



Illinois  
New Mexico  
Oklahoma  
Texas



# **November – December 2012**

## **Employer Worksite Wellness Webinar**



## Nov - Dec 2012 Agenda

---

❖ **Introduction**

---

❖ **Why Worksite Wellness Matters: Building the Business Case**

---

❖ **Well onTarget: Worksite Wellness Consulting**

---

❖ **Ask an Expert and Questions**

---



Our mission is to  
**promote the health and wellness**

of our members and communities through accessible,  
cost-effective, quality health care.



*Experience. Wellness. Everywhere.<sup>SM</sup>*

# 2012 Campaign Schedule



Month	Webinar Topic	Date and Time
January	Marketplace and Employer Wellness Perspectives; HA Update – New for 2012	1/24 10-11 AM
February	Value of Wellness Developing a Results Oriented Workplace Wellness Program	2/28 10-11 AM
March	Group Panel – Getting started in Wellness Ask an Expert	3/27 10-11 AM
April	Lifestyle Management Programs – new program components; Incentives to promote participation	4/24 10-11 AM
May	Biometric Screenings – What is new, How to engage participants, Value to Employers	5/22 10-11 AM
June	Group Panel – Health Assessment and Biometric Screenings; Ask an Expert	6/26 10/11 AM
July	Be Smart Be Well. – What is new Mobile Messaging – What is new	7/24 10-11 AM
August	Incentives – What is new, What works and does not work, Designing an incentive program	8/28 10-11 AM
September	BCBST – Case Study Incentives Ask an Expert	9/25 10-11 AM
October	2013 Wellness – How to get started	10/23 10-11 AM
November/December	2013 – Wellness Consulting	12/11 10-11 AM

