

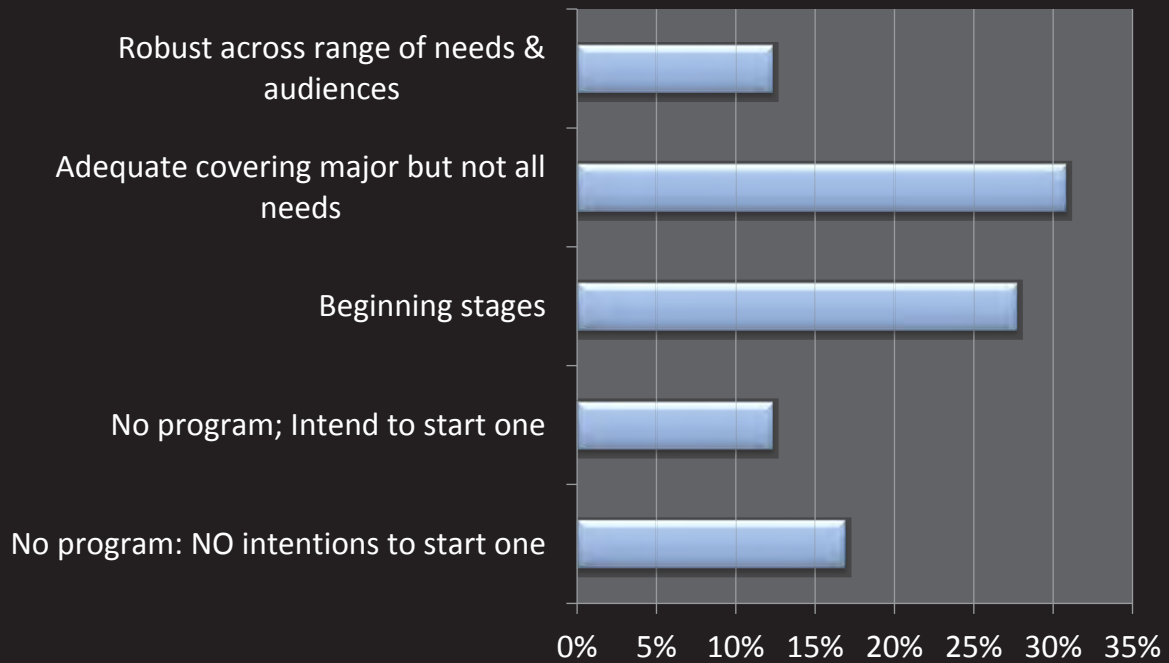


# Wellness Programs: Get Started or Get Better

Human Capital Conference 2013

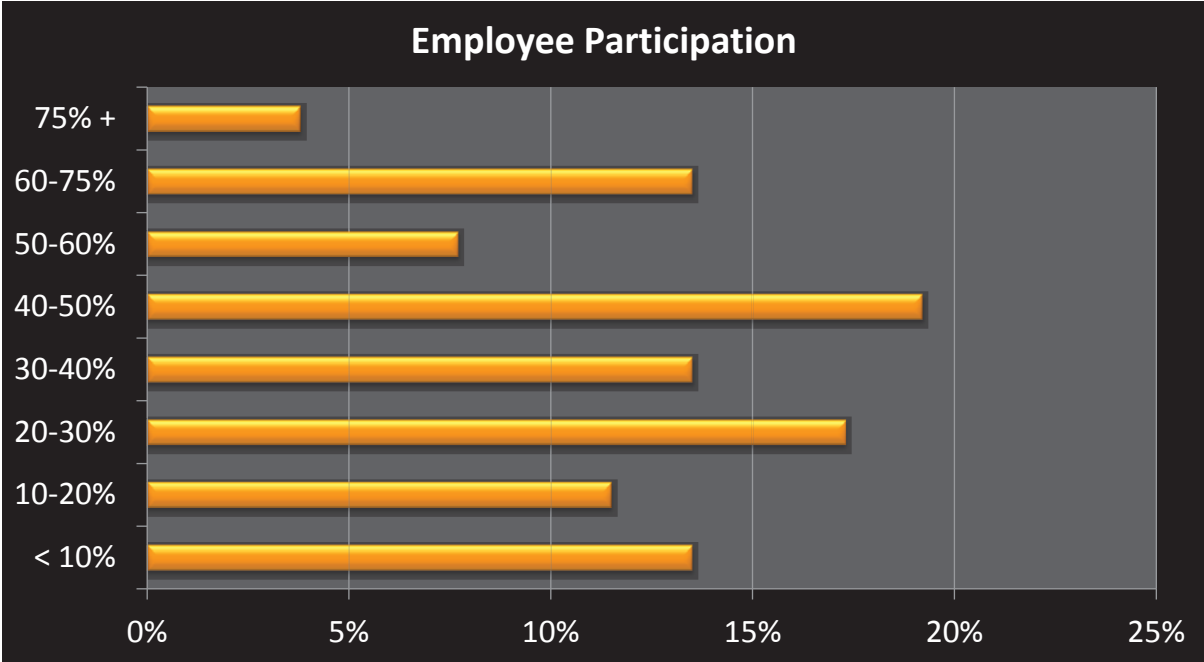


## GMA SHRM Member Wellness Program Status\*

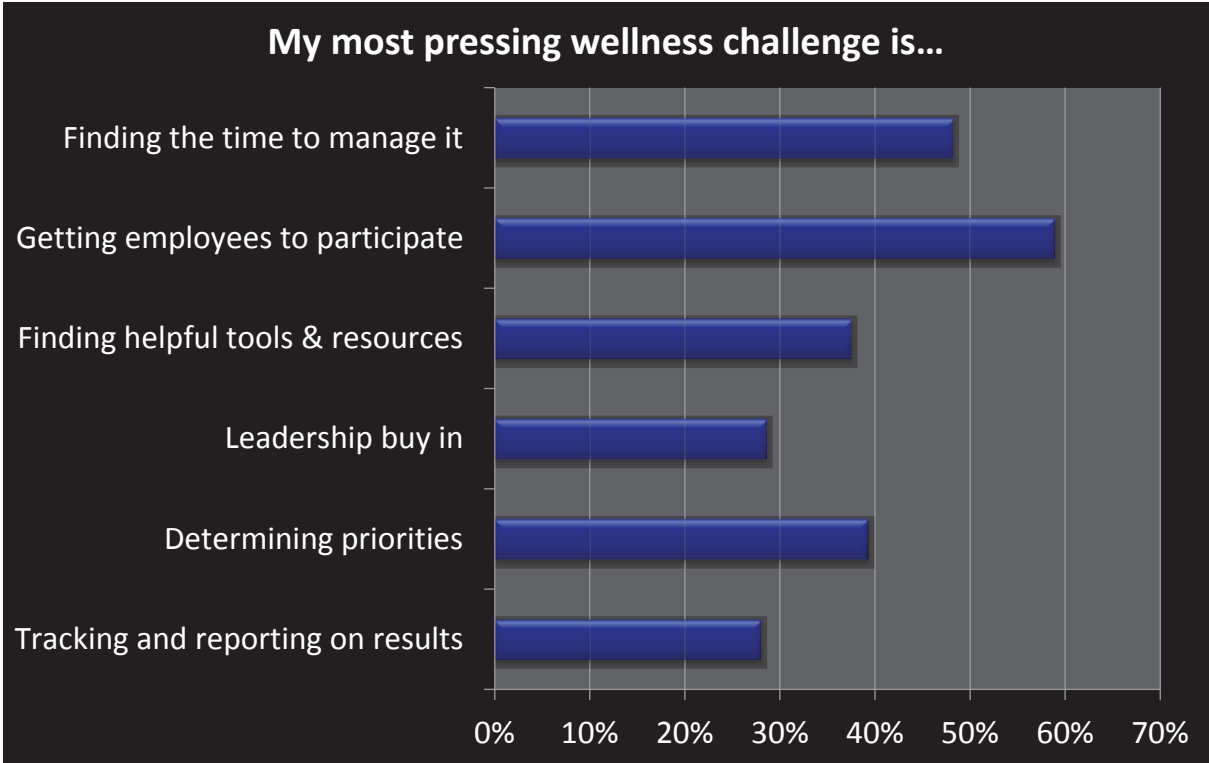


\*Source: GMA SHRM 2013 Member Survey

40-50% of employees participate in at least one wellness offering. For 43% of companies, that number's less than 30%.\*



\*Source: GMA SHRM 2013 Member Survey



\*Source: GMA SHRM 2013 Member Survey



## Engagement and Incentives

### Majority of Cases of Chronic Disease Could be Prevented or Better Managed

- The Centers for Disease Control and Prevention (CDC) estimates...

- ✓ 80% of heart disease and stroke
- ✓ 80% of type 2 diabetes
- ✓ 40% of cancer

...could be prevented if only

Americans were to do three things:

- ✓ Stop smoking
- ✓ Start eating healthy
- ✓ Get in shape



# Presenters

Abigail Nadler, BS, CHES  
Health Promotions Advisor  
M3 Insurance  
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## Agenda

How Did We Get Here

Spectrum of Wellness

Engagement

Incentives



# Agenda

How Did We Get Here

Spectrum of Wellness

Engagement

Incentives



## HOW DID WE GET HERE?

1. The Input
2. The Output



# How Did We Get Here?

## Part 1 of 2 The Input Side - Nutrition

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## Modify the Equation to Change Weight



**Calories In (food) < Calories Out (activity)**

**Weight Decreases (usually)**

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# Portion Control Anyone?

