

**Be a part of  
the city that  
you love.**

**Employee Wellness in your EDO and Community Businesses**  
The City and County of Denver Workplace Wellness Program

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# Today's Wellness Program Discussion

- Denver's Wellness Program Journey
- How to get started
- Who to partner with
- Wellness Program with a limited budget
- When to measure investment



# City of Denver Background

