol from a high risk to a low risk level.

Participant C: Improved by 24 points moving from moderate risk to ideal risk! They significantly lowered their triglycerides and reduced their total cholesterol.



**17 PARTICIPANTS IMPROVED BY 15+ POINTS**  
**12 PARTICIPANTS RECEIVED A HEALTH SCORE OF 100**





# BIOMETRIC RESULTS



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# BIOMETRIC DESCRIPTIONS



## CHOLESTEROL

A fat-like, waxy substance found in the blood. In excess, it can form tough, fatty plaques that clog arteries, which can increase the risk of heart disease.



## BLOOD PRESSURE

Blood pressure is another main factor in determining overall heart health. Systolic pressure is the pressure in the arteries when the heart is contracting. Diastolic blood pressure is the pressure on the walls of the arteries when the heart is relaxing.



## BLOOD GLUCOSE & HEMOGLOBIN A1C

Blood glucose is sugar that the blood stream carries to all the cells in the body to supply energy. High blood glucose for a prolonged period of time can cause damage to the kidneys, eyes, and other organs. Hemoglobin A1C measures average glucose levels over a 2-3 month period and is the best predictor and indicator of diabetes.



## BODY COMPOSITION

BMI is an indicator of excess body weight. Generally, those with a higher BMI are also more likely to suffer from high cholesterol, increased blood pressure, and diabetes. BMI does have its limitations, but overall is a good indication of a serious risk.



## TOBACCO USE

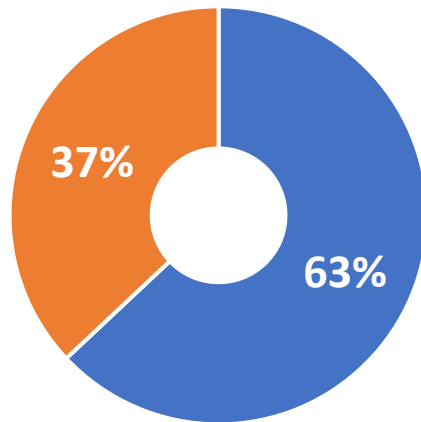
Nicotine use presents a serious risk to individuals. Those who abuse tobacco not only have increased rates of cancer and other diseases, but they are more likely to miss work. The CDC estimates that tobacco use costs \$156 billion in lost productivity each year and \$170 billion in healthcare expenditures (CDC, 2017).



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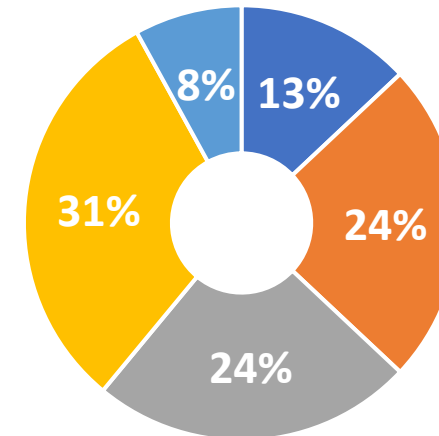
# 2022 DEMOGRAPHICS

## GENDER



■ Male ■ Female

## AGE



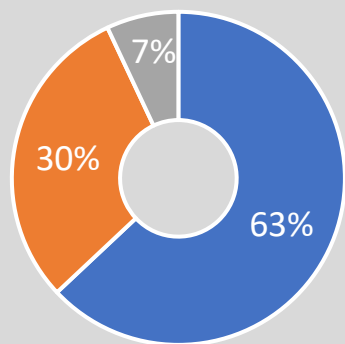
■ 18-29 ■ 30-39 ■ 40-49 ■ 50-59 ■ 60+

**AVERAGE - 44**

# HEART HEALTH: TOTAL CHOLESTEROL

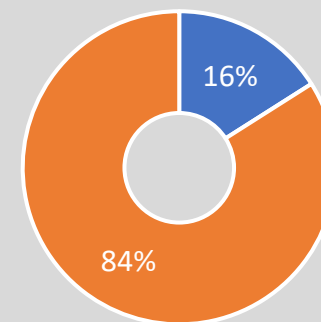
(HDL + LDL + TRIGLYCERIDES)

