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# Wellness That Works

— IDEC Leadership Summit —  
1.31.17

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The Business Case for Wellness  
Designing a Program that Works  
Client Case Study



# Why Wellness



Reduce health care costs

Improve employee productivity and engagement

Boost employee morale

Improve recruitment and retention

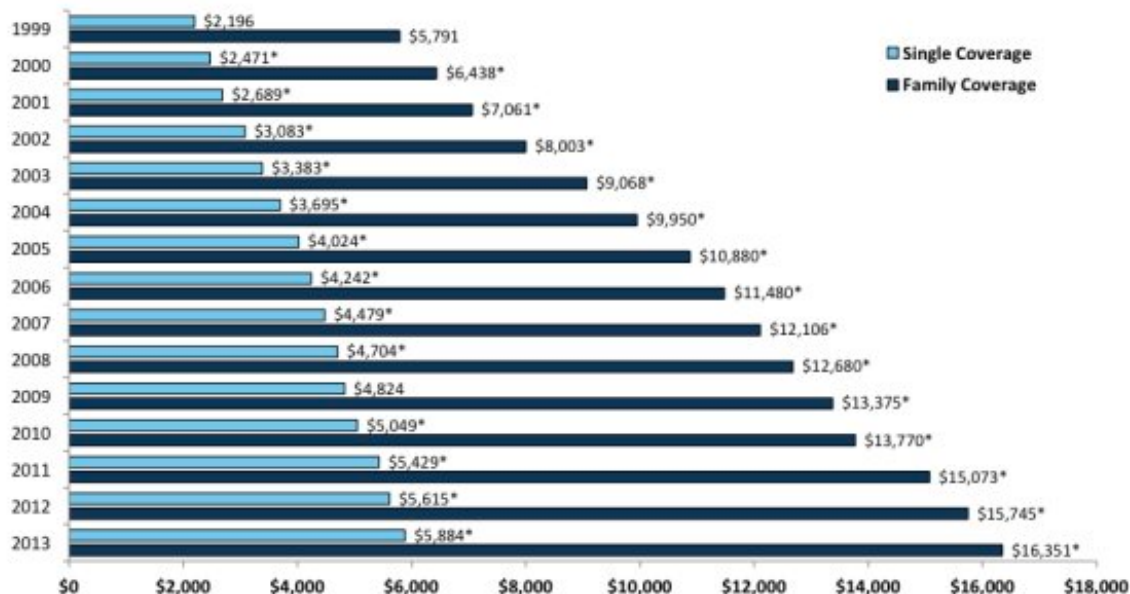
Support organizational mission and values

Reduce employee absences due to injury or sickness

Improve workplace safety

# The Case for Wellness: Cost

## Average Annual Premiums for Single and Family Coverage, 1999-2013



\* Estimate is statistically different from estimate for the previous year shown ( $p < .05$ ).

SOURCE: Kaiser/HRET Survey of Employer-Sponsored Health Benefits, 1999-2013.