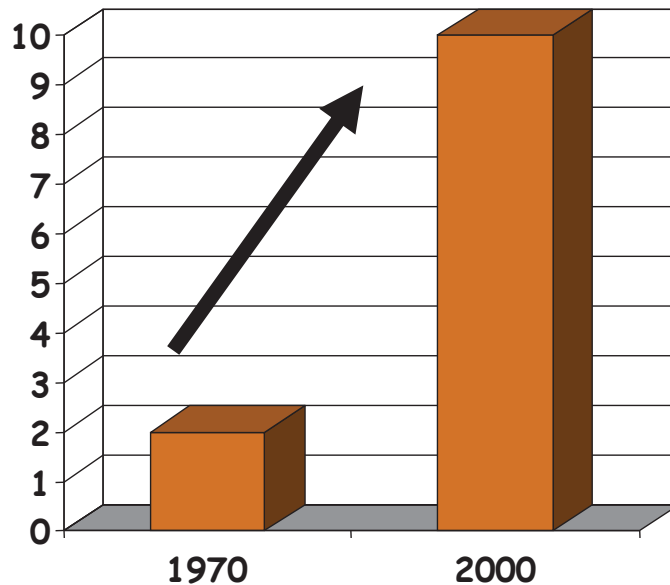


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# Growth of Fast Food in the US



■ Percent of meals that are fast food

5 fold increase from 1970 to 2000



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# What's Next?



A refrigerator with a built-in TV.



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# How Did We Get Here?

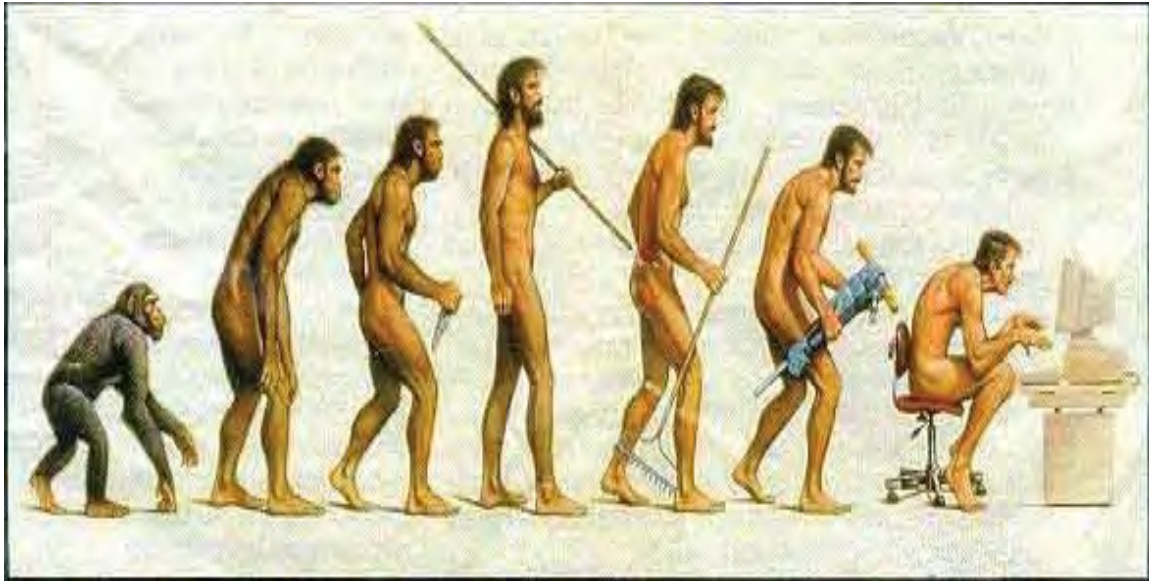
Part 2 of 2

The Output Side – Physical Activity

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# Evolution???



