

2019

## The HPCSA National Conference 2019

Positive impact of a scientifically based behavioural modification and wellness programme on doctors

Dr Maurice Goodman

Chief Medical Officer: Discovery Health

18 August 2019

# Poor lifestyle driving tsunami of NCDs

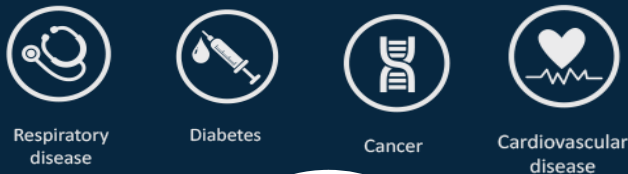
## TODAY

**4** main risk factors



Lead to

**4** main NCDs



Responsible for

**70%**

Of all deaths  
**worldwide**

## BY 2030

**17%**

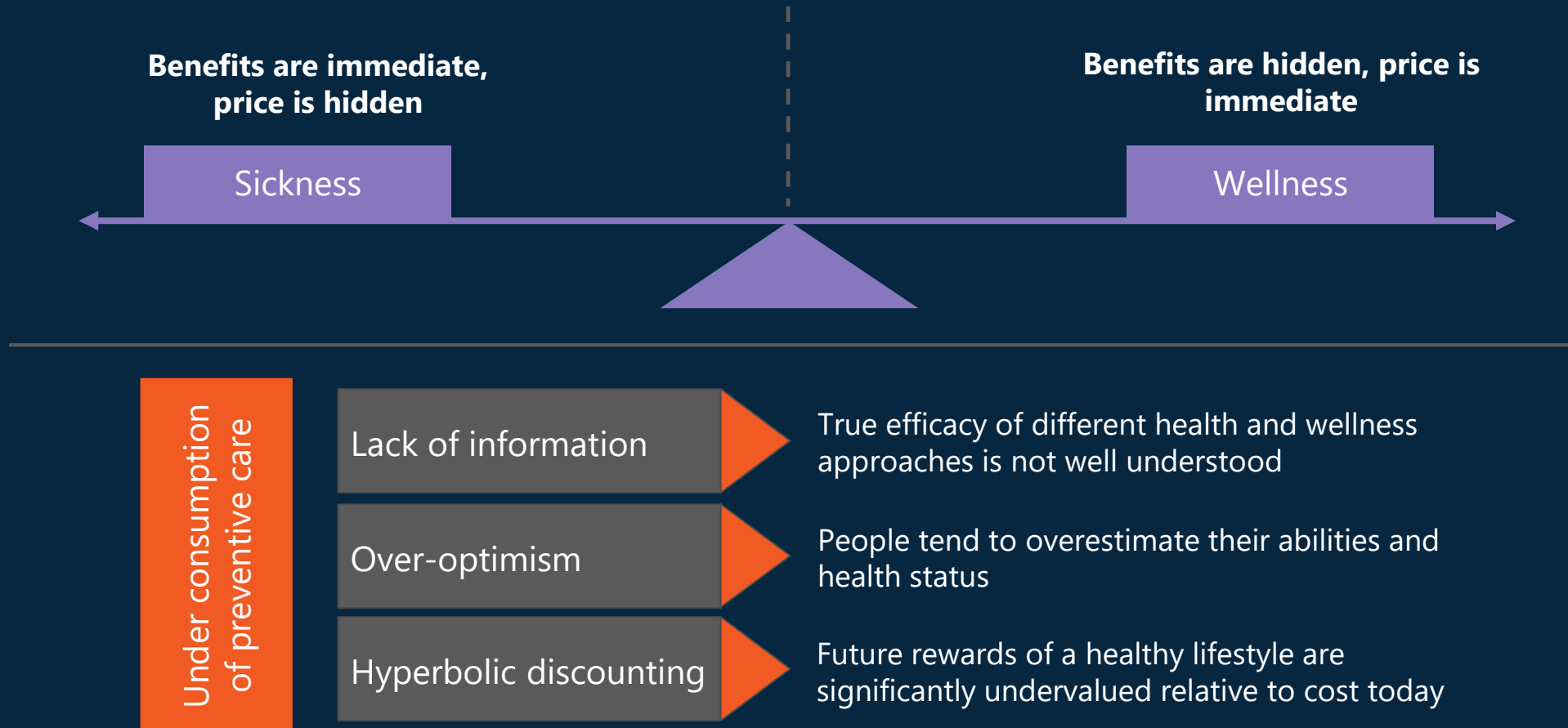
Increase in deaths  
caused by chronic conditions



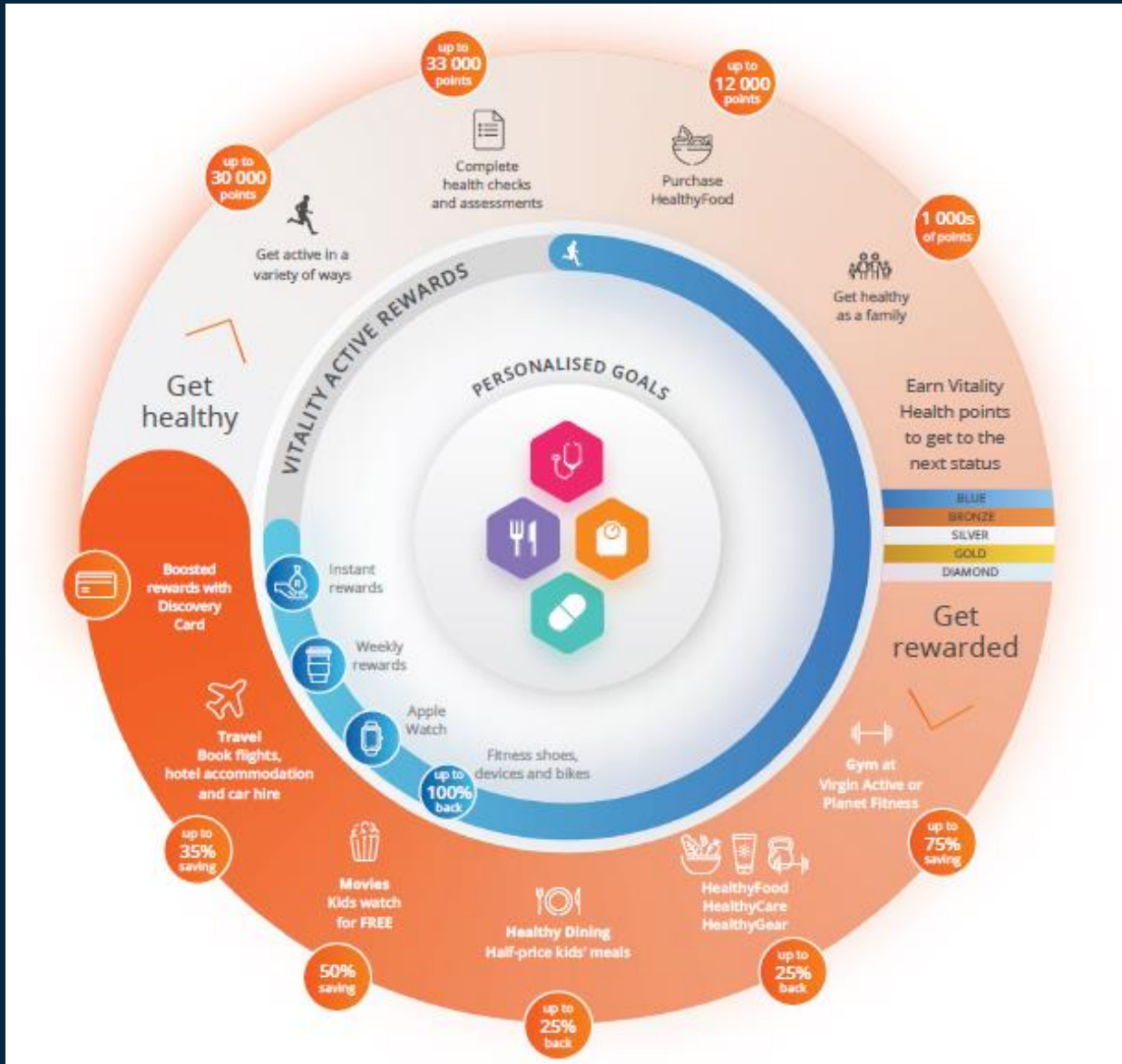
**20%**

Increase in deaths  
in Africa

# Making the case for wellness| Genesis of Vitality



# Vitality | How do we shift behavior?



## Know your health

We recognize that everyone's health needs are different, so we offer a variety of activities to help our members understand their unique health status. They can do a range of in-depth assessments to learn more about their health, and earn Vitality points.



