

2023

# Well Wisconsin Kick-off

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Renee Fox & Kristi Mulcahey

# Well Wisconsin Program

- Get to Know your WebMD Team
- 2023 Well Wisconsin
  - Program Overview
  - Changes
  - Planning
  - Q & A

## WEBMD MISSION STATEMENT

To empower organizations and their populations to improve well-being through personalized, strategic partnerships.

# Kristi Mulcahey

Well-being Program Manager | Madison, WI



Bachelor of Science in Health  
Care Management

Associate Degree in Allied  
Health Specialties

Associate in Respiratory Therapy  
Technology

Southern Illinois University

Wellness and Health Coach

Diabetes Prevention Program  
Lifestyle Coach

Well-being and healthcare  
experience

20 Years

WebMD experience

Well-being Program  
Manager

Well-being collaboration

Wellness strategy

Participation goals

Health education

ETF grant implementation

Onsite events

# Renee Fox

Senior Well-being Program Manager | Lexington, KY



Master of Science in  
Nutritional Sciences

UW-Stevens Point

Bachelor of Arts in Journalism

University of Memphis

Well-being and  
communications experience

22 Years

WebMD experience

Well-being Program  
Manager

Senior Well-being Program  
Manager

Well-being collaboration

Wellness strategy

Participation goals

Health education

ETF grant implementation

Onsite events



**Contact us for employer  
champion questions & support:**

[wellwi-employersupport@webmd.net](mailto:wellwi-employersupport@webmd.net)

**Direct participants for portal  
and incentive questions:**

WebMD Customer Service  
1-800-821-6591

2023

# Program Overview

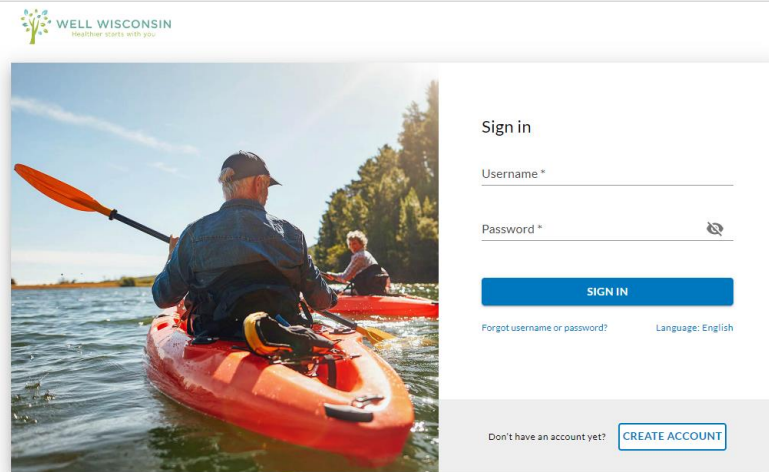
# 2023 Eligibility

- Enrolled in the State of Wisconsin Group Health Insurance Program (GHIP)
  - Employees
  - Spouses
  - Retirees
- Those not enrolled in GHIP will no longer have access to Well Wisconsin web resources



# WebMD Portal Registration


- Visit **webmdhealth.com/wellwisconsin**
- If you created an account in 2021 or 2022
  - Use same username and password
- 2-step verification
  - Auto enabled or can update in settings
  - Enter code to complete login



WELL WISCONSIN  
Realize your best

Sign in

Username \*

Password \* 

**SIGN IN**

[Forgot username or password?](#) [Language: English](#)

