

## Vivacity Launched to Help Employers Lower Rate of Healthcare Cost Increases

Employers are increasingly aware that the health status of their employees can significantly impact what they pay for health benefits. Many employers have hired wellness companies to improve their employee's health status and found all they really hired were consultants who prepared assessments and provided off-the-shelf products. Vivacity, a wholly-owned subsidiary of Ucentris, part of the Premera family of companies, aims to change that.

Based in Mountlake Terrace, WA, Vivacity provides tailored wellness programs for the unique needs of each employer's workforce. They work with their customers to create integrated offerings and tailored wellness programs based on the readiness of employers to engage, associated health risk factors in the workforce, and established patterns in healthcare spending.

How does this work?

Here's a summary of Vivacity's Wellness Process (see image).

**1. Engage & Screen.** To begin, leadership of the client company is interviewed to evaluate

readiness, commitment, support, resources and the work environment. Some companies may support improvements to their employees' health status at a faster pace than other companies. A Vivacity Wellness Advisor assists with the process and facilitates development of the company's wellness vision and future.

**3. Architect & Implement.** A customized wellness roadmap is created that includes developing measurable goals. Data, tools, activities and resources are integrated. A wellness strategy, program implementation and communication plan is designed. Ongoing wellness support is provided.

**4. Measure & Report.** Results are measured, analyzed and reported. Employer scorecard and data analytics are leveraged. Opportunities for continual improvement are pursued.

"We all know that employers are struggling with the rising cost of healthcare," said Jim Messina, CEO of Vivacity, who brings over 25 years of healthcare industry leadership to the new company. "There is an enormous opportunity for employers to see real gains by taking advantage of meaningful and targeted well-

ness programs for their employees. They often need help beyond just products - they seek rigor, credibility and experience. That's where Vivacity comes in."



### Vivacity's Integrated Wellness Process

**2. Assess.** The company's wellness baseline is established. Critical data is reviewed. Employee input is used for plan design.

What kind of gains are possible?

Studies have shown that more than 75% of healthcare spending is on chronic conditions including diabetes, heart disease and lung disease (US Dept. of Health & Human Services, Centers for Disease Control). Half of chronic conditions are connected to risky lifestyle choices and habits. When risk factors are reduced, healthcare costs are reduced.

“When we look at benefit costs and productivity impacts of health, employers see a real need to impact these trends,” said Cyndy Nayer, President and CEO of the Center for Health Value Innovation. “Vivacity has the competencies in benefits plans that drive the value of health dollars, a needed focus for this economy. More importantly, the leadership of the new company is passionate about health improvement. We look forward to sharing their innovations with the Market.”

Vivacity’s program platform is extensive and includes the following:

- **Health Risk Management.** This program includes a web portal that provides employers with robust reporting and sophisticated behavioral change tools. Employees and dependents are provided with a Personal Health Assessment and interactive, online tools that let them track and monitor their health.
- **Health Coaching.** Health Coaching supports and assists employees in identifying their individual needs and setting measurable, personalized goals.
- **Tobacco Cessation.** Vivacity has partnered with the American Cancer Society (ACS) to give employees and dependents access to the ACS’s highly successful Quitline®. Nicotine Replacement Therapy is also provided for those employees who are medically qualified to receive it.
- **Worksite Biometric Screening.** This service lets employees know their personal health

indicators - information essential for behavior change and for understanding individual risk for serious chronic disease.

- **Evaluation.** Baseline data gathered from the various assessments are reviewed to identify the programs that will work best for the employer’s business.
- **Reporting.** Aggregate and customizable reports are prepared on outcomes, utilization, and employee satisfaction with the programs.

A key member of Vivacity’s leadership team is Dr. Dave Johnson, who has extensive corporate health experience in disease management, health risk management, and population health. He has also been involved with launching and managing several medical start-up companies. HR administrators and employers interested in Vivacity’s services may call Dr. Johnson at 877-276-9953.

To learn more about Vivacity, visit the web site at [www.vivacity.net](http://www.vivacity.net).

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