# **Why Worksite Wellness Matters: Building the Business Case**

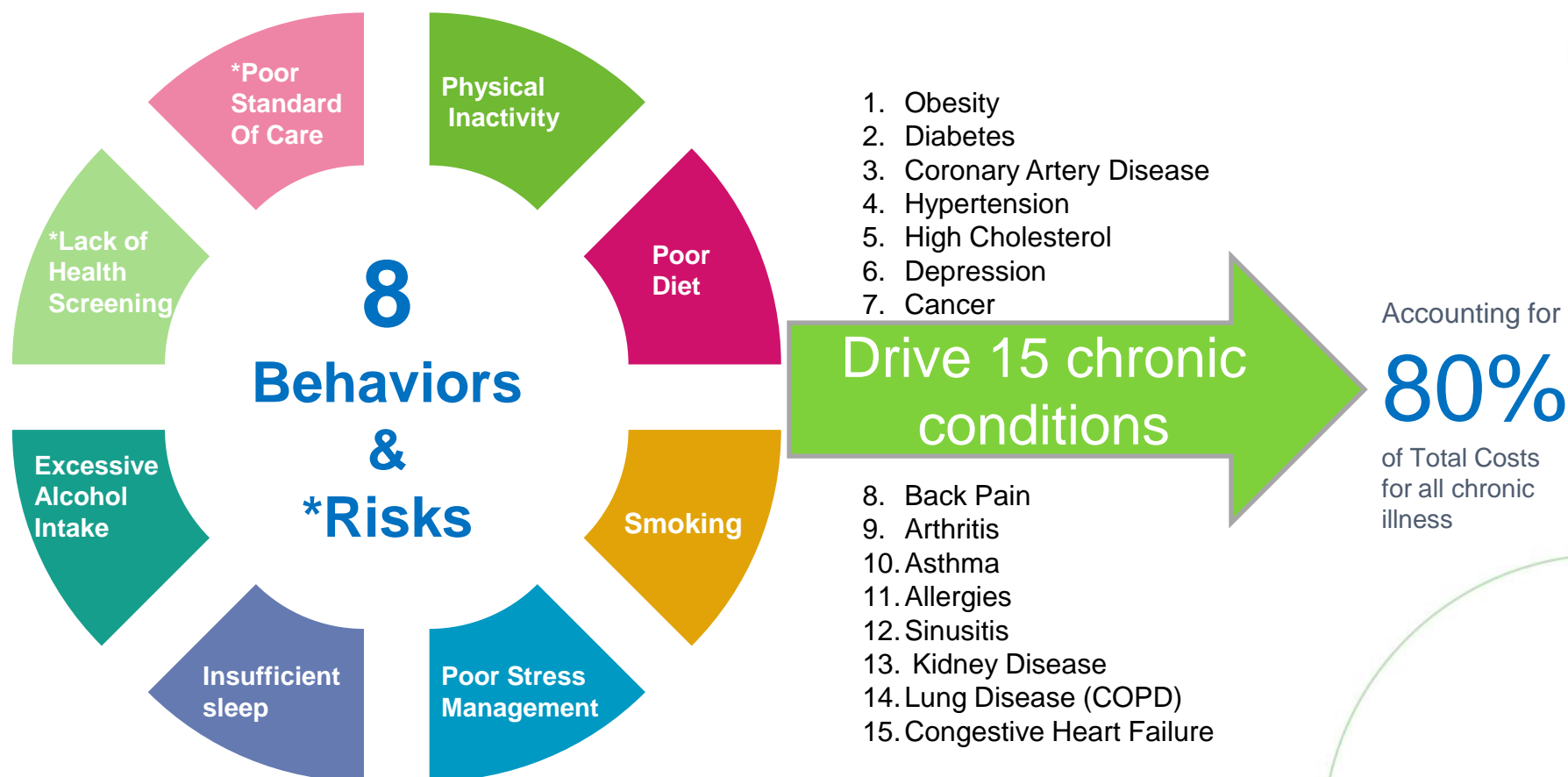
# Key Themes



- **Health care costs continue to grow — trend of 5.9% expected in 2013.**
- Health and productivity cost – both direct and indirect – are up. Workplace environment, culture, and lifestyle behaviors of employees and their families impact those costs.
- 40% of companies say that cultivating employee health and well-being is a central part of their health care strategy in 2013.
- Employers have increased investment in the health, wellness and worker effectiveness of their employees by 50% over the past 2 years.
- A strong “Culture of Health” is an essential component for successfully reducing and managing health risk factors across an organization and helping to drive improved health, performance and business success.



# Bending the Cost Curve



***Meaningfully impacting as few as 3 behaviors, can save as much as \$700/employee/year***

# The Challenge



- Participation and Engagement are essential to any successful health, wellness and worker performance initiative.
- If an organization's underlying corporate culture is unsupportive, or even **neutral**, engagement levels and behavior change/risk reduction results will typically tend to be sub-optimal.
- Cultural norms influence behavior. They are shaped by written and unwritten expectations for behavior, "the way things are done around here."
- "Touchpoints" are the mechanisms for establishing, maintaining or changing cultural norms.

## **Modeling by leaders**

Rewards/Recognition

## **Communication**

Recruitment/Selection

Training : skills to apply in practice

## **Policies**

Penalty/Confrontation

Relationship Development

New Employee Orientation

Resource Commitment



# Leadership Matters

## For robust engagement and results

- **Leadership** engagement and support at all levels help shape workplace climate and effect worker wellness – physically, emotionally and socially.
- **Leaders** who visibly participate in wellness programs and activities serve as role models and drive healthy behaviors within the organization.
- Effective **leadership** communication and wellness policies promote a healthy work environment and shape organizational norms (behaviors.)
- **Leaders** that leverage their roles to support the value of workplace health and wellness as an organizational priority, drive participation, inspire personal accountability, and promote sustainable success.



# Culture of Health

An effective workplace strategy is proactive and comprehensive, it:

- Incorporates health and wellness into the organization's mission, vision and values;
- Modifies/changes business management strategies to clearly articulate *desired* "culture of health";
- Translates desired culture of health and wellness goals into clear action steps and measures;
- Enhances alignment across the organization by engaging leaders at all levels.



