

OSC | 11
Ohio Safety Congress & Expo



#451 Get moving! Health and wellness programs for the small business

Bob Pawlowski

Thursday, March 31, 2011
8:15 to 9:15 a.m.

Ohio Bureau of Workers Compensation

Ohio Safety Congress

Get Moving! Health and Wellness Programs for the Small Business

Bob Pawlowski
TriHealth Corporate Health

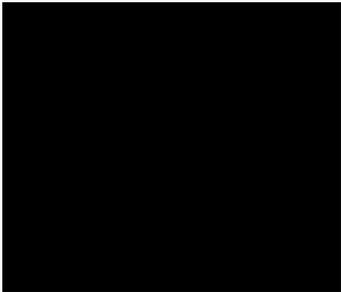
March 31, 2011

Agenda

- The business case for wellness
- Benefits of a strategic health & wellness program
- Health and Wellness for small business
 - Key components
 - How to get started
 - Better posture & flexibility
- Resources
- Q & A

Worksite Wellness Program?

Sign on Company Bulletin Board...



A "Perfect Storm"



Aging population
+
Unhealthy behavior trends
+
The pace of life & work/change
+
More focus/attention on disease than prevention
+
Ineffective cost containment efforts

Escalating Health Care Costs & Loss Of Productivity

Unhealthy Behavior Trends

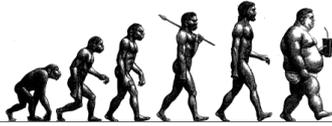
- 64% of U.S. adults are overweight or obese
- Overweight & obesity increase the risk of
 - Hypertension
 - Diabetes
 - Sleep disorders
 - Musculoskeletal problems
 - Digestive disorders
 - Cardiovascular mortality
- Diabetes is expected to double within five years
- 60% of Americans are not regularly active; 25% not active at all



HHS Report on the Impact of Poor Health On Business, 9/16/03

We're Continuing to Evolve...

The shape of things to come



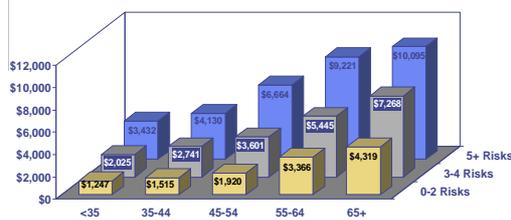
Effect of Poor Health Habits

Employees who eat poorly, don't exercise and fail to schedule routine checkups are likely to:

- Miss more days of work
- Be less productive when at work
- Incur higher medical costs

Costs Increase With Risk & Age

Medical Costs by Health Risk Levels and Age
1997-1999 Average Annual Paid Amounts



Source: StayWell data analyzed by U of Michigan (N = 43,687)

Why Worksite Wellness?



- Preventable illness makes up ~70% of the burden of illness and associated costs
- Most Americans spend most of their waking hours at work
- Improved productivity
- Improved recruitment and retention
- Comprehensive wellness programs demonstrate a \$3-6 return for every \$1 invested

The Bottom Line...

- Healthy people cost less
- Healthy people are more productive
- Healthy people add more to the bottom line!



Surviving the Storm

"Companies large and small are now beginning to see comprehensive worksite wellness programs as being one of the most effective strategies to offset the continuing escalation of medical costs and loss of worker productivity."

- Dee Edington
UM Health Management
Research Center

The Answer is Simple - But Not Easy

Take This Guy...



...and Turn Him Into...



This Guy...

This is Even Better...

Keep This Guy...



This Guy...



Worksite Wellness That Works

What a wellness program is:

- A strategic investment
- Comprehensive in scope
- On going & part of the culture
- Focused on specific and measurable goals



A wellness program isn't:

- Too much too soon
- "Flavor-of-the-month" or "shot gun" programming
- Only health education or awareness programs
- One-shot or one component programming (health fair, flu shots)
- Mandated programs

Worksite Wellness Programs Are Not Always Effective

In order to improve health and contain costs, wellness programs need to be carefully designed and implemented

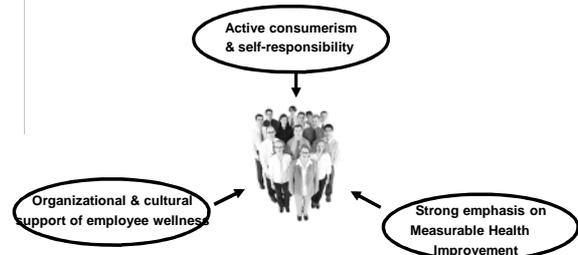
To be effective, worksite wellness programs must be strategic



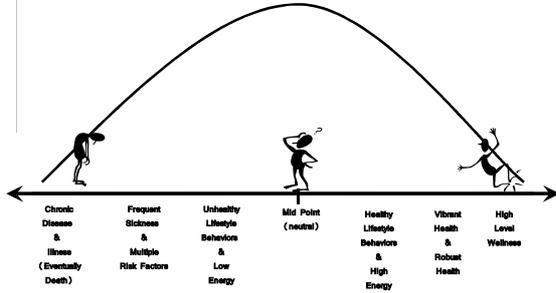
What is a Strategic Wellness Program?