TOTAL CHOLESTEROL BREAKDOWN

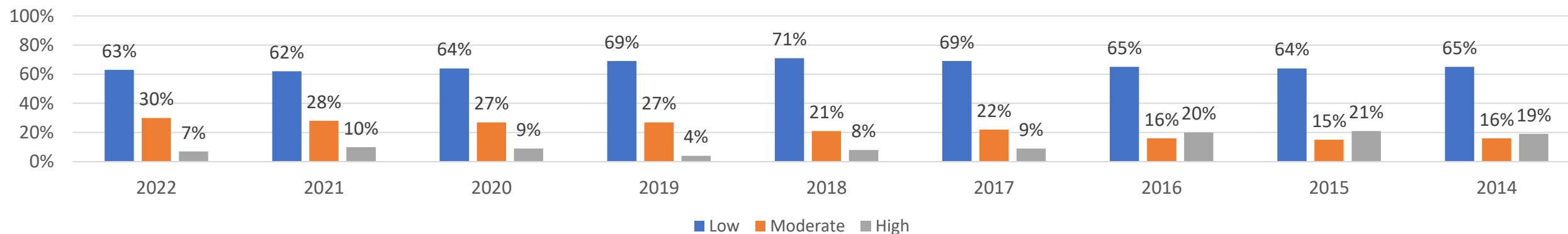


■ Low ■ Moderate ■ High

HIGH RISK AWARENESS

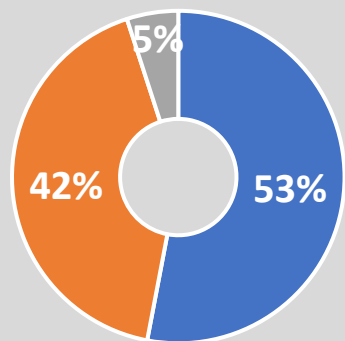


■ Aware ■ Not Aware



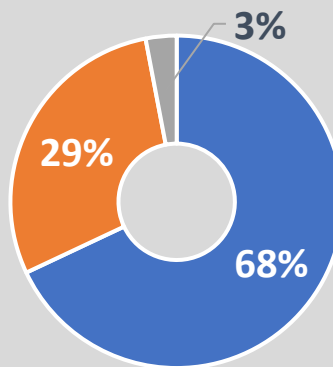
# HEART HEALTH: BLOOD PRESSURE

SYSTOLIC BREAKDOWN



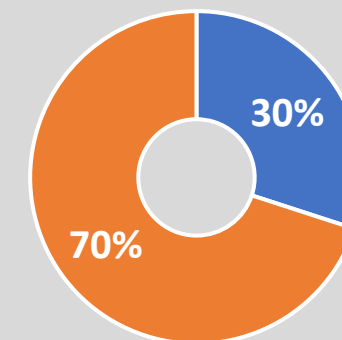
