



| CASE STUDY

# Impact of Kiio on Medical Utilization and Spend



## BACKGROUND

WEA Trust is an independent, not-for-profit health insurance company headquartered in Madison, Wisconsin. Part of the NeuGen family, WEA Trust services public employees, including the State of Wisconsin, providing healthcare benefits to over 100,000 members.

WEA Trust's mission is to improve member health and experience by providing high quality and affordable care. Known for its forward-looking vision and innovation, WEA Trust complements traditional care networks with a suite of curated Enhanced Care Solutions to provide members with convenient, accessible, evidence-based healthcare options.

Low back pain has been a consistent driver of both medical utilization and cost for WEA Trust. It is also a significant concern for WEA Trust's employer groups, due to its impact on employment costs.

WEA Trust introduced a successful shared decision-making program in 2011 and required preauthorization for spine advanced imaging shortly thereafter. This made a positive impact; however, the company realized that engaging members sooner after onset could yield better health outcomes and control spend even further.

WEA Trust partnered with Kiiio to offer Kiiio for Low Back Pain, customized and white-labeled to WEA Trust. The goal was to proactively intervene further upstream by providing an evidence-based, member-centric option for medically appropriate members struggling with back pain.

WEA Trust and Kiiio collaborated to quantify Kiiio's impact on member outcomes, medical utilization, and cost of care.



“We are committed to being good stewards of our members’ health. That means providing access to care that is high-quality, effective, convenient, and affordable. Above all, it means doing no harm. And the fact is that unnecessary MRIs, injections, and surgeries can do harm.”

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**TIM BARTHOLOW, MD**  
Chief Medical Officer | NeuGen

## POPULATION & PROGRAM

WEA Trust's Low Back Pain Program was launched January 2018 and was offered to members regardless of low back pain claims history.

The program was offered through a variety of channels including email, direct mail postcard, and WEA's website. Health plan members enrolled on a completely voluntary basis, with no incentivization other than the desire to try something new to reduce their pain.

Prior to enrolling, interested members completed Kiiio's online screening to gather baselines and confirm medical eligibility. Members not eligible to participate for medical or other reasons were directed to appropriate in-network care as part of Kiiio's customized Care Path Optimization<sup>SM</sup>.

Eligible members were provided access to the digital care program, including three progressive levels of exercise specific to the members' type of low back pain, virtual

coaching, and access to 1:1 contact with care management.

In October 2018, pain education materials and additional engagement features were added to the program.





“What I really love about this program is that it is customized to each member’s needs and situation. It is a real-time solution that empowers members to take control of their condition and be active participants in their care.”

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**LISA HARLOW, MS, CES**

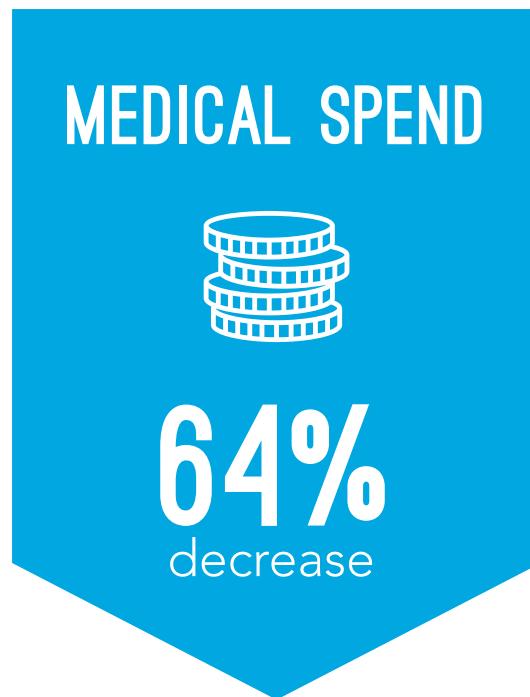
Director of Member Health Services | NeuGen

## RESULTS: MEDICAL SPEND

To quantify impact on medical spend and utilization of specific services and pharmacy, WEA Trust analyzed claims data spanning a year pre-enrollment in Kii through a year post-enrollment. Utilization and spend were then compared in the pre- and post- enrollment periods.

Further inclusion criteria included achievement of at least Level 2 of Kii's digital care program, and no other primary insurance three months pre-enrollment through three months post-enrollment. Due to variability in enrollment dates and coverage periods, pre-enrollment data averaged 11 months, and post-enrollment data averaged 7 months. All data was then normalized for person months.

Results clearly demonstrate value, with low-back-pain-related medical spend decreasing 64% in Kii participants.\*



\*p<0.05

# RESULTS: MEDICAL UTILIZATION

In addition to overall spend, analysis demonstrated the added value of the Kiiro program on utilization and spend in urgent care and more aggressive diagnostics and treatments.

