



PIONEERING
INNOVATION IN BENEFITS

Hart & Soul Wellness Program
Holland & Hart LLP
September 22, 2017





About Holland & Hart

- Formed in 1947, this is the firm's 70th anniversary
- From a four-person Denver firm, the firm has grown to over 475 lawyers and 500 staff in 16 office across eight states and Washington, D.C.
- Largest Am Law 200 firm in the Mountain West
- We are proud that 27% of our equity partners are women

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About Holland & Hart

Our firm's core values include:

INNOVATION: We find and implement original, inventive, practical solutions to our clients' needs and challenges.

LIVING FULL LIVES: We have many professional and personal interests, and we seek a sound balance among them.

OUR COMMITMENT TO ONE ANOTHER: We give unfailing support and encouragement to every person, office, and practice group in our firm; we embrace wholeheartedly the spirit of respect, cooperation, communication, friendship, and good humor on which our firm is built.

OUR COMMUNITIES: We acknowledge a special obligation to our communities, and we actively seek and undertake opportunities for giving our skills, time, and talents to pro bono and public service activities.

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Hart & Soul Wellness Program

Hart & Soul is Holland & Hart's innovative wellness incentive program. The mission of Hart & Soul is to be a resource to empower employees on their journey to achieve optimal health to live longer, live stronger by:

Helping foster interest and encourage employees to initiate or expand healthier lifestyles to reach their individual potential.

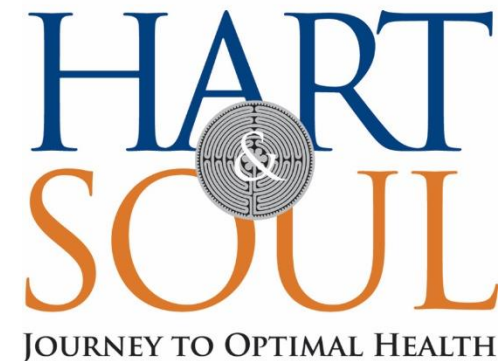
Actively engaging employees by providing diverse wellness activities, resources, and motivation to meet a wide range of needs and interests.

Recognizing employees when appropriate for participating in health improvement activities and celebrating accomplishments.

Teaching employees skills to make lasting health improvements and enhance overall well-being.

2010 implemented the Hart & Soul Wellness Program

- Participation based- \$20 premium credit for biometric screening, HRA completion and 25 points a quarter
- **2011**- moved to annual requirement of screening and HRA, additional credit for 25 points a quarter

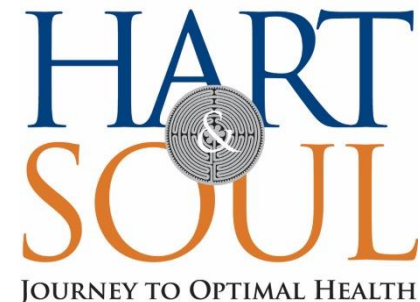


Hart & Soul Wellness Program

- **2014**- moved to outcomes based program, added requirement to meet 3 out of 5 biometrics
- **2015**- moved to ***Health Advocate*** wellness platform with enhanced services. Increased focus on physician engagement.
- **2016**- moved back to participation based program, focus on physician engagement, stopped onsite screenings, added ***Paladina Health***
- **2017**- removed requirement of HRA

Participants earn points for healthy activities and behaviors, such as:

- ❖ Attend wellness seminars/webinars
- ❖ Regular Physical Activity/Fit Breaks
- ❖ Annual preventative physical, dental, vision exam or flu vaccine
- ❖ Weight Management or Tobacco Cessation program
- ❖ Participating in a quarterly challenge
- ❖ Health Coaching
- ❖ Wellness workshops



Wellness Program for Medically Enrolled Employees

Level 1: Complete your Annual Physical

- Reward: \$240 or \$480 (employee and spouse) Premium Credit

Level 2: Earn More Points!

- Reward: Additional \$120 Premium Credit

Level 3: Keep Earning More Points!

- Reward: Be entered into a raffle drawing

BONUS INCENTIVE:

Complete the Chronic Care Program and receive a \$100 gift card

Wellness Program for Medically Enrolled Employees

Preventative Care Compliance

- Completion of up to 5 preventive care exams (such as preventive dental, vision, mammogram, etc.).

Health Risk Assessment

- Personal Health Profile

Chronic Care Program

- Enrollment Completion (earns \$100 gift card)

Wellness Activities:

- Flu Vaccination
- Health Education Session
- Personalized Wellness Coaching
- Tobacco Cessation Program
- Online Wellness Workshops
- Goal Oriented Trackers
- Wellness Challenges
- Monthly Wellness Website logins
- Utilization of advocacy services, EAP, or cost estimator tool



Wellness Program for Non-Medically enrolled

Earn 100 points to earn \$100 in gift cards.

