



National Association of State Personnel Executives

2015 Eva N. Santos Communication Award Nomination

Website

Kentucky
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1. Provide a brief description of the submission.

Does navigating multiple websites to find your health plan's wellness benefits have you in a spin?

The Commonwealth of Kentucky, Personnel Cabinet untwisted the benefits web and created one website, LivingWell.ky.gov. The site provides nearly 260,000 public employees direct access to the following online wellness benefits:

- HumanaVitality wellness platform log on
- Diabetes Prevention Program
- First Onsite Clinics Appointments
- Health Coaching
- Healthy Kids Program
- Mental Health and Stress Management Programs
- Nurse Support
- Quitting Tobacco Resources
- Weight Management Resources
- Wellness Discounts
- Worksite Wellness Programs

The site facilitates the Kentucky Employees' Health Plan (KEHP) goals to improve plan members' quality of life and health awareness through participation in meaningful and innovative wellness programs.

Encouraging a healthier, more productive workforce directly supports Kentucky Gov. Steven Beshear's kyhealthnow initiative. The initiative aims to achieve key goals to help reduce

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Kentucky's dismal health rankings by the year 2019.

2. How long has the submission been in existence?

The LivingWell.ky.gov brand and website launched in January 2012.

3. Why was the submission created?

The LivingWell.ky.gov website was created to address two main concerns:

- 1) Accessibility –The KEHP provides health insurance and wellness benefits to more than 260,000 members across the state – serving all Executive Branch state employees, retirees who are pre-65, and certain quasi-governmental employees. The KEHP also offers insurance to the largest employer in every county in Kentucky – the school board, which employees all public school teachers and staff.

The KEHP wanted to make it easy for members engage in wellness benefits, and needed a solution that would allow access to all members, no matter their geographical location.

Health plan leadership quickly realized they had to provide access to wellness benefits online.

- 2) Branding – To best communicate with members, wellness needed a consistent brand and message. Central to the effort was that KEHP would own and operate all aspects of the brand, not third-party vendors like in years past.

The Personnel Cabinet, home to the self-insured KEHP, developed the LivingWell brand as part of a strategic plan to place value on members' health and wellness, and connect wellness back to the health plan.

The KEHP is recognizable to most Executive Branch state employees, but the majority of plan members are not state employees. Therefore, members who are employed by school

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boards or a local quasi-government were more likely to connect their health insurance and wellness benefits to a vendor, rather than the KEHP or Personnel Cabinet.

KEHP branding and member communication has increased as a result of the branding and connected website. Members are now more likely to identify the KEHP, not a third-party administrator. Through brand development and integration, many members also realize how health status impacts their out-of-pocket medical expenses. And how chronic, yet mostly preventable conditions like diabetes, heart disease, and obesity drive up health plan costs. Most importantly, members now know where to turn for care and support in reaching their personal wellness goals.

4. How does this submission support the goals and objectives of your agenda/department?

The Personnel Cabinet's goals are met as customer communication has drastically improved. The KEHP's goal to increase members' health awareness and improve their quality of life is progressing as more members are participating in wellness. The year the website launched, nearly 30,000 members participated in at least one wellness program; that number grew to more than 206,000 members in 2014. This year participation is on track to outpace last year.

5. Have you been able to measure the effectiveness of this submission? If so, how?

In 2014, the website was accessed more than half a million times by KEHP members. In 2015, members who elected a LivingWell Promise plan accounted for 83.54% of the entire plan population. Nearly, 133,000 members logged into LivingWell.ky.gov to complete the online health assessment, fulfilling their LivingWell Promise plan requirement, a nearly 98% success rate!

Studies prove that healthier employees lead to lower overall health care cost. Healthier

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employees also provide additional savings to the employer from reduced absenteeism and increased productivity.

As more KEHP members engage in wellness, members' quality of life increases and the KEHP saves. For the first-time in plan history, the 2015 plan year offered no member premium or co-pay increases, in part as a result of health care cost reductions attributed to wellness participation.

Site link, <http://LivingWell.ky.gov>.

Site screenshot:

LivingWell.ky.gov
It's all about
Kentucky Employees' Health Plan member wellness portal

Search

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Complete your Promise!

If you chose a LivingWell health plan, you will need to complete your online HumanaVitality® Health Assessment or complete a Vitality Check between Jan. 1 and May 1, 2015.

[Learn more](#)

LivingWell Promise

LivingWell Promise What is the Promise? Complete the vitality check Complete the health assessment Find an event	Get a Vitality Check Find a free Vitality Check location near you. Get your blood pressure, blood glucose, cholesterol and BMI numbers and earn up to 4,000 Vitality Bucks! Find a location	Earn Rewards Complete activities and goals and earn Vitality Points. Points convert to bucks you can spend in the HumanaVitality Mall. Start earning	Get Discounts On Healthy Foods On Merchandise For Quitting Tobacco With Compass SmartShopper At the Gym
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