## Improve your health

We make it easy for our members to get healthy, by providing access to a range of health and fitness partners



planetfitness



#fitbit.



SUUNTO

GARMIN.

POLAR.  
LIGHT TO DARK



## Get rewarded

The healthier our members get, the more we will reward them. Our members benefit from a variety of rewards from the following rewards partners:

kulula.com



TOTALSPORTS



MUGG & BEAN

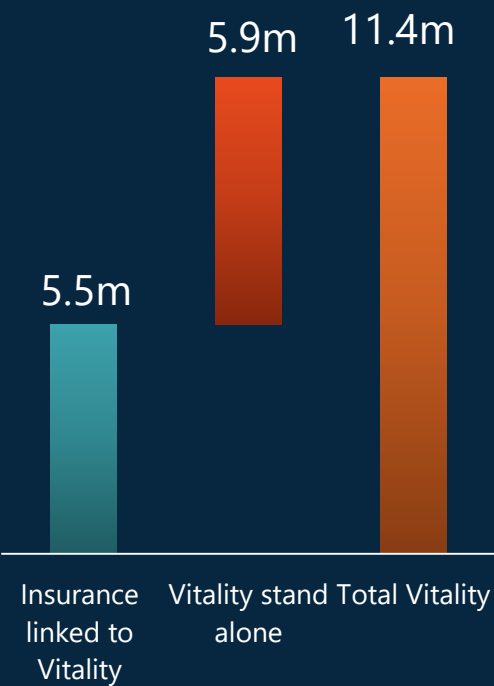


# Vitality is impacting a growing number of members globally



17.8m  
Lives

11.4m  
Vitality lives



>35m years of health data; >10m years of mortality data

\*Group 'other' lives excluded due to duplication on policies.

# Thought leadership| The largest behaviour change study on physical activity based on verified data



## Incentives and physical activity

An assessment of the association between Vitality's Active Rewards with Apple Watch benefit and sustained physical activity improvements

Marco Hafner, Jack Pollard and Christian van Stolk



### Three countries

**422 643** people,  
**91 000** Apple Watch users



### Longitudinal tracking

Before and after taking up Apple Watch



### Granular data

Demographic data,  
Biometric information,  
Physical activity

## Proven behavior change

**+34%**

INCREASE IN PHYSICAL ACTIVITY

**+4.8 DAYS**

PER MONTH

**+109-206%**

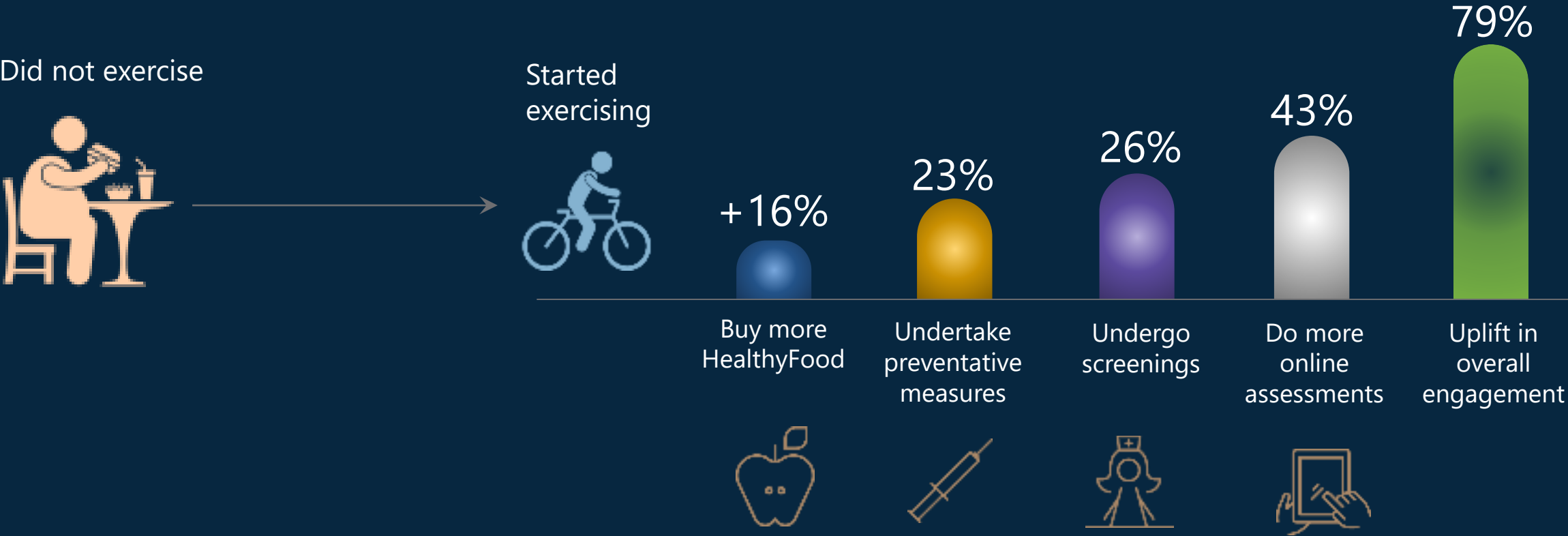
INCREASE IN PHYSICAL ACTIVITY  
FOR AT RISK POPULATIONS  
(**BMI > 30**)

**+49%**

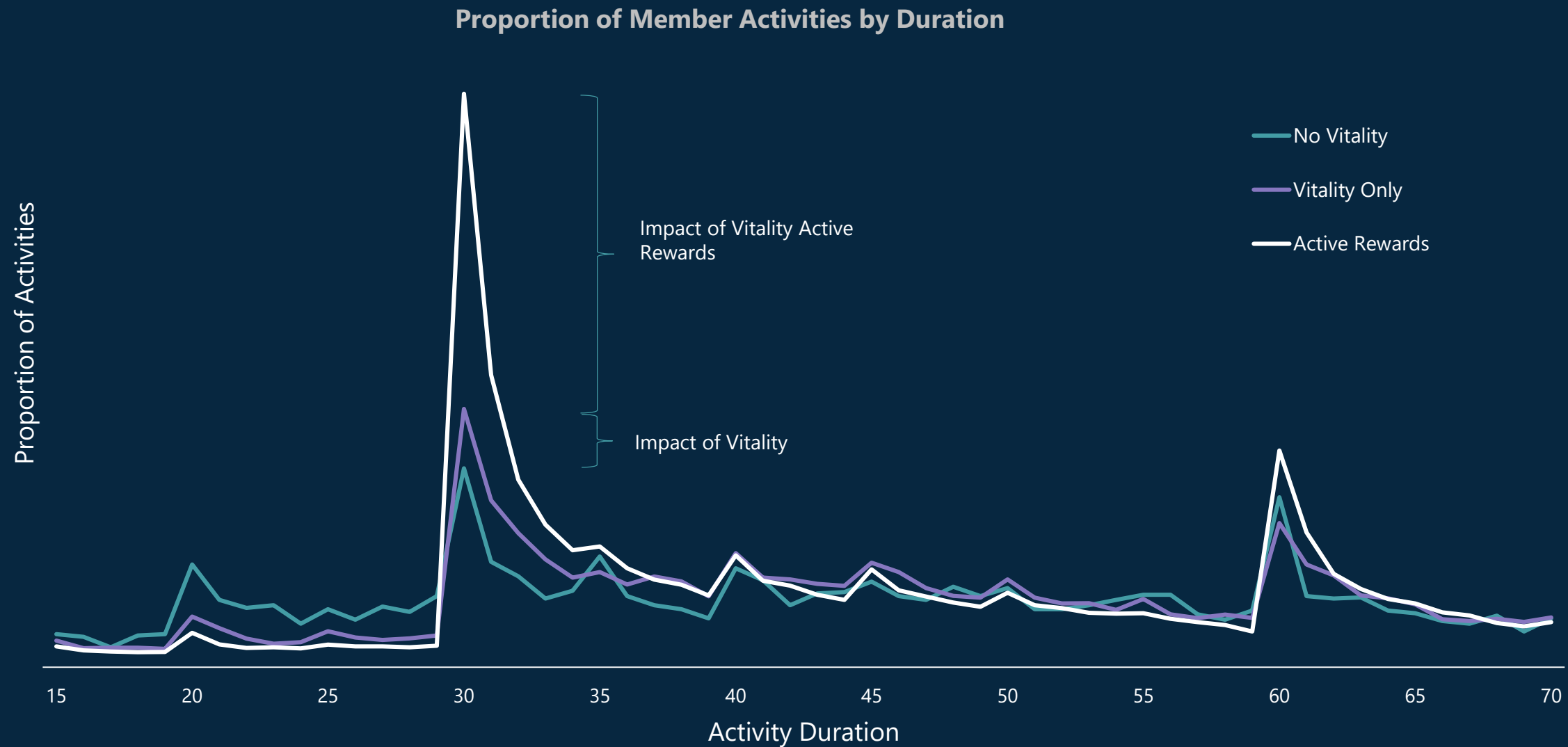
INCREASE IN INTENSIVE  
PHYSICAL ACTIVITY  
(**ADVANCED WORKOUTS**)

