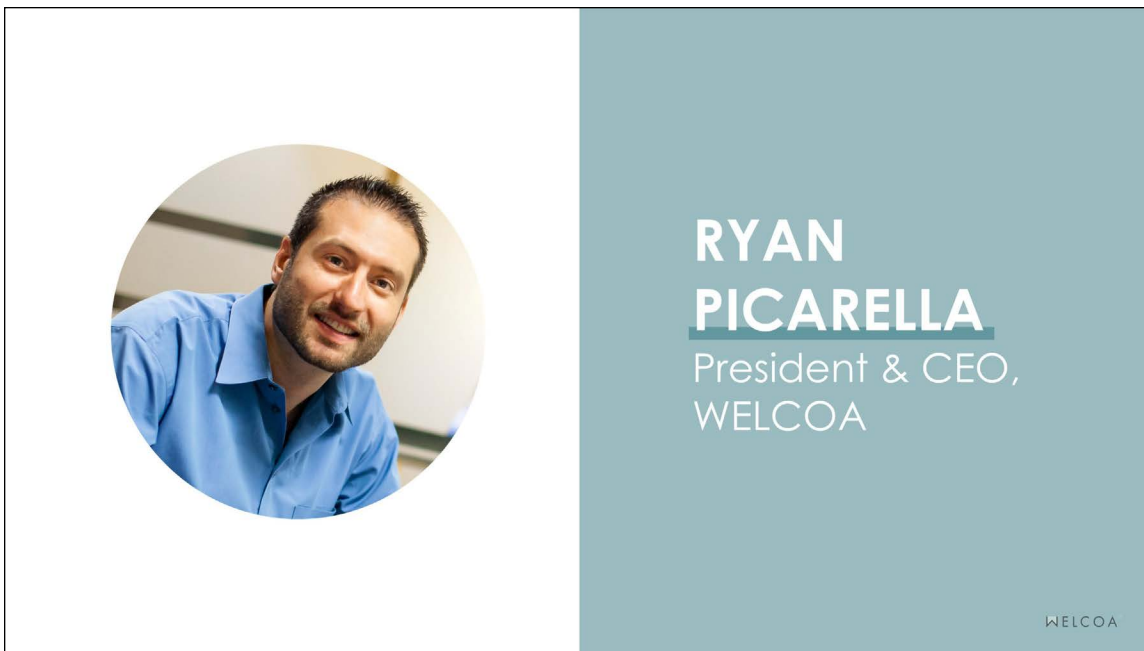


# PPN Webinar: The Wellness Gate: Re-imagining the Health Assessment to Overcome Completion Barriers with New Ocean Health Solutions

*Dr. Michael Musci, Chief Medical Officer  
Peg Fenner-Gulledge, MBA, CWWPM, Senior Manager, Wellness Strategy*



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A WELCOA PREMIER PROVIDER NETWORK WEBINAR WITH



**THE WELLNESS GATE:**  
*Re-imagining the Health Assessment to Overcome Completion Barriers*




**DR. MICHAEL MUSCI**  
Chief Medical Officer



**PEG FENNER-GULLEDGE**  
Physician Assistant, MBA, CWWPM  
Senior Manager, Wellness Strategy

WELCOA\*

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**new ocean**

TRANSCEND THE SEA OF SAMENESS

*The Wellness Gate: Re-imagining the Health Assessment to Overcome Completion Barriers*

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## Who We Are

We are a team of innovative software developers, engineers and designers with special expertise in healthcare.

We've worked together with our clinical team to build an enterprise health management platform that is comprehensive, easy to use, and taps the human element for maximum results.



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## Agenda

- Barriers to Health Assessment Completion
- Our Approach: Re-imagining the Assessment
- Client Case



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## Common Completion Barriers

1. It takes too long to complete
2. Need medical information - biometrics
3. Not user friendly
4. It's tedious and intrusive
5. A daunting task - a long list of questions
6. Privacy concerns

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## Re-imagining the Health Assessment

Partnered with behavior science experts to re-imagine a validated assessment

Incorporated concepts that facilitate survey completion

Developed two proprietary assessments

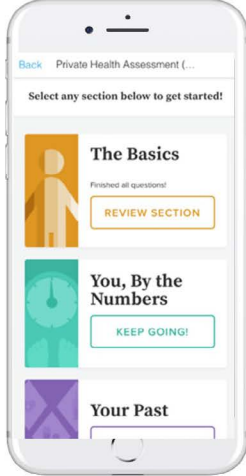
- NCQA-certified Private Health Assessment (New Ocean PHA®)
- 15-Question Minute Health Assessment®

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Back Private Health Assessment (...)

