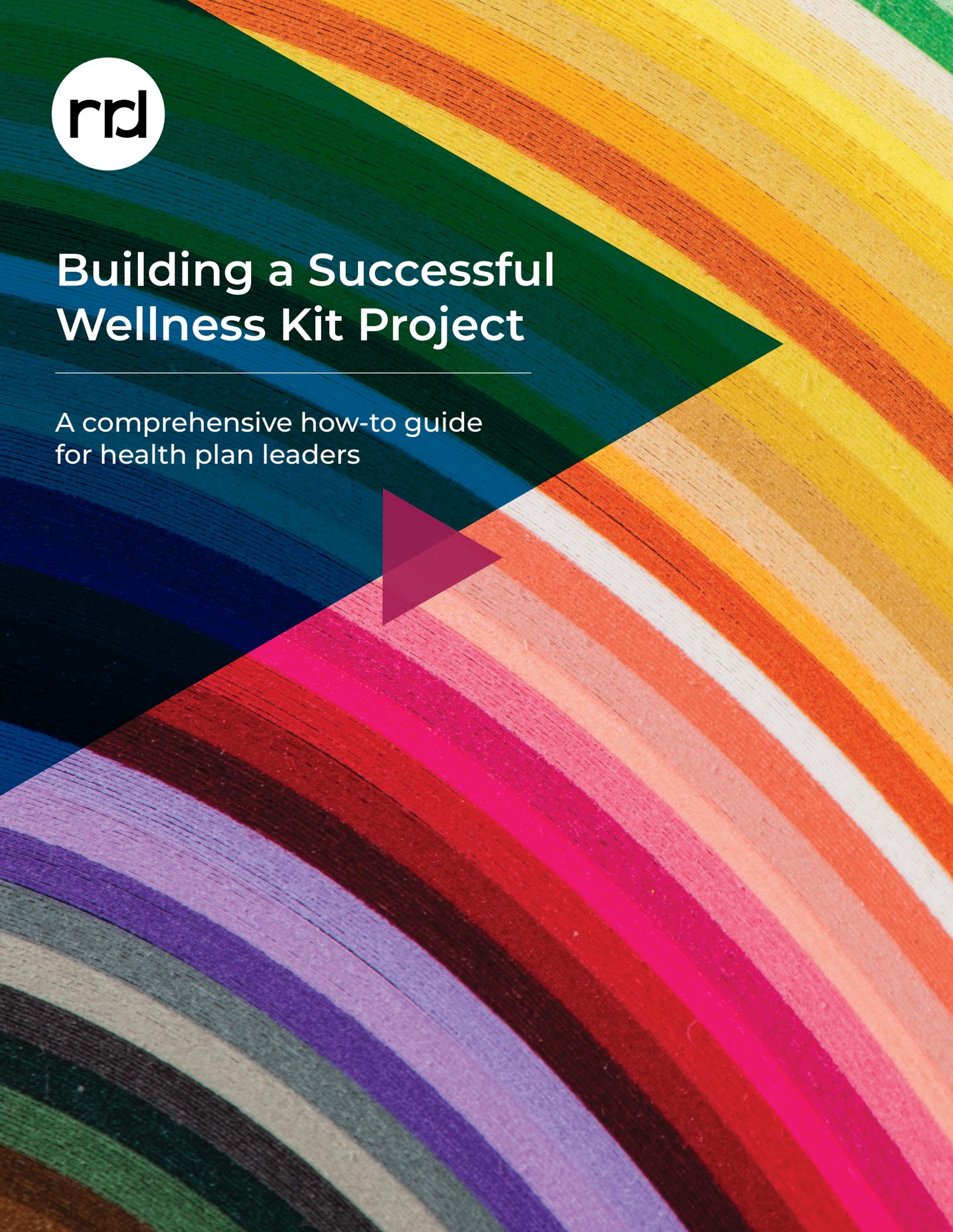




# Building a Successful Wellness Kit Project

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A comprehensive how-to guide  
for health plan leaders



# INTRODUCTION

Is your health insurance organization looking to get members more involved? What about member retention – is that something you'd like to increase?