# Physical activity triggers a healthy lifestyle

Improvement in health participation after becoming physically active



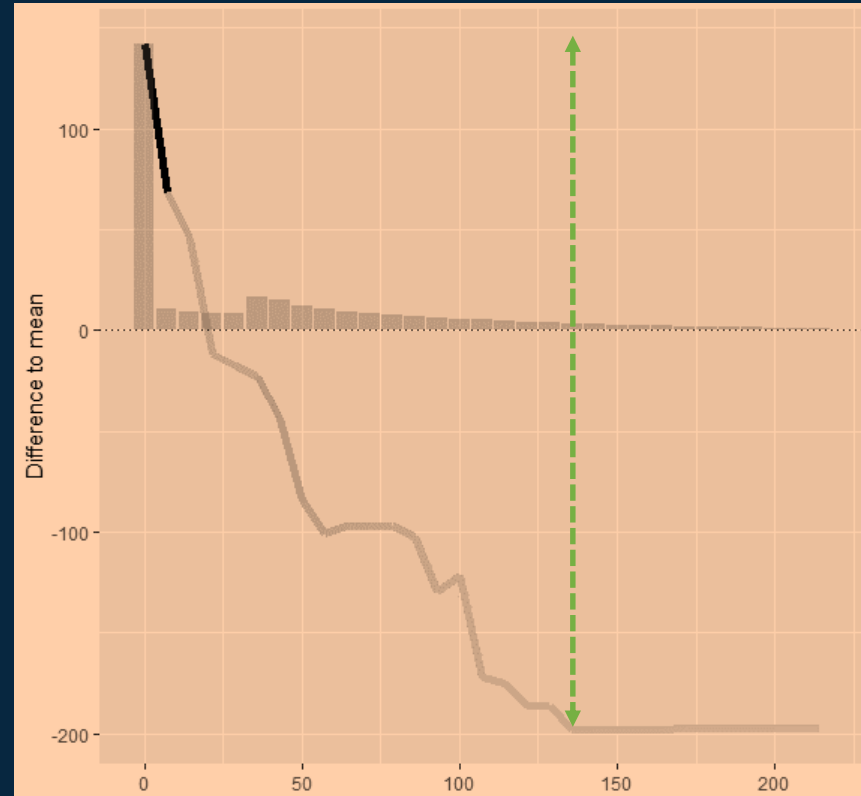
# Vitality engagement| Evidence of behavior change





# Quantifying the impact of each variable...

Controlling for other factors (age, gender, socio-economic status, family composition etc.)



Exercise 2-3  
times a week is  
associated with  
**R340** lower  
health costs per  
month

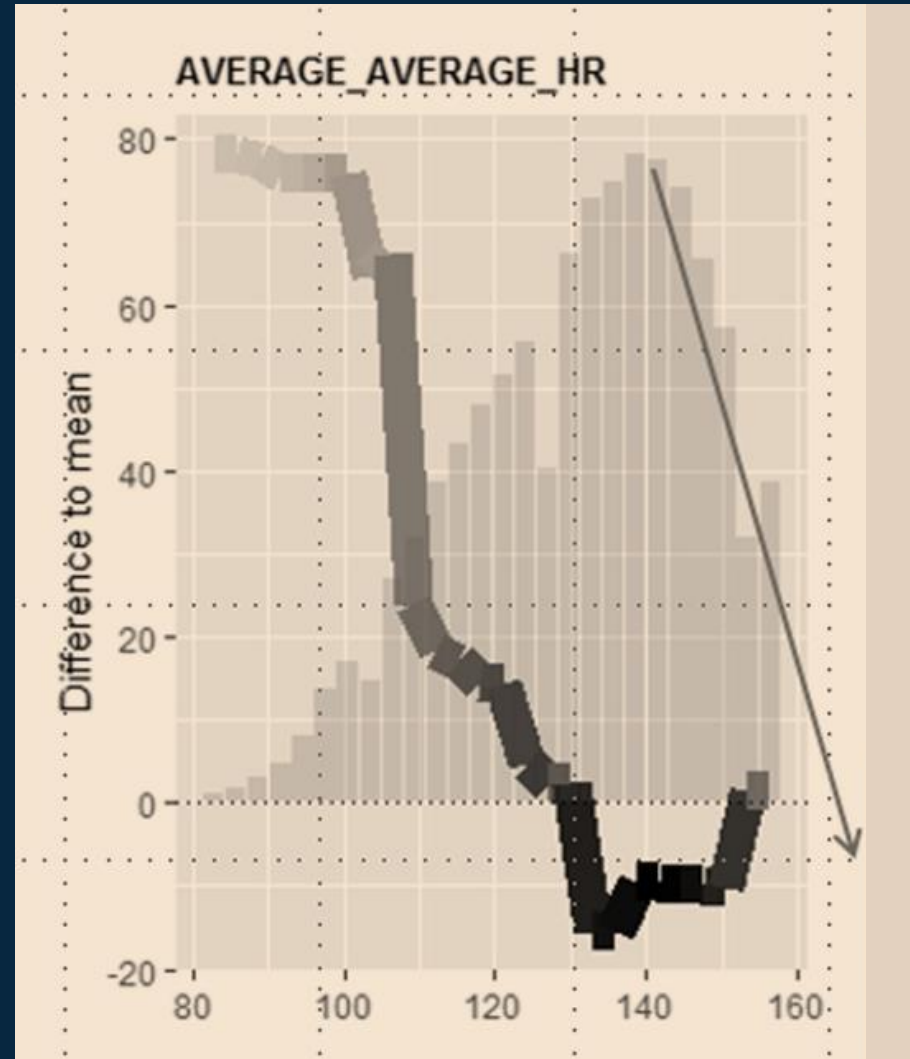


Physical  
activity days  
per year



# Individual factors can be further decomposed...

Physical Activity of Device Users| Hospital Claims Cost



R1,080 per  
year

# Measuring the impact of devices

Device Users Relative to Non-device users| Standardised for Age, Gender, Number of chronic conditions



## Increased physical activity ...



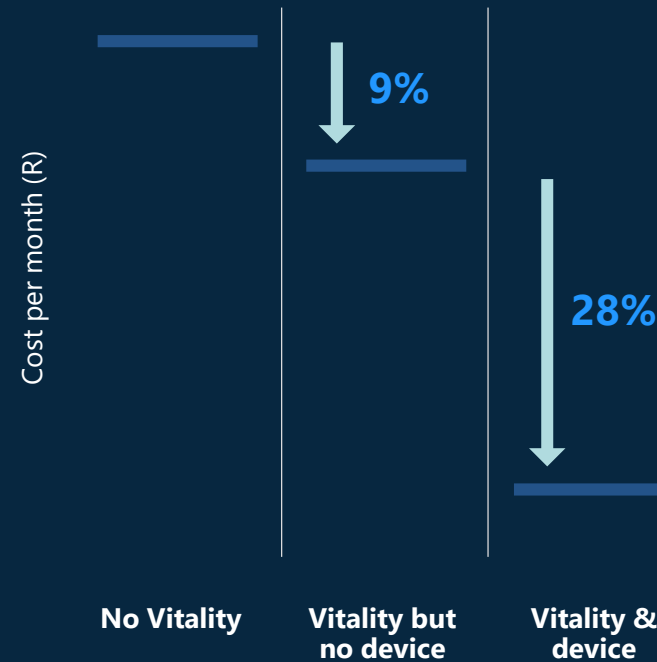
Vitality Active Rewards = **24%** increase in physical activity