■ Low ■ Moderate ■ High

DIASTOLIC BREAKDOWN

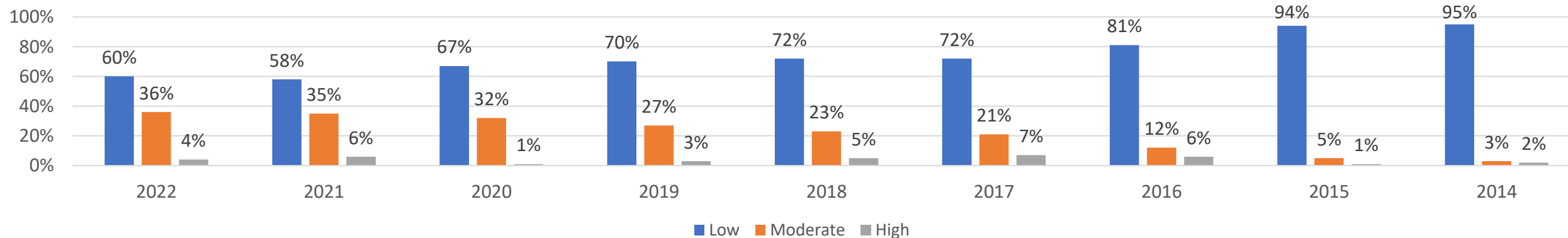


■ Low ■ Moderate ■ High

High Risk Awareness



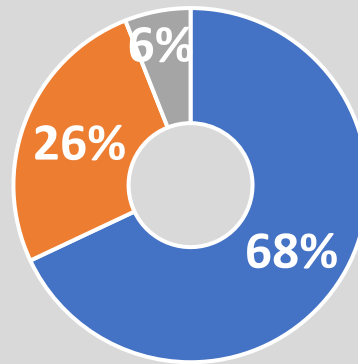
■ Aware ■ Not Aware



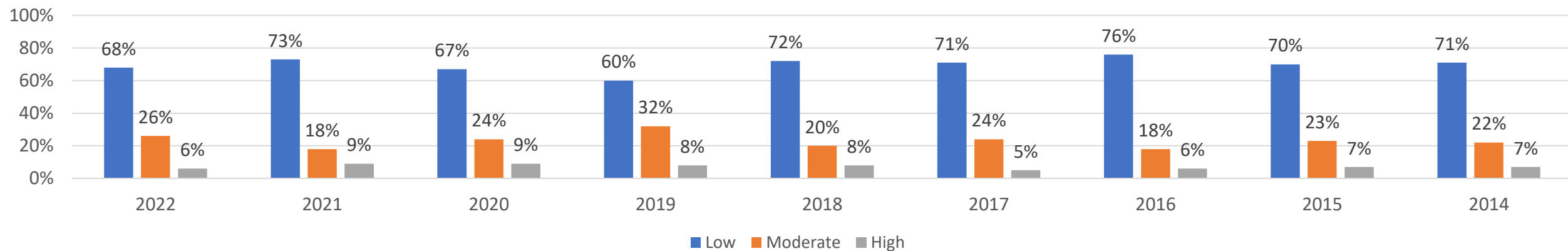


# DIABETES: BLOOD GLUCOSE

## BLOOD GLUCOSE BREAKDOWN

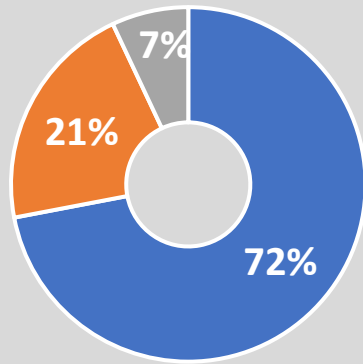


