



Case Study:

Wellness Reimbursement Shows Positive Results by New York Payor

Many major U.S. health plans provide partial reimbursement for commercial gym memberships. However, reimbursement levels are generally very low and not tied to outcomes or utilization. A handful of studies show that even minimal reimbursement

can encourage fitness participation, with involvement continuing after the rebates/reimbursement end, ultimately improving population health.¹ However, post-participation reimbursement data has been scant, until now.

Capital District Physicians' Health Plan, Inc.

In 2012, Capital District Physicians' Health Plan, Inc. (CDPHP®), a non-profit payor in Albany, NY, partnered with the Power Wellness managed Rudy A. Ciccotti Family Recreation Center (Center) to offer CDPHP members exclusive access to a new complimentary benefit.



Under the agreement, CDPHP members received access to the Next Steps Fitness Programs™ (Next Steps) and Kids on the Move (KOTM) programs, with full reimbursement:

As the Capital Region's leading health plan, CDPHP believes it's our job to provide members with the tools they need to achieve their optimal health. Our partnership with the Ciccotti Center is yet another example of how our health plan goes above and beyond to improve the health of the communities we serve.

– Dr. John D. Bennett, CDPHP President and CEO

HOW IT WORKS

There are three different pathways CDPHP members can choose from. Each pathway is administered at the Center by certified fitness and wellness professionals:

Pathway 1

PRESCRIPTIVE FITNESS

Next Steps features 10 prescriptive fitness pathways for individuals managing a chronic condition or preparing for a life event i.e., total joint replacement:

TABLE – NEXT STEPS FITNESS PROGRAMS™

CANCER FITNESS

Improve your muscle function, range of motion, and reduce fatigue.

CARDIAC FITNESS

Reduce your risk of cardiovascular disease through this heart-healthy program.

COGNITIVE HEALTH

Slow age-related decline and reduce disease related cognitive impairment through structured exercise.

DIABETES FITNESS

Manage your type 1 or type 2 diabetes or pre-diabetic symptoms through physical activity.

FIT FOR SURGERY

Prepare for surgery by increasing strength and endurance for a quicker, easier recovery.

FUNCTIONAL FITNESS

Increase your daily function and reduce pain with this gentle movement exercise.

ORTHOPEDIC FITNESS

While managing a recurring injury or after completing therapy, this program can help you become active again.

PULMONARY FITNESS

This individualized, supervised program will increase your level of physical activity if you have pulmonary or respiratory conditions.

TRANSITIONAL CARE

If you have health issues due to an inactive lifestyle, this exercise program can help you improve your health and stamina.

WEIGHT MANAGEMENT

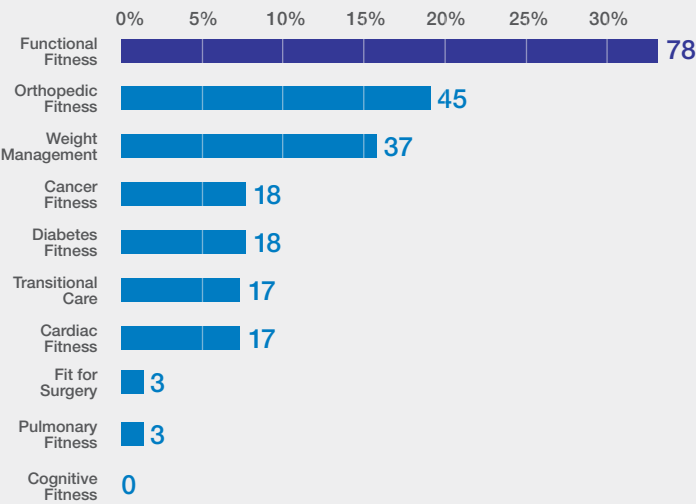
Learn how to set realistic goals and develop new physical activity habits while pursuing a healthy weight.