Don't have an account yet? **CREATE ACCOUNT**




## What is Well Wisconsin?

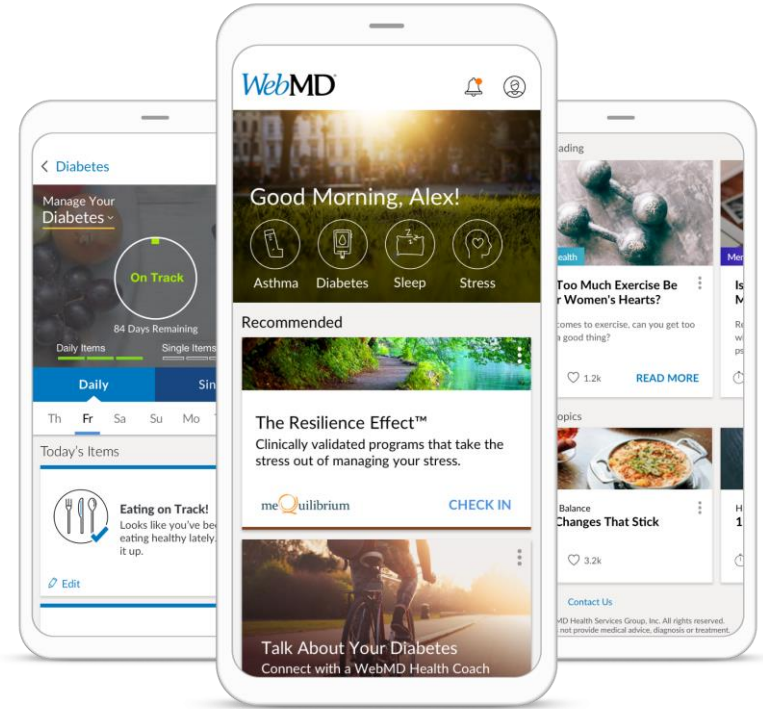

Well Wisconsin is a partnership between State of Wisconsin and WebMD to help you bring out your best. Based on your personal needs and interests, it will help you set goals, track your progress, keep you motivated, and provide valuable information along the way. Simply register to get started with our programs and services.

# Wellness at Your Side Mobile App

**Wellness at Your Side**

Let's get your phone connected

- 1  Install the FREE Wellness app from one of these stores:  
 
- 2 Open the app and enter this Connection Code:  
**SOWI**



# Questions about Privacy

View more at [webmdhealth.com/wellwisconsin](https://webmdhealth.com/wellwisconsin)

- The portal is private and secure—we keep personal and health information safe
- For more information about privacy, find it under the FAQ section



# 2023 Incentive Design

Complete by [October 13, 2023](#) to earn \$150 gift card

## 1. WebMD ONE Health Assessment

## 2. Health Check, *one of the following*

- Biometric screening, dental exam, one coaching call

## 3. Well-being Activity

- WebMD challenge, *complete 1*
- Coaching sessions, *complete 3*
- Daily Habits plan, *complete 1*
- Well WI Radio, *listen to 2 episodes*
- Employer-sponsored activity, *complete 1*



# 2023 Well Wisconsin Challenge Schedule

## Rethink Your Drink



**Registration: 1/18—2/8**

**Challenge: 2/1—2/28**

## Invitational Team Steps Challenge



**Registration: 3/29—4/18**

**Challenge: 4/19—5/24**

## Stressless



**Registration: 8/16—9/6**

**Challenge: 8/30—9/26**

# WebMD Health Coaching

Call 800-821-6591 or send a confidential message at [webmdhealth.com/wellwisconsin](https://webmdhealth.com/wellwisconsin)

- Health coaches can be your:
  - Guide
  - Teammate
  - Cheerleader
- Coaches are trained health professionals
  - Ready to support you, whatever your goal



# Well-Being is Daily. Behavior Change Takes Time.

Every Daily Habits Plan provides a variety of Activities to help encourage new healthy habits, reach goals and promote behavior change.

