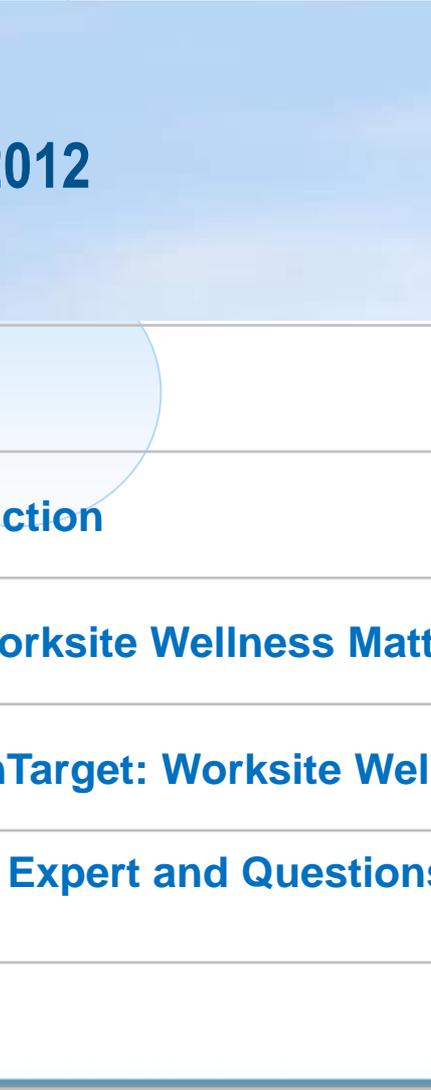




Illinois  
New Mexico  
Oklahoma  
Texas



# November – December 2012 Employer Worksite Wellness Webinar



## Nov - Dec 2012 Agenda

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❖ **Introduction**

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

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❖ **Well onTarget: Worksite Wellness Consulting**

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❖ **Ask an Expert and Questions**

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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.





# 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

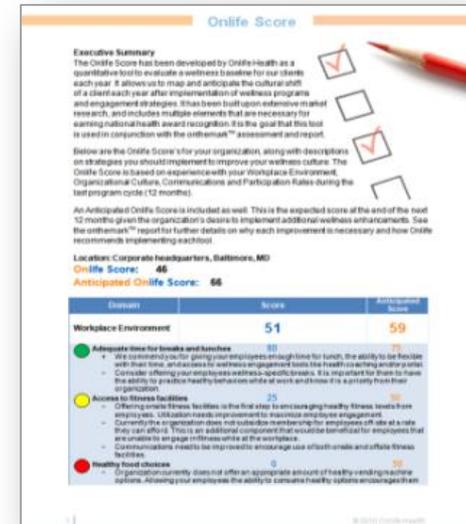
# Experienced Healthy Worksite Consultation



Illinois  
New Mexico  
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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



**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.

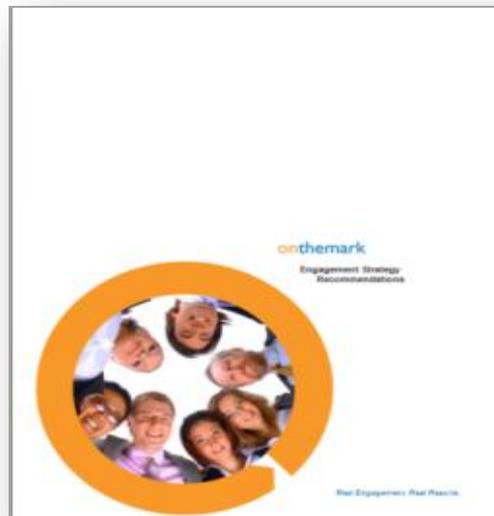
# Progressive Consultation onthemark™ Custom Assessment



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?