Wellness kits can be your solution to both of these objectives. They are extremely effective in forging a strong bond between members and the companies that serve them, and enable you to engage in a way that also promotes health equity.

In this guide, we'll cover all the different aspects of building a wellness kit project. We'll address setting your goals, how to determine your target market, how to select the right products for your kits, and how to review quality standards. Finally, we'll tackle how to analyze the success of your wellness kit project.

Consider this your blueprint for creating and executing a wellness kit project for beneficiaries.



**SET GOALS**



**ESTABLISH TARGET MARKET**



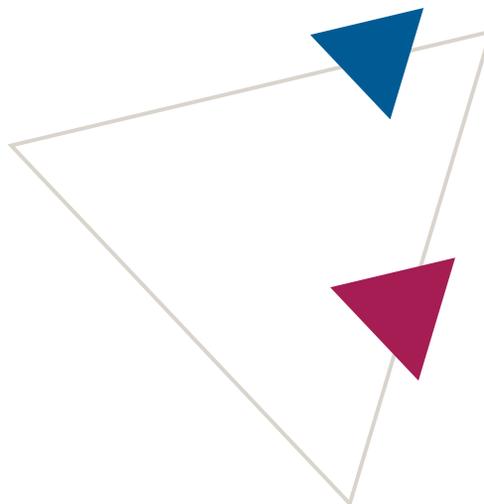
**CHOOSE YOUR KIT'S PRODUCTS**



**REVIEW QUALITY STANDARDS**



**ANALYZE RESULTS**



# BUILDING A SOLID FOUNDATION

To ensure you build a solid foundation for wellness kit success, keep these critical steps in mind:

## Define your goals and objectives

Clearly understand what you want to gain from a wellness kit project. Setting objectives up front will give you a clear line of sight for your project going forward.

For example, maybe you want to see:

- Improved outcomes, evidenced by higher Health Outcomes Survey (HOS) scores
- Doubled or tripled member touchpoints within a specified time period
- A reduction in average hospital emergency incidents
- And, of course, member retention

## Know your audience

Understand the diverse needs of your plan members and design wellness kits to their preferences and health concerns. You can create a wide variety of kits, including ones that foster healthy eating, exercise, better sleep, reduced stress, connection with others, and better self-care.

## Choose the right project partner

The ideal partner will work with you to customize your wellness kits according to your goals and objectives – not just provide a “one size fits all” solution. In addition, they should work with you throughout the life of the project – from concept and creation to fulfillment, kitting, and post-evaluation.



# WELLNESS KIT VARIETIES

As noted earlier, wellness kits can vary according to your objectives and your members' needs. Here are some of the most common types:

## Member appreciation kits

- Address social isolation
- Promote home safety
- Prepare patients for telemedicine visits

## Benefit boxes

- Welcome kits to surprise and delight a new member
- Kits to introduce supplemental benefits
- Kits that provide education on how a member's plan works

## Episodic care kits

- Diabetes care and prevention
- Congestive heart failure and healthy heart care
- The health of mothers and babies

## Diagnostic kits

- At-home diagnostics
- Lab collection
- Kits for remote patient monitoring

## General Wellness kits

- Flu preparedness
- Oral health
- Opioid safety and disposal
- Smoking cessation

### KEEP IN MIND

Allowing members to choose specific items for their kit can be a powerful incentive. Adding the **power of choice** gives your members a sense of ownership and participation. Plus, when members choose their own items, they'll be receiving items they'll likely put to use in their daily routines.

# BENEFITS FOR HEALTH PLANS

What are your organization's primary reasons for creating a wellness kit project? The benefits will likely be different for each kit variety, but it merits taking a few minutes to spell out the biggest benefits to you — *and* to your members.

Here are five specific benefits that health plan providers typically experience with a wellness kit project:



## Cost savings

At-home diagnostic kits can potentially reduce healthcare costs for members and health plans. When members use diagnostic kits at home, payers avoid charges from healthcare facilities or labs for certain routine tests. Plus, regular remote testing can keep chronic conditions in check, reducing the need for more expensive, future treatments.