On-boarding includes a comprehensive health assessment and individualized exercise plan by a certified fitness specialist. Throughout the program, participants engage in two 60-minute supervised exercise sessions weekly with unlimited access to equipment and classes in between. Upon program completion, participants receive another comprehensive health assessment and a free two-month membership to the Center.

ENCOURAGING OUTCOMES

As indicated in the following chart, between 2017 and 2019, 236 CDPHP members enrolled in a Next Steps pathway, the most common being Functional Fitness, followed by Orthopedic Fitness:

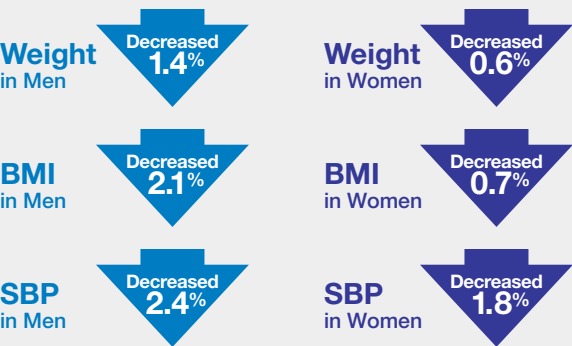
CHART – CDPHP ENROLLEES



Physiological and self-reported data from these participants was analyzed within the Power Wellness HIPAA-compliant technology hub. Specifically, each participant provided the following primary metrics:

- Resting vital signs
- Health-related fitness scores
- Body measurements
- PROMIS® Global Survey Wellness Attitudes
- Total physical activity

Across the board, CDPHP participants saw score improvements across nearly all metrics, including:

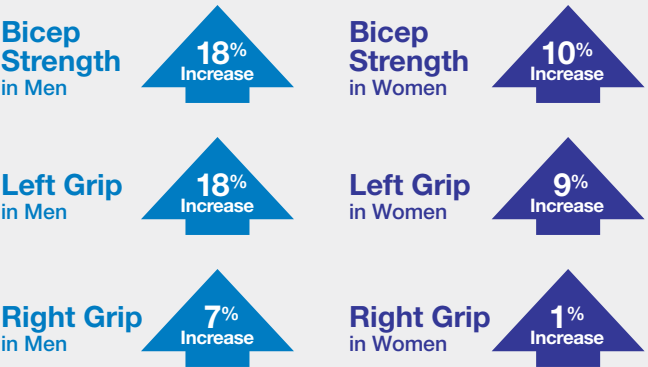


(Average 8-week changes, N=31 men, 81 women)

As indicated in the following table, improvements in physical fitness, as measured by VO₂ uptake and basic strength measurements, were notable:

TABLE – PHYSICAL METRIC CATEGORIES

	Men	Women
VO ₂ Uptake	3.1%	3.8%
Push-ups	Completed 43% more vs. baseline	Completed 42% more vs. baseline
Crunches	Completed 19% more vs. baseline	Completed 24% more vs. baseline



Finally, participants reported feeling better both mentally and physically using the National Institutes of Health’ Patient Reported Outcomes Measurement Information System (PROMIS®) Quality of Life assessment tool:



CDPHP participants also realized permanent lifestyle improvements. Upon completion of Next Steps, nearly half of all participants continued to stay engaged as an active member at the Center under a self-managed program, utilizing the tools learned over 8 weeks.



Pathway 2

KIDS ON THE MOVE

Just under a quarter (24%) of American children 6 to 17 years of age participate in the recommended 60 minutes of physical activity every day.² According to the Centers for Disease Control, “childhood obesity is a serious problem in the United States putting children and adolescents at risk for poor health. Obesity prevalence among children and adolescents is still too high.” Nearly one in five children (18.5%) between 2 and 19 is obese.³

CDPHP and the Center are providing an affordable, accessible solution with Kids on the Move, (KOTM) an 8-week program for children ages 7-15. KOTM provides fun, effective, and age-appropriate programming administered by certified fitness specialists. The program is open to all fitness levels. It is designed to improve overall fitness and wellbeing while instilling a love of activity that will hopefully last a lifetime.