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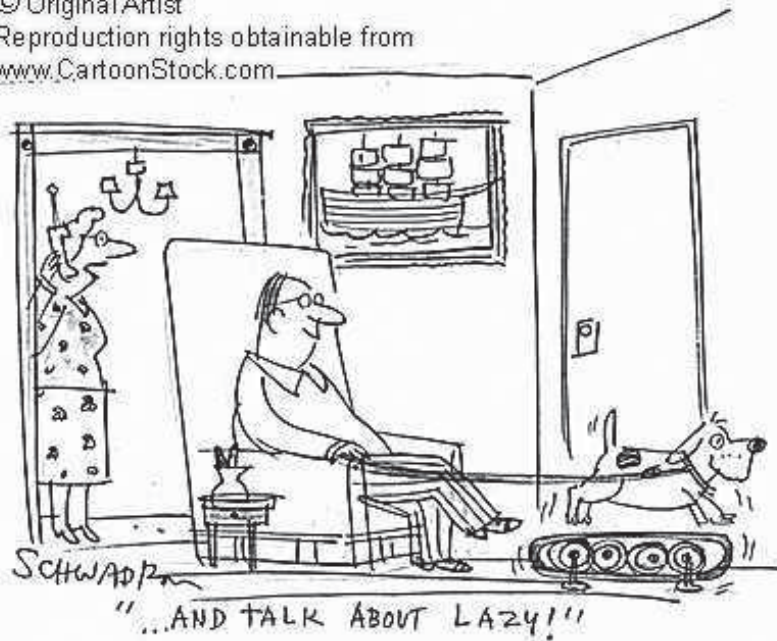
# What's Wrong With This Picture?



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Phil M...



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# Agenda

How Did We Get Here

Spectrum of Wellness

Engagement

Incentives



## SPECTRUM OF WELLNESS



# Wellness Spectrum



## COMMUNICATION BASED WELLNESS PROGRAMS

- Offer wellness newsletters, monthly health observances and presentations on various wellness topics
- Support community charitable events
- Few incentives offered
- *Very few compliance concerns*

## PARTICIPATION BASED WELLNESS PROGRAM

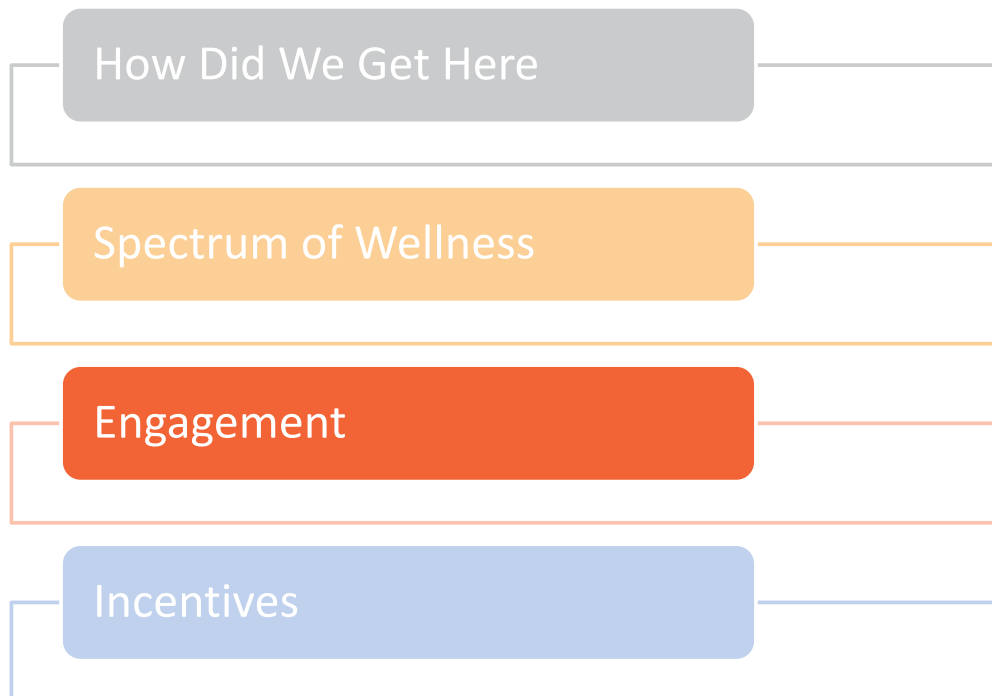
- Offer HRA with biometrics and “needs and interest survey”
- Structured program
- Incentives based on participating in wellness activities
- *Potential ADA concerns*

## HEALTH-CONTINGENT

- Offer a HRA with biometrics and “needs and interest survey”
- Structured program
- Program design and company culture support healthy behavior change
- Offer “health coaching” to all participants
- Incentives based on achieving a health standard
- *Must comply with HIPAA Nondiscrimination regulations*
- *ADA and other legal issues may arise*



