

# Case Study

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VERVE HEALTH

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HEALTH



## The Client

Verve Health is a next generation health and wellness company. Verve is known for its integrative approach, coordinating prevention and primary care. They are based in Indianapolis, and offer services nationwide. Their comprehensive services include everything employers need in population health management - from onsite health and wellness clinics, to health coaching, health assessments and biometric screenings, wellness incentives, and onsite education and programs.

Verve Health's employer clients range in size from under 200 to over 7,000 employees. The clients include a wide variety of industries, with a mix of white-collar and blue-collar workers. Many of their clients are in manufacturing and logistics, industries where access to technology is not guaranteed.

Jen Hodges serves as Vice President, Population Health. Amie Dent is the Director of Program Development.



## The Problem

Verve Health's rapid growth and nationwide expansion exposed the limitations of their previous technology strategy.

They had used a variety of separate systems that didn't always work well together. They were still using paper and Excel in many parts of their programs. Many of the things that could have been digitized had not been. As an example, they had a homegrown Health Risk Assessment that was done on paper, with bubble sheets scanned in onsite.

Jen and Amie began an exhaustive evaluation process to fill gaps in their offering and to create a competitive advantage for the company.



## The Requirements

As a provider of comprehensive services, the technology and wellness portal piece was critical to the overall Verve strategy and success. Verve's list of requirements was extensive, and all the pieces needed to work together seamlessly.

They needed a better way to schedule biometric screenings, including customized confirmation and reminder messages. Their screening teams needed to take attendance at the screening based on the registration list, and confirm HRA completion before participants can see the screener. Screeners needed a convenient and secure way to enter the data into the portal – including custom questions specific to each employer. They needed to collect a touch-screen signature for screening consent.

They needed a top-quality Health Risk Assessment that was validated against claims data. The HRA needed to bring in biometrics from the screenings, and produce both an easy to understand individual health report, as well as advanced analytics for the aggregate reports shown to employers.

They needed a set of engaging and social Team Challenge programs that could be customized for each employer group. As a FitBit partner, they needed to bring FitBit data into the portal and programs, as well as allowing participants to self-report or track using a smartphone.

They needed a way to take attendance at onsite events and programs, directly into the portal. Their coaches needed a way to keep track of participants - including appointments, goals and next steps. The coaches also needed a way to securely message participants, and keep track of coaching notes.

They had a great set of lifestyle content that needed to be delivered online, with custom quizzes to show that participants had completed each workbook or video. They also wanted to give both participants and coaches access to a library of engaging and high-quality health content.

Finally, they needed a system to manage incentives. Verve clients have a wide variety of incentive structures – including outcome-based incentives where HIPAA and ACA compliance are critical. Verve needed a system that could determine each participant’s action plan based on their screening, and include a variety of alternatives such as health coaching or biometric improvement. And for their clients with participation-based incentives, they needed a convenient way to bring all the participation data together and determine each participant’s reward level.



## Evaluating Alternatives

Verve began a search for a partner that could provide all of these capabilities, on time and on budget. The evaluation was extensive and included a review of many well-known portals. They evaluated Humana Vitality, but it offered little ability to customize to Verve's needs. They evaluated independent portal vendors as well as options from Cigna and Anthem. Finally they looked at building their own system through a local group that would build the application for them.

In their exploration, many people suggested that they look at Extracon as an alternative. Jen says "We were intrigued, so we listened to an Extracon webinar and invited Extracon in for a discussion. It became clear that this was the solution for us. Extracon included all of the components that we wanted, was simple to use, easy to train people on and had the flexibility that we needed.... No one else offered the breadth and flexibility that we wanted."

Price was also a factor in the decision. Extracon offered a 100% competitive price that included all of the options Verve needed. Jen adds, "There were no hidden costs with Extracon and that was key." She adds, "Extracon was fun to work with and that was also important!"

When asked if she had any initial concerns about Extracon, Jen replied "We are always concerned about making extra work for our staff. With technology, everything looks great during the demo evaluation and contract period, but often, once you get in there it can be challenging. Not with Extracon. Extracon was there for us." She notes that many of Verve's clients are rural and blue-collar workplaces: "We worried about how people would embrace change from paper to online especially in rural areas. We were pleased that people were able to do this seamlessly and navigate through without issue."

Jen has some recommendations for other organizations who are evaluating wellness portals. She says, “Make sure that you know what you want and expect. Make sure the privacy and security are in place. Find a solution that is comprehensive, pragmatic and cost effective. And finally make sure that references confirm that you will get help and assistance that you need from the vendor.”

Ultimately the decision was Jen’s and she feels that she made the absolute right choice.



## The Implementation

Verve signed a contract with Extracon and began the implementation process with a key client.

Extracon worked with Verve to load an eligibility file, load data from prior biometric screenings, and configure the site with the right branding. The client had a complex set of outcome-based incentives with a wide variety of online and offline alternatives for those who didn’t meet the initial biometric standards.

Jen says “The implementation went very well and was very quick. From soup to nuts the implementation took one month. There were no technical bumps in the road.” The implementation also included digitizing a set of lifestyle workbooks and adding online quizzes.

After the first successful client rollout, Verve and Extracon have worked together to transition their client base over to Extracon on a 12-month schedule. Amie says, “Every one of our customers will have access to the Extracon capabilities. This is too valuable of a service to go unused.”

The largest client rollout to date has been using Extracon for screening scheduling and biometric screening input for the 50,000+ employees of a state government. Jen says, “The State had very rigorous privacy requirements and compliance pieces. Extracon passed these with flying colors.”



## The Solution

Verve Health has now been a customer of Extracon for a year. Amie says, “We use Extracon in its entirety. We use it all.” Jen says that clients provide positive comments about the Extracon system.

Jen and Amie say that have several favorite parts of the Extracon platform. They like the online screening scheduler, and the ability for biometric screeners to put data directly into Extracon using tablet computers. They like having turnkey, ready to launch Challenge programs.

They add that Health Risk Assessment has great reporting. (Extracon offers the University of Michigan HMRC Health Assessment, which is known for its quality analytics.) They are adding the Healthy Learn content library as a value-added feature. Verve’s health coaches are using Extracon to keep track of coaching goals, next steps and participation.

Amie adds that is nice to have an all-in-one solution that is so integrated and comprehensive.

Finally, they note that Extracon's support is especially good. Rather than acting as a vendor supporting a product, Extracon acts as a partner in helping Verve deliver for its clients. Jen says, "They help with more difficult client implementations. Extracon even helps us with demos to our customers."

Jen believes that Verve got the benefits that they originally sought from Extracon. "The system works, it's practical, it's flexible, there is minimal downtime, and Extracon built out some new things that we wanted." says Jen.

Over the next year, Verve plans to use several new features that Extracon is making available. They plan to use Extracon's Wellness Portal Apps, which install on participants' smartphones and turn the phone into an accurate step-counting device. The Apps also allow participants to photo-log their weight and nutrition – helpful for Challenges and Coaching.

Verve is also planning to use Extracon's Apps to replace many of the physician forms and faxes they process today. The Apps are designed to go into the doctor's office with the participant, and allow the physician's staff to input biometrics and sign the form using a touchscreen. The Apps also allow physicians to review and sign off on medical exceptions for outcome-based incentives.

Jen adds, "Some of our customers still say that their populations don't have smartphones or are too old to adopt new technology. But we like the pragmatic approach of using the smartphone and apps to track progress and report results. Since organizations are not going to pay for other wearable devices, the phone, where possible, is an excellent option."

To learn more or request your Discovery Call

Visit [www.extracon.com](http://www.extracon.com)

Or give us a call: 901-405-1914