

BUILDING AN EFFECTIVE WELLNESS PROGRAM

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Who is OneDigital?



National

- Based in Atlanta, Georgia
- 800+ employees across 35 markets serving over 35,000 employers nationally
- Named to the Inc. 5000 List of America's fastest-growing companies every year for 10 consecutive years

MidAtlantic

- Offices in Richmond, Reston, Charlottesville, and Roanoke
- 65 employees serving over 3,000 employers across Virginia, Maryland, and DC
- Named one of 2016's Best Places to Work in Virginia



See how OneDigital Virginia is personal, relentless, and goes at it with fresh thinking

What Employers Want

TOP 5 THINGS EMPLOYERS WANT

1. Lower Costs
2. Better Benefits
3. Healthy People
4. No Headaches
5. Compliance Confidence

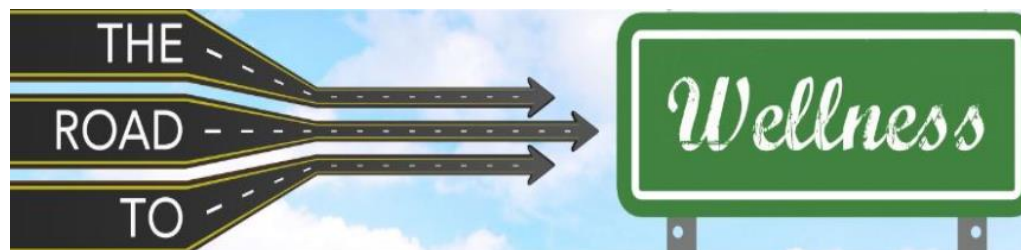
- High rate increases for medical plans
 - Large Claims
 - High Utilization
 - Specialty Pharmacy
- Wellness Programs
 - Getting them up and running
 - Maintaining them
 - The elusive return on investment

Building an Effective Wellness Program

- Is Wellness even worth doing?
 - 7 Benchmarks to include in your wellness strategy
- How are you communicating the message?
 - Most employers don't do a good job at creating a vision/mission for their initiatives
- Are you leveraging collaborative partners & seeking the interest of your employees?

Is Wellness Worth Doing?

7 Benchmarks



1. Capturing Senior Level Support & Commitment
2. Creating a Cohesive Wellness Committee
3. Collecting Informative Data to Drive Initiatives
4. Crafting an Annual Implementation Plan
5. Choosing Appropriate Health Promoting Interventions
6. Creating a Supportive Environment
7. Carefully Evaluating Outcomes

Elements for Success

Senior Level Commitment

- Communication/promotion
- Delegation and resource allocation
- Personal practices

Wellness Committee

- Team composition and collaboration
- Method of operation

Data Collection

- Organizational
- Employee data
- Physical environment/culture



Elements for Success



Operational Plan

- Vision/mission
- Goals/objectives
- Budget projections
- Timeline for implementation
- Roles/responsibilities
- Marketing and communications
- Evaluation of goals/objectives

Appropriate Interventions

- Message/intent of the programs
- Type and frequency of interventions
- Target audience
- Incentives

Elements for Success

Supportive Environment

- Company/corporate policy
- Organizational benefits
 - Medical carrier
 - EAP vendor
 - Disability/safety partners
 - Ancillary benefits

Evaluating Outcomes

- Satisfaction rates
- Participation rates
- Improvements in health knowledge
- Self reported behavioral changes
- Changes in biometric data
- Changes in health care, disability and workman's comp/injury rates
- Return on investment



How are you communicating the message?

Why Worksite Wellness?