Youth participants receive fitness assessments at program start and completion, an individualized exercise plan, and instruction on techniques and exercises for a healthy lifestyle. Upon completion of the program, participants also receive a free one-month membership to the Center to continue under a self-managed program.

In 2019, there were 95 children enrolled in KOTM, representing a 39% increase over 2018. Overall, 29% of CDPHP enrollees take advantage of this program.

Pathway 3

SENIOR FIT

CDPHP has a robust Medicare Advantage plan for seniors. One of the Medicare Advantage plan's many benefits include Senior Fit that launched in 2012. The Medicare Advantage plan pays the Center \$5.65 per check-in for both participation in Next Steps or general use. Medicare Advantage Senior Fit members are eligible to participate in Next Steps free of charge.

AFFORDABILITY IS THE KEY TO SUCCESS

All CDPHP insured members have access to an extensive Fitness Reimbursement Program. This program offers up to \$400 annual reimbursement towards Center membership, as measured by reaching 50 visits within 6-months. Plan members' spouses are eligible for up to \$200 additional annual reimbursement, for a total potential \$600 savings per couple. Most recently, the Fitness Reimbursement Program was updated to reimburse the Center for participation in youth sports such as basketball and swim lessons.

Currently, participants are responsible for submitting the appropriate paperwork to CDPHP in order to receive reimbursement. CDPHP and the Center are working towards making all reimbursement processes automatic for CDPHP members via Power Wellness' power-link system. By utilizing HIPAA compliant data storage on local servers, paperwork would be processed digitally and hassle free for the customer.

Structured fees for the 8-week Next Steps, Kids on the Move, and Senior Fit programs are:

TABLE – STRUCTURED PROGRAM FEES

	CDPHP Members	CDPHP Non-Members
Next Steps Fitness Programs™	\$50	\$99
Kids on the Move	\$50	\$79
Senior Fit	\$0	N/A

Additionally, CDPHP dedicates a Care Team member inside the Center to enhance program marketing, provide member service, and grow enrollment.

The Impact

The relationship between CDPHP and the Center has been mutually beneficial. Community members have access to affordable medical fitness, producing reliable positive health outcomes. CDPHP expects this investment to reduce overall health claims and should have initial research completed in 2021. Other byproducts of the partnership include enhanced brand awareness and community support.

**For more information,
please visit powerwellness.com**

References:

- 1 "Rebates as Incentives: The Effects of a Gym Membership Reimbursement Program," Tatiana Homonoff, Barton Willage and Alexander Willén, 2020
- 2 2018 U.S. Report Card on Physical Activity for Children and Youth
- 3 www.cdc.gov/obesity/data/childhood.html

CDPHP®



Established in 1984, CDPHP is a physician-founded, member-focused, and community-based not-for-profit health plan that offers high-quality affordable health insurance plans to members in 29 counties throughout New York.

THE COLONIE YOUTH CENTER AND THE RUDY A. CICCOTTI FAMILY RECREATION CENTER



The Colonie Youth Center is a private non-profit corporation dedicated to enhancing the living experience for all people in the greater Capital Region. Colonie accomplishes this through the provision of quality childcare, counseling, recreation, education, health and fitness services, and programs for youth, adults and seniors. Founded in 1965, Colonie has grown to include 13 before and after-school care locations, recreational and summer camp programs and counseling services, and the 71,000 square-foot Rudy A. Ciccotti Family Recreation Center (Center).

POWER WELLNESS MANAGEMENT, LLC



Power Wellness Management, LLC (Power Wellness) is the nation's largest institutional fitness management company and a HIPAA compliant integrated wellness provider. Founded in 1996, Power Wellness has managed over 50 fitness centers for municipalities, healthcare systems, colleges, and community foundations. As of March 2020, Power Wellness was serving over 120,000 members with over 3,000 team members nationwide. With three strategic service lines – consulting, asset monetization, management – Power Wellness has the value-added resources to improve life.