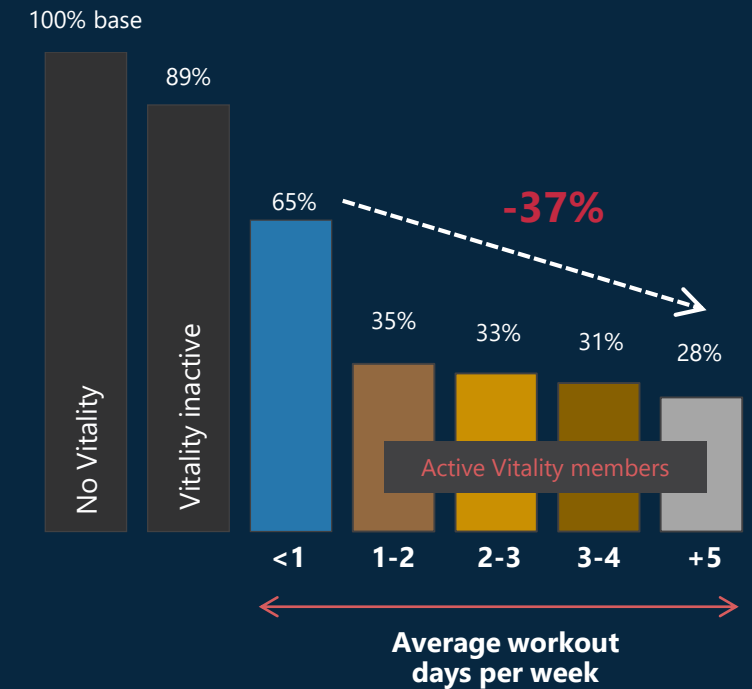
Vitality Active Rewards with Apple Watch = **35%** increase in physical activity



## Reduced hospital PLPM ...



## Decreased mortality risk ...



# We have seen a significant shift in purchasing behaviour ...



## Member engagement...



**46k** HealthyFood **baskets**  
purchased **every day**

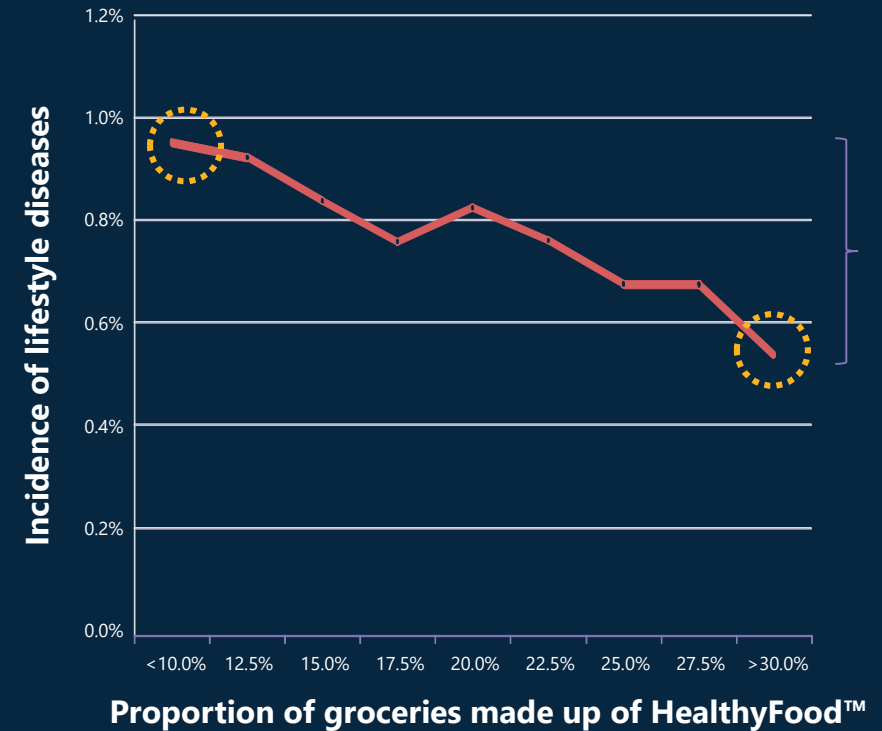


**R7.3b**  
**cash back on HealthyFood**  
paid to members over  
the last 5 years

Total spend (Rands)



## Positively impacting the health of our members ...

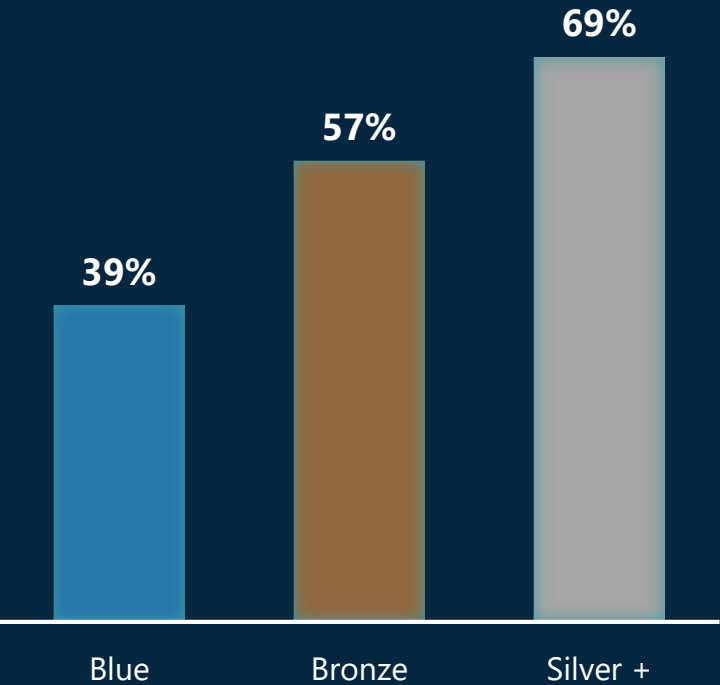


Members with a greater portion of HealthyFood™ in their baskets have a **40% lower** tendency to be diagnosed with lifestyle-related diseases

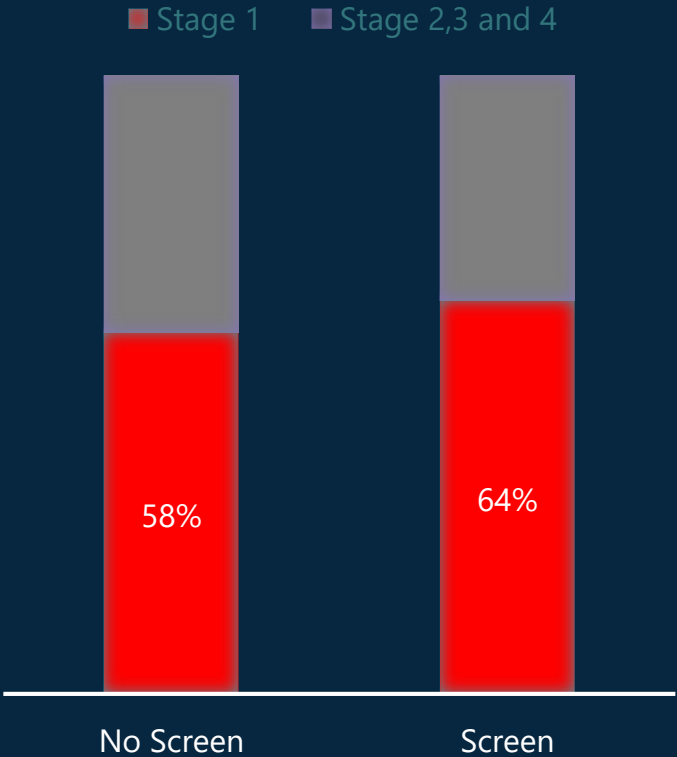
# Encouraging preventative care and screening



