Key Components of a Worksite Health Promotion Program

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Discussion Outline

- A view of a healthy organization
- Engaging leadership to ensure measurement and program sustainability
- Key components of a comprehensive wellness program (and creative strategies to engage a high percentage of your eligible population)
- The impact of incentives and outcomes-based programming.
A View of a Healthy Organization

Keywords:
- supportive
- compassionate
- competitive
- integrity
- happy
- mission
- ethical
- engaged
- respectful
- trustworthy
- quality
- positive
- meaningful
- focused
- caring
- world
- caring
- defined
- challenging
- quality
- positive
- fun
- rewarding
- fun
- rewarding
- innovative
- based
- stable
- class
- successful
- financially
- respect
The Shift Toward *Wellbeing*

- Physical Health
- Financial Health
- Mental / Emotional Health
- Social / Community Health
- Are Employees “happy?”
Statics about Mental Health Prevalence

1 in 5 Americans
Will Experience Mental Illness In Any Given Year
$80-$100 billion in indirect costs
Depression alone is $17 to $44 billion per year in lost productivity
A Picture of the Average American Employee Today

80% cannot name their physician
63% have not seen a doctor in > 5 years
3% have a critical condition
20% use tobacco
58% have undiagnosed or untreated chronic condition
30% are pre-diabetic
33% are obese
5% have liver or kidney conditions
34% have metabolic syndrome
The M.E. Factors

Meaningful Enterprise

Cost Management

Meaningful Employment

Employer of Choice

Meaningful Engagement

Productivity Management

Meaningful Environment

Recruitment/Retention
Big Strategies

• Provide a comprehensive, integrated worksite health promotion program

• Engage leadership; align wellness with business goals

• Cross-functional approach to human capital management (e.g., safety, HR, benefits, training/development, EAP, work/life)

• Policies and benefits that protect, support, and enhance employee health and well-being

• Manage health risks; make health the easier choice

• Expand your “touch points” and make it enjoyable
Engage Leadership

- Align wellness with key business needs
  - Impact health care costs
  - Increase productivity (absence, injuries, STD)
  - Enhance morale; help employees cope with change
  - Become employer of choice (attract and retain talent)
  - Other
### Sample Business Needs

<table>
<thead>
<tr>
<th>Sample Business Needs</th>
<th>Leverage Employee Wellness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Become employer of choice</td>
<td>Sponsor and encourage participation in community health challenges and events or fund-raisers; build wellness and recognition into benefit plan design with incentives; subsidize healthy vending options</td>
</tr>
<tr>
<td>Prevent injuries and worker’s compensation</td>
<td>Incorporate functional mobility assessments into biometric health screenings; provide fitness tips as part new employee orientations, incorporate stretch breaks into monthly safety talks or departmental meetings; ensure clean, safe staircases; provide healthy vending options</td>
</tr>
<tr>
<td>Leveraging health plan resources</td>
<td>Train health vendors and “champions” to amplify health plan and EAP resources; cross promote and facilitate warm-hand offs; share results and progress with physician</td>
</tr>
<tr>
<td>Impact medical spend</td>
<td>Offer health risk identification and health improvement programs (onsite, telephonic, digital) with financial rewards for participation and/or goal achievement</td>
</tr>
</tbody>
</table>
Risks and Behaviors that Drive Chronic Conditions

8 risks and behaviors:
- Excessive Alcohol Consumption
- Poor Diet
- Physical Inactivity
- Smoking
- Insufficient Sleeping
- Poor Stress Management
- Poor Standard of Care
- Lack of Health Screening

1. Diabetes
2. Coronary Artery Disease
3. Hypertension
4. Back Pain
5. Obesity
6. Cancer
7. Asthma
8. Arthritis

15 chronic conditions:
9. Allergies
10. Sinusitis
11. Depression
12. Congestive Heart Failure
13. Lung Disease (COPD)
14. Kidney Disease
15. High Cholesterol

accounting for 80% of total costs for all chronic illnesses worldwide.
Sample Report: Percent Reporting Pain

- Neck Pain: Pre 66%, Post 52%
- Back Pain: Pre 75%, Post 38%
- Hip Pain: Pre 44%, Post 32%
- Knee Pain: Pre 45%, Post 35%
- Hand/Wrist: Pre 18%, Post 9%
- Headache: Pre 23%, Post 8%
Do You Have Executive Awareness, Support or Involvement to Ensure Sustainability?

