Trends and Opportunities in Worksite Health Promotion

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Presentation Outline

• Introduction
• Trends or fads?
• What’s deriving the field today?
• Key trends and opportunities
• Being prepared for the future
• Conclusions and Discussion
Introduction

• Objectives
  – The WHP field is changing rapidly and so is the landscape around us
  – Some changes (trends) may be more important than others (fads)...which is which?
  – How can you cut through the clutter and focus on the potential and opportunities?
  – What can you do to prepare yourself for success?
Trend or Fad?

• A trend: “a general development or change in a situation or in the way that people are behaving”

• A fad: “a fashion that is taken up with great enthusiasm for a brief period”

Current State of the Field

• WHP has become a legitimate strategy to optimize business performance through health
• Adoption of WHP programs designed to be successful remains well below par
• The world around us is changing rapidly and is driving an urgent need for health
What is Driving Change?

Real transformation is accelerating – driven by a combination of market, technology, and legislative forces on **access, cost, quality and equity**

- **Value** (expectations for improved performance)
- **Non Communicable Diseases** (prevalence, economic impact)
- **Demographics and lifestyles** (urban vs. rural)
- **Globalization** (of “it all”—climate, networking, work, health, markets)
- **Critical resource shortages** (water, energy, food, skills)
- **Increased competition** (low entry into markets)
- **Data** (instrumentation, connectivity, intelligence, BIG DATA)
What is Driving Change?

• Unsustainable costs of health care
• The Patient Protection and Affordable Care Act
• The obesity epidemic
• The increase in diabetes
• The overall relative decline in health
• The recognition that health is more than health care
Unsustainable Cost Pressure

Health care expenses for U.S. families:
2002-2021 (projected at present growth rate)

Source: 2011 Milliman Medical Index
Or to look at it another way...

With Median Household Income (projected to 2021)

Income: $59,858

Cost: $41,868

Source: Alliance of Community Health Plans
The U.S. health disadvantage has multiple causes and involves some combination of inadequate health care, unhealthy behaviors, adverse economic and social conditions, and environmental factors, as well as public policies and social values that shape those conditions.
Where do U.S. health care dollars actually go?

Health is more than health care

Drivers of health

- 20% Medical services
- 30% Healthy behaviors
- 40% Social and economic factors
- 10% Physical environment

Where money spent

- 88% Medical services
- 4% Healthy behaviors
- 8% Other
Some Key Trends...Complexity

Complexity...
Health as an outcome of a multitude of factors that interact in a highly complex, dynamic, and inter-related system

Some Key Trends...BIG DATA

• Everyday, we produce 2.5 quintillion bytes of data...from sensors, social media, transactional data, etc.
• Over the coming decade, this amount will increase by 44-fold
  – From 800,000 petabytes in 2009 to 35 zettabytes in 2020
• So far, 90% of the world’s data is unstructured
• Cloud computing
Some Key Trends...Connecting Company and Community

- From worker to citizen health
- Data integration through devices and intelligent use
- Strategic life\work ecosystems
So What Does This Mean for Me?

- Unsustainable costs of health care?
- The obesity epidemic
- The increase in diabetes?
- The overall relative decline in health?
- The recognition that health is more than health care?
Opportunity 1: Unsustainable costs of health care?

✓ Unhealthy behaviors are not going away
✓ Unhealthy behaviors lead to increased health risks
✓ Health risks lead to increased cost
   - $150 per health risk reduced and $350 per health risk prevented

How can I play a role in preventing these costs?
Key Success Factors!

- Exercise
- Nutrition
- No Tobacco
Worksite Health/Fitness
Opportunity 2: The Obesity Epidemic
Opportunity 3: The Increase in Diabetes

- Exercise
- Nutrition
- Weight Control
- Awareness & Education
- Cholesterol
- Blood Pressure

[Image of a family and medical equipment]
Opportunity 4: The recognition that health is more than health care

- Gain more energy
- Feel better
- Sleep better
- Less injuries
- Less short-term disability
- Less absence
Worksite Health/Fitness Opportunities

Fitness & Functional Mobility Services

Ergonomic Training
Read and Learn New Disciplines

Injury Prevention, Tobacco Cessation, Diabetes Educator, Ergo Specialist

How to Develop Apps  Data Analysis  Pricing and High Margins
“Sustained Engagement”
Ongoing Health Coaching *(Post HRA/Health Screening)*

- Screening Event
  - Health Coach Assigned
- Fifteen Minute Coaching Sessions
  (onsite, telephonic, email)
“Sustained Engagement”
Ongoing Health Coaching (Post HRA/Health Screening)

- Screening Event
  Health Coach Assigned
- Fifteen Minute Coaching Sessions (onsite, telephonic, email)
- Healthy Approaches skill booklet (target goals)
- Post Blood Pressure and BMI
Opportunities in Worksite Health Promotion