Henry J. Kaiser Family Foundation

# Modifiable Lifestyle Behaviors



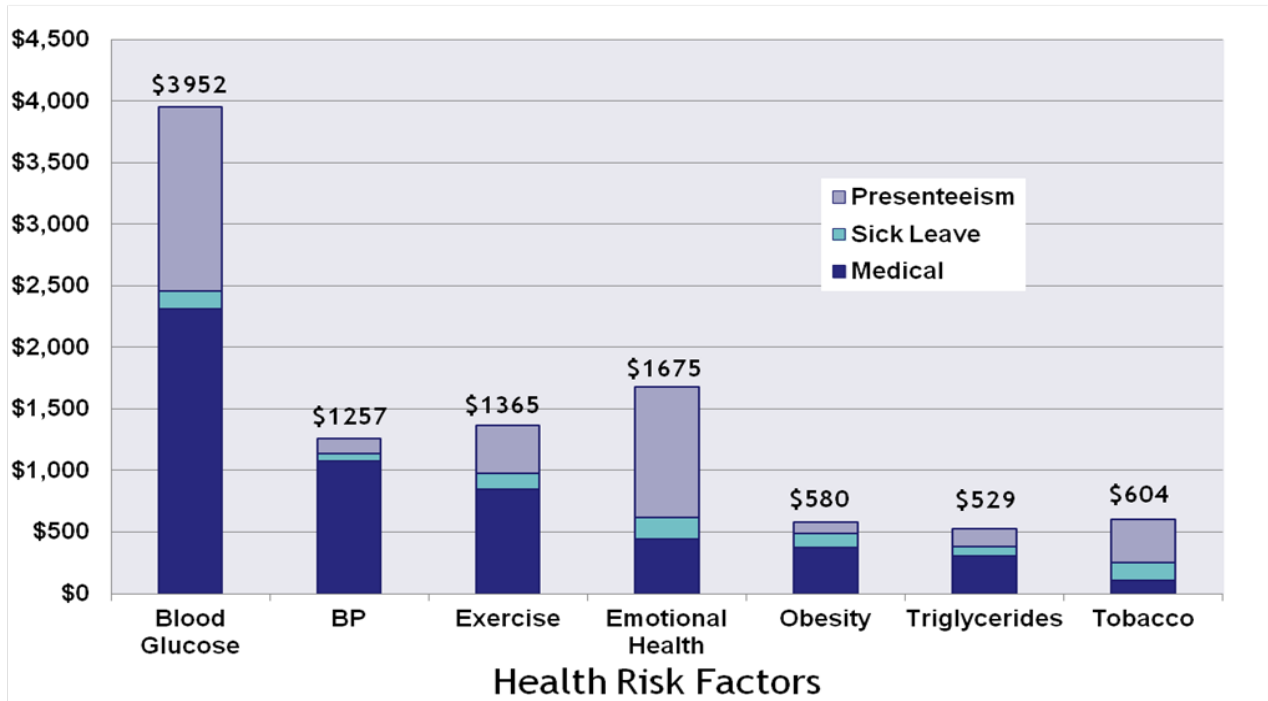
1. Diabetes
2. Coronary Artery Disease
3. Hypertension
4. Back Pain
5. Obesity
6. Cancer
7. Asthma
8. Arthritis

drive 15 chronic conditions

9. Allergies
10. Sinusitis
11. Depression
12. Congestive Heart Failure
13. Lung Disease (COPD)
14. Kidney Disease
15. High Cholesterol

accounting  
for **80%**  
of total costs  
for all chronic  
illnesses  
worldwide

# Per Employee Additional Annual Cost by Condition



Source: Kowlessar NM, Goetzel RZ, Carls GS, Tabrizi MJ, Guindon A., The relationship between 11 health risks and medical and productivity costs for a large employer. *J Occup Environ Med.* 2011 May;53(5):468-77. N = 63,013.

# Case for Wellness: Employee Engagement

## EMPLOYEE ENGAGEMENT AFFECTS KEY BUSINESS OUTCOMES

Work units in the top quartile in employee engagement outperform bottom-quartile units by 10% on customer ratings, 21% in productivity, and 22% in profitability. Work units in the top quartile also saw significantly lower absenteeism (37%), turnover (25% in high-turnover organizations, 65% in low-turnover organizations), and shrinkage (28%) and fewer safety incidents (48%), patient safety incidents (41%), and quality defects (41%).



# Employee Well-being

## The Gallup-Healthways Well-Being Index

Gallup and Healthways have developed a comprehensive, definitive source of well-being measurement, the Gallup-Healthways Well-Being Index. This scientific survey instrument measures, tracks and reports on the well-being of populations. The five essential elements of well-being are:



**Purpose:** liking what you do each day and being motivated to achieve your goals



**Social:** having supportive relationships and love in your life



**Financial:** managing your economic life to reduce stress and increase security



**Community:** liking where you live, feeling safe and having pride in your community



**Physical:** having good health and enough energy to get things done daily

GALLUP

70% fewer missed work days

27% more likely to report "excellent" performance by their organization

45% more likely to report high levels of adaptability in the presence of change

37% more likely to report always recovering "fully" after illness, injury or hardship

59% less likely to look for a job with a different organization in the next 12 months