Select any section below to get started!

**The Basics**  
Finished all questions!  
REVIEW SECTION

**You, By the Numbers**  
KEEP GOING!

**Your Past**

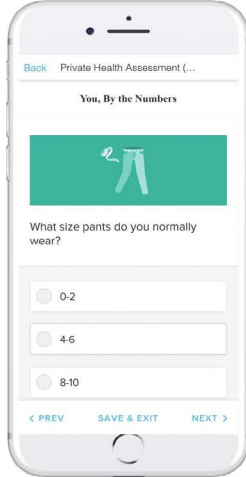
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## Engaging Users

Private Health Assessment questions are presented in small, manageable sections

The experience of taking the survey itself delivers small, concrete tips and interesting facts

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Back Private Health Assessment (...)

**You, By the Numbers**

What size pants do you normally wear?

0-2

4-6

8-10

< PREV SAVE & EXIT NEXT >

10

## Using Teaser Questions

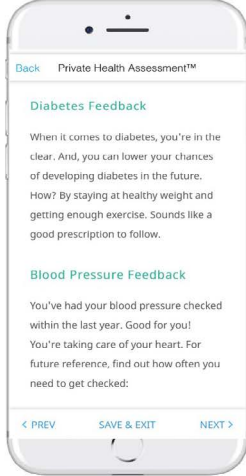
Each section begins with a teaser question

- Can answer easily & quickly
- Non intrusive - requires no specific medical data

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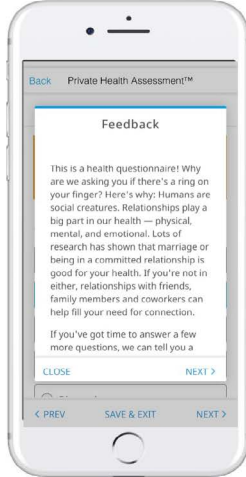


## Collecting Information & Showing Progress

- Biometrics not required
  - Medical and lifestyle risk factors identified via questions
- Conversational language
- Section landing page allows users to easily see their progress

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## Encouraging Users with Behavior Change Science

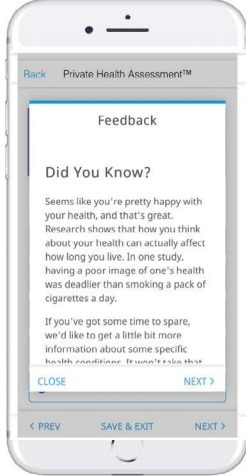
- Teaser question provides immediate feedback
  - Incorporates behavior science concept of preparation
  - Tells users what information is in each section
- Freedom of completing sections in any order
  - Incorporates behavior science concept of autonomy
  - Users can return to where they left off

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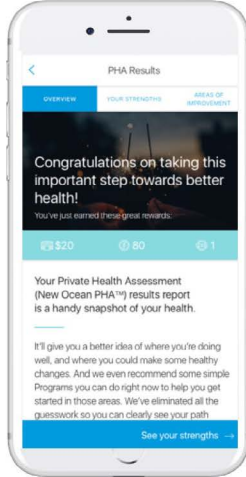


## Reflecting

- Teaser information
  - Initial reflection on tidbit of health information
- End of section feedback
  - Reflect on **real-time personalized feedback**
- Results screens and final report
  - Reflect on feedback and **personalized recommendations**

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## Taking Action

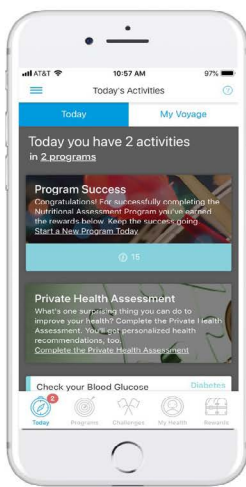
- Teaser information action
  - Complete this section or **select another**
- End of section feedback action
  - It's a **surprise element that encourages assessment completion**
- Results screens and final report action
  - Links to in-platform recommendations for **lifestyle and chronic condition programs**
    - Based on **identified risk and readiness to change** underlying behaviors