## Health equity

At-home medical devices and diagnostics allow members to actively monitor their health from the comfort of their homes. This leads to improved health outcomes and promotes equity for at-risk members who might be hesitant to go to a clinic.



## Increased engagement

Wellness kits encourage members to connect with you to accomplish their Individualized Care Plan (ICP). They demonstrate to members that you truly care about their wellness.



## Early intervention

Regular use of at-home care kits can aid in early intervention and prevention efforts. By detecting potential health issues earlier, you can recommend care plan changes and get members back on track before things get bad.



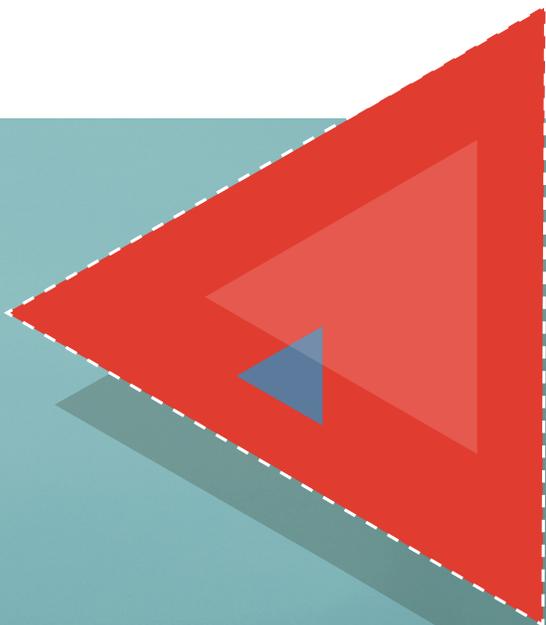
## Brand loyalty

Satisfied Medicare Advantage members are 5 times more likely to renew their membership, according to a report from [Becker's Healthcare](#). Members who are engaged and actively working with a payer will proudly use branded premium items — and are more likely to tell friends and family about your brand.

# BENEFITS FOR PLAN MEMBERS

Let's take a look at the benefits your members will see from wellness kits:

- 1. Wellness kits are convenient, accessible, and anonymous.** Members appreciate the option to conduct certain medical tests from the comfort of their homes. They don't have to schedule an appointment, travel to a healthcare facility, get embarrassed, or wait anxiously for test results. Members can access important diagnostic information without disrupting their daily routines. Wellness kits can even include items that allow members to safely dispose of leftover prescription drugs.
- 2. They're empowering.** Wellness kits that include medical devices and at-home diagnostics enable your members to actively monitor their health status while at home. This is especially important for those members who are hesitant to go to a clinic.
- 3. Wellness kits provide personalized care and support.** At-home kits can offer valuable data that informs caregivers of needed interventions, recommendations, and support tailored to each member's needs. These targeted resources, education, or interventions can help members feel better faster.
- 4. They provide a way for members to proactively prevent diseases.** A recent "Wellness Matters" survey by [Aflac](#) found that about half of American adults have skipped at least one routine health screening. Wellness kits can help members detect potential health issues earlier, so they can proactively address their concerns and get the medical care they need. It may even prompt a member to make those important screening appointments and take better care of themselves.



# SELECTING YOUR RECIPIENTS & TARGET MARKET

It's now time to use what you know about your members to pick the best recipients for each wellness kit project.

For example, a Medicare Advantage plan could seek to improve outcomes for those with chronic conditions, such as diabetes or heart disease. Wellness kits for these members could be a combination of educational materials and premium items designed to help them manage these conditions at home.

Or perhaps you're struggling with disenrollments. Medicare Advantage members often switch plans to get a benefit that they, unknowingly, already have with their current plan. A "benefits box" targeting members who could potentially leave your brand could address this concern.

## Consider these three tips when creating your wellness kits:



### KEEP IN MIND

CMS, or your state, may have specific requirements that you should follow. Be sure to consult them as you plan who should receive your wellness kits.

# FULFILLMENT: BRINGING IT ALL TOGETHER

Fulfillment is the phase where your organization's hard work comes together — and it involves more steps than you might think.