- **Business Perspective**

- Healthy, high performing work cultures are key for business growth, a competitive edge, solid productivity and profitability over time
- Behavioral/lifestyle change programs reduce healthcare costs, illness, absenteeism, presenteesim & injuries overtime
- It enhances employee relations, morale, company loyalty, recruitment & retention of top performing employees

- **Employee Perspective**

- Many health concerns & risks are preventable & reversible
- Changing unhealthy behaviors can help support a better quality of life
- More importantly, it is simply the right thing to do for employees (and their families) who are your greatest asset

Employee Perspective – Better Quality of Life at Work & Home

- “I’ve lost weight, lowered my blood pressure & I have a better quality of life”
- “I’ve become more physically active – I can keep up with my kids now”
- “I sleep better which gives me more energy & focus”
- “My stress is managed better which gives me more patience & resolve”
- “I loved the teambuilding activities – I feel more connected to my peers & community”
- “I have more control over my finances & more financial freedom”
- “I’m more aware of my health behaviors & how I can influence them”
- “My behavior change was difficult, but the company culture made all the difference; peer & employer support”
- “I’ve been able to get my chronic condition in better management”
- “I’m managing my workload better which gives me more control & flexibility in my day”



The Message - Communication

Branding is a process that influences an outcome

- The behaviors (exercising, eating well, adequate sleep, manage stress, preventive visits & screenings, etc.)
- Self-care behaviors (increased strength, more energy & focus, mental alertness, more patience, more mindful, happier, creative, etc.)

People need meaning & purpose to change

- What's in it for them – reference the self-care behaviors
- The reason “why” has to be relevant, meaningful & personal

Motivation & sustainability of good behaviors

- Extrinsic (incentives) - “the hook”: it gets them started, BUT it doesn't fuel them for the long haul. It becomes a less or lower quality motivation – they feel pressured or controlled
- Intrinsic – (intuitive) “the hook” – it becomes a lifestyle; it matters to them; it enhances their life in the areas they care most about; it's personal & meaningful



Wellness Program Mission Statements

“To ensure opportunities are available for all employees to develop and enhance their states of well-being through integrated tools & resources that will engage, inspire and motivate them towards accountability”

“We believe that the health and well being of our people has a direct and important connection to the vitality and success of our company. Our leadership team is committed to developing a culture of wellness and good health throughout our organization”

“Our goal is to help our employees achieve their optimal health status, and in the process to establish a competitive advantage for our business through a healthier, more engaged and more productive workforce”

Engaging Employees

EN·GAGE verb \in-'gāj, en-\
en·gageden·gag·ing

A: to hold the attention of

B: to induce to participate

(Merriam-Webster Dictionary)

“The Wellness Committee will work to provide opportunities for employees and families to develop healthier lifestyles by supporting a culture that contributes to their positive well-being”

“Our programs aim to improve employee health and well-being. We recognize that employees perform their best when they are healthy and that optimal employee performance is necessary for us to be a leader in our industry”

Leveraging Collaborative Partners

Collaborative Partners

Internal Resources

- Employee talents & interests via surveys & focus groups
- Physical environment/culture via cultural audits & surveys

Collaborative Partners (Medical & Ancillary Benefits, Broker Partners, etc.)



Medical



Vision



Dental



Prescriptions



Health &
Wellness



Flex
Spending



Learning

- Medical, Dental, Vision, Long-Term Care Providers
- EAP, 401K/403B Vendors
- Short-term & Long-Term Disability Providers

Collaborative Partners

Local/Community Support

- Hospitals, Wellness Centers, Health Departments, Park & Recreation Departments
- YMCA, Fitness Facilities, Bike Shops, Martial Arts Studios
- Nutrition/Weight Management Centers (Dietitians/Nutritionists), Natural Food Stores
- Massage Therapists, Chiropractors, Acupuncturists



What Not to Do...

What Not to Do...

- Only administer a Health Risk Assessment
- Pay people to change their habits
- Send people to a website
- Short term campaigns
- Hire a vendor to “fix” unhealthy employees

Bottom line – there are no quick fixes and investing in your long-term wellness culture will result in the best outcomes.



In summary...



*“Wellness is something we do with and for people.
It’s not something we do to them.”*

*“High performing work cultures are
created by design,
not default.”*

- David Hunnicutt, Former CEO - WELCOA