# Agenda



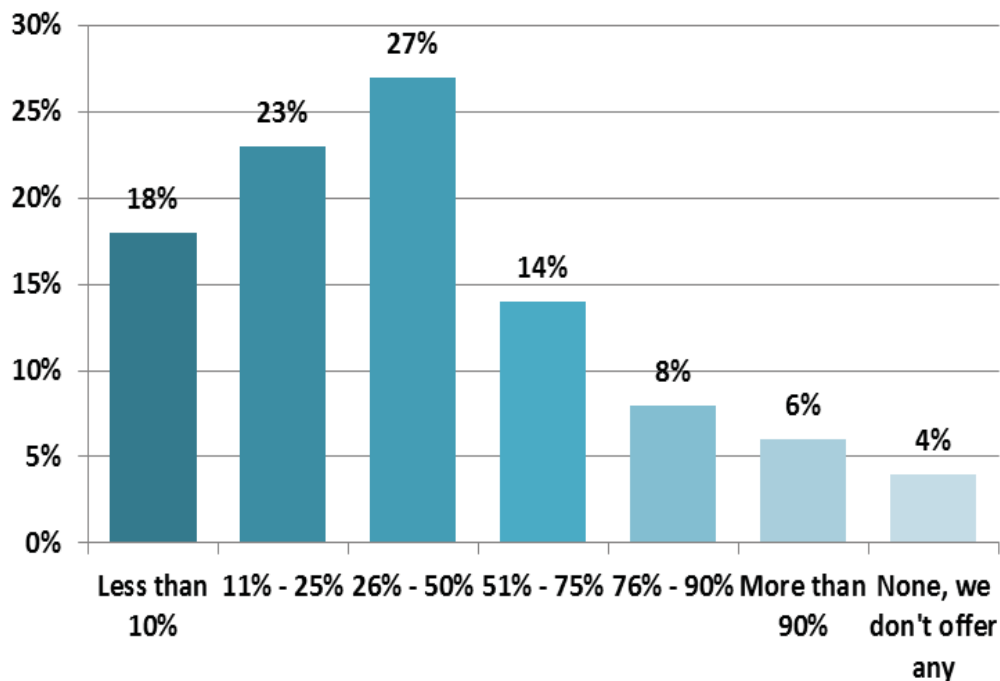
# ENGAGEMENT

1. Selecting Interventions
2. Communication
3. Marketing
4. Getting Them To Listen
5. Incentives



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## % of employees that participate



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# Selecting Interventions

- Risk factors?
- Committee objectives?
- Employee goals and interests?
- Senior management goals?



AND



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# Go-To Intervention Topics



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-Flexible work – Management Must Support This  
 -Promote “walk-and-talk” meetings when appropriate

## Policy

**Social-Ecological Model  
 Physical Activity**

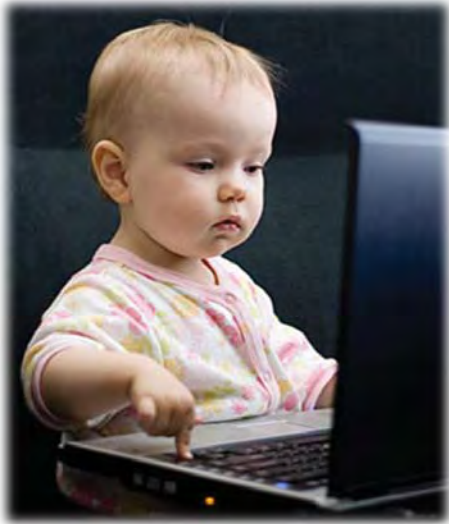
## Environment

## Behavior

-Provide onsite showers  
 -Provide room for onsite group  
 - fitness classes  
 -Post maps nearby walking routes

-Offer incentive-based exercise  
 - campaigns (President’s Challenge)  
 -Offer physical activity-focused coaching.

## 2 Types Of Communication



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## Employee Communication

### *Technological Channels:*

- E-mail
- Videos (online or broadcast)
- Blogs (written by CEOs or other executives)
- Podcasts
- Intranet
- Hotline telephone number for emergencies or important announcements
- Newsletters
- Bulletin boards (online or physical)
- Stall tactics

### *Face-to-Face Interactions:*

- Town hall meetings
- Company or department-wide meetings
- CEOs or executives walking around chatting with employees
- One-on-one meetings between employees and their direct supervisor
- Lunch hour presentations
- Water Breaks

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# Marketing – Tips and Tricks

- Clear, Consistent & Compelling Messaging
- Use Testimonials
- Know Your Audience
- Multiple Avenues
- Working with a Partner
- Creativity
- Updated Information
- Quality Content
- Short and Sweet



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- Non Smoker
- Exercise Regularly
  - About 30 minutes most days of the week
- Eat Breakfast
- 5 Veggies/Day
- Healthy BMI

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# % of People Meeting the Recommendations