**Wellness works when your program is aligned  
with your organization's objectives, culture and  
resources.**



# Align Objectives

Objective	Strategy	Goal
<b>Reduce health care costs</b>	Identify and mitigate hidden health risks by implementing biometric screenings and targeted health coaching	Achieve 70% participation in biometric screenings and health coaching among eligible participants
<b>Improve employee productivity and engagement</b>	Implement flexible working hours and telecommuting policy for eligible employees	Improve employees' self-reported productivity, well-being and job satisfaction by 10%
<b>Improve recruitment and retention</b>	Establish a mentorship program and provide opportunities for continuing education	Improve retention rate by 5%
<b>Improve workplace safety</b>	Implement 5-minute guided stretching sessions before each shift	Reduce on-the-job back injuries by 5%

# Align Objectives & Culture

Health Management  
Approach



Healthy Culture  
Approach



# Align Culture

## Healthy Culture

- Flexible work hours/ telecommuting
- Healthy food options on-site
- Scheduled standing/walking breaks or walking meetings
- Standing workstations
- Tobacco-free workplace
- On-site fitness equipment or gym discounts
- Sponsor races and events
- Mentorship program
- Continuing education opportunities
- Health-themed parties
- Employee recognition programs
- Volunteer days
- Management training

## Health Management

- Biometric screenings
- Health coaching
- Targeted behavioral change programs
  - Weight management
  - Diabetes prevention
  - Tobacco cessation
  - Stress management
  - Heart health
  - Healthy pregnancy
- Health assessments
- Health & fitness challenges
- Wellness workshops
- Wellness fairs & events
- Web-based education
- Emotional health programs (EAP)

# Align Resources

- 1) Physician visit
- 2) Support group/ peer-to-peer coaching
- 3) Fitness equipment
- 4) Healthy vending options
- 5) Sponsored races
- 6) Designated smoking areas

- 1) Health assessment
- 2) Telephonic health coaching
- 3) Gym discount
- 4) Free healthy snacks
- 5) App-based fitness challenge
- 6) Tobacco-free workplace

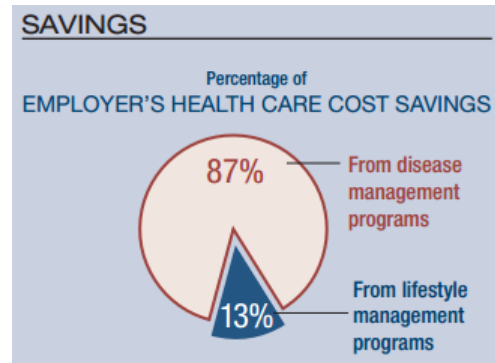
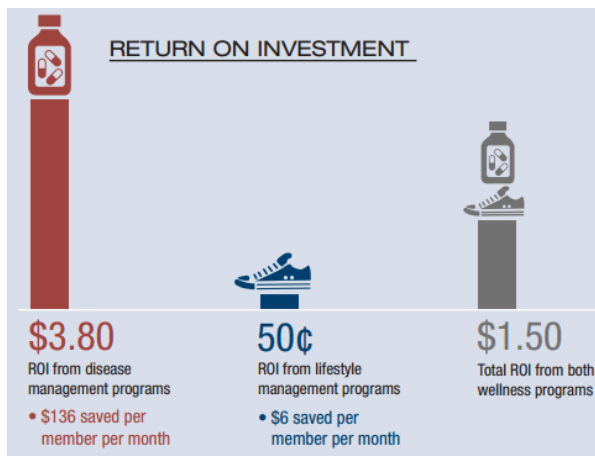
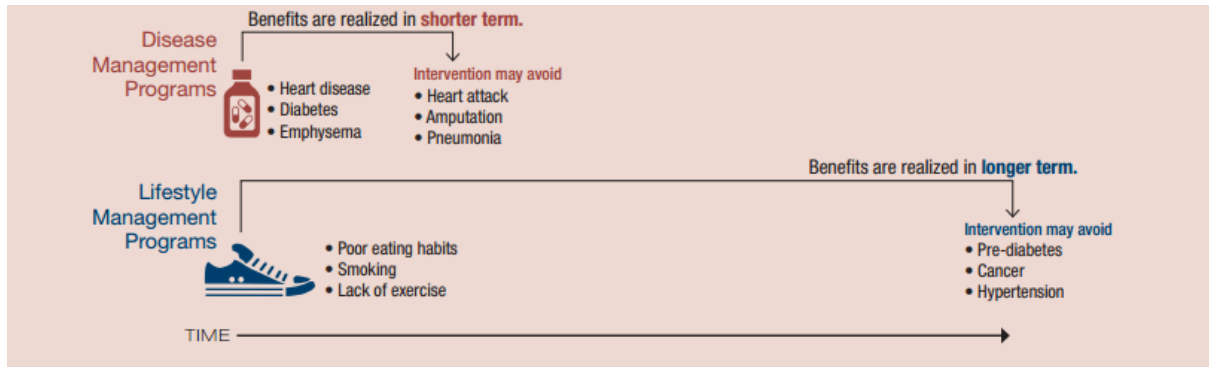
- 1) Biometric screening
- 2) On-site health coaching
- 3) On-site fitness facility
- 4) Free healthy meals
- 5) Interactive wellness portal
- 6) Tobacco cessation program

