

Wellbeing Update

Minimum Premium & Tier 2
Peer Group Conference August 2024

VIRGINIA BANKERS
ASSOCIATION
Benefits Corporation



AGENDA

- 2024 Point Solution Updates –
 - Hello Heart**, Noom** & Maven
- Health & Welfare Digital FlipBook
- Quarterly Wellbeing and Program Engagement Campaigns in partnership with Anthem
- Wellbeing Vendor Selection**
- Wellbeing Strategy Update & Future Vision

**** REQUIRES BOARD
APPROVAL**

POINT SOLUTION

Hello Heart

The Benefits Corp. Team launched a pilot with Hello Heart with 70 participant spots in February 2024. All 70 spots were filled within minutes and a program waitlist was created for the next program opportunity. An additional 50 spots were approved for a second wave of participants.

As a reminder, the eligibility for the program was as follows:

- Currently enrolled in a VBA sponsored medical plan.
- Has a blood pressure reading of 130/80mmHG or above.
- Those currently taking blood pressure medication.
- Women in pre and post menopausal stages.

POINT SOLUTION NOOM

Healthy weight loss adds up to healthcare savings.

Noom takes a personalized, mind-first approach that combines technology and human support to create healthier daily habits. The program includes:

- Educational support behind bad habits and how to change them.
- Daily lessons tailored to each user's goals.
- 1:1 coaching and peer support.

Total Enrolled: 101

Total Engaged^{**}: 98 97%

Total pounds lost: **223.9lbs**

Users with weight data: **65**

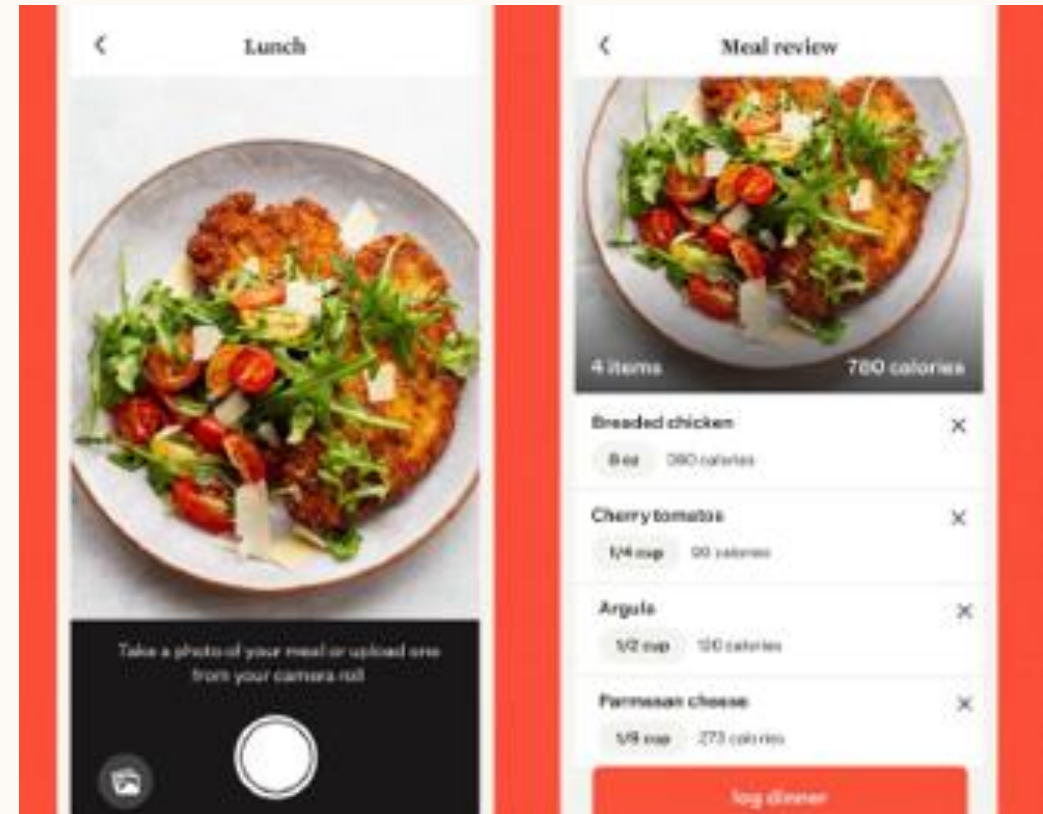
***An engaged user is defined as one who physically completes an action in the app (i.e., entering a meal, logging weight, reading an article, etc.).*

POINT SOLUTION NOOM

Program Enhancements Since Pilot Rollout:

- AI food logging enhancement rolled out July 1, 2024. This includes photo and voice logging with the ability to edit.
- **MOVE** exercise tutorial library.