What’s right and what works
Evidenced-based Guidelines

• Feature your credentials, degrees, certification and affiliation with International Association for Worksite Health Promotion (IAWHP) and ACSM

• Outline and present a program plan, timetable

• Position evidenced-based guidelines and practices as a basis for your programming

• Leverage Health Behavior / Stage of Change Program Models

• Outline plan to document data and report outcomes (participation, behaviors, measures)
# Preliminary Project Plan

<table>
<thead>
<tr>
<th>Step</th>
<th>Action Items</th>
<th>Overview</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1</td>
<td>Customized Program Plan</td>
<td>Develop program model leveraging health plan resources, data integration and referral opportunities</td>
<td>Week 8-9</td>
</tr>
<tr>
<td>Step 2</td>
<td>Tailor Communication Plan</td>
<td>Leadership briefing; employee communication; departmental promotional responsibilities; benefit incentive</td>
<td>Week 6-7</td>
</tr>
<tr>
<td>Step 3</td>
<td>Event Scheduling</td>
<td>Online registration available or can be coordinated onsite through “Pre-Event” scheduling form</td>
<td>Week 2-4</td>
</tr>
<tr>
<td>Step 4</td>
<td>Set-up / Hold Event</td>
<td>Arrives 1.5 hours before event.</td>
<td>Week 1</td>
</tr>
<tr>
<td>Step 5</td>
<td>Reporting and Development</td>
<td>Provide aggregate report for event (participation, satisfaction, goals set, ongoing enrollment)</td>
<td>Week +2</td>
</tr>
</tbody>
</table>
The Pella Wellness Program invites you and your spouse to participate in our annual health screening and coaching service. We encourage you to decide what your priorities are and how we can assist you!

www.hsscreeningreg.com
Login: pella
Password: healthy
Date: March 20, 2010
Time: 5:00 am – 1:00 pm
Location: Portland

The following FREE screenings will be available:
 Health Risk Questionnaire
 Blood Pressure
 Blood Lipids and Glucose
 Height
 Weight
 Body Mass Index
 Waist Circumference
 PSA Testing
 Hemoglobin A1c (diabetes)
 Health Coaching

Following the health screening, employees receive a confidential, personalized report mailed to your home.

"I decided!"
"I learned more in 15 minutes than the hour I spent in my doctor's office!"
City of Portland Employee

"Great service! Very professional and informative."
VISA Regional Manager

"Quick and easy! It affirmed what I knew but gave me some practical next steps. Thank you!"
General Motors Engineer

Pella Teaming for Wellness

Design Communication Plan and Materials

Supervisor Briefings

Posters / Flyers

Sample Articles, FAQs

Custom Promotional Themes
Sample Wellness Programs

Physical Activity
- Creating a Safe Walking Area
- Walking Club
- Core Strength
- Pre-Work Stretch Program
- Exercise & Arthritis
- Exercise & Diabetes
- Fit for Golf / Deer Hunting
- Healthy Back Program

Heart Health
- *Know My Numbers* Cholesterol Education Program
- X Marks the Spot (Metabolic Syndrome Prevention Series)
- Exercise & Diabetes
- Are You Too Sweet Diabetes Program
- LifeSteps / ADA Diabetes Education Series

Nutrition / Weight Management
- Healthy Snacks
- Understanding Today’s Diets
- Team Weight Loss Challenge
- Weight Management Program
- Weight Watchers Program Coordination

General Wellness
- Creating a Wellness Task Force
- Health Screening Best Practices
- Coping With Stress
- Tobacco Response Plan to Public No Smoking Policies
- Personal Health Coaching Service
- Wellness Incentive Ideas
Define Your **Target Segment**

10% Active

35% High Readiness

55% Low Readiness

"Our goal is to design health screenings that reach the 55% of the population that typically do not care about health or wellness."
<table>
<thead>
<tr>
<th>SEGMENT</th>
<th>INTERESTS</th>
<th>BARRIERS TO PARTICIPATION</th>
<th>STRATEGIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineers</td>
<td>data, performance, introverted</td>
<td>lack of credibility, personal benefit</td>
<td>Biometric assessments (bodyfat, grip strength), age/gender results, internet promotion (Dilbert says); Podom.</td>
</tr>
<tr>
<td>Nurses</td>
<td>reading, adequate breaks, more money</td>
<td>Intimidated, need courage, overworked, expected to stay in units</td>
<td>Advisory committee, HealthCarts, massage, self-esteem videotapes, NoSweat Programs, healthy snacks</td>
</tr>
<tr>
<td>Males Age 30-49 (hourly)</td>
<td>softball, autoracing, motorcycles, deer hunting</td>
<td>No time or interest. Fear of unknown. Pride. Wants to be left alone.</td>
<td>Find commonalties; Eat to Stay Awake; Cafeteria Savvy Tours; Indy 500 Tickets; Venison recipes</td>
</tr>
<tr>
<td>Diversity Issues</td>
<td>Cancer versus CVD; family pride</td>
<td>No interest. Sensitivity to family.</td>
<td>Link CVD risk info with Cancer Seminars; Brain Attacks</td>
</tr>
<tr>
<td>Females Age 30-49</td>
<td>body shaping; children’s issues</td>
<td>No time, lowfat snacks, low confidence</td>
<td>Female Advisory Committee, Parent-Teacher-Child Workshops, body image seminars, nail/manicures</td>
</tr>
<tr>
<td>Females Age 50-59</td>
<td>eldercare; Eating for One</td>
<td>No personal benefits; courage</td>
<td>Shopping/Gift certificates; Vitamins &amp; Herbs; Arthritis Exercise; “Theater” Workshops</td>
</tr>
<tr>
<td>Executives</td>
<td>golf, energy, eliminate pain</td>
<td>No access or availability</td>
<td>Golf/ski/Tennis Conditioning; Travel FitKits; Golf shirts</td>
</tr>
</tbody>
</table>
Market Segment:
Manufacturing Worker

