

## **Leon County Value Based Program (VBD)**

### **Definition:**

Value Based Design (VBD) is an employer-driven benefit strategy that builds employee incentives into the benefit design and healthcare premium contributions structure to encourage employees to use specific high value services or providers or to adopt or maintain healthy behaviors. For Leon County, the proposed VBD Program would gradually integrate the Wellness Program into the Health Insurance Program by offering discounted premium contributions for employee participation.

### **Objective:**

The primary objective of the program is to slow down the acceleration of employer costs while improving employee health. This is accomplished by encouraging participation in Wellness programs and offering discounts and incentives that are directly tied to the Health Insurance Program.

### **Eligibility:**

The VBD Program premium incentive will be offered to Board and Constitutional Office employees voluntarily participating in Wellness Program activities with the following eligibility criteria:

1. The Wellness Program is a voluntary program for all employees.
2. All employees will be able to participate in the Wellness Program.
3. The VBD health insurance premium incentive will only be provided to benefits eligible employees who are enrolled in CHP or BCBS. These employees will be offered a lower employee contribution rate on Health Insurance premiums if they participate in Wellness Program activities and screenings (ex. Health risk assessment, Biometric screening, and other programs and activities sponsored by the Wellness Program).
4. Employees currently enrolled in the health insurance Spousal Program or Opt-Out program will not be eligible for the VBD Premium incentive, however, these employees may participate in the Wellness Program.

### **VBD Program Structure:**

1. Obtain Executive level buy-in to implement a VBD program over the next two years, in order to give the staff time to evaluate it, and slowly roll out the VBD concept to employees.
2. Communicate with employees to help them understand how the VBD program will work and why having healthy employees and reigning in health care costs, benefits the employer as well as the employees.
3. Provide discounted or reduced health insurance premium contribution rates to those employees voluntarily participating in Wellness Programs (ex. Health Risk Assessments, Biometric Screenings and other Wellness Program services).

4. Develop approved VBD Program wellness programs, screenings and other services that will be eligible for employee discounted contributions on health insurance.
5. Meet with health plan providers to determine the capabilities of CHP/BCBS health to offer programs that support VBD plans.
6. Collect as much aggregate data as possible regarding Leon County and Constitutional Officer employee population to create a benchmarking baseline.
  - a. Standard health plan or third party administrator reports, including: Major cost drivers, how employees access services, drug adherence rates, etc.
  - b. Dental utilization and costs
  - c. Short Term Disability utilization and costs
  - d. Employee Assistance Plan utilization and costs
  - e. Long Term Disability utilization and costs
  - f. Health Risk Assessments and biometric data
  - g. Biometric Screenings (blood pressure, cholesterol, glucose, etc)
  - h. Workers Compensations claims and FMLA Leave request
  - i. Employee satisfaction survey results
  - j. Participation rates in employer incentive programs
  - k. Absenteeism data
  - l. Wellness Vendor experience

**Proposed Timelines for initial VBD initiative:**

**2012 Current Plan Year**

1. Communicate to employees that Leon County is implementing a Value Based Design Program which integrates Wellness and Health Insurance for the 2013 Plan Year.
2. The Board establishes the 2013 Plan year employer/employee contribution percentage for Health Insurance at the July 2012 Budget Workshop.
3. Use CHP to conduct a Health Risk Assessment at no cost to the County
4. Employees voluntarily completing HRA in October 2012 receive 2.5% discounted premium contribution effective January 1, 2013.

**2013 Plan Year**

1. The Board establishes the 2014 Plan year employer/employee contribution percentage for Health Insurance.
2. Use CHP to conduct a follow up Health Risk Assessment at no cost to the County for evaluation purposes
3. Develop Wellness Programming and Rewards Based Program where employees voluntarily participate in selected wellness activities or programs and receive discounted premiums.
4. Provide a Board approved discounted premium contribution to those employees voluntarily participating in Health Assessments and other Wellness Program activities to be effective January 2014.

### **2014 Plan Year**

1. During 2014 Plan Year, the Wellness Team will conduct an analysis and evaluation of the effectiveness of the VBD program for the 2015 Plan Year.

### **Communications Strategy**

An effective communications strategy is critical to successfully implementing a VBD Program. Accordingly, Leon County proposes to follow best practices and features of a well-structured communications strategy:

1. Develop an employee communications plan for the next 6-12 months.
2. Emphasize that the VBD initiative is driving participation to collect data, only.
3. Emphasize that the program is voluntary and that the goal is to improve employee health while controlling health care costs.
4. Stress that the confidentiality of the health care information will be strictly enforced.
5. Conduct focus groups to understand employee key concerns about the initiative and their health.
6. Continue communication efforts to get employee buy-in throughout the organization.
7. Reinforce the key messages of the VBD program through benefits vendors and at open enrollment.
8. Brand the VBD program.
9. Conduct a consumer satisfaction survey after the first two years of operation to gauge program acceptance and identify possible improvement areas.