Feedback/Testimonials from current users?



POINT SOLUTION

MAVEN

Fertility & Family Building

Preconception
Egg and sperm freezing
IUI & IVF
Male fertility
Adoption & surrogacy

Maternity & Newborn Care

Pregnancy
Postpartum
Newborn Care
Return-to-work coaching
Miscarriage & loss

Parenting & Pediatrics

Pediatric care
Parent coaching
Family medicine
Special needs support
Childcare navigation

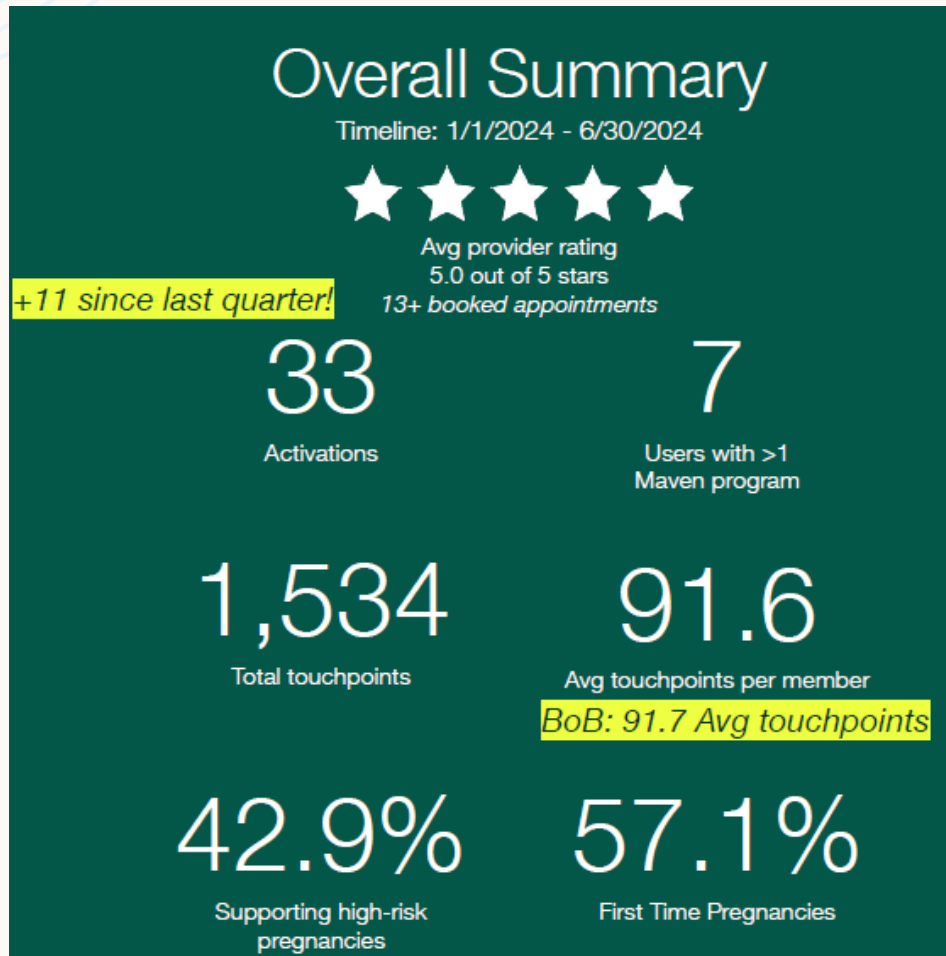
Menopause & Ongoing Care

Perimenopause
Menopause
Postmenopause
Early intervention
Symptom management



POINT SOLUTION

MAVEN



Timeline: 1/1/2024 - 6/30/2024

Program	Q1	Q2
Fertility & Family Building	4	5
Adoption	0	0
Egg Freezing	1	1
Fertility	3	4
Surrogacy	0	0
Preconception	0	0
Maternity	6	8
Pregnancy	6	8
Pregnancy Loss	0	0
Parenting & Pediatrics	6	8
Menopause	6	12
Total	22	33

VIRGINIA COOPERATIVE EXTENSION

- Pre-Diabetic Program offered in-person and virtually. Local workshops offered through community extension office.
- No charge to participant.
- Group sessions taught over 12-month period.
- Option for representative to attend on-site for educational seminar.
- For more information, members can complete an interest form using the QR code below.