■ Low ■ Moderate ■ High



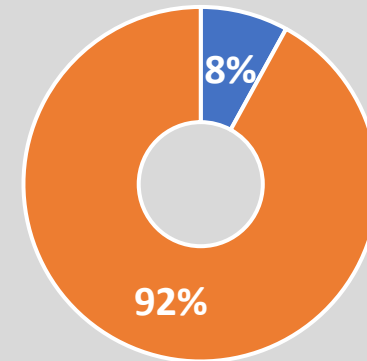
# DIABETES: HEMOGLOBIN A1C

A1C BREAKDOWN

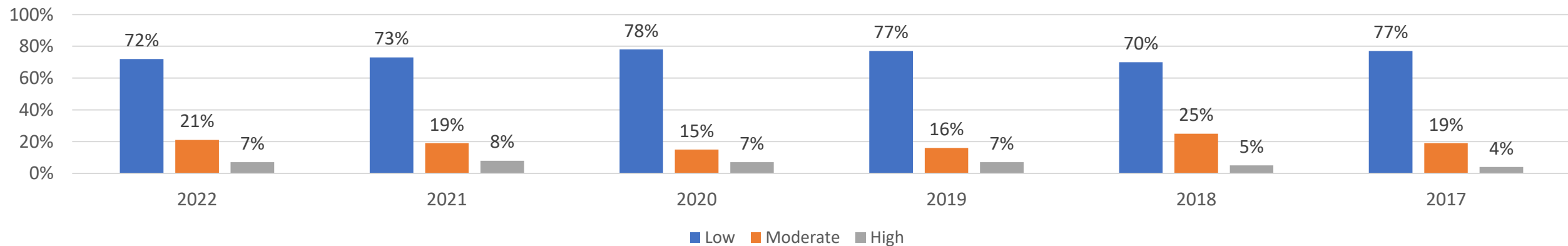


■ Low ■ Moderate ■ High

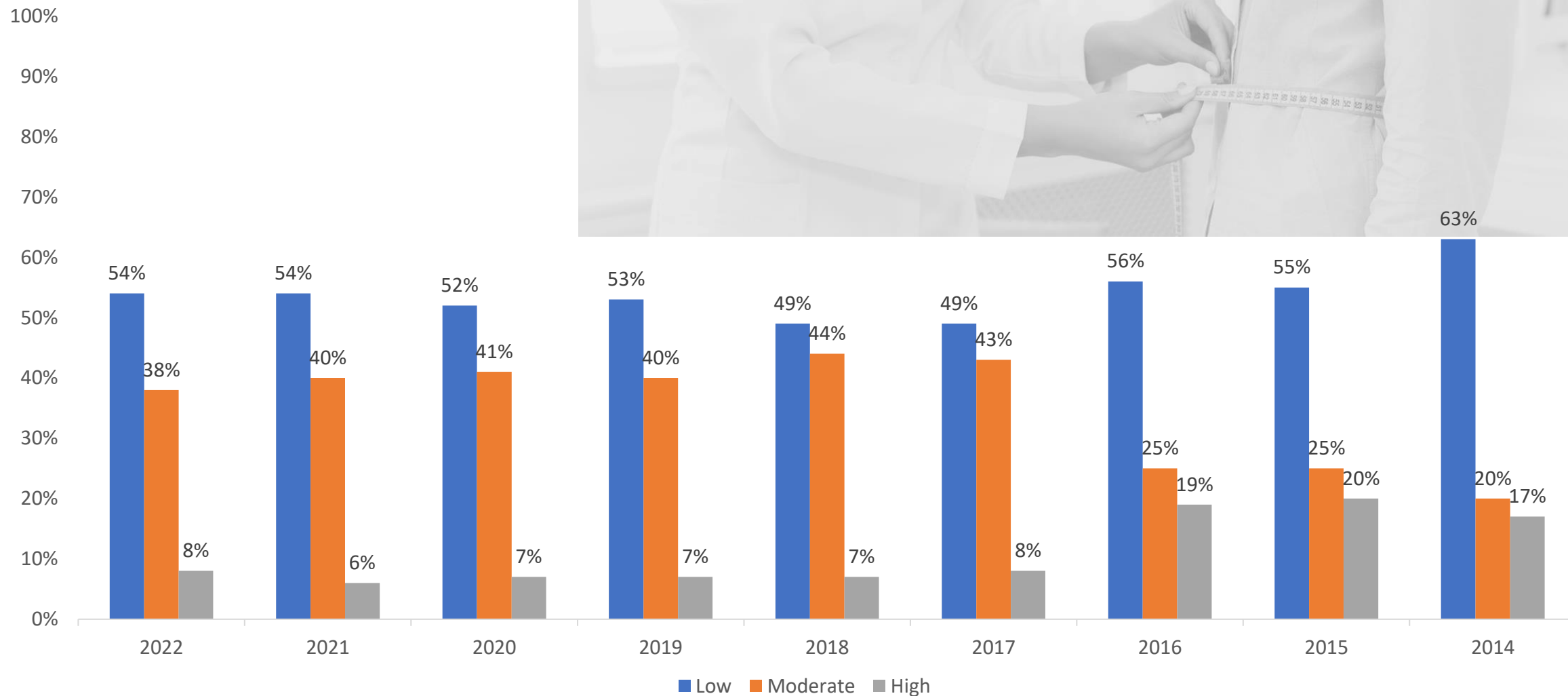
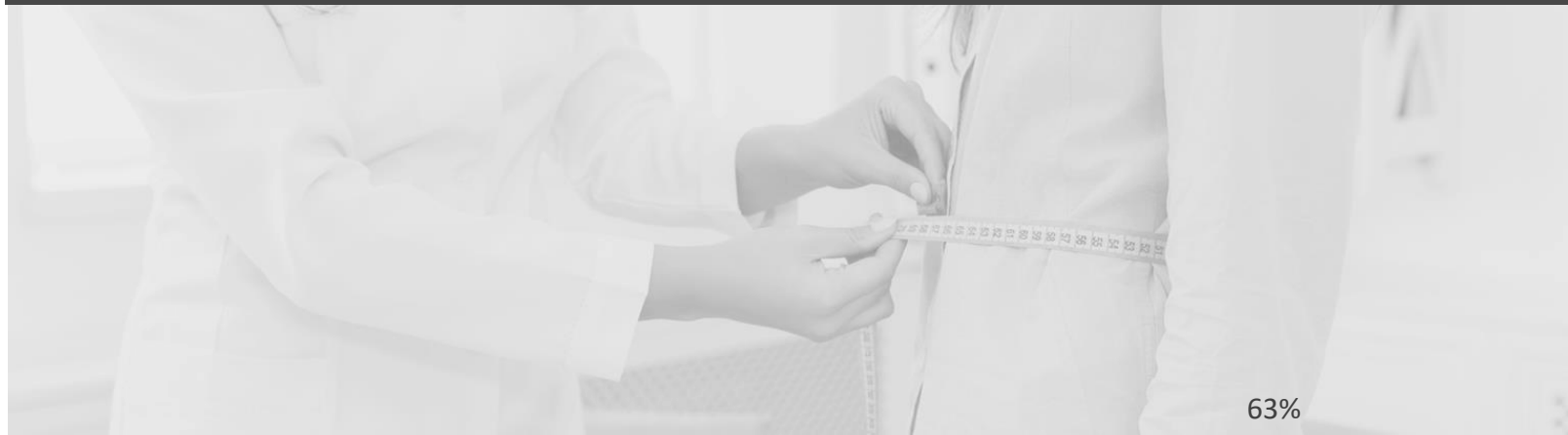
High Risk Awareness