- *Aligns with your organization*
- *Specific objectives/goals*
- *Thorough planning*
- *Realistic engagement strategy*
- *Appropriate resources*
- *Measurable outcomes*
- *Multi-year approach*
- *Permeates the culture*

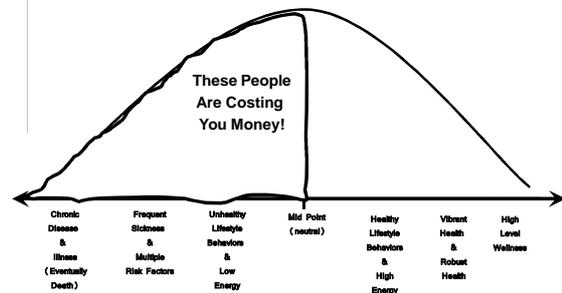
Components of a Successful Program



Assessing Your Employee's Health



Assessing Your Employee's Health



Assessing Your Employee's Health



Keep the Healthy People Healthy

Costs go up twice as fast with an increase in risks than they go down with lowered risks. Thus, low-risk maintenance (health promotion and prevention) is an important strategy and offers more potential for cost savings and positive return on investment (ROI) than risk reduction and disease management.

- Dee Edington, UMHR

What Does Your Organization Look Like?

- 86 employees
- 50% female
- 50% male
- Average age: 48
- Top health risks:
 - Sedentary Behavior
 - Weight
 - Diabetes/Pre-diabetes
 - Musculoskeletal disorders
 - Heart disease



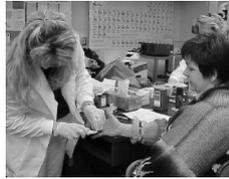
Health Risks at Your Organization

If you have 100 employees and resemble national/state/local statistics, then you have:

- Smokers: 23%
- Overweight & Obese 64%
- Obese 32%
- Sedentary 66%
- Hypertension 28%
- Diabetes 8%
- Depression 8%
- High Stress 9%

Employee Biometric Screenings

- **Biometric screening measures:**
 - Blood Pressure
 - Cholesterol
 - Triglycerides
 - Glucose
 - Height / Weight (HRA calculates BMI)
 - Body composition



Annual Health Risk Appraisal

A comprehensive health risk appraisal (HRA) can determine health risk factors for your employees

- Baseline data
- Your aggregate risk profile



Annual Health Risk Appraisal

The HRA creates a “teachable moment” for the employee and allows the wellness provider to connect the employee health needs with appropriate resources for improvement and change

- Convenience
- Confidential
- Incentive



Risk Stratification

Overall Risk Status

Low risk	0-2 risks
Medium	3-4 risks
High risk	5+ risks

Risks Linked to Higher Healthcare Costs

- High alcohol intake – 15+ drinks/week
- High blood pressure – 140/90+
- Overweight – BMI 27.5 or higher
- High cholesterol – 240mg/dL or higher
- Low HDL levels – less than 35 mg/dL
- Low life satisfaction – only partly or not satisfied
- Low perception of health – fair or poor
- No regular physical activity program
- Safety belt usage – less than 100% of the time
- Current smoker
- High stress level
- Medical conditions (heart disease, stroke, diabetes, cancer)
- Absenteeism rate of more than 5 days/year

Overall Risk Status
Low risk, 0-2 risks
Medium, 3-4 risks
High risk, 5+ risks

Source: D. Edington. University of Michigan Conference, 2006

Typical Wellness Program Components



Physical wellness

Focuses on the development, maintenance, or improvement of employee's physical aspects

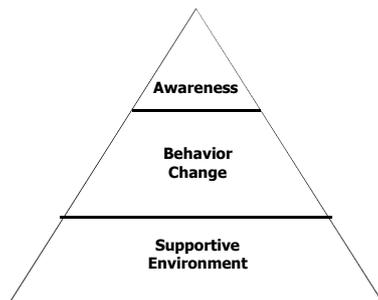
- Annual health screening
- Regular physical activity
- Good safety habits

Emotional wellness

Focuses on all aspects of mental wellness:

- Workshops
 - Stress management & work/life balance
 - Dealing with aging
 - Addictive behaviors
 - Parenting
- Counseling services
 - Employee assistance program
 - Crisis management

Three Levels of Programs



Worksite Wellness Program Success

"Lifestyle change can be facilitated through a combination of efforts to enhance awareness, change behavior, and create environments that support good health practices. Of the three, supportive environments will probably have the greatest impact in producing lasting change."

