



Reciprocity Health  
TheraPay Diabetes Prevention Program  
Pilot Proposal

November 18, 2024



# Reciprocity Health – TheraPay

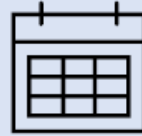
- Recap from October Subcommittee meeting
  - Reciprocity Health, a partner of Highmark Delaware, proposed an incentive-based Diabetes Prevention Program (DPP) for Highmark non-Medicare members who are active State employees and are considered prediabetic or at risk of developing type 2 diabetes.
  - Members enrolling in the YMCA DPP would simultaneously enroll in TheraPay to receive financial incentives for attending group meetings, completing food logs, surveys, etc.
  - Funding for this pilot has already been secured through the established Highmark communications budget.

# Sample Timeline – Option 1



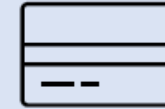
## Pilot Population

$N = \sim 50$   
 $\geq 18$  years old



## Pilot Timing

Day 0 – Day 60: Enrollment period  
 Intervention length = 12 months  
 Month 14: Final enrollee finishes

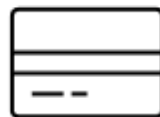


## Financial Incentives

Maximum = \$245 per person  
 Average expected = \$170 per person

By:	Week 1	Weekly (Weeks 1 - 16)	Weekly (Weeks 18 - 22)	Monthly (Weeks 23 - 52)	Weekly (Weeks 1 - 16)	Month 12	Month 12	Month 12	Month 12
Activity	Baseline Survey	Attend Group Meetings Each Week	Attend Bi-weekly Group Meetings	Attend Monthly Meetings	Turn in Food Logs Each Week	Program Feedback Survey	Bonus for 1.0% - 2.9% Weight Loss	Bonus for 3.0% - 4.9% Weight Loss	Bonus for 5.0%+ Weight Loss
Reward	\$12	\$5 per Meeting (\$80 Max)	\$5 per Meeting (\$15 Max)	\$5 per Meeting (\$35 Max)	\$3 per Week (\$48 Max)	\$10	\$5	\$15	\$25

# Sample Timeline – Option 2



**\$275 Per Person in Rewards Offered**

~ \$200 Per Person Anticipated Rewards Budgeted

	Months 1 – 4	Months 1 – 4	Months 1 – 4	Months 2 – 3	Month 4	Months 4 – 6	Month 5	Month 6	Months 6 – 12	Month 12	Month 12
<b>Activity</b>											
<b>Activity</b>	Attend Weekly Meetings	Submit Weekly Food Logs w/ 4+ Days Logged	Submit Weekly Exercise Logs w/ 4+ Days Logged	Baseline Survey: Demographics & Goal Setting	Bonus #1: Attended 13+ Weekly Sessions	Attend 1 - 3 Bi-Weekly Meetings	Mid-Point Survey: Goal Setting & Problem-Solving	Bonus #2: Attended 3 Bi-Weekly Sessions	Attend 1 - 6 Monthly Meetings	End Survey: Program Feedback & Goal Review	Bonus #3: Attended 5+ Monthly Sessions
<b>Reward</b>	\$3 per Meeting x 16	\$1 per Meeting x 16	\$1 per Meeting x 16	\$5	\$10	\$10 per Meeting	\$5	\$20	\$15 per Meeting	\$10	\$25
<b>Payment</b>	1x / Month ~ 1 month delay	1x / Month ~ 1 month delay	1x ~ 1 month delay	1x Immediate	1x ~ 1 month delay	1x / Month ~ 1 month delay	1x Immediate	1x ~ 1 month delay	1x / Month ~ 1 month delay	1x Immediate	1x ~ 1 month delay
<b>Notes</b>	\$3 x 16 = \$48 Max [1st session = no logs, so \$5 reward]	\$1 x 16 = \$16 Max	\$1 x 16 = \$16 Max	Becomes available once attendance at first DPP session is confirmed		\$10 x 3 = \$30 Max	Becomes available if attendance at 1+ DPP session is confirmed		\$15 x 6 = \$90 Max	Becomes available if attendance at 1+ DPP session is confirmed	