## **The boxes**

Start with attractive, well-designed boxes that are sturdy enough to protect your high-quality contents (after all, you don't want that digital scale to break in transit). If you have several kit varieties, simplify things by using a single versatile box design that's clearly branded with your logo. Members should have no doubt that the kit was sent specifically to them from their health plan.

## **Procuring the components**

Your wellness kits should meet your business objectives. Everything that goes into the box must be carefully planned and ready to meet your deadlines. Don't forget to include printed materials like brochures, instructions, letters, and educational items.

## **Product assembly**

When a member selects a wellness kit, your fulfillment center assembles and packs the kit based on the member's specific requests (and according to the desired program workflow). Ideally, your wellness kits should be created on-demand from warehoused items and then quickly shipped out.

## **Communicating with members**

Make sure your members know that you're sending them something. Otherwise, they may think they will be billed for something, or that a mistake has been made.

## **Shipping the wellness kit to members**

The completed wellness kits should be shipped to members' addresses using the most expedient and accurate shipping services.



# MEETING HIGHER STANDARDS — cGMP

Another quality measure to consider when it comes to fulfillment is cGMP, or current Good Manufacturing Practice certification, which is enforced by the Food and Drug Administration (FDA) and other agencies.

Fulfilling wellness kits requires careful planning and coordination, but there will undoubtedly be surprises along the way. Working with an experienced partner certified in cGMP and/or with a cGMP-certified facility is especially important for any wellness kit that contains pharmaceutical, biotech, or medical device contents.

## Here are the five advantages a cGMP-certified partner offers:

- 1. Compliance with regulations:** cGMP facilities are designed to meet regulatory requirements set by the FDA, EMA, and other health authorities.
- 2. Quality assurance:** cGMP facilities have strict quality control measures in place so you can count on the consistent quality of kit components — including procedures for batch records, testing, validation, and other quality-control measures.
- 3. Increased safety:** cGMP facilities have procedures in place to ensure that products are handled in a safe manner, minimizing the risk of contamination. In the event of a recall, it's easy to track and report lot numbers.
- 4. Improved efficiency:** cGMP facilities are designed for simplified production processes, reducing waste and saving money.
- 5. Customer confidence:** Working with a cGMP facility builds member trust and confidence, demonstrating your commitment to quality and safety.

### KEEP IN MIND

Working with a cGMP facility ensures the safety, quality, and consistency of your branded wellness kits. This reflects on your member satisfaction and your brand.

# POST-PROJECT ANALYSIS

The final phase of any wellness kit should be an analysis of the project – and how to improve upon it with future projects. A thorough, five-step process allows you to gain insights into the kit's effectiveness.

- ▶ **Step 1: Evaluate the results.** How successful was the project relative to the wellness kit's objectives? Typically, you'll see improved outcomes, increased patient engagement, reduced symptoms, and fewer emergency incidents.
- ▶ **Step 2: Gather feedback.** Ask for feedback from members who received the kits. Review the metrics, the number of kits sent out, and the inventory in stock, and ensure you met the on-time delivery SLAs. Combine this data with recipient demographics and other relevant metrics that speak to the project's objectives.
- ▶ **Step 3: Analyze the data.** The data must be organized in a way that lets you evaluate your criteria. For example, what percentage of wellness kit recipients disenrolled compared with non-recipients? Or compared with last year? Were hospital readmissions decreased? Did the HOS scores show improved member outcomes?
- ▶ **Step 4: Improve for next year.** With your "wellness kit ROI" apparent by now, turn your analysis into a valuable "lessons learned" sheet that points to needed improvements and expansion decisions.
- ▶ **Step 5: Share the results.** Let your stakeholders know how you did. Tell your members, provider partners, and plan administrators about your results. This is a great way to build support for future wellness kit projects and allocate future resources.



**RRD has experience working with health plans across the country to concept, build, and fulfill their members' wellness kits.**

By partnering with RRD, you can create your wellness kits according to your organization's specific goals and objectives. In addition, we can assist you in conducting a post-project analysis through our turnkey survey and focus group solutions.

To learn more, visit  
[www.rrd.com/care-kits](http://www.rrd.com/care-kits)