- Michael P. O'Donnell
American Journal of HP

WELCOA's Seven Benchmarks

1. Capturing CEO Support
2. Creating Cohesive Wellness Teams
3. Collecting Data To Drive Health Efforts
4. Carefully Crafting An Operating Plan
5. Choosing Appropriate Interventions
6. Creating A Supportive Environment
7. Carefully Evaluating Outcomes

WELCOA, 2010

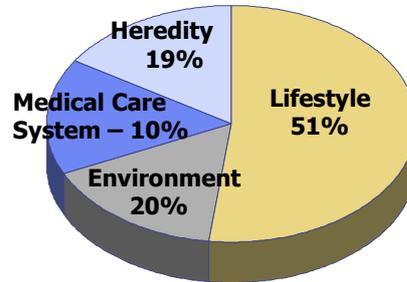
Develop a Mission Statement for Wellness

Bob's Cycle Shop Healthy Balance Program is designed to encourage and motivate all of our employees and their dependents to adopt healthier lifestyle behaviors, ensure the health of our business by positively impacting our health insurance premiums, and create a wellness work environment that allows us to have fun and support each other's health and well being.

Program Delivery



Factors Effecting Our Health & Productivity



JOEM, Aug, 2001, Chapman, Yen, Chenoweth

Components of a Successful Program

- Program consistent with our overall mission
- Develop wellness committee or council representing all departments
- Design program to be robust & hardy
- Program needs a strong identity and branding
- Program should have a high profile (highly visible & noticeable)
- Ubiquitous communications (create the "buzz")
- Convenient (don't forget off site locations, times, programs, etc.)

Components of a Successful Program (Continued)

- Employees have to want to get involved and participate (it needs to be exciting, fun, and something in it for them)
- Program must permeate the culture (not mandated but strongly recommended)
- Program must have consistency (the program has to be around to stay) but reinvents itself on an on-going basis
- Program needs strong top level managerial support and involvement
- Program must be strongly and consistently evaluated (begin with the end in mind)

Strong Communications - What works!

- Strong name recognition, identity & branding
- Powerful & frequent WIIFM messages
- High profile (highly visible & present)
- Frequent ongoing communications (creating the "buzz"; viral marketing)
- Frequent recognition of individual wellness accomplishments
- Keep it short & simple

Take Your Case for Wellness To Employees



"Our health and productivity is directly related to our company's good health!"

Incentives Drive Participation

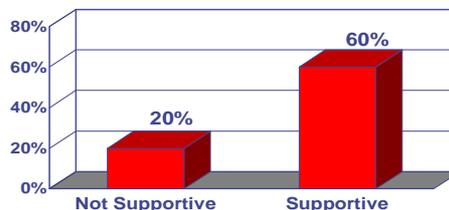
Impact of Financial Incentives on HRA Participation Rates



JOEM, 3/2002, Chapman, Anderson, et. Al.

Culture Drives Participation

One-Year Penetration Scenario



JOEM, 3/2002, Chapman, Anderson, et. Al.

Wellness Friendly Work Environments

- Safety hazards have been eliminated
- Lighting, noise levels, heating/ventilation appropriate
- Comfortable, ergonomically correct office furniture and computer stations
- Vending machines & cafeteria with healthy food options
- Fitness center or exercise area; locker facilities and showers available
- Walking paths (indoor and out), bicycle racks, playing fields
- Adequate dining area, rest rooms, and quiet/break areas
- The mission, norms, values and climate reflect the priority of employee health & wellness
- The culture and policies of the organization are supportive



Wellness for Small Employers

There are ten specific steps that a small business must take in order to be considered for a WELCOA Well Workplace Small Business Award. These ten steps include:

1. Capturing CEO Support
2. Designating a Company Wellness Leader
3. Conducting an Employee Health Interest Survey
4. Providing an Opportunity for Health Screening
5. Administering an Annual Physical Activity Campaign
6. Holding a Healthy Eating In-service/Lunch 'n Learn
7. Establishing an In-house Wellness Library
8. Disseminating a Quarterly Health Newsletter
9. Implementing Healthy Policies and Procedures
10. Supporting Community Health Efforts

Trends to Consider

- **Benefit design tied to wellness programs**
 - Health Savings Account/Health Reimbursement Accounts
 - Higher premiums for non-participants
- Health Coaching
- Culture of Wellness
- Health & Productivity Management
- Work/Life programming
- Technology-based programs
- Holistic programming models
- Energy management programming
- Consumer-Directed Health Care
 - Active consumerism
- Healthy environmental design

Summary

- The business case for wellness is strong
- In order to be effective, worksite wellness programs must be carefully designed
- Successful wellness programs follow a recipe of key ingredients
- Top management support is essential & is usually driven by data
- Start with an organizational & population health assessment
- Develop strong program objectives & goals
- Utilize targeted intervention strategies
- Communications & incentives drive participation
- Create a supportive and health friendly work environment
- Wellness is a strategic investment in your organization

Questions/Comments & Suggestions/Ideas



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