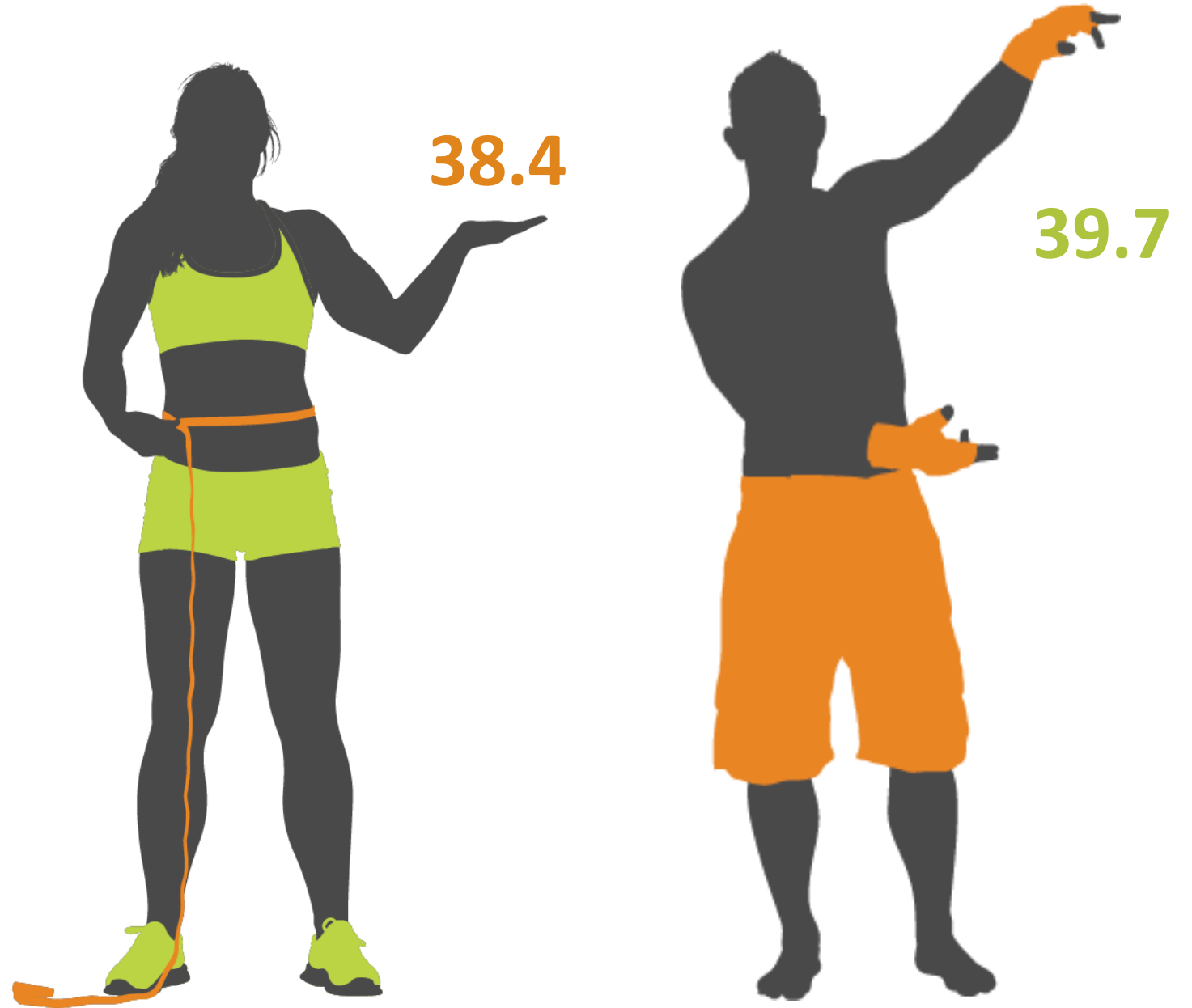
■ Aware ■ Not Aware



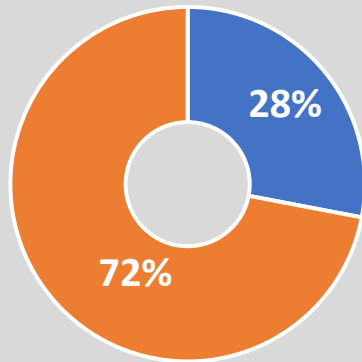
# BODY COMPOSITION: BODY MASS INDEX



# AVERAGE WAIST CIRCUMFERENCE BY SEX

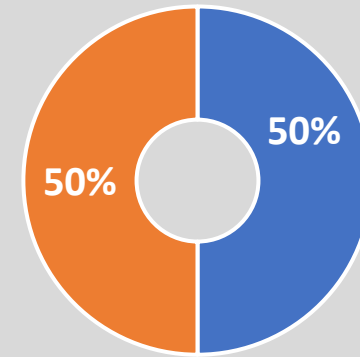


TESTED POSITIVE

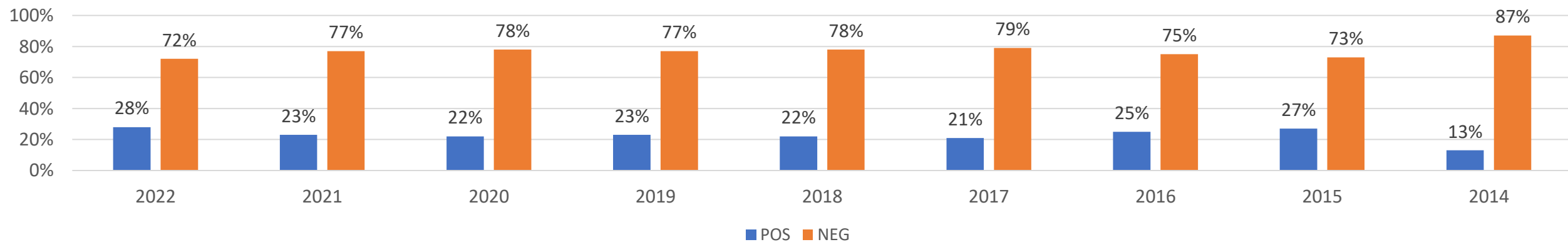