3%



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# Getting Them To Listen



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# Getting Them To Listen

**What's  
Your  
Story?**



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# Agenda

How Did We Get Here

Spectrum of Wellness

Engagement

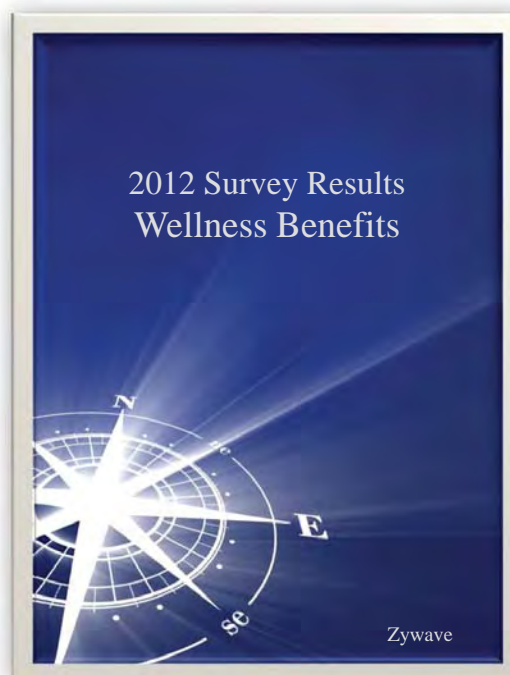
Incentives



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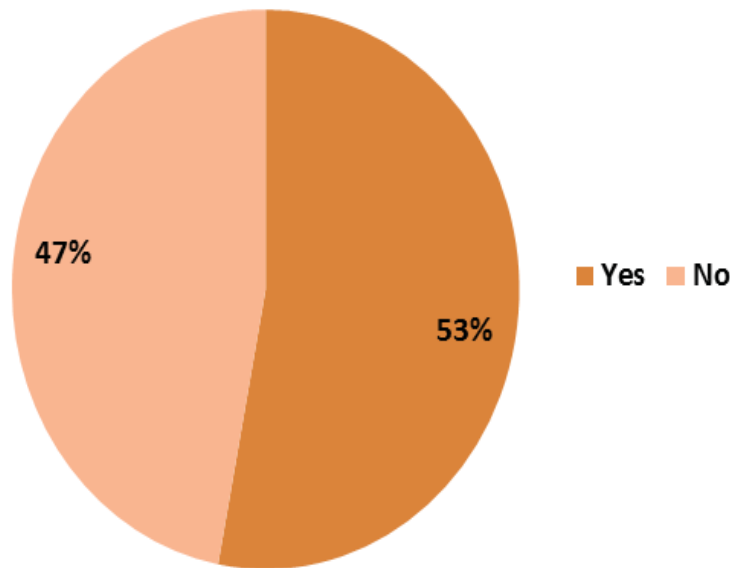
## 2012 Wellness Survey Results

- A total of 1,648 respondents completed this survey.



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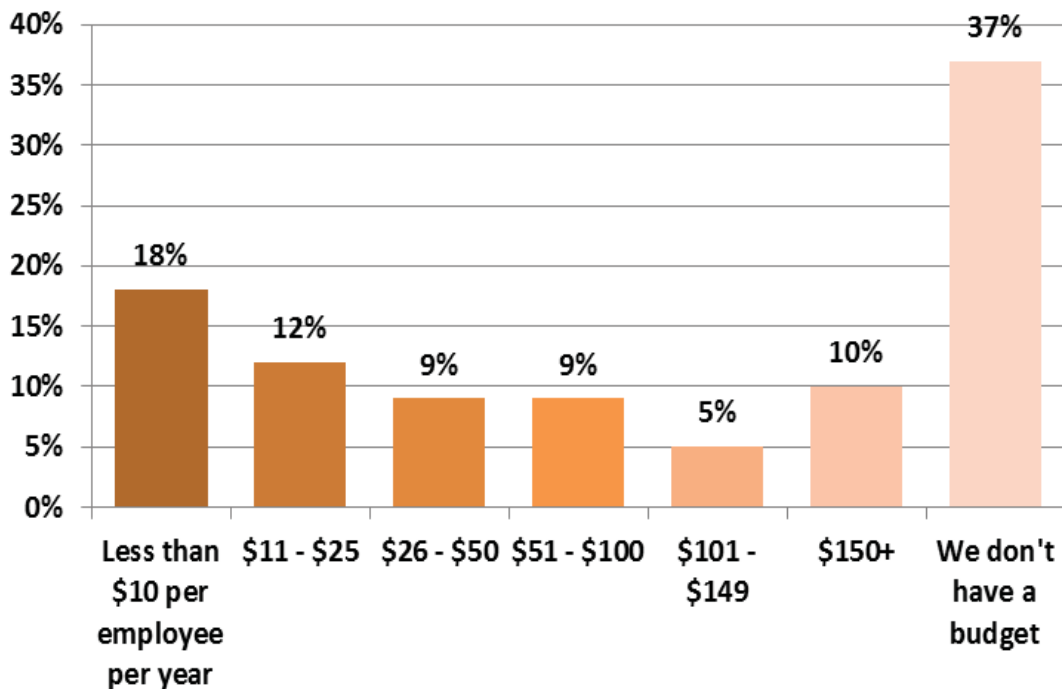
# How Many Employers are Offering Them?