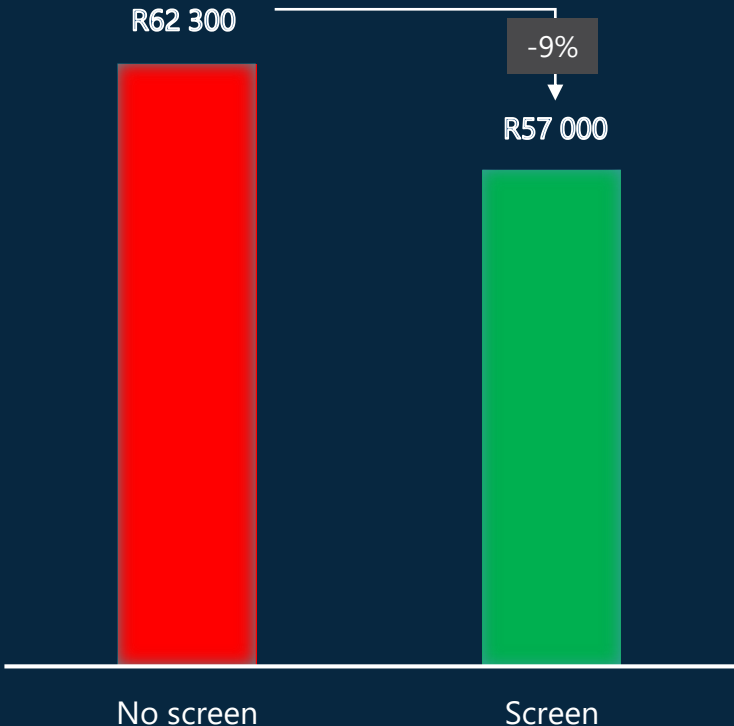
Proportion of members undertaking screening



