



Real Appeal

A Diabetes Prevention Program

HNTB
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HNTB



Background

2017 Health Plan Review – Key Observations

- 10% increase in catastrophic claimants
- Diabetes one of top three clinical cost drivers
- Diabetes accounted for 21% of plan spend
- \$12K average spend/diabetic vs. \$3K average spend/non-diabetic
- 2% increase in diabetic claimants
- 92% of cost is attributed to co-morbid conditions such as coronary artery disease, hypertension, chronic renal failure

note: 9,390 members on the HNTB health plan



2019 Strategic Focus

Diabetes & Preventive Care



Real Appeal

Free to members digital weight-loss program



Accountable Care Organization (ACO) Networks

Added ACO in test markets with high diabetes prevalence



Near-Site Primary Care Clinic

Add free near-site clinics in pilot location to incent utilization of primary care




Premium Provider Tiering


Plan design incentive to drive utilization to high performing premium network providers



Overview

 Real Appeal is a free, digital weight-loss program for members on your health plan.

 Real Appeal's approach is based on one of the largest, most ambitious clinical studies focusing on lasting lifestyle change. The formula is simple: small, steady, sustainable steps are the path to a healthier future.

 Program eligibility:

- BMI \geq 30 OR BMI 25 to 29.9 with qualifying comorbidity
- BMI 19-29.9 with no qualifying comorbidity



Real Appeal's Approach



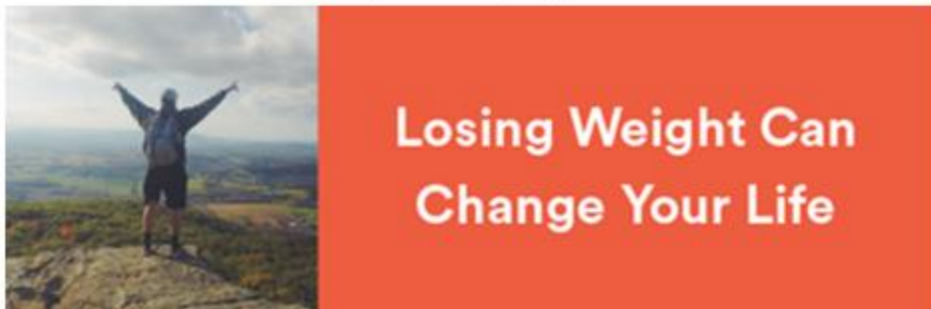


Real Success from a Real Member

Real Appeal is a free online weight loss program that can help you improve your health one step at a time. Aaron, an HNTB employee, lost 40 pounds with Real Appeal's coaching, online classes, food and activity trackers, and meal planners. See how Real Appeal could help you, too!

[Get Started](#)

Sign up today and see how Real Appeal can help you hit your weight goals.



**Real Appeal is available at no additional cost to employees with an HNTB UnitedHealthcare medical plan and their covered spouses and dependents age 18 and older, with a BMI of 19 and higher, subject to eligibility.*

Employee Communications

Multiple communication channels key to engagement:

- Firmwide emails
- Promote at Open Enrollment
- Communication campaigns
- Company intranet sites
- Testimonial stories
- Team Chat sites



Real Appeal Utilization

Jan 1, 2019 – March 31, 2022

959 enrolled



At-Risk

Diabetes,
Cardiovascular, or
other related
conditions



Member Satisfaction

2,874 pounds
lost



5%+ Loss (% of members)

RA Expectation: 33%



Where are we now?

2021 Health Plan Review - Key Observations

- Diabetes is not one of top three clinical cost drivers
- 336 members diagnosed as diabetic vs. 479 in 2017
- Diabetes accounted for 16% of total plan spend vs. 21% in 2017
- \$9K average spend/diabetic vs. \$12K average spend in 2017
- Diabetes remains in top three cost drivers on pharmacy plan



THANK YOU



Melanie Huff is the Vice President – Director of Total Rewards for HNTB in Kansas City, MO where she leads the employee benefits, compensation, HRIS and regulatory compliance functions. With more than 20 years' experience in employee benefits, she's led multi-state benefit and welfare programs. She's worked in a variety of industries throughout her career such as energy, manufacturing, and professional services in both union/non-union environments and for publicly traded and privately owned organizations.

She has a keen interest in proactively managing the challenge of rising healthcare costs, revitalizing how employees experience their benefits and influencing leadership with data to quantify outcomes.

Melanie received her bachelor's degree from Marquette University and obtained her Senior Professional in Human Resources (SPHR) certification.