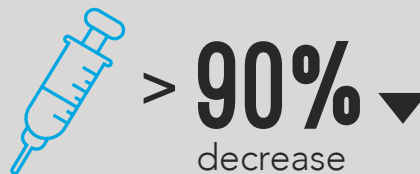
Specifically, there was no utilization of ED/Urgent Care or of spinal injections in Kiiro participants post-enrollment. Analysis also revealed a 67% decrease in Radio Frequency Ablation, and a 32% decrease in imaging.\*

## KIIRO RESULTS

### ED/URGENT CARE VISITS



### INJECTIONS



### RADIO FREQUENCY ABLATION



### IMAGING



\*p<0.05

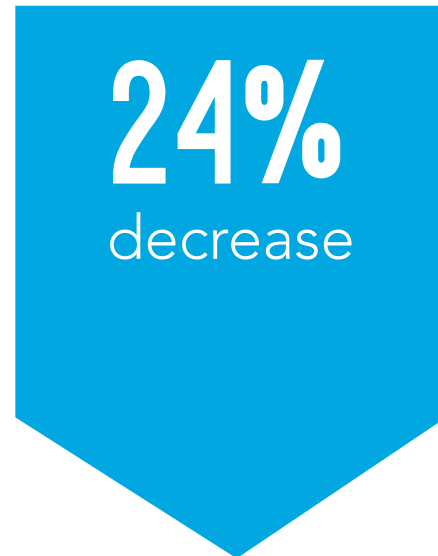
## RESULTS: PRESCRIPTION MEDICATION

Kiio participants filled significantly fewer benzodiazepine prescriptions post-enrollment. Use of opioid medication also decreased significantly in the Kiio participants.\*

### BENZODIAZEPINES



### OPIOIDS



\*p<0.05





“Our main objective is always to improve member health and experience. What we have found is our Enhanced Care Solutions not only achieve this objective, but also result in lower medical costs. This combination is exactly what we are seeing with Kiio.”

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**MARY HUGHES**

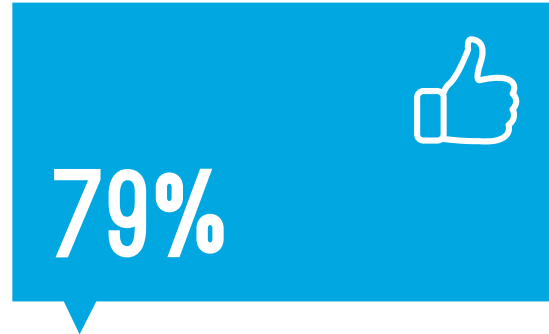
Vice President of Medical Affairs | NeuGen

## MEMBER EXPERIENCE

In addition to benefiting from significant pain reduction and improvement in functional activity, WEA Trust members have been extremely satisfied with their experiences.



say the program is  
**easy to use**



would **recommend**  
**to a friend**



I've been enrolled in your Kiio program for my back. I've been on it for quite awhile and the results are phenomenal. It's really helped me out. I've had no back issues. I don't believe I've been to a chiropractor since I've been on the program.

**WEA TRUST MEMBER**

The Kiio program helped me get back to doing what I love.

**WEA TRUST MEMBER**



## MOVING FORWARD TOGETHER

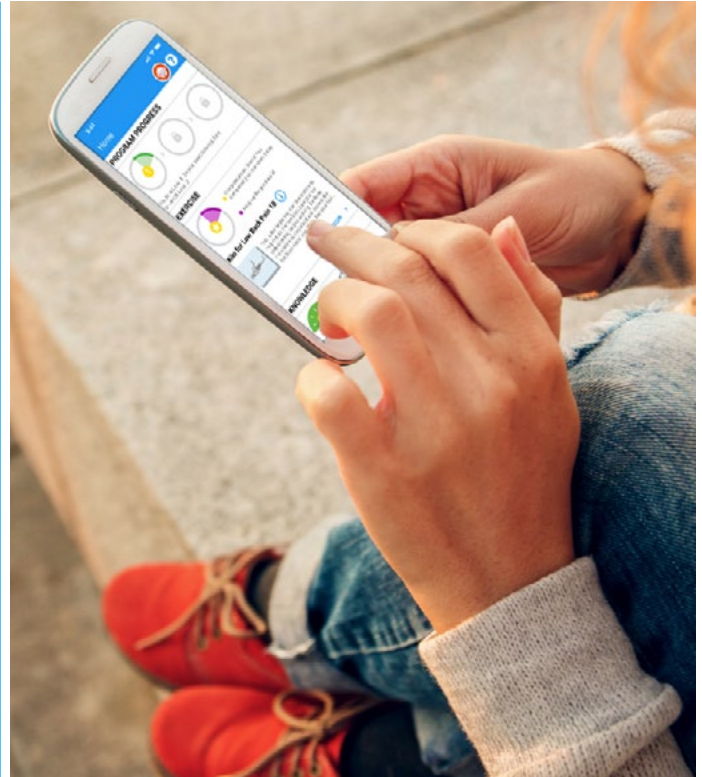
Based on these positive results, WEA Trust is launching a new member awareness campaign promoting the program. To encourage more participation, WEA Trust has most recently implemented a medical policy that includes Kiio as an option in situations when a member must meet conservative treatment criteria prior to being approved for advanced imaging. Other methods being explored include creating a plan design to encourage program use, and waiving cost sharing for members who try Kiio before more aggressive treatments.



“We’re committed to finding solutions that help our employers control their cost drivers. Kiio for Low Back Pain does exactly that.”

**LISA HARLOW, MS, CES**

Director of Member Health Services | NeuGen



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Visit [kiiio.com](http://kiiio.com) or call us at  
**608.467.4607** to learn more.



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