# Well onTarget

## Consultation Packages

# Best Practice Framework



## Evidence Base: Benchmarking Review

HERO Best Practice Scorecard

HERO & Mercer

WELCOA Well Workplace Checklist

Wellness Council of America

Lifegain™ Health Culture Audit

Human Resource Institute

Annual Stay@Work™ Survey

Towers Watson, NBGH

C. Everett Koop Award Criteria



# Getting Started Complimentary Consultation



- Standard offering included in **ALL** complimentary consultations:
  - Available **one time** per group in a calendar year
  - **One hour** consultation provided by a subject matter expert
  - Provide Introductory Worksite Wellness Toolkit – materials and resources
  - No consultative follow up provided
- One hour consultation may cover **one** of the following items:
  - Overview of the **Well onTarget™** portal
  - Review of Annual Reports with recommendations provided such as aggregate Health Assessment Reports
  - Review of specific wellness events conducted such as biometric screenings
  - Recommendations on specific wellness initiatives such as tobacco free workplaces, walking programs, or designing a health fair



# Experienced Healthy Worksite Consultation



- Telephonic Introductory Meeting – client and Account Team
- Onsite meeting up to **four (4) times annually** (*does not include introductory meeting*)
- On going support provided via telephone, email or web-x as needed by client
- Wellness overview of Well onTarget portal and employer portal
- Assess and review current wellness programs and/or strategies/goals
- Identify gaps and potential barriers in current wellness strategy
- Create multi year strategy using all available data and resources
- Review and discuss reports (HA, biometric, end-of-year, participation, etc.)
- Utilize and conduct the **wellscore™** worksite assessment

# Experienced Healthy Worksite Consultation



Illinois  
New Mexico  
Oklahoma  
Texas

**wellscore™** - Exercise conducted with the client with onsite or via teleconference to identify the following:

- Current Wellness Programs & Services
- Leadership support
- Organizational Factors
- Communications
- Strategic Incentive Design

**Onlife Score**

**Executive Summary**  
The Onlife Score has been developed by Onlife Health as a quantitative tool to evaluate a wellness baseline for our clients each year. It allows us to map and anticipate the cultural shift of a client each year after implementation of wellness programs and engagement strategies. It has been built upon extensive market research, and includes multiple elements that are necessary for earning national health award recognition. It is the goal that this tool is used in conjunction with the onthemark™ assessment and report.

Below are the Onlife Score for your organization, along with descriptions on strategies you should implement to improve your wellness culture. The Onlife Score is based on experience with your Workplace Environment, Organizational Culture, Communications and Participation Rates during the last program cycle (12 months).

An Anticipated Onlife Score is included as well. This is the expected score of the end of the next 12 months given the organization's desire to implement additional wellness enhancements. See the onthemark™ report for further details on why each improvement is necessary and how Onlife recommends implementing each tool.

Location: Corporate headquarters, Baltimore, MD  
**Onlife Score: 46**  
**Anticipated Onlife Score: 66**

Domain	Score	Anticipated Score
Workplace Environment	51	59
Adequate time for breaks and lunches	80	75
Access to fitness facilities	25	30
Healthy food choices	0	20

**Recommendations**

- Adequate time for breaks and lunches: While some employees are getting enough time for lunch, the ability to take breaks with their time, and access to wellness engagement tools like health coaching and/or on-site fitness classes, is important for them to have the ability to practice healthy behaviors while at work or on time. It is a priority for this generation.
- Access to fitness facilities: Offering onsite fitness facilities is the first step to encouraging healthy fitness habits from employees. Utilization needs improvement to maximize employee engagement. Currently the organization does not subsidize membership for employees off site at a rate they can afford. This is an additional component that would be beneficial for employees that are unable to engage in fitness while at the workplace.
- Healthy food choices: Consideration needs to be given to encourage use of both onsite and off-site fitness facilities.
- Healthy food choices: Organization currently does not offer an appropriate amount of healthy vending machine options. Allowing your employees the ability to consume healthy options encourages them.