Complete activities, earn points, and redeem those points for gift cards, directly from your website.

Wellness Activities:

- Wellness Workshops
- Goal Oriented Trackers
- Wellness Challenges
- Monthly Wellness Website logins

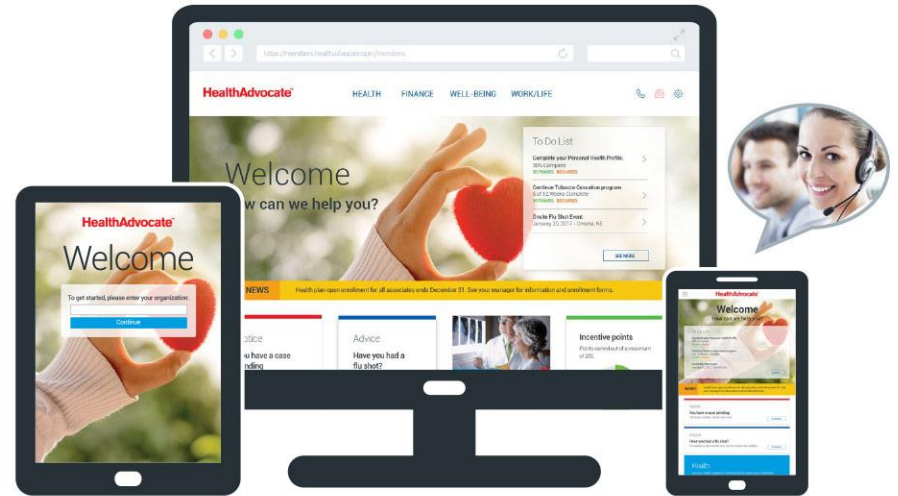




Wellness Website experience

- View personalized to-do lists and alerts
- 24/7 access online, by smartphone and tablet and personal support
- Secure web messaging with Coaches
- Online resources reinforce coaching
- Access useful health and wellness information
- Personal Health Profile and self-guided wellness workshops
- Points-based program and incentive tracking with integrated fitness trackers
- Custom challenges
- Website integrated with EAP information and advocacy services
- Health Cost Estimator tool

**Available features dependent on contracted Health Advocate offering



Holland & Hart
Benefits



STAY HEALTHY

Targeted Gaps in Care Coaching

- Data identifies actionable care gaps on Advocate dashboard
- Personal Health Advocates provide gaps in care coaching and preventive reminders at each member touchpoint
- Empowers members to take action to close gaps
- Seamless integration with Wellness Coaching
- Improve outcomes; reduce costs

HealthAdvocate®
Advocate Dashboard

Refresh Date: June 1, 2013

KEY MEMBER ALERTS Your HRA Incentive Period ends at the end of this month.

GENERAL INFORMATION

FIRST NAME: EMMA LAST NAME: SMITH
 BIRTH DATE: 10/27/1980 GENDER: FEMALE
 ADDRESS: 1024 W North Avenue, Chicago, IL 60622
 SSN: TELEPHONE: MENTAL STATUS:

MEDICAL COVERAGE

EFFECTIVE DATE: 1/1/13 CARRIER:
 COVERAGE:
 TYPE:
 COINSURANCE:
 \$100/\$500/\$100 \$100/\$500/\$100 \$100/\$500/\$100

Rx **DENTAL** **MENTAL HEALTH** **EAP**

SPOTLIGHTS ACTION REQUIRED

MEDICAL TEST
 MEDICAL TEST
 Rx BRAND TO GENERIC
 Rx COMPLIANCE
 DISEASE MANAGEMENT

HEALTH RESOURCES EFFECTIVE 1-1-2012

| TYPE | NAME | PHONE |
|--------------------|-----------------|--------------|
| Medical | Health Plan | 800.555.0199 |
| Rx | PBM | 800.555.0199 |
| Mental Health | BHCO | 800.555.0199 |
| Dental | Dental Basic | 800.555.0199 |
| Disease Management | DMCO | 800.555.0199 |
| EAP | Health Advocate | 800.555.0199 |
| Health Coaching | Health Advocate | 800.555.0199 |

CALL DISPOSITION HISTORY

| DATE | ACTION | CALL DETAIL (click to view) |
|----------|----------------------|-----------------------------|
| 03-29-13 | Connected to EAP | |
| 09-28-12 | Connected to Carrier | |
| 06-18-12 | Connected to Carrier | |
| 07-29-12 | Connected to HA | |
| 04-22-12 | Connected to EAP | |
| 04-11-12 | Connected to HA | |
| 04-07-12 | Resolved | |