Low

Cost (\$)

High

# Wellness ROI by Program Type



# Align Incentives

- 1) Raffle prizes
- 2) Small giveaways
- 3) Smaller value gift cards (\$5-\$25)
- 4) Free food
- 5) Company merchandise
- 6) Celebratory party

- 1) Paid time off
- 2) Employee recognition
- 3) Larger value gift cards to each participant (\$50-\$250)
- 4) Points to be redeemed for larger prizes (iPad, TV, vacations, etc.)

- 1) Health insurance premium discount
- 2) HSA/FSA contribution
- 3) Large cash contributions (\$250+)

Low

Effectiveness

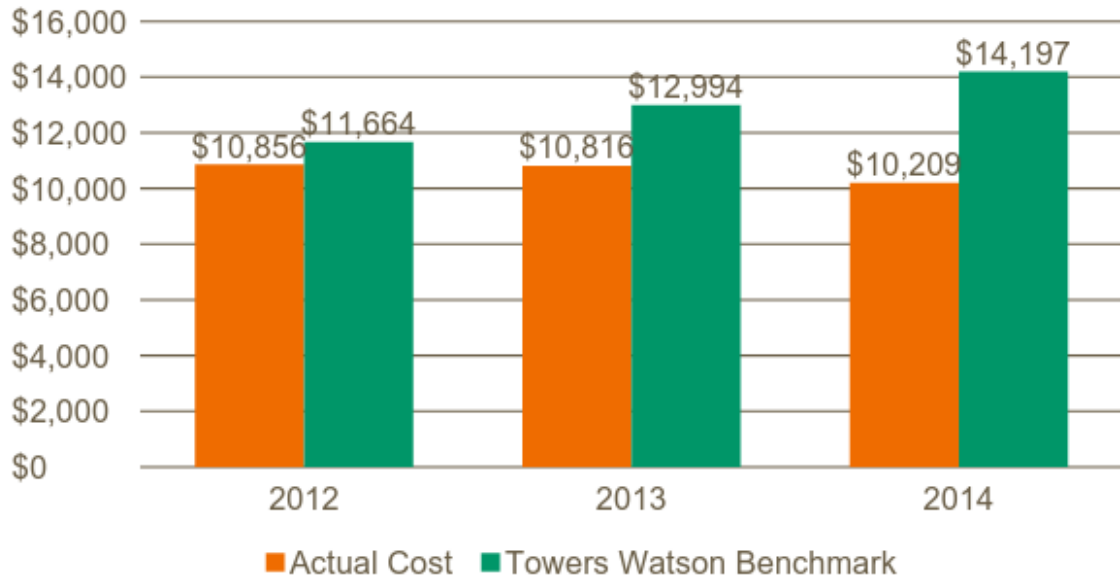
High

# Client Case Study – Healthcare Industry

Objective: Reduce healthcare costs

Strategy: Implement biometric screenings and targeted health coaching/programs

## Actual vs. Projected Costs (Claims & Administration)





# 7 Step Wellness Program Road Map

- 1) Get Your Leaders on Board
- 2) Pick your Destination
- 3) Recruit Key Navigators
- 4) Choose your Route
- 5) Communicate the Plan
- 6) Motivate Participants
- 7) Evaluate your Progress



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