**wellscore™ Calculation** – Following the onsite/telephonic client discussion, a final baseline score is calculated for the client.

**wellscore™ Results & Basic Recommendations** – Following completion of the score, a results form with basic recommendations are provided to the client.

*\*\*The onthemark will be conducted once at program onset and the wellscore will be provided annually to measure organizational progress. Each location assessed will receive one (1) wellscore annually.*

# Progressive Healthy Worksite and Engagement Consultation



- Introductory telephonic meeting—client and Account Team
- On site meeting **six (6) times annually** (this includes onthemark™ Custom Worksite Assessment(s))
- On going support provided via telephone, email or web-x as needed by client
- Review current wellness strategy or endeavors, if applicable
- Identify gaps in existing wellness structure and programs, if applicable
- Create **multi-year strategy** using available data and resources
- Review and discuss reports (i.e., biometric, HA; includes end-of-year measures/goals)
- Complimentary one-time support from onsite Wellness Coordinator (10 hours) *\*\*provided through vendor HSSI\*\**
- End-of-year review on measures and goals
- Utilize and conduct the onthemark™ **Custom Worksite Assessment**, which includes one or two locations.

# Progressive Consultation onthemark™ Custom Assessment



wellscore™ is included similar to the Experienced Consultation

onthemark™ Report – Robust, detailed report focusing on specific interventions, products and cultural recommendations for the client to help (includes wellscore™):

- Identify barriers and needs for supporting lasting change ;
- Build on existing strengths by seeing what's positively influencing behavior now – acknowledging senior managers have the most impact on organizational norms ;
- Address enough impact points to tip the balance toward a culture of wellness;
- Assess cultural climate factors that have been found to play an important role in the intersection of organizational and individual well-being .



# Progressive Consultation onthemark™ Custom Assessment



## The four part assessment includes the following features:

- **Data Request** – Sent prior to onsite visit; data obtained focuses on demographics and organizational background
- **Onsite Leadership Interviews** – Qualitative discussion at mutually agreed upon client location(s) with key contacts, focusing on organizational values, communication, incentives and work interactions
- **Employee Focus groups** – Focus groups with a diverse group of 8 – 10 employees where the Consultant evaluates key program objectives and performance indicators. This may be the first opportunity to identify Wellness Champions.
- **Physical Environment Assessment** – Critical evaluation of the client worksite, physical environment and surroundings to understand how participant engagement may be impacted



# Progressive onthemark™ Timeline



## Onsite Visit

### Work Environment and Culture Audit:

Evaluation of the worksite location ; physical environment, workplace climate and cultural touchpoints .

### Onsite Interviews:

Thirty minute meetings with senior leadership and key wellness sponsors.

### Management/ Employee Focus Groups:

Two one-hour sessions with employees to collect input and feedback.

### Culture Training:

Dissemination of findings and recommendations to Wellness Champion network.

### Continued Analysis:

Progress is tracked and impact of any implemented recommendations is measured.

4 weeks

6 weeks

ongoing

### Data Request:

Sent electronically two weeks prior to the onsite visit to client wellness contact.

### wellscore:

Quantitative tool that establishes a wellness baseline score and tracks progress realized each year

### onthemark Presentation:

High-level overview of onthemark results

### Onsite Visit

#### Preparations:

Develop agenda, schedule meetings, outline needs and expectations.

### onthemark Report:

Comprehensive, actionable report with wellness strategy recommendations

## Results and Recommendations

# onthemark™ Benefits



- The **onthemark™** process helps:
  - **Identify where you are organizationally**
    - current strengths of your health and wellness strategy;
    - factors that can be addressed for improvement;
    - opportunities for alignment with core organizational strategy
  - **Focus on where you need to go**
    - how to *address enough impact points* to fully realize a best practice program framework and sustainable Culture of Health



# Questions?