SICK LEAVE WORKERS' COMP LONG-TERM DISABILITY

WELLNESS

COACHING:
 REMINDERS:
 HRA COMPLETED:
 DATE:

MEDICAL

OVERALL:
 RISK CONDITION:
 DRUGS:
 WEIGHT:

Rx COMPLIANCE

MEDICATION:
 COMPLIANCE:
 DATE:

DISEASE MANAGEMENT

CARRIER:
 RISK REMEDIATION:
 DATE:
 RISK CONDITION:
 DRUGS:
 DATE:

PREVENTIVE CARE

TYPE:
 COMPLETED:
 COLONOSCOPY:
 MEDICAL GROUP:
 EYE EXAM:

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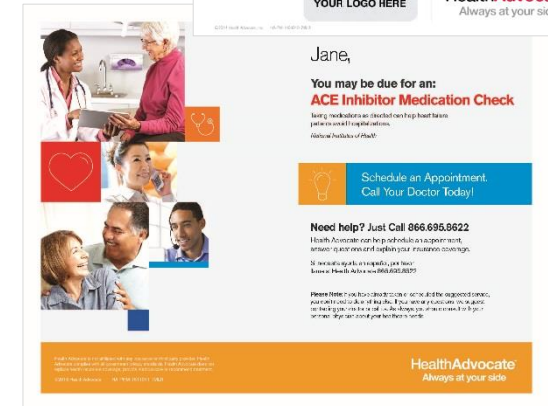
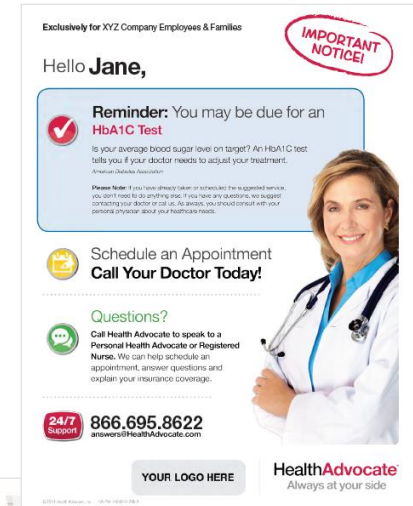
Gaps in Care Communications

Preventive

- Designed to increase adherence to high value preventive tests such as mammograms, bone density tests, cervical & colorectal cancer screenings and flu shots

Chronic Conditions

- Reaches 100% of members with recommended chronic care services due
- Reminders address the top conditions such as heart disease, diabetes and asthma
- Data-driven using eligibility and claims data matched to evidence-based guidelines



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Health Advocate Program Stats - 2016

| Category | 2016 |
|---------------------------------|-----------------------------------|
| Total Savings | \$149,820 |
| Member Savings | \$15,147 |
| Enrollment | 967 |
| Cases | 333 |
| Collaborative Cases | 60 |
| Interactions | 2,257 |
| Total hours logged by advocates | 856 |
| Engagement points | 90 |
| Behavioral Changes | 155 |
| Preventive/Chronic Mailings | 1,287 |
| HCE+ Searches | 134 |
| Top Categories of Activity | 2016 |
| 1 | Claims Assistance |
| 2 | Employee Assistance Program (EAP) |
| 3 | Wellness Program |

Paladina Health



Added Paladina in 2016, a near site clinic option and unique approach to primary care



Save money

Most services are below average cost to the patient.

No charge for email/phone; ability to bundle issues into one appt., etc.



Save time

Get care at a convenient local doctor's office or by phone or email.



Enjoy peace of mind

Receive 24/7 access to your doctor via cell for urgent health needs.



UHC Medical Plan stats- 2016



1% combined Med/Rx trend over 6 years (separately -1% medical trend and 7% pharmacy trend)

- ER visits were below norm for utilization as well as spend
- Wellness visits and preventive screenings were above norms
- Net paid PMPM for non catastrophic claimants were below norm
- Clinical engagement- There were more members enrolled and engaged over prior year





I don't think anything would have happened without your help and I am greatly relieved. Thank you very much!

(January 23, 2017)



They work hard and are very thorough.

(January 27, 2017)

Thank you for your ongoing support!

(February 08, 2017)



My best to you, Ilse. Thanks for being so responsive.

(February 02, 2017)



Thank you for the reply and that is great news! Thank you again.

(January 30, 2017)



Thanks Michelle for the follow through. It is much appreciated.

(January 31, 2017)