Cancer stage at diagnosis

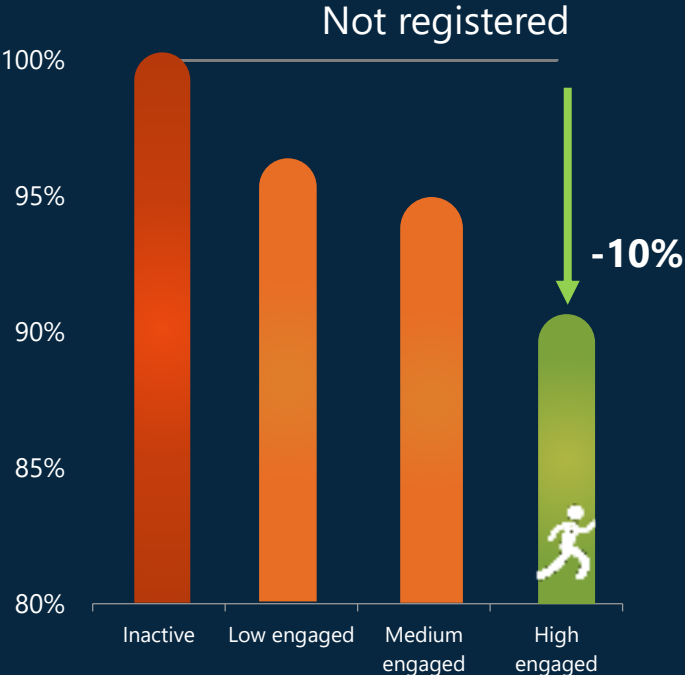


Average cost per cancer case

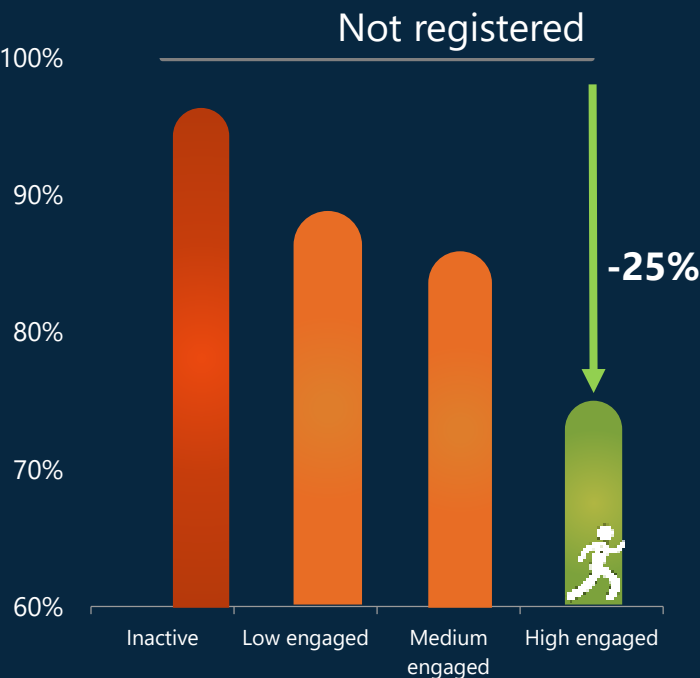


# Impact of Vitality on health outcomes

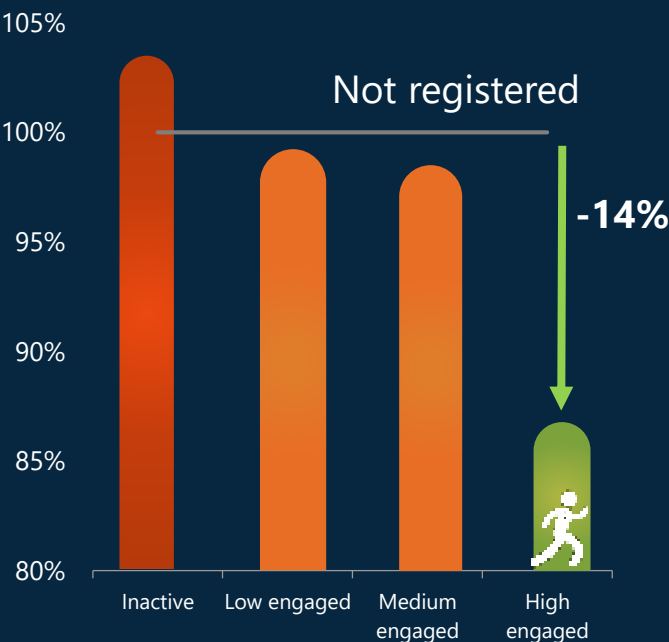
## Lower admission rates



## Shorter hospital stays

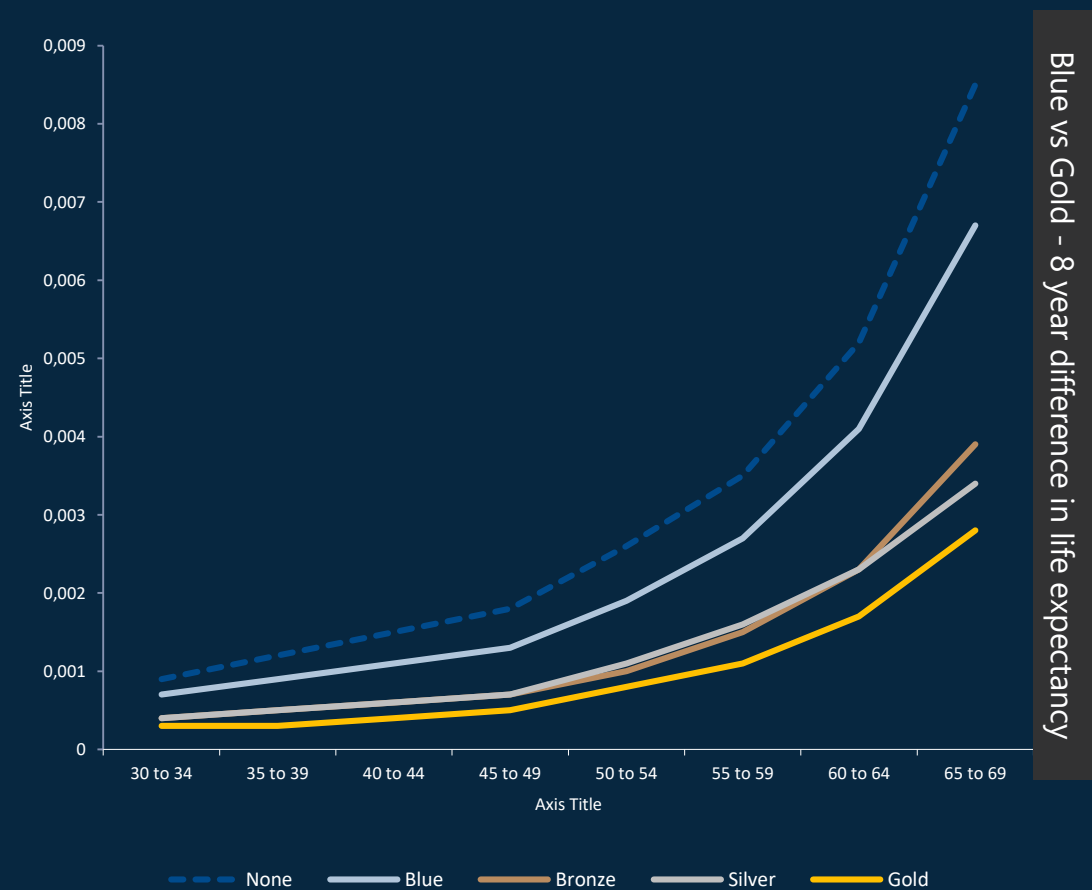


## Lower healthcare costs



# Impact of Vitality on longevity

Reduced mortality|  
Blue vs Gold: **8 year difference** in life expectancy



# Doctor wellness| the missing quality link

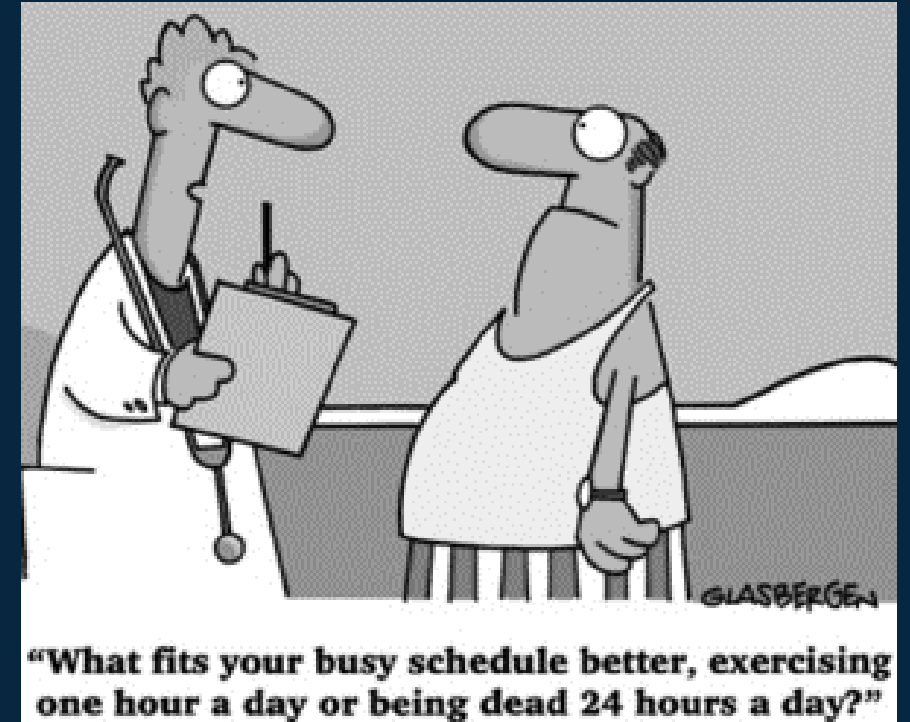
““ We found a consistent, positive relation between physicians' and patients' preventive health practices. Objectively establishing this healthy doctor–healthy patient relation should encourage prevention oriented health care systems to better support and evaluate the effects on patients of improving the physical health of medical students and physicians. ””

*Frank et al., CMAJ 2013. DOI:10.1503/cmaj.121028*

Healthier doctors are **more productive**

Healthier doctors **deliver better quality care**

Healthier doctors are **more effective in prescribing wellness**



““ When physicians are unwell, the performance of the health-care systems can be suboptimum. Physician wellness might not only benefit the individual physician, it could also be vital to the delivery of high-quality health care. ””

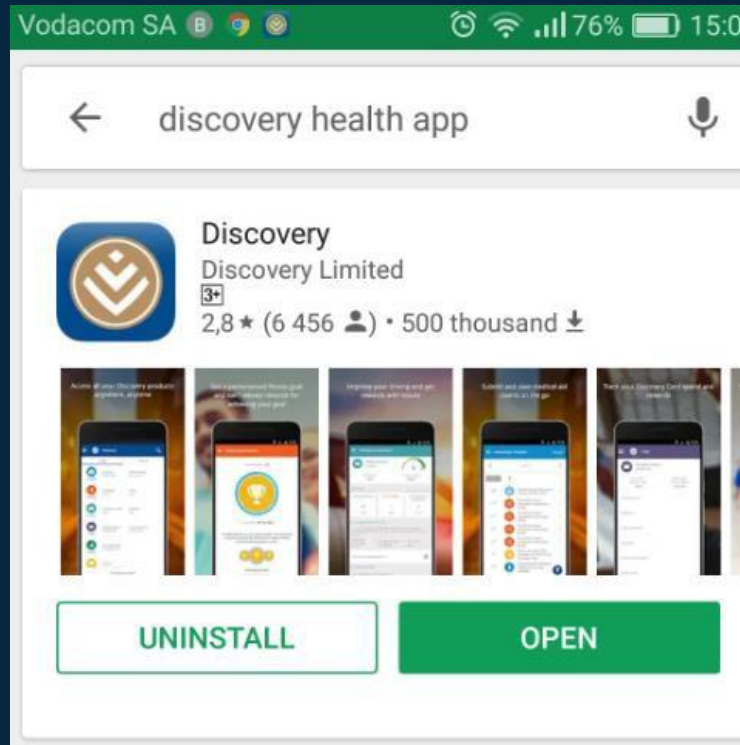
*Lemair, Wallance & William, Lancet 2009; 374: 1714-21*



# Vitality Active Rewards for Doctors



## 01 Download the Discovery App



Activate VAR

## 02 Achieve your exercise goal



Personalised



Dynamic



Any exercise



## 03 Get Rewarded

Weekly Core Rewards



Boosted Doctor Rewards



No requirement for a Discovery product.  
Totally free.

# Gamification| Doctors leading the way in wellness



## Vitality Active Rewards for Doctors



Join Vitality Active Rewards for Doctors and get rewarded for getting active.

As a Doctor engaging with the Vitality Active Rewards for Doctors (VARD) programme, you earn reward points when you achieve your personalised, weekly exercise goal. You can spend your reward points on a range of weekly rewards like coffees and smoothies, OR save them for bigger rewards like shopping rewards and gadgets.

What's more, you earn **boosted benefits**, simply for being a doctor.

Doctors on the monthly leaderboards compete to become one of 18 VARD quarterly top and most improved performers. To be a quarterly performer winner, you need to achieve your goals consistently over the qualifying three months and only the highest performing monthly achievers are considered for the quarterly rewards. Our quarterly winners receive Incredible Connection vouchers to the value of R5 000.

If you have not yet activated Vitality Active Rewards (VAR) for Doctors, simply download the Discovery app and activate Vitality Active Rewards

## VARD Leaderboard

### Top Consulting Specialists

### Top Procedural Specialists

### Top GPs by Region

1. Dr DA Kloeck – Paediatrician
2. Dr LB Linde – Paediatrician
3. Dr CE Spargo – Physician
4. Dr A Enslin – Physician
5. Dr B Insam – Gastroenterologist
6. Dr FJ Cilliers – Neurologist
7. Dr E Deetlefs – Physician
8. Dr FI Tayob – Physician
9. Dr HJ Roelofse – Paediatrician
10. Dr J Vorster – Cardiologist