- Help leaders convey the rationale
- Commit to regular updates for the C-suite
- Leverage their testimonials
- Infuse well-being as part of the culture
To: Directors, Managers and Supervisors
From: TBD
Subj: Support for Upcoming Wellness Screenings

As part of our strategy to enhance the health of our employees, XYZ has invested in an onsite health screening and coaching service. The program has documented results that (1) support our effort to stem the rise in health care costs and (2) have also positively impacted recordable injuries, absenteeism and short-term disability.

Maximize return on investment by encouraging participation

In order to maximize our return on investment, we need managers to encourage (voluntary) participation at a health screening with a goal of 65% participation. Our health screening project team has created a schedule to work with supervisors to achieve little or no impact on our work flow. The time required to participate in the health screening is 20 minutes.

Health Plan Incentive

Employees who complete the health assessment process will not have to pay an increased health plan contribution of $xx per month.

Participation as a Metric

We will be benchmarking our actual program participation with other companies in our industry that have also invested in wellness initiatives. Thank you in advance for encouraging your employees to participate in this very important health initiative. I look forward to seeing you there!
Sample Aggregate Results

- Positive opinion toward company: 2014 - 74%, 2016 - 92%
- Enhanced ability to cope with change: 2014 - 68%, 2016 - 82%
- Blood Pressure below 120/80: 2014 - 65%, 2016 - 88%
- LDL Cholesterol below 100: 2014 - 45%, 2016 - 72%
- Fasting glucose below 100: 2014 - 94%, 2016 - 81%
- Daily use of tobacco: 2014 - 79%, 2016 - 24%
- High level of stamina, energy: 2014 - 15%, 2016 - 87%
Emphasis on Effectiveness

• How do you define success?
• What to measure?
Measure and Report Program Impact

- Participation
- Participant Satisfaction (and attitude toward employer)
- Percent who completed “advanced directive,” have a Primary Care Physician, participated in preventive health screenings
- Change in Health Status and Risk Migration
- Impact on medical spend
- Impact on recordable injuries; STD; Worker’s Compensation
ABC Company
Health & Wellness Aggregate Report

<table>
<thead>
<tr>
<th>Condition</th>
<th>Site A</th>
<th>Site B</th>
<th>Co Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chol &gt; 199</td>
<td>4%</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>HDL Chol &lt; 60</td>
<td>61%</td>
<td>61%</td>
<td>61%</td>
</tr>
<tr>
<td>HDL Chol &lt; 40</td>
<td>32%</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>Ratio &gt; 4</td>
<td>45%</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td>Glucose &gt; 110</td>
<td>23%</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>Sys BP &gt; 120</td>
<td>51%</td>
<td>58%</td>
<td>55%</td>
</tr>
<tr>
<td>Dia BP &gt; 80</td>
<td>34%</td>
<td>36%</td>
<td>35%</td>
</tr>
<tr>
<td>BMI &gt; 24.9</td>
<td>12%</td>
<td>65%</td>
<td>69%</td>
</tr>
</tbody>
</table>
### Reporting Health Risk Migration

#### High Rates of Health Improvement: Diabetes

<table>
<thead>
<tr>
<th>Year 2 Risk Level</th>
<th>Level of Diabetic Risk</th>
<th>Healthy</th>
<th>Pre-Diabetes</th>
<th>Diabetes</th>
<th>Out of Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy</td>
<td>Healthy</td>
<td>94%</td>
<td>41%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>Pre-Diabetes</td>
<td>5%</td>
<td></td>
<td>44%</td>
<td>24%</td>
<td>9%</td>
</tr>
<tr>
<td>Diabetes</td>
<td>1%</td>
<td>11%</td>
<td>30%</td>
<td></td>
<td>16%</td>
</tr>
<tr>
<td>Out of Control</td>
<td>0%</td>
<td>4%</td>
<td>16%</td>
<td></td>
<td>67%</td>
</tr>
</tbody>
</table>
Lower Medical Spend

- Program Participants
- Non-Program Participants

- Average Annual Rate Increases:
  - 12%
  - 5.9%

- 20% lower medical spend
Decreased Workers’ Comp Claims

- Program Participants: $9,275 savings, 27.4 days
- Non-Program Participants: $11,829, 38.4 days

$2,554 fewer days
Program Participants

Non-Program Participants

Decreased Disability Claims

$4,614 savings

16.8 fewer days

56.9 days

73.7 days
Key Wellness Program Components
An employee health promotion spectrum

- Creating Awareness
- Encouraging Participation
- Increasing Engagement
- Rewarding Health Improvement