Months 1 – 4 Max Rewards = \$95

Months 4 – 6 Max Rewards = \$55

Months 6 – 12 Max Rewards = \$125

# Program Cost Estimate

<b>50 Person Pilot Option 1</b> <i>(\$245 max per person)</i> <i>(reviewed in previous meeting)</i>	<b>50 Person Pilot Option 2</b> <i>(\$275 max per person)</i>	<b>100 Person Pilot Option 1</b> <i>(\$245 max per person)</i>	<b>100 Person Pilot Option 2</b> <i>(\$275 max per person)</i>
TheraPay Subscription Fee - \$16,500 Annually	TheraPay Subscription Fee - \$16,500 Annually	TheraPay Subscription Fee - \$16,500 Annually	TheraPay Subscription Fee - \$16,500 Annually
Program Development Fee - \$19,968	Program Development Fee - \$19,968	Program Development Fee - \$19,968	Program Development Fee - \$19,968
Performance Bonus Cap - \$10,000 <i>(targets TBD)</i>	Performance Bonus Cap - \$10,000 <i>(targets TBD)</i>	Performance Bonus Cap - \$10,000 <i>(targets TBD)</i>	Performance Bonus Cap - \$10,000 <i>(targets TBD)</i>
Projected Rewards - \$8,000	Projected Rewards - \$10,000	Projected Rewards - \$16,000	Projected Rewards - \$20,000
<b>Total Cost of Pilot - \$54,468</b>	<b>Total Cost of Pilot - \$56,468</b>	<b>Total Cost of Pilot - \$62,468</b>	<b>Total Cost of Pilot - \$66,468</b>

# Next Steps

- The Health Policy and Planning Subcommittee to make a recommendation to the SEBC on whether to move forward with this pilot program, including a recommendation for program option and pilot size.



# Appendix



# DESBO DPP TheraPay Program Proposal at a Glance



## TheraPay Management Included in SOW

- Use of iOS TheraPay App for entire DE population identified
- Use of Android TheraPay App for entire DE population identified
- Use of web.therapayrewards.com portal for entire DE population identified
- White-label and co-branding solution across all aspects of program from app branding
- Access to SDoH partners (i.e. free savings account via Stepping Stones Credit Union)
- Coverage via 8a-8p bilingual call center (with custom scripts)
- Coverage via bilingual e-mail support at help@therapayrewards.com (with custom scripts)
- Printing, fulfillment, and postage for reward card mailers (the carrier)
- 24 Month (rolling) custom reward card utilizing the Discover Card Network
- 24 Month (rolling) intelligent card constraints activated via MCC Code
- On-demand Behavioral Economics & Clinical resources to research and evaluate campaign, rewards, and ROI
- 1 Customer Success Resource
- Management of and any additional set up of SFTP
- Monthly Member data file auditing, augmentation, and updating
- Unlimited use of frictionless activity functionality

## Additional Costs (If selected)

- Printing, postage, and fulfillment of enrollment letter
- Additional language translation and programming beyond English & Spanish (\$5K each)
- Voice translation available for call center calls at cost of \$2.75/minute
- Program Integration Fee (one-time cost associated with custom development efforts of a given population) – not expected to be required
- Expediting Fee (one-time cost for programs needed in less than 6 weeks)





# DESBO DPP TheraPay Program

## Comprehensive Outreach Included



### Awareness

Omni-channel messaging provides unlimited options for outreach



Letters and/or Postcards with Member Reward Details



Progressive e-mails



Outbound Calling (if selected)



SMS/Text



Community Partnerships

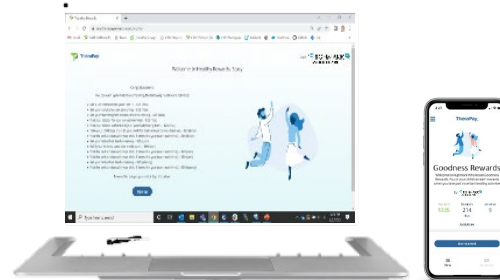
### Enrollment

Members can sign up via [my.therapayrewards.com](http://my.therapayrewards.com) or by calling 866-469-7973



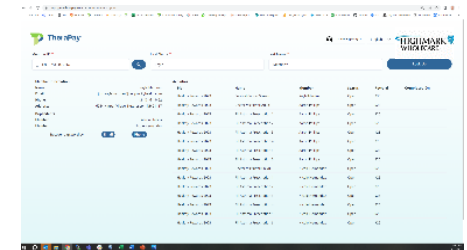
### Engagement

Members can leverage the iOS, Android, web app, and live agents to engage with condition specific or large gap closure programs



### Reporting

Dashboards exist for real time and monthly reporting for all features requested by our clients



# Thank You



Phone: 1-800-489-8933

Email: [benefits@delaware.gov](mailto:benefits@delaware.gov)

Website: [de.gov/statewidebenefits](http://de.gov/statewidebenefits)

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