

Building a Wellness Program on a Budget



June 14, 2016

Agenda:

- The Value of Worksite Wellness
- Review of current wellness program practices
- ROI and the business case for wellness
- Overview of rules and regulations to consider
- The “gold standard”
- Getting Started
- Stepping stones
- One example of Worksite Wellness

Value of Worksite Wellness

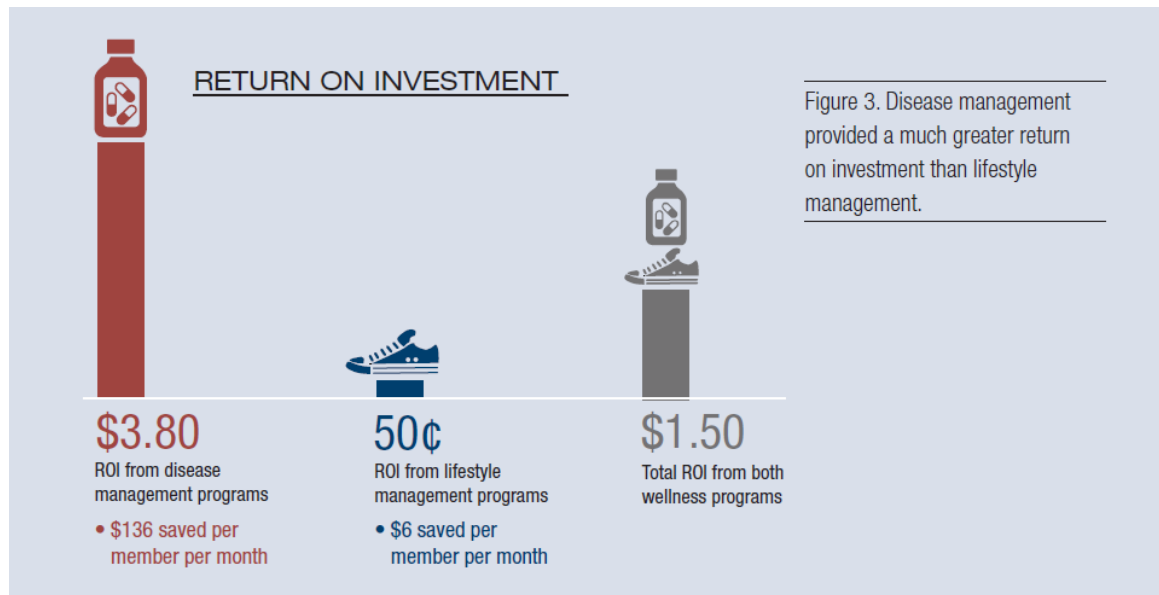
- Worksite wellness creates:
 - A culture of wellbeing, sense of community, point of pride, platform for positive engagement, etc.
- Other impacts of worksite wellness programs:
 - Increase/improve productivity, health outcomes, job performance, employee engagement
 - Decrease: absenteeism, individual health risks, health care expenditures

Current Wellness Programming Practices

- Screening activities
 - To identify health risks (e.g. measurement of body weight)
- Preventive interventions
 - To address health risks (e.g., weigh-reduction counseling)
- Health promotion activities
 - To further healthy lifestyles (e.g., healthy food options in cafeterias)

ROI and the Business Case for Wellness

- Return on investment is based on program goals:



- Stock Market Performance and Employee Health and Safety Programs
 - *Journal of Occupational and Environmental Medicine (JOEM)*



ROI, the Only Business Case for Wellness?

VOI, or, Value on Investment

1. Reasons beyond just medical cost savings
2. Three primary reasons:
 - Decreasing employee health risks
 - Reducing health care costs
 - Improving employee productivity
3. Other reasons are emerging
 - Some states provide tax credits if you are offering your employees health education, behavioral change programs and incentive awards to employees engaging in regular exercise. Behavioral change programs include counseling, seminars or classes on nutrition, stress management, or smoking cessation.
 - Maine employers with 20 or fewer employees can receive a tax credit of up to \$2,000 (\$100 per employee or a credit for the total expenditure to develop, institute and maintain a wellness program made during the taxable year up to \$2,000)



Rules and Regulations

- PPACA (Patient Protection Affordable Care Act)
- ERISA (Employee Retirement Income Security Act)
- ADA (Americans with Disabilities Act)
- GINA (Genetic Information Nondiscrimination Act)
- HIPAA (Health Insurance Portability and Accountability Act)
- EEOC (Equal Employment Opportunity Commission)



The “Gold Standard”

- Leadership buy-in
- Integrated in company mission, vision, values, and policy
- 100% employee participation
- Wellness “Champion” and Active, engaged wellness committee or coalition (“grassroots”)
- Evidence based tools to support employees
- Outcomes tracking (integration, participation, feedback, lifestyle behavior change, reduction in health care costs, sick days reduction, etc.)
- Health coaching or support people that provide screenings, interventions, & health promotion activities



The “Gold Standard”

- Corporate Health Achievement Award (<http://www.chaa.org/>)
- Koop Award Winners (<http://thehealthproject.com/>)
- HERO Scorecard (<http://hero-health.org/scorecard/>)
- CDC (<http://www.cdc.gov/workplacehealthpromotion/>)
- Cancer Gold Standard (<http://www.cancergoldstandard.org/>)
- NCQA (<http://www.ncqa.org/tabid/834/default.aspx>)
- WELCOA (<https://www.welcoa.org>)



The “Gold Standard”

- Individualized nature of every business
- Ultimately your companies wellness program should be tailored to fit your needs
- What about small employers?

Start by asking yourself:

1. How on board is our leadership team?
2. What are the most prominent health conditions in our organization?
3. What do employees want?
4. What are their “health roadblocks”?
5. How will wellness information be communicated to employees?
6. What motivates our employees?
7. Who are the wellness warriors/champions in our organization?



“If you build it, they will come”

- Survey your staff
- Population assessment
- Holistic approach
- Use available tools
- Lead by example
- Take incremental steps in developing a robust plan

Building the Plan

1. Committing to a culture of well-being
 - a. Leadership buy-in/support
 - b. Cohesive Wellness Team

2. Creating an exceptional experience
 - a. Immediate takeaways
 - b. Staff-centric

3. Focus on what influences long-term behavior change
 - a. Goal development and achievement emotions
 - b. Importance, Confidence, & Readiness

4. Establish clear measures

5. Keep it fresh



Health Options' Wellness Program

- Established a wellness committee
- Conducted needs assessment
- Launched two wellness initiatives:
 - “Spring Into Wellness” Challenge
 - “Compassion Challenge”
 - Lunch and Learn



Benefits

- HRA
- 24/7 Nurse Support Line
- Health Information Content
- Tobacco Cessation
- Care Management
- Disease Management
- Care Navigation
- Local resource identification and utilization

Questions?



References:

- Mattke S, Liu H, Caloyeras JP, Huang CY, Van Busum KR, Khodyakov D, and Shier V, *Workplace Wellness Programs Study: Final Report*, Santa Monica, Calif. RAND Corporation, RR-254-DOL (available at www.rand.org/t/RR254), 2013.
- Baicker, Katherine, David Cutler, and Zirui Song, "Workplace Wellness Programs Can Generate Savings," *Health Affairs* 29, no. 2 (2010): 304-11.
- Beyond ROI: Building employee health & wellness value of investment, Optum White Paper in conjunction with National Business Group on Health (available at https://www.optum.com/content/dam/optum/resources/whitePapers/Beyond_ROI_health-wellness-investment.pdf).