### Most improved Consulting Specialists

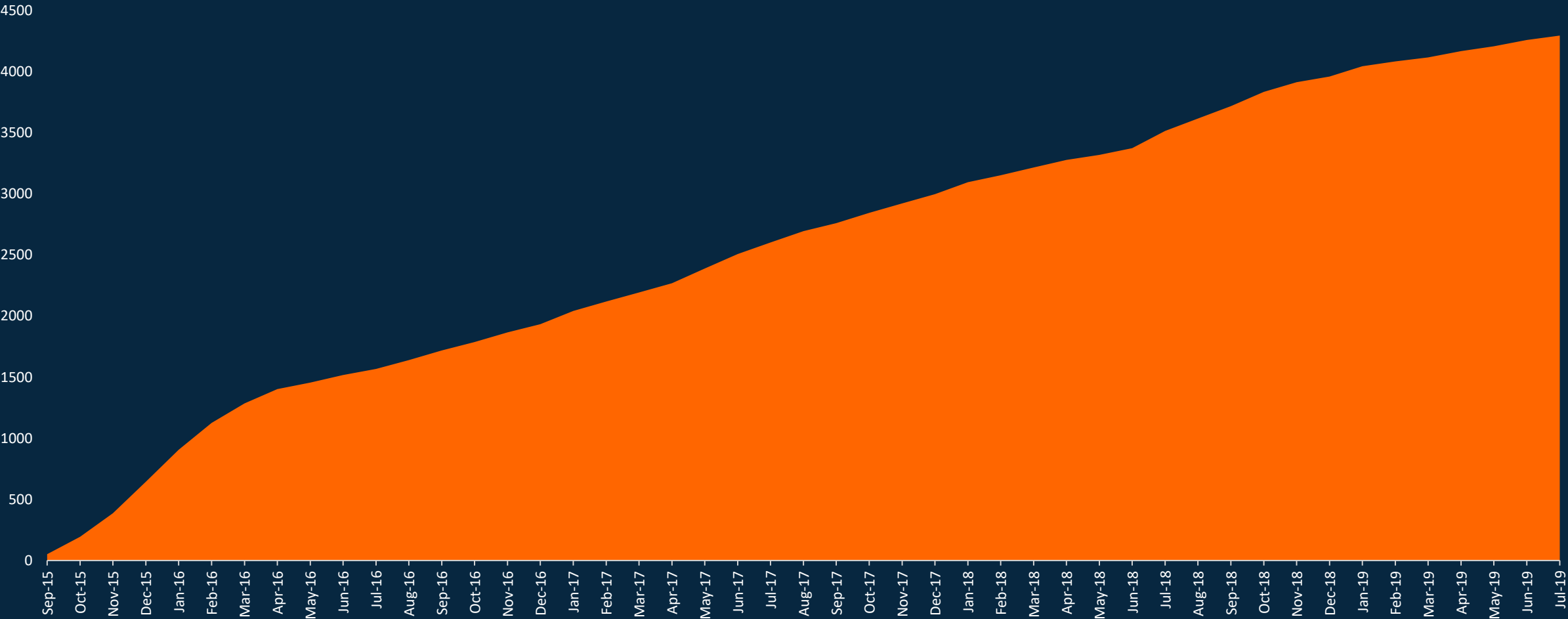
### Most improved Procedural Specialists

### Most improved GPs by Region

1. Dr J Vorster – Cardiologist
2. Dr MD Atkins – Paediatrician
3. Dr DP Dornonville De La Cour – Physician
4. Dr CH Vermaak – Paediatrician
5. Dr FP Van Der Westhuizen – Paediatrician
6. Dr L Hartley – Physician
7. Dr S Bramdev – Psychiatrist
8. Dr K Govender – Physician
9. Dr T Naicker – Paediatrician
10. Dr TJ Urquhart – Paediatrician

# Enthusiastic uptake by doctors

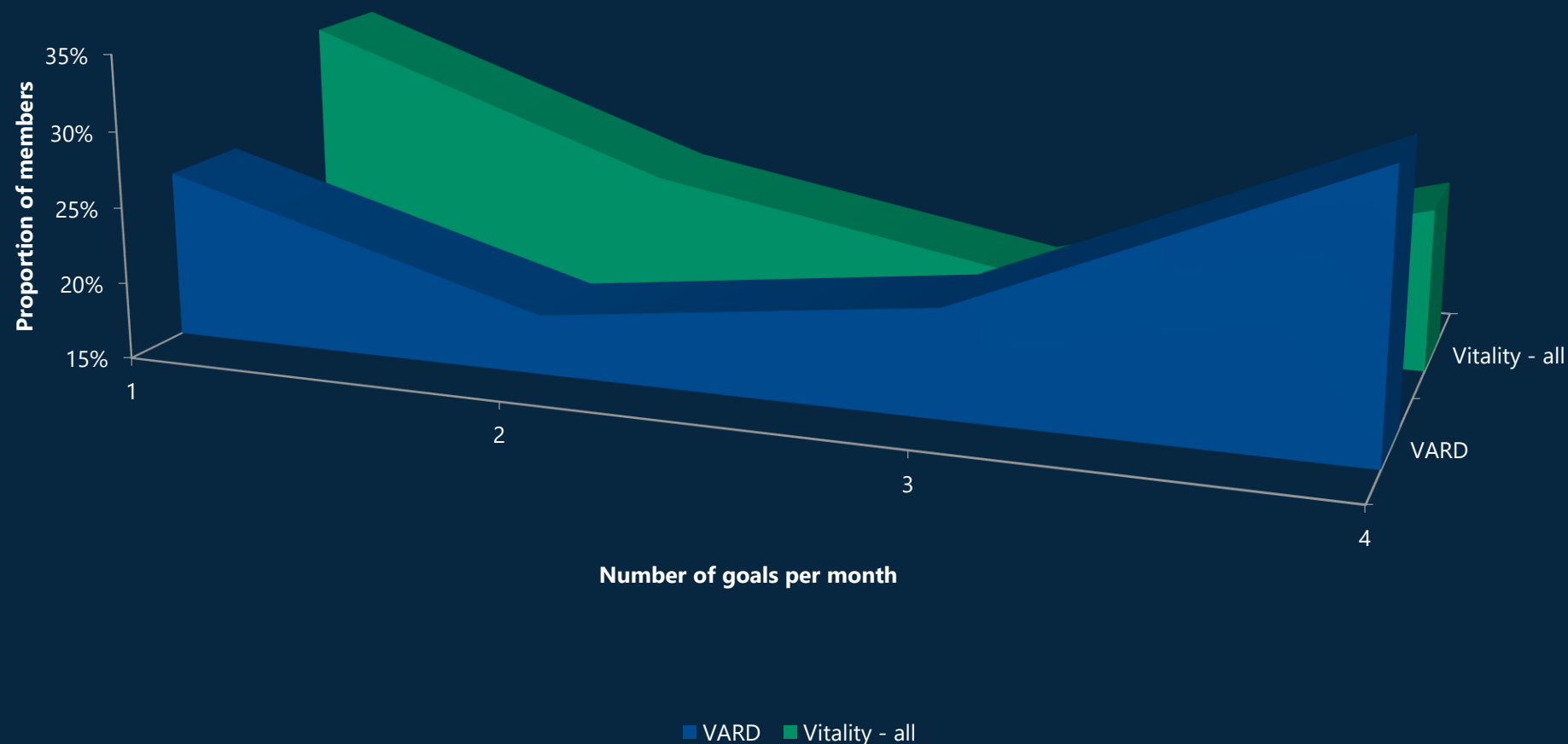
> 4 300 Doctors in the Private Sector



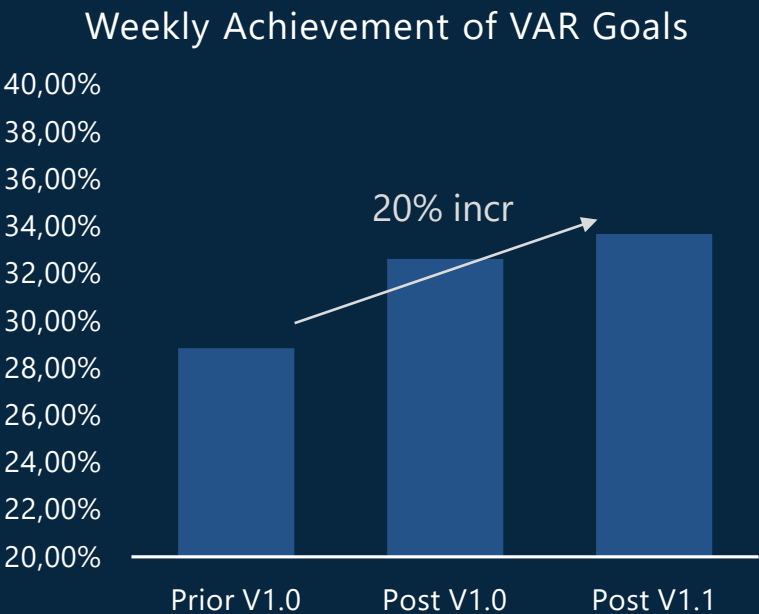
# VARD Initial Results| Doctors are more engaged than the general Vitality population



