Kris Lange, MS
Director, Vendor Relations Management
Why Was UC Living Well Established?

Goal
Encourage all faculty, staff, and retirees to adopt healthier lifestyles and create and foster a culture of health throughout the system.
Vision and Mission

Vision
To make the University of California the healthiest university system in the nation

Mission
Develop a comprehensive outcomes-oriented integrated health and well-being initiative that results in healthier lifestyles, reduced risk, enhanced quality of life, and a culture of health throughout the system
UCLW Strategic Goals

• Improve the health and quality of life of UC faculty, staff, and retirees

• Build a culture of health and wellness at UC that supports healthy lifestyles
Strategies and Priorities: Short - Long Term

Identify leadership support/program champion

Set standards for a comprehensive wellness program strategy

Evaluate Wellness Coordinator infrastructure

Create brand awareness of UC Living Well

Measure impact and outcomes

Increase outreach to populations
Components of UCLW Program

- Campus wellness activities/programs
- Telephonic and on line health coaching programs
- Wellness benefit and incentive
- Medical, dental, vision, behavioral health, & financial benefit plan partners

Holistic Approach
UCLW Incentive Design for 2015

INCENTIVE ACTIVITY DESIGN
Points model: 7,500 points max=$75 Visa gift card
Activities below are eligible for towards the incentive maximum of 7,500 points

- **Earn 5,000 points**
  - Complete *Total Health Profile* online/paper
  
  *Optum’s health assessment tool

- **Earn 2,500 points each 5,000 points max for (2)**
  - Complete up to (2) self-reported campus/med center wellness activities including, but not limited to:
    - Preventive exams/screenings
    - Disease management program (med plan)
    - Education session
    - Health screening
    - Healthy lifestyle Program
    - Campus fitness activity
    - One-on-one consultation
    - Wellness challenge
    - UC Walks
    - Food Day
    - Ergonomic education/training

- **Earn 2,500 points**
  - Enroll in a telephonic health coaching program *and* complete at least (1) coaching call (or the entire telephonic program)
  - Complete at least (1) online health coaching* program

*Health coaching programs:
- Quit Power (smoking cessation)
- Healthy Weight (weight management)
- Nutrition
- Exercise
- Stress management
- Heart healthy lifestyle or diabetes prevention
UCLW Program Cost

2014 budget
• $3.9M

2014 spend*
• $2.7M

UCLW Program Funding Sources

UCLW is funded by UCOP from “credits” from the medical plans due to wellness carve-out

* year to date
Health Assessment Completion

- **OPTUM**
  - Total Health Profile
    - 16.9%

- **STAYWELL**
  - health assessment
    - 15.7%
# Wellness Roadmap

**University of California**

**UC Living Well (UCLW) Wellness Program**

**Strategic Plan 2014-2017**

---

**OUR VISION:** University of California is the healthiest university system in the nation.

**3-YEAR PRIORITIES**

1. Identify leadership support/champion for UC Living Well and form an Advisory Committee to be accountable for the Strategic Plan.
2. Set standards for a comprehensive wellness program strategy based on evidence-based methodology. This includes awareness campaigns, education, behavior change, environmental/cultural initiatives, and wellness incentive program.
3. Evaluate Wellness Coordinator infrastructure and explore opportunities for support.
4. Create brand awareness of UC Living Well systemwide initiative through the development of a Marketing/Communications strategy and plan.
5. Measure impact and outcomes of the UC Living Well systemwide Wellness Program.
6. Increase outreach to populations currently not engaged in Wellness programs and activities such as: 1. Unions not eligible for incentive program, High Risk employees, etc.

---

**ROADMAP**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Action Plan</th>
<th>Lead</th>
<th>Success Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>6 MONTH PLAN</strong> (2014)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Draft UC Living Well Systemwide Wellness Strategic Plan | 1. Brainstorm and initiate discussions at Risk Summit.  
2. Create working draft and roadmap.  
3. Review and vet drafts with all key stakeholders. | UCOP/CoE, WC input | Draft Plan completed. Plan will continue to be updated. |
| Evaluate and evolve incentive structure/program with Wellness Vendor | 1. Request input from Wellness Coordinators for 2015 incentive program design.  
2. UCOP to determine incentive program design, features, and strategy based on input and current incentive program design.  
3. Meet with Wellness vendor to discuss and finalize 2015 incentive program design and future evolution of strategy. | UCOP/CoE, WC input | 2015 wellness incentive program in place. On-going discussions held to evolve incentive program. |
| Conduct analysis of existing Wellness Coordinator infrastructure, FTE, funding source, and dedicated support to locations. | 1. Create "inventory" of existing Wellness Coordinator infrastructure, FTE, funding source, and dedicated support to locations.  
2. Share inventory with UCOP.  
3. Provide recommendations towards a systemwide model of success. | CoE/WG’s | Completed "inventory" of all location’s Wellness Program/Staffing shared with UCOP. |

---

**2015 Open Enrollment Oct. 30–Nov. 25, 2014**
How Can You Get Involved?

• Contact your local Wellness Coordinator

• Promote the resources and programs

• Engage the retiree community to improve health and well-being

• Be a role model for health!