1. Message
2. Offer Value
3. Provide Impact
The Issue of High Tech or High Touch?

Onsite  Online  Telephonic
Self-Directed or Group Programs
# Health Screening Satisfaction and Interest Survey

Please indicate whether you agree or disagree with the following statements. Check your response in the columns provided. Thank you for your feedback!

<table>
<thead>
<tr>
<th>Not Sure</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The screening was beneficial to me</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The staff was friendly and professional</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The screening has influenced me to make healthier lifestyle choices</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would recommend this service to co-workers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please check any topics that you’d like onsite activities provided on:

- Healthy Eating
- Physical Activity
- Quitting Tobacco
- Stress Management

[ ] Other:_____________________________________________________

Your comments or suggestions to improve our Health Screening service are welcome on the back of this page! Please return this survey to the registration area as you leave. Thank you!
# Wellness Program Non-Participant Survey

Please indicate whether you agree or disagree with the following statements. Check your response in the columns provided. Thank you for your feedback!

<table>
<thead>
<tr>
<th>Statement</th>
<th>Not Sure</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The screening is a beneficial service to me</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The event location was convenient</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The event hours were convenient</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My supervisor encouraged me to participate in this event</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I did not participate in this event because (please complete)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In the future, I would like to see the following programs:

(optional)
Name:
Email:
Preparing Yourself for the Future

• Learn how to position your skills and experiences to launch health/fitness
• Key attributes include being proactive, organized, people-oriented, creative
• Key success factors in marketing services
• Program accreditations
• Key program measures
Health Care Career Opportunities

Prevention
- Nutrition
- Dietician
- Health Educator
- PE Instructor (ed)
- Exercise
- Physiology

Performance
- Personal Trainer
- Strength / Conditioning Coach

Treatment
- Nurse
- Athletic trainer
- PT
- Physician

Rehabilitation
- Athletic trainer
- Physical Therapist
- Occupational Therapist
- Physician’s Assistant
- Physician
Key Staff Attributes

- Worksite Health
- Management Reporting
- Fitness Assessment / Prescription
- Exercise Floor Supervision
- Lead Group Activity Classes
- Facility Operations
- Program Integration
- Telephonic / Online Services
- Health Coaching
- Wellness Program Development
- Staff Training & Leadership
Worksite Wellness Career Opportunities

- Health/Fitness Specialist
  - Fitness Testing
  - Exercise Prescription
  - Lead classes
  - Program Promotions

- Program Manager
  - Program Development
  - Operations
  - Admin/Reporting

- Account Manager
  - Project Management
  - Communication Plans
  - Data and reporting
  - Quality Management

- Regional Director
  - Marketing/Sales
  - Client Services
  - Product Development
  - Feasibility Studies & Planning

- Vice President
  - Finance
  - Business Development
  - Operations
  - Human Resources
Worksite Wellness Program Integrator
Align wellness, health plan and community resources

Wellness
Health Risk Questionnaire
Health Screenings
Fitness Services
Wellness Programs

Health Plans
Health Literature
Self-care Guides
Telephonic Counseling
Health websites
DM Program Referral

Community Resources
PCPs
Hospitals
AHA, ACS, ADA

Health Coach
Health/Fitness Professional Requirements

• Minimum of a Bachelor’s degree in health related field (or appropriate nursing licensure)
• Health/Fitness assessment and coaching experience (internal training)
• Sound technical skills
• People-oriented
• Flexible, adaptable
• Commitment and Imagination
Potential Attributes...

Today’s Focus Areas
- Health, Fitness, People Skills
- Integration
- Data Management, IT

Future Focus Area’s
- Integration
- Data Management, IT
- H/F People Skills
Take-Away Messages

• Embrace data
• Expand your knowledge and skills
• Connect to a professional network
• Position a plan/service and package solutions for small and large employers need to be aligned with their top concerns ("business needs")
• Measure and report on progress
• Create and share stories