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# Cost – Annual Budget Per Employee Per Year 2012



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# Incentive Ideas

## Health Insurance

- Reduction in health insurance premiums (Percentage or Flat Dollar)
- Contribution in to a Health Reimbursement or Health Savings Account
- Contribution into a Flexible Spending Account
- Reduced deductible, co-insurance or co-pay
- Free health care for 1 participant

## Recognition

- Achievement awards
  - Verbal praise/a pat on the back are motivational to some. Recognition may offer more.
  - Throwing Parties
- Public recognition
  - Announce at campaign mid-point or wrap-up festivities.
  - Newsletters



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# Incentive Ideas

## Cash Value

- Food
  - Include some healthy foods to kick off, revitalize or wrap up a wellness campaign.
- Entertainment
  - Events serve a purpose in jump-starting, re-energizing or wrapping up a campaign.
- Merchandise
  - Including sports equipment and small gift certificates to use at local merchants.
- Trips
  - Use the companies frequent flyer miles

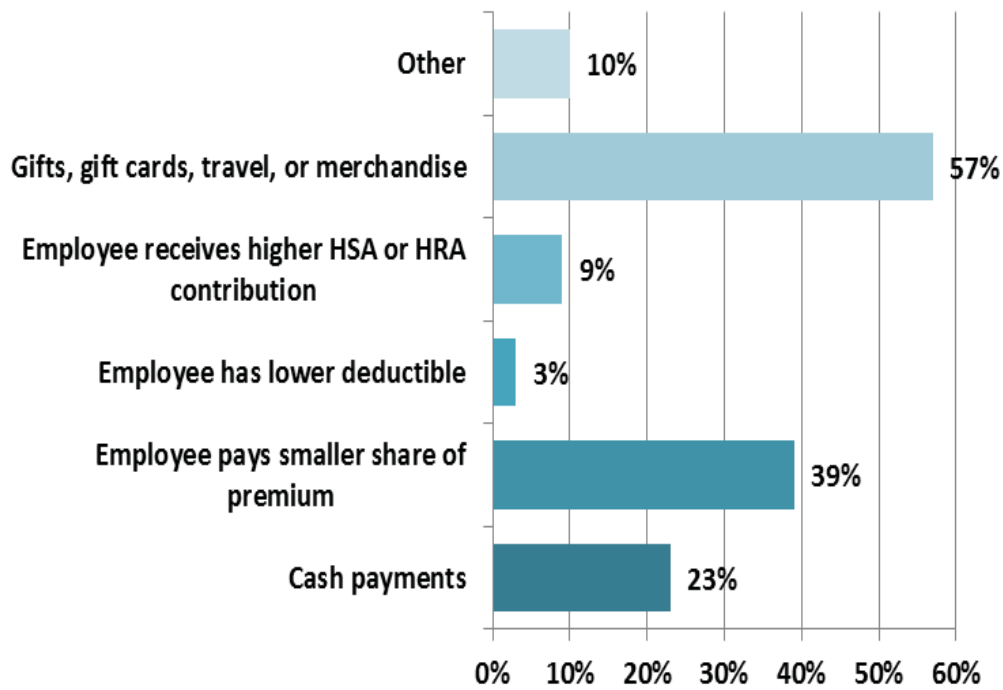
## Money!

- Cash
  - Nothing says incentive better than cash.
- Year End Bonus
  - Based on companies participation
- Holiday Bonus
- Time Is Money!
  - Personal Time off
- Coming In Late
- ½ Day Friday
  - Makes good business sense if the # of absences drops significantly



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# What Incentives Are They Offering? 2012



# Which Programs Are They Offering Them For?



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If you're using an incentive for your wellness program but it isn't demonstrating an outcome,  
**change it!**



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## Tips & Tricks

- Worksite wellness is an **investment of time and resources**
- **Gradual** implementation
- **Comprehensive** – ideally focused on multiple risk factors
- Provide **supportive programming** to motivate positive behavior changes
- **Partner** with experienced professionals to guide you through the process
- **Educate yourself**
- **Link** “typical” employee benefits to your wellness program



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# I Need Help!

- Lean on Your
- Other Employers, Get Out & Network
- Broker
- Insurance Carrier
- Wellness Vendor
- Onsite Nursing/Clinics
- Employee Assistant Program
- Local, Statewide and Nationwide Efforts

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## How Does It Feel...

...To Walk Into Your Workplace?