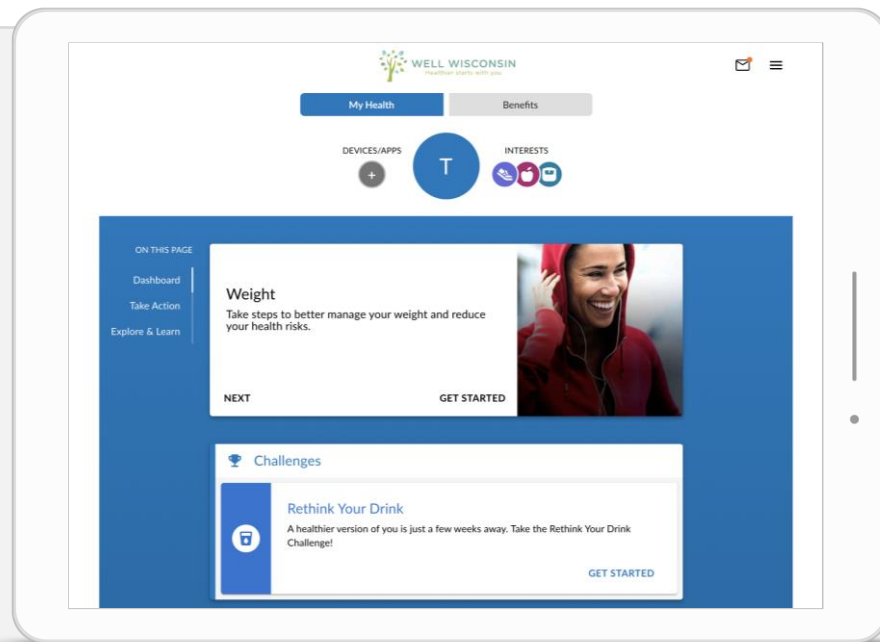
- Enjoy Exercise
- Balance Your Diet
- Keep Stress in Check
- Lose Weight
- Cope with the Blues
- Asthma
- Diabetes
- CAD
- COPD
- Heart Failure
- Hypertension
- Quit Tobacco
- Sleep Well
- Stay Connected
- Back Health
- Balanced Living
- Work-Life Balance

2023

# Program Changes

# New Portal Design

- Top navigation tabs
  - My health
  - Benefits
  - Sync device
  - Customize interests
- My health Dashboard
  - Enroll in challenges
  - View and report activities
  - Manage rewards
  - Take action
  - Explore and learn



# Well Wisconsin Radio Reporting

- Podcast 1:
  - Enter completion date
  - Select podcast episode
  - Rate satisfaction through survey
- Podcast 2:
  - Enter completion date
  - Select podcast episode
  - Rate satisfaction through survey
- Season 2 episodes:
  - Oct 2022 – Oct 2023

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healthier starts with you

My Health Benefits

## Take Action

### Well Wisconsin Radio Interview - Time 1

Monthly expert interviews on various health topics with professionals around the state! [Click here to listen to NEW season 2 episodes](#)

Participate in 2 Well Wisconsin Radio interviews. After you've completed 2 interviews, you'll receive a \$10 reward. Don't forget, there is a \$5 reward for completing the survey. [Take the Survey Here](#)

It is expected that you will listen to the podcast and/or your ability to do so may vary. If you are unable to listen to the podcast, you can still complete the survey. [Return to Rewards](#)

Expires 10/13/2023

**Report Completion of:**  
Well Wisconsin Radio Interview - Time 1

When did you do this? \*  
MM/DD/YYYY

Which Well Wisconsin Radio episode did you listen to? \*

☐ I confirm that the information above is correct \*

This action cannot be undone.

CANCEL SAVE REPORT COMPLETION

# Employer Sponsored Activities (ESA) Reporting

- Date of completion
- Rate satisfaction through survey
- Select ESA category:
  - Book Club
  - Hydration
  - Kindness
  - Meditation/Stress Management/Mindfulness
  - Nutrition
  - Physical Activity
  - Prevention
  - Professional Development
  - Purpose
  - Sleep

The screenshot displays the 'Take Action' page on the Well Wisconsin portal. A modal window is open for reporting an Employer Sponsored Activity. The modal contains the following fields and options:

- Report Completion of:** Employer Sponsored Activity
- When did you do this? \***: MM/DD/YYYY
- Which employer sponsored activity did you participate in? \***: A dropdown menu.
- ☐ **I confirm that the information above is correct \***  
This action cannot be undone.
- CANCEL** and **SAVE** buttons at the bottom right.

