

Healthy Choice Program

Organization Overview

- Cleveland Clinic is a non-profit academic medical center that integrates clinical and hospital care with research and education
- The medical center has over 3,400 physicians and scientists and serves 6.1 million patient visits each year

Background

Cleveland Clinic operates the Cleveland Clinic Employee Health Plan (CCEHP), a self-funded insurance provider for the system's employees. The plan partners with several local and national resources to offer external patient wellness programs, such as Weight Watchers and Curves, as well as Cleveland Clinic-offered programs in its clinical departments and special programs such as E-Coaching, provided through its Wellness Institute.

The Healthy Choice Program commenced in 2008 with a set of voluntary services for any patient who wanted help with smoking cessation, losing weight, or controlling chronic diseases. Participation was initially modest, with only about 13% of eligible beneficiaries participating. Strong beneficiary incentives were initiated in 2012, totaling more than 20% of beneficiary premiums, which has resulted in approximately 60% participation from employees and spouses today.

Program Details

Objectives of the Healthy Choice Program:

- Prevent and manage chronic disease
- Enhance the well-being of each beneficiary through a combination of incentives and care coordination
- Improve care outcomes while reducing healthcare costs



To achieve these goals, the Healthy Choice Program removes cost barriers by covering medications, physician co-pays, supplies, equipment, and access to Cleveland Clinic campus fitness facilities. Participants also receive generous financial incentives for meeting their outcomes goals and partial incentives for participating but falling short of goals.

Major focus areas for the program include:

- Asthma (for adults and children)
- Diabetes (for adults and children)
- High Cholesterol
- Hypertension
- Tobacco Cessation (offered by EHP Wellness)
- Weight Management (nonsurgical and surgical)



Value Delivered

In the eight years since its inception, Healthy Choice has resulted in:

- Over **60% participation** from Cleveland Clinic beneficiaries with a goal of 65% in 2017
- More than three years of flat beneficiary utilization, and a reduction in projected costs and utilization of more than \$167 million
- Measureable decreases in obesity, hypertension, diabetes, acute asthma exacerbation, and absenteeism due to illness
- A reduced average BMI of more than **0.5 points** since 2011, totaling hundreds of thousands of pounds of weight reduction among beneficiaries

Reduction of Inpatient Days and ED Visits among Program Participants (Pre- vs. Post-Participation):

	% Change in Inpatient Days	% Change in ED Visits
Diabetes	-17.9%	-24.2%
High Blood Pressure	-23.5%	-11.6%
Asthma	-21.6%	-16.0%

- A decrease in smoking by more than **6%** since 2011
- More than **20% reduction** in hospital inpatient days due to diabetes, high blood pressure, and asthma
- Significant reduction in inpatient days and ED visits due to chronic diseases (see table)

Path Forward

- The programming used in the CCEHP program continues to serve as a basis for Cleveland Clinic's more recently developed community-based wellness outreach programs
- Cleveland Clinic believes that long-term prevention and control of chronic diseases must involve employers and other socioeconomic structures, such as churches, insurers and local governments
 - The Cleveland Clinic EHP and Wellness Institute programs serve as advisory and implementation partners to these organizations
 - Cleveland Clinic shares the programming design, training materials, and implementation information for the Healthy Choice Program, in hopes of expanding wellness programs that improve patient outcomes and reduce the cost of chronic care

