

## WW Program Administration Change

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### Overview

This report summarizes a proposed change for the 2020 benefit plan year for PEBB's program with WW<sup>®</sup> (formerly Weight Watchers<sup>®</sup>). The proposal involves a change in how the program is administered and will expand availability to members and reduce barriers to ongoing participation. This proposal does not involve any changes to program content or eligibility.

Board action is requested.

### PEBB's Current Program with WW<sup>®</sup>

In 2009 PEBB began providing members with access to the Weight Watchers<sup>®</sup> program under their medical plan benefit with no out-of-pocket cost. PEBB members may choose to participate in the program through At-Work Workshops, Local Workshops in their community, or online through WW<sup>®</sup> Digital program. The program is available to all subscribers and dependents age 10 and older<sup>1</sup> enrolled in PEBB medical coverage. Approximately 6-8% of eligible members use the program at some point during the plan year. The table below summarizes program enrollments and pounds lost over the previous four-year period. Program costs over this four-year period were approximately \$5.8 million.

Year	Enrollments	Pounds Lost*
2015	10,659	34,366
2016	9,939	29,772
2017	9,898	31,866
2018	10,481	35,270

\*Pounds lost are currently tracked at At-Work Workshops.

Currently members enroll for a 13-week series of WW Workshops or 13 weeks of Digital (online) access. In order to renew for a subsequent 13-week series of program access at no out of pocket cost under PEBB benefits, members must submit documentation showing that they participated in the program for at least 10 of the previous 13 weeks.

<sup>1</sup> Dependents age 10-16 may participate in Local Workshops with written medical permission. Dependents age 17 may participate in Local Workshops and do not need a doctor's note to enroll. Individuals under the age of 18 are not permitted to enroll in WW<sup>®</sup> Digital (online).

## Proposed Program Administration Change

For the 2020 plan year, WW<sup>®</sup> has proposed changes to the way in which the program is administered, along with additional outreach and communication support to increase participation and engagement. The proposed change would require members to enroll only once during plan year to retain access to the program for the full year, eliminating the need to renew program enrollment every 13 weeks. Results from a member experience survey WW conducted last year indicate that PEBB members found the quarterly renewal process to be cumbersome and present barriers to and delays in their continuous engagement in the program.

Under the proposal WW<sup>®</sup> expects to see increased participation and engagement in the program, projecting that the current engagement rate of approximately 8% of the eligibility population will increase to 13% and has expressed willingness to negotiate performance guarantees around engagement.

Under the proposal pricing shifts from the current fee paid per enrollment<sup>2</sup> to a fixed population-based price. WW<sup>®</sup> has proposed a fixed price of \$1,374,660 to offer all aspects of the program to PEBB members in 2020 at no out-of-pocket member cost. This pricing is guaranteed for two years, though WW<sup>®</sup> is only requesting a single year commitment to move PEBB to this new administrative model for the program.

## Staff Recommendation

Staff recommend PEBB move to the proposed new approach for WW<sup>®</sup> program administration for the 2020 plan year. The new model of administration makes it easier for members to continuously engage in the program over the course of the plan year without interruption. WW<sup>®</sup> indicates that the proposed approach will allow them to better leverage their systems and provide more extensive reporting to PEBB on aspects of member engagement in the program. The proposed fixed price provides predictable cost generally consistent with current program costs despite projected increases in program participation due to simpler processes for members and increased outreach and communications.

## Action

Board action is requested.

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<sup>2</sup> PEBB currently pays \$163.10 per At-Work enrollment, \$125.80 per Local Workshop enrollment, and \$57.75 per Digital (online) program enrollment.