The background page shows the 'Take Action' header, a 'MyHealth' button, and a 'Benefits' button. The 'Employer Sponsored' section includes a description: 'Pre-approved activity. Watch for information you participated in and dropdown to select the activity. It is expected that you work with your employer paid and/or your ability response does not matter.' and a 'Return to Rewards' link. The expiration date 'Expires 10/13/2023' is also visible.

# Important Info About 2023 Gift Cards

- Option to redeem \$150 gift card virtually
- After 3 Well Wisconsin activities are marked complete
- Receive an email with instructions to redeem
- If you prefer a physical gift card mailed to your home:
  - Select that option and verify mailing address
- If you do not redeem within 30 days:
  - Gift card will be automatically mailed to address on file

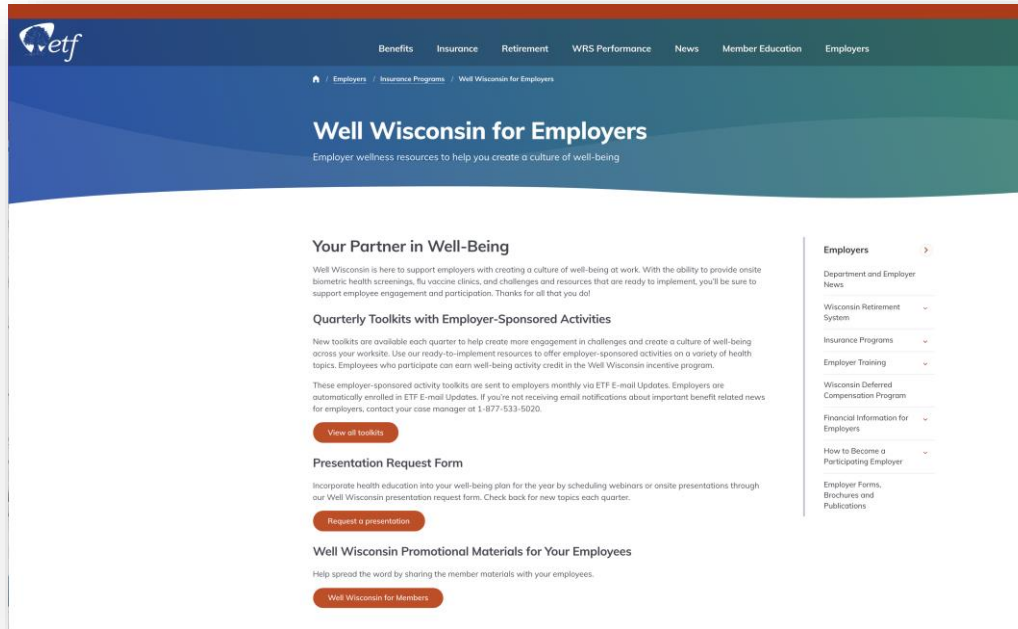


2023

# Program Planning

# ETF Website

## Links to quarterly toolkit resources



# Employer Sponsored Activities

## New Guide for Implementation

1. Review quarterly selection of toolkits
2. Complete ESA request form
3. Promote your activity
4. Implement ESA and report participation
5. Share how-to guide for reporting

### Employer Sponsored Activities IMPLEMENTATION GUIDE



Guide for planning and implementing Well Wisconsin worksite well-being activities, including criteria, instructions, resources and other helpful information.

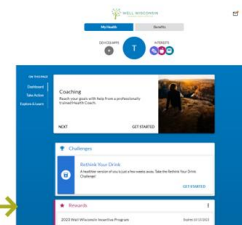
The Well Wisconsin incentive program is an incentive program available to employers, vendors and service providers in the State of Wisconsin Group Health Insurance Program including: employers who have employees who have incentive eligible. It helps them health care. The tool allows you to track and report on the program's progress. You can also track the program's progress. The program is available to all employers who are part of the program. The program is available to all employers who are part of the program. The program is available to all employers who are part of the program.



### HOW-TO GUIDE:

#### Report Employer-Sponsored Activity Completion

Step 1: Once you are signed into your account at [webmdhealth.com/webwisconsin](http://webmdhealth.com/webwisconsin), click Rewards from your dashboard.