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## Protecting Privacy



It's in the name – Private Health Assessment

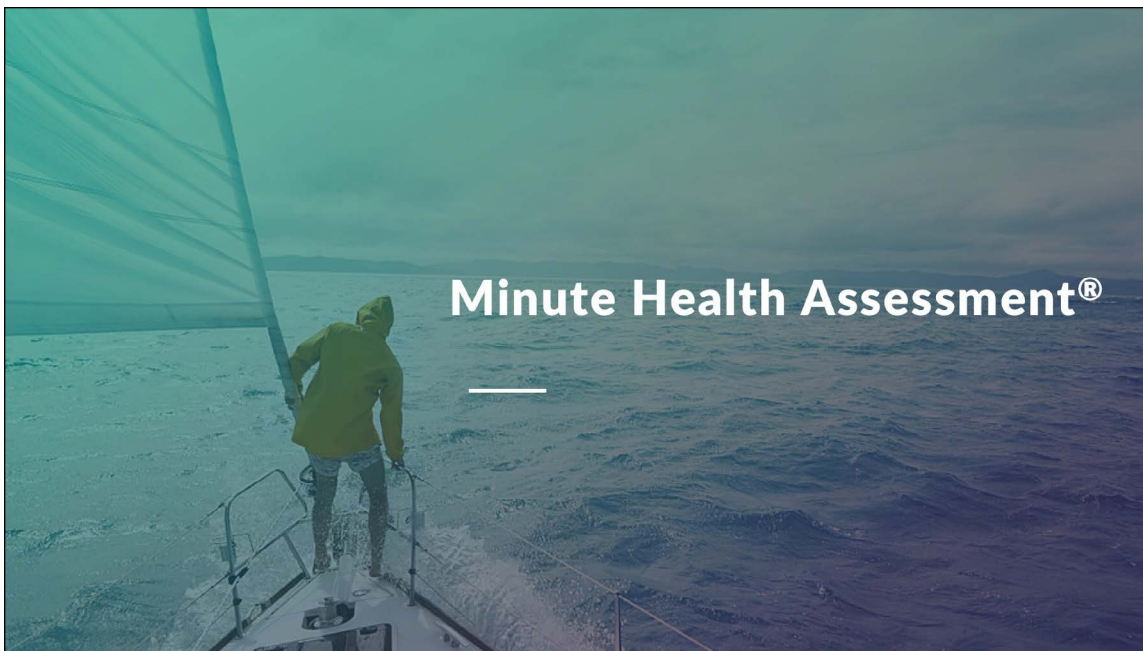
Disclosure statement is part of the assessment

- Also housed on the platform

Follow HIPAA, HITRUST, and other pertinent privacy regulations

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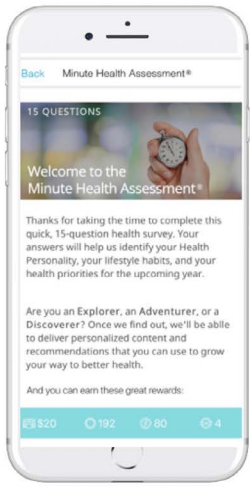
## Minute Health Assessment®

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## Alternative to the Traditional

Short, quicker than a traditional assessment


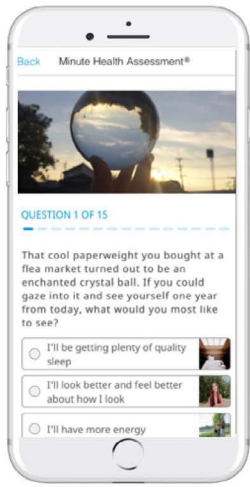
- Less than **two minutes** to complete

Users discovers their **health personality** archetype

- Learn about their own health perceptions

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## Autonomy, Reflection & Action

Learn best way to achieve self-selected health goal

Receive **personalized recommendations** for in-platform programs

- Based on users **health personality and goal**

Results screens and final report action


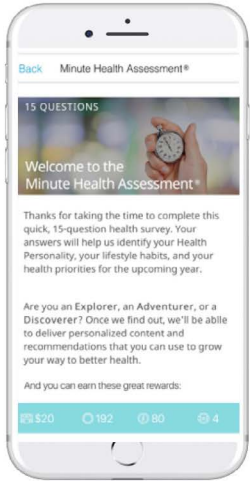
- Links to in-platform recommendations for **lifestyle and chronic condition programs**
  - Based on **identified risks and health personality**

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## An Assessment that Fits


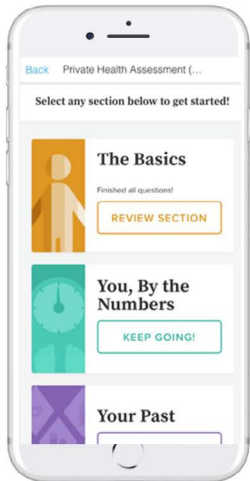
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Clients can select from two completely reimagined Health Assessments.