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“There are no secrets to success. It is the result of preparation, hard work and learning from failures.”

– Colin Powell



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Thank You!



# Working Effectively With External Partners

Tracie Hittman Fountain



IT'S YOUR PLATE



## Working with External Partners

Roadblocks to making healthy choices:



## Time – how external partners can help

- Education/Activity Classes
  - On-site training/classes
  - Lunch and Learns and beyond
  - For HR managers - content for newsletters and additional resources from experts in their field
- Healthy Food Options
  - CSA pick-up point
  - **Local** produce in cafeteria
  - Healthy Fresh Vending machines
  - Healthy catered food for working lunches
- Schedules
  - Support breaks in the day to encourage wellness and participation in classes



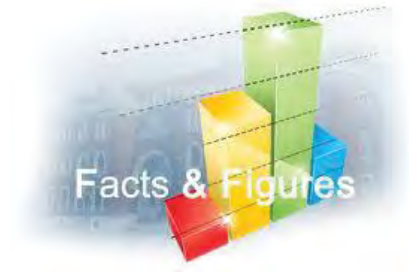
## Money – how external partners can help

- Incentives for attending classes and participation
- Partial/Full scholarships for attendees
- Work with partners for reduced prices (example 20% of nutrition class)
- Bonuses/Extras
  - Free oral cancer screening as part of the a tobacco cessation |



# Motivation Continued

- Encourage Interactive Classes/Coaching



## A Local Wellness Case Study

Amy Esry, HR Manager, Widen Enterprises



# Widen Wellness History

- Company culture and our first attempt at wellness
- New CEO and our second attempt at wellness



# Why do “Wellness”?

Culture, instead of “ROI”



# Overview of Widen Wellness Program

- Supported by an online portal
- Offers a variety of ways to participate
- Provides the opportunity to earn rewards throughout the year



## How did we do it?

- Software
- Biometrics & Health Risk Assessment
- Details of the program
- Results
- Lessons learned



## Advice for other small companies

- Get executive buy in
- Prepare a budget
- Look for affordable options- use your resources!
- Offer incentives
- Make it part of your culture



## Examples, Best Practices & Ideas

Hilary Kleese, First Choice Dental Group



# Making Oral Wellness Part of the Picture

- Internal wellness commitment
- Internal → helping others
- Be a resource for “HER” → be a resource for her employer



## First Choice DENTAL

First Choice DENTAL *for the smile of your life*

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Overview Free Tools Support E-News Signup

The Talk Needs Inventory

### Wellness - Company Overview

Let us help support your company's wellness efforts.

Despite the compelling reasons for maintaining good dental health care routines, roughly half of US adults will stay away from the dentist this year.

Healthy smiles help to ensure healthier, happier employees. First Choice Dental has 10 dental office locations in and around Madison, Wisconsin where we deliver superior dental health care for individuals and families. Our Madison dentists also want to be a resource for employers who are committed to the oral and overall health of their employees.

We can help your company with:

- Dental Wellness Lunch & Learns
- Health & Wellness Fairs
- Dental health content and education for your Intranet or employee newsletter
- Special employee offers & wellness incentives

Every company's a little different in terms of what dental wellness support is needed, so we customize our support to meet your company's unique needs. We'd like to learn more about your needs and how we can support you in continuing to urge your employees to make preventative dental health care a priority.

More than 90% of all systemic diseases, including diabetes, leukemia, cancer, kidney disease and other inflammatory diseases, have oral characteristics that can be detected during an oral exam

The Surgeon General reports that 51 million school hours are missed each year because of dental-related illnesses. More than 164 million work hours are lost each year because of dental problems.

Research continues to show a close link between oral and overall health  
Source: Taylor Nelson/Sofres Intersearch survey 2002 & Academy of General Dentistry's Know Your Teeth October 2008

First Choice DENTAL Company Overview

## First Choice DENTAL

## Best Practices: Employee Engagement



- Discounted employee contributions for health & dental wellness
- Health & Safety Fair
- On-site fitness studio
- Exploring a walking program

## Best Practices: Culture of Wellness

- Use internal website for wellness sharing
- Onsite company garden
- Ride-share & bike to work
- Eco-wellness, too



## Small Company Thinks Big

- Self-funded medical plan + wellness program
- Strong C-level support
- Bike repair shop → outdoor center with sports equipment to lend
- Reduced-cost gym memberships



## Small Company Thinks “Outside the Company”

- Strength in numbers
- Strong partnerships with local service providers & resources
- Healthcare copay waived for participation
- Innovative incentives
- Spouses included
- 100% participation





## What's Your Next Step?



## Questions?





# Wellness Programs: Get Started or Get Better

Human Capital Conference 2013