Step 2: Click 2023 Well Wisconsin Gift Card.



# Quarterly Toolkits

## Resources

- **New toolkits available each quarter**
  - Help create more engagement in the challenges
  - Create a culture of well-being across your worksite
- **Employer sponsored activity**
  - Sponsor your own well-being activity

## BUILDING HEALTHY HABITS



### Essential Steps:

**Set a goal.**  
Start by choosing one area of well-being you would like to work on, then write it down. Try using the SMART method to define and accomplish your goal.

**Make it easy.**  
Turning big goals into bite-sized steps can make your goal more achievable. Think of some ways that you can set yourself up for success such as setting daily reminders on your phone or email calendar or set aside time to plan out your week. For example, purchase pre-portioned salads or other time-saving options that fall in line with your goals.

**Be consistent.**  
The key to turning behaviors into habits is consistency. The more you repeat a behavior, the more automatic it will become. It's okay if you forget your new behavior (like going for a walk first thing in the morning). Move your walk to another part of the day or try again tomorrow. Persistence is key to successfully forming a new habit.

### S.M.A.R.T.

- **Specific:** What, Why, I
- **Measurable:** Establish progress,
- **Action-oriented:** What move closer to your goal
- **Realistic:** Is this goal?
- **Time-bound:** Must be

### Smart Goal Example

**Behavior goal:** I will walk daily by making it a habit for 30 minutes.

**Measurement goal:** I will walk daily by making it a habit for 30 minutes.

### For Extra Motivation:

Schedule a session with a Health Coach and start a Daily Habits plan at [go.wellwisconsin.com](#)

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Sources: [E3 Page 242 Page Method](#) [https://www.wellwisconsin.com/](#) Accessed 04/19/2022.

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## Random Acts of Kindness

When you offer someone kindness, they are more likely to be kind to others. Even the smallest deeds can have a "positive impact, and many take little time to do. Help us make kindness the norm at work with these resources."

### KINDNESS RESOURCES

#### Well Wisconsin Kindness Bingo Game

Complete five activities in a row (across, down or horizontal) on the bingo card. Finishing this employer-sponsored, well-being activity (plus completing the health assessment and a health check), earns you \$150...and they're ALL a big boost for your wellness. Download the [Kindness Bingo game card](#) to get started.

#### Kindness at Work Calendar

Continue practicing kindness throughout the year with a calendar full of ideas you can do each day. Download the [2023 calendar](#) from The Random Acts of Kindness Foundation.

#### The Science of Kindness

Discover the well-being benefits linked to kindness with an educational handout from the Well Wisconsin program. Download the [science of kindness handout](#).

## KINDNESS BINGO GAME

### Employer-Sponsored Activity



Be Present. Be Well.

To Play: Complete five activities in a row (across, down or horizontal) on the bingo card. Finishing this activity (plus completing the health assessment and a health check), earns you \$150...and they're ALL a big boost for your wellness. Get started at [webmdhealth.com/wellwisconsin](#). Report completion of this event under "rewards" as an "employer-sponsored activity" using "kindness" as the description.