- Minute Health Assessment®
- NCQA certified Private Health Assessment (New Ocean PHA®)

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## Barriers Knocked Down

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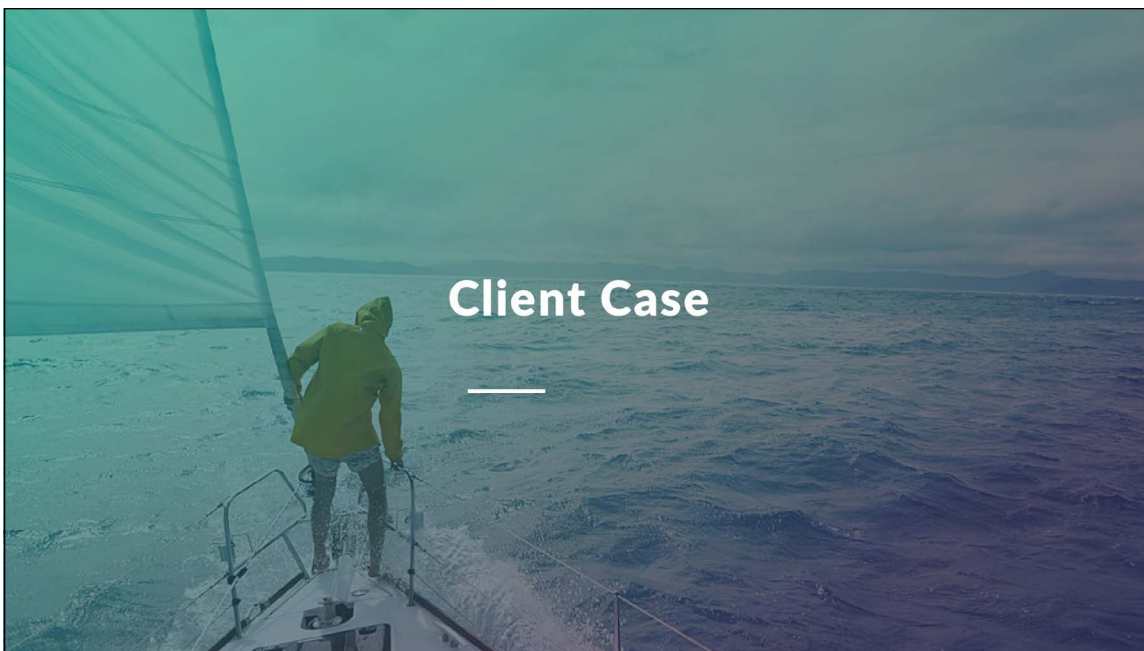
1. Takes too long to complete
  - Manageable sections
  - 15-question assessment
2. Need medical information - biometrics
  - No biometrics required
3. Not user friendly
  - Conversational language
4. It's tedious or boring
  - Interesting elements of surprise
5. A daunting task - a long list of questions
  - Manageable sections
  - 15-question assessment
  - Interesting elements of surprise
6. Privacy concerns
  - Addressed up front and in-platform

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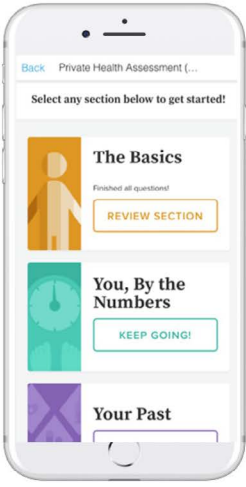
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## Client Case

- Organization: Third-party administrator
  - 3749 eligible employees
  - Job categories: Office and hospital-based; hourly and non-hourly
  - All work schedules
  - Assessment available beginning 11/1/18
- Results (as of 2/18/19)
  - **56%** (2082/3749) of total eligible completed the PHA
    - **92%** (2082/2273) of platform registrants completed PHA
    - \$360 for completing PHA payable after 12/31/19



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## Questions?

For more information contact:

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**Mike Musci**, DO, MBA  
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# THANK YOU!



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