Value of Wellness Programs

Employee Accountability
Create Awareness

Value of Wellness Programs

Employee Accountability

- Creating Awareness
- Encouraging Participation
- Increasing Engagement
- Rewarding Health Improvement
Create a Culture of Health

• Leadership appoints a Wellness Task Force
  – IAWHP Champions Certification

• Diverse functional representation

• Positive attitudes; good listeners

• Ability to leverage resources; promotion

• Commit to consistent and ongoing reporting
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>Strongly Agree</th>
<th>Not Sure</th>
<th>Strongly Disagree</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The screening is a beneficial service to me</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>
</tr>
<tr>
<td>The event hours were convenient</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>
</tr>
<tr>
<td>I did not participate in this event because (please complete)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In the future, I would like to see the following programs:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(optional) Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Comply with regulations

- Avoid discrimination
- ADA wants to ensure that employees are not forced to disclose medical information – voluntary
- ADA/HIPAA: Confidentiality is critical
- Comply with ACA and EEOC Guidelines
Coordinate and Align with Your Community

**Motown in Motion**

Southeastern Michigan's Physical Activity Initiative

**Gear Up, Get Fit!**

(An Initiative of the Greater Detroit Area Health Council)
Health Communications and Events
StairWELL to Better Health Project

Before / After
Promote Physical Activity
Make the Healthy Choice Easy

- Healthy vending machines and cafeteria options
- Provide clean and safe walking areas; staircases
- Encourage breaks and activity throughout day
- Recommendations for food at meetings
- Monthly birthday celebrations instead of individual
Encourage Healthy Choices
Encourage Participation

- Creating Awareness
- Encouraging Participation
- Increasing Engagement
- Rewarding Health Improvement

Value of Wellness Programs

Employee Accountability
Onsite Biometric Health Screenings and Health Assessment

- Finger Stick
- Blood Pressure
- Height/Weight/Waist Circumference
- Teachable Moment with Health Coach
It’s Personal

- Personalization /customization for employer
- Personalization for employee
- Fun versus goal oriented
- Appeal to cultural norms and personalities
Energizing Your Workday

Improving Your Personal Energy
Team Health Challenges
Provide Tools and Access to Increase Engagement

*Create Awareness*

*Encourage Participation*

*Increase Engagement*

*Reward Health Improvement*
Technology is Your Friend

- Enabler/amplifier for healthy outcomes
- Behavior design: ever present reminder for healthy lifestyle
- Means to an end, not an end itself

65% have smartphone
25% use fitness trackers
Leverage Web and Digital Resources

- Activity & Meal Logs
- Wearables Integration
- Medication Management
Recognize and reward healthy behavior

- Creating Awareness
- Encouraging Participation
- Increasing Engagement
- Rewarding Health Improvement
Strategic Incentives can be Very Influential

- Incentives can motivate to begin wellness journey
- Reward employees in fair and consistent manner
Types of Incentives

- **Participation-based Incentives**
  - Awarded for completing a task (helps gain interest but not designed for extended behavior change); prize, cash card/voucher, premium reduction

- **Progress-based incentives**
  - Awarded for making meaningful progress toward specific health goal (5-10% reduction in BMI score)

- **Outcomes-based incentives**
  - Awarded for achieving a health standard based on a specific health outcome (achieve target ranges for their biometric results)
Customizing Incentives

- Match to your culture
- Design plan to reward outcomes you want
- Value reflects effort required
- Progress-based
- Plan for move to health-improvement or outcomes-based incentive
- Comply with ACA and EEOC guidelines
A Comprehensive Year Long Wellness Solution

Biometric Screening
Smart Testing

Enable Rewards
Aligned with your goals

Health Assessment
Depression, Anxiety, Stress

Immediate Outreach
3% critical risk factors
45% newly discovered
75% Engagement

Ongoing Engagement
Web and Mobile

Condition Management
32% are trending wrong
58% Engagement

Personal Health Score and Goal
Measures and Rewards

Connecting Care
Physician, DM, EAP
How Do You Move Forward?

• Where are you on the health promotion spectrum?
  – Is wellness a strategic initiative?
  – Is your focus on awareness, participation, or recognition and reward?

• Are you prepared to create a culture of wellness?
  – Can you get leadership buy-in?
  – Will you get leadership support or involvement (wellness committee)?

• Follow the best practices in program design
  1. Clearly identify program goals
  2. Choose programs to align with key business needs
  3. Identify what you will measure and report on
• Provide a comprehensive, integrated worksite health promotion program

• Engage leadership; align wellness with business goals

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