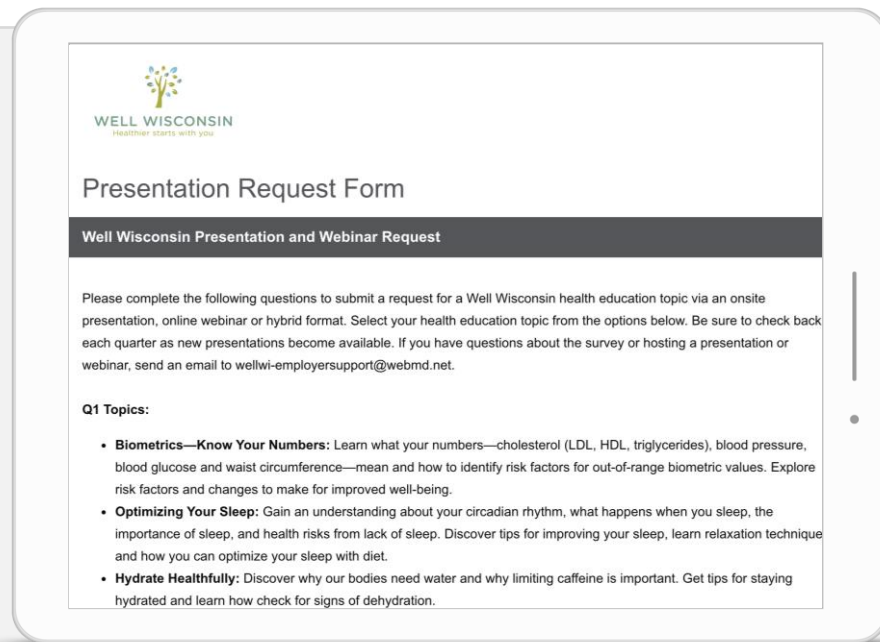
Add something to your workspace that brings you joy.	Tell someone at work they are doing a great job.	Post positive comments on social media today.	Listen to advice from those trying to help you.	Tell someone how happy they make you.
Share a positive update with your boss.	Empower and uplift others with your words and actions.	Let someone in front of you in traffic.	Do something today that makes you feel fulfilled.	Learn something new about a colleague.
Apologize to someone you're in conflict with.	Be intentional not to complain for the whole day.	Land a hand when you see someone in need.	Encourage and celebrate individual strengths.	
Give an authentic and meaningful compliment.	Reflect on a time you felt connected to your work.	Tune into the great things happening around you.	Make someone smile today.	Assume the best in everyone.
Model patience—especially when in a hurry.	Start and end the day with positive intentions.	Close your eyes and tell yourself "I matter."	Hold the door open for someone.	Tell people what you appreciate about them.

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Sources: [randomactsofkindness.org](#), 2023 Random Kindness at Work Calendar. [https://www.randomactsofkindness.org/resources-of-work](#). Accessed 03/15/2022.

# Presentation Request Form

- Incorporate health education:
  - Biometrics—Know Your Numbers
  - Optimizing Your Sleep
  - Hydrate Healthfully



The image shows a tablet displaying the 'Presentation Request Form' from Well Wisconsin. The form includes the Well Wisconsin logo at the top, followed by the title 'Presentation Request Form'. Below this is a dark header bar with the text 'Well Wisconsin Presentation and Webinar Request'. The main body of the form contains instructions for submitting a request for a health education topic via onsite presentation, online webinar, or hybrid format. It also lists three topics for Q1: Biometrics—Know Your Numbers, Optimizing Your Sleep, and Hydrate Healthfully, each with a brief description of the content.

**WELL WISCONSIN**  
Healthier starts with you

## Presentation Request Form

### Well Wisconsin Presentation and Webinar Request

Please complete the following questions to submit a request for a Well Wisconsin health education topic via an onsite presentation, online webinar or hybrid format. Select your health education topic from the options below. Be sure to check back each quarter as new presentations become available. If you have questions about the survey or hosting a presentation or webinar, send an email to [wellwi-employersupport@webmd.net](mailto:wellwi-employersupport@webmd.net).

**Q1 Topics:**

- **Biometrics—Know Your Numbers:** Learn what your numbers—cholesterol (LDL, HDL, triglycerides), blood pressure, blood glucose and waist circumference—mean and how to identify risk factors for out-of-range biometric values. Explore risk factors and changes to make for improved well-being.
- **Optimizing Your Sleep:** Gain an understanding about your circadian rhythm, what happens when you sleep, the importance of sleep, and health risks from lack of sleep. Discover tips for improving your sleep, learn relaxation technique and how you can optimize your sleep with diet.
- **Hydrate Healthfully:** Discover why our bodies need water and why limiting caffeine is important. Get tips for staying hydrated and learn how check for signs of dehydration.

# 2023 Promotional Materials

- ETF Website & January EFT Newsletter
  - 2023 launch flyer and poster
  - 2023 launch monitor slide
  - 2023 launch video
  - Chronic management flyer



# Q&A



Empowering Well-Being In Everyone