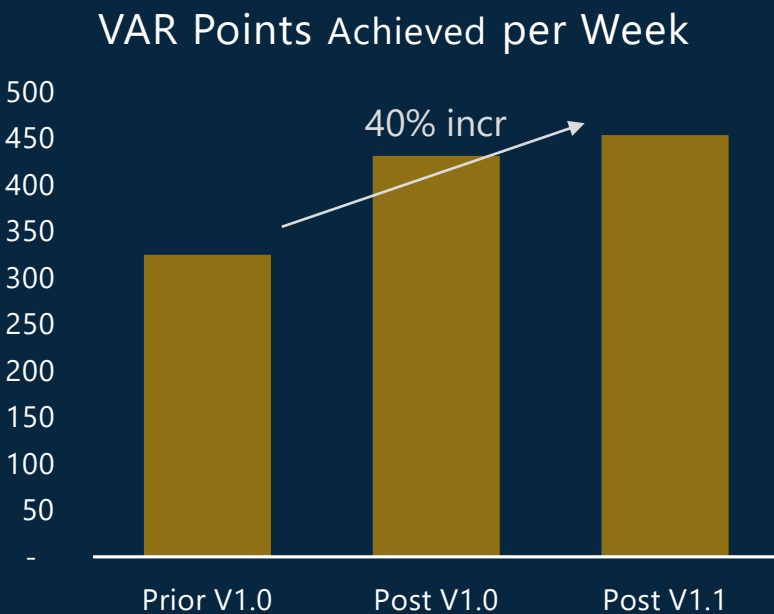
Distribution of goals achieved in an average month



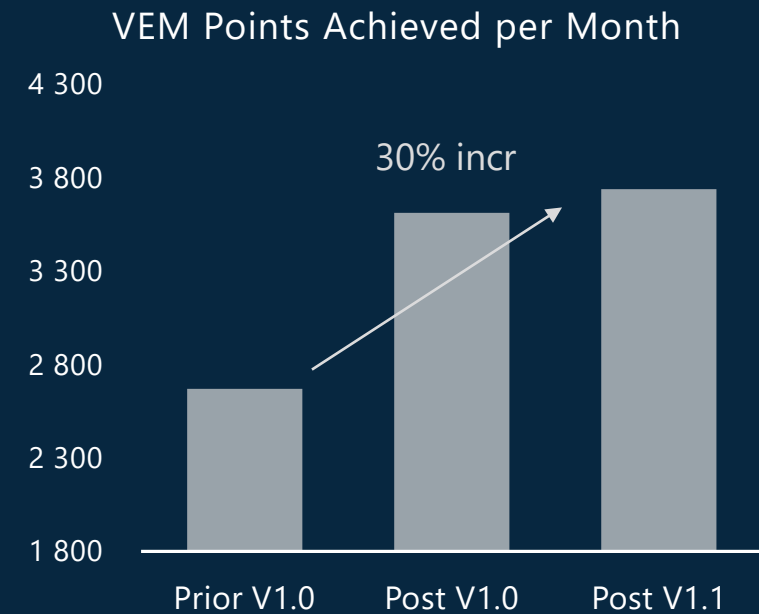
# How has VAR engagement changed over time?



Steady achievement of weekly Vitality Active Rewards goals

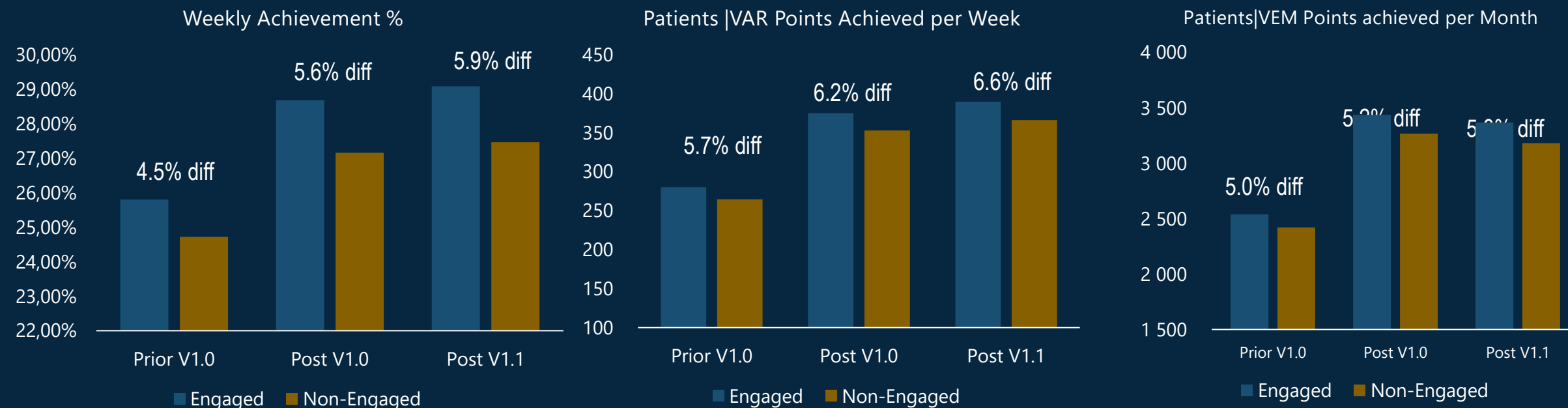


Increase in VAR points per week of 40% from prior to VARD 1.0 to post VARD 1.1



Increase in VEM points per month of 30% from prior to VARD 1.0 to post VARD 1.1

# Early indication that doctor engagement drives patient engagement



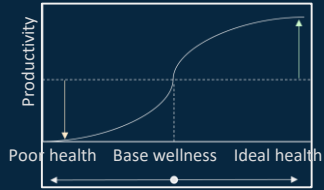
On a risk-adjusted basis we see that **Patients who visit engaged Doctors are 5.3% more engaged** than Patients who visit non-engaged Doctors

- High engagers – Diamond and Gold doctors
- Low engagers – Silver, Bronze and Blue doctors

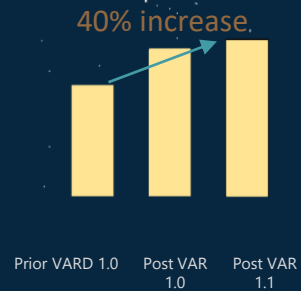
# Vitality at the core of our shared value healthcare model

## Healthier & More Productive Workforce

Impact of employee wellness on productivity



## Healthier doctors



## Strengthen academia/research

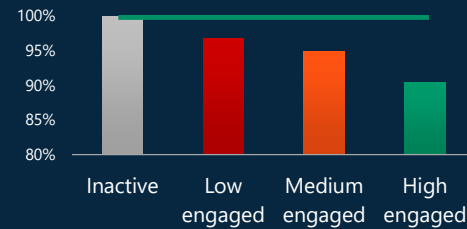
- > R300m
- > 380 recipients
- > 150 PhD / MMed
- ~ 10% of subspecialist posts

## Increased doctor funding +R100m

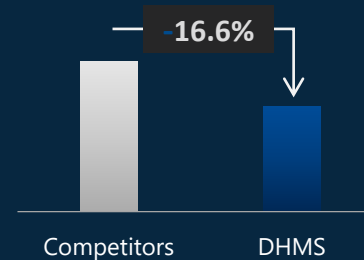
Paid in quality incentives since Aug 2012

## Better Health

Fewer hospital admissions



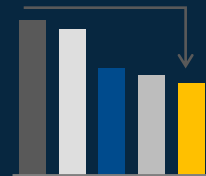
## Lower Premiums



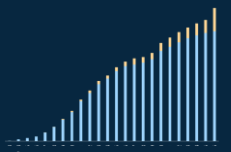
## Increased Growth & Sustainability

### Healthier members & Lower Claims

- Heart disease: -41%
- Diabetes: -53%
- Lung Diseases: -50%



- Solvency: 27.3%
- Reserves: R17.6bn
- Positive selection effects
- High persistency
- Strong membership growth: 2.0%



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