■ POS ■ NEG

INTERESTED IN QUITTING



■ Interested in Quitting ■ Not interested

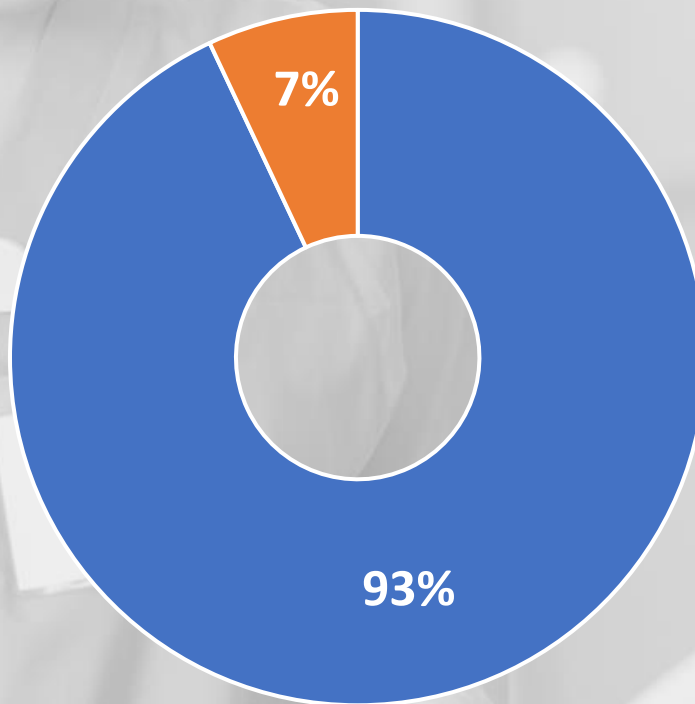




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Strive

## GAMMA-GLUTAMYLTRANSFERASE (GGT) TEST RESULTS

GGT BREAKDOWN



■ Low ■ High