**YOU ASKED AND IT IS
READY...**

HEALTH & WELFARE RESOURCE
DIGITAL FLIPBOOK

QUARTERLY WELLBEING CAMPAIGNS

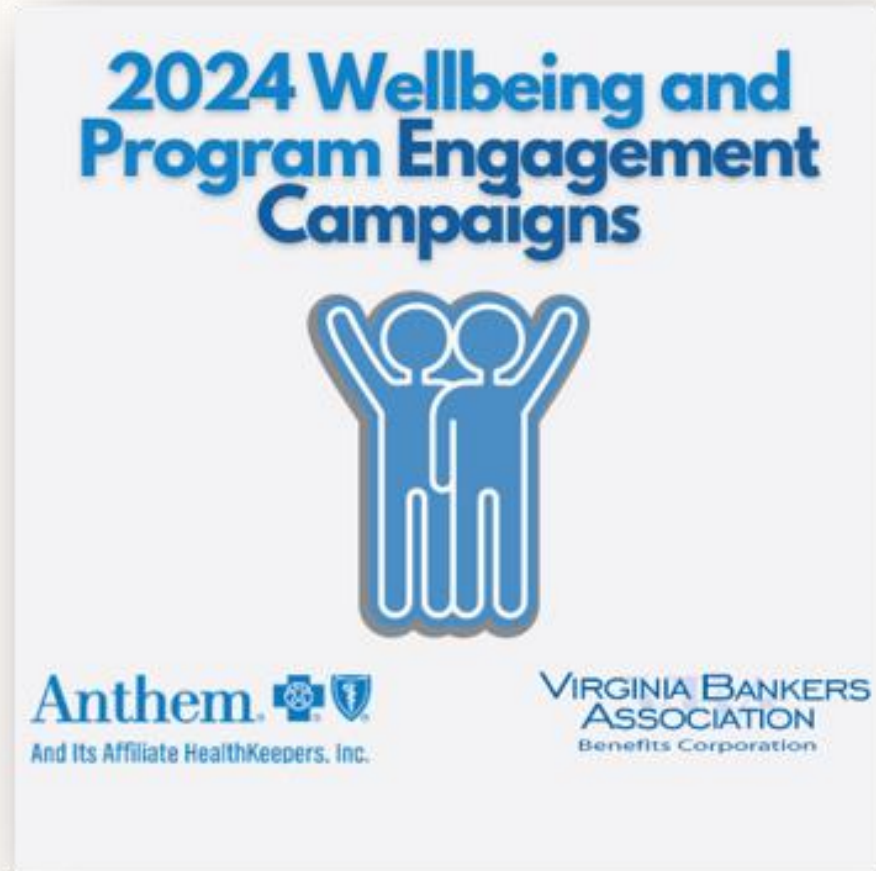
The 2024 Wellness and Engagement Campaign was created in partnership with Anthem BCBS to increase employee understanding and offer support options for all employees. This program will focus on quarterly education materials and support options for employees in navigating the topics listed below.

Q1 – Heart Health

Q2 – Physical Wellbeing

Q3 – Nutrition

Q4 – Family Health



WELLNESS VENDOR SELECTED:

Basic Platform Included in 2025 Medical Renewal for Medical Subscribers

Platform Includes:

- Challenges (2 VBA wide challenges offered in 2025); additional challenges available for self administration within your employee population
- Mobile app available
- Activity synchs with wearable devices
- Incentive tracking and administration
- Physician form results tracking
- Administrative access & reporting
- Educational and engagement center
- Targeted communications system
- Ability to offer to non-medical subscribers and spouses for additional fee (\$1.35 PSPM/PEPM)

Additional buy up functions available on an employer basis.

WELLNESS VENDOR SELECTED:



Proposed Timing:

- Kick off call with HR administrators planned for fall 2024.
- HR administrators will submit completed interest form with logo, website functions, etc. in November 2024.
- Approximately 30 day set up time frame; *additional customized programs will require additional time.*
- Site will be ready for testing in December 2024 (or 30 days after information submitted).
- Site launches February 1, 2025, with VBA-wide kick off challenge.



WELLWORKS FOR YOU SITE DEMO

WELLBEING STRATEGY – NEXT STEPS

Recap of Action Items:

- Employee Engagement Survey – *template provided in Feb 2024*
- Conduct SWOT Analysis
- Meet with Executive Team
- Design a multi-year wellbeing strategy that fits your needs

Where are you with your wellbeing strategy? What do you need from the VBA BC to move to the next step?

WELLBEING STRATEGY 2.0

Wellbeing Summit 2.0 planned for February 2025

In person at VBA Office in Richmond, VA

- Wellworks platform tutorial
- Update on current and potential point solutions
- Tools & resources to assist in program administration
- Discussion regarding wellbeing strategy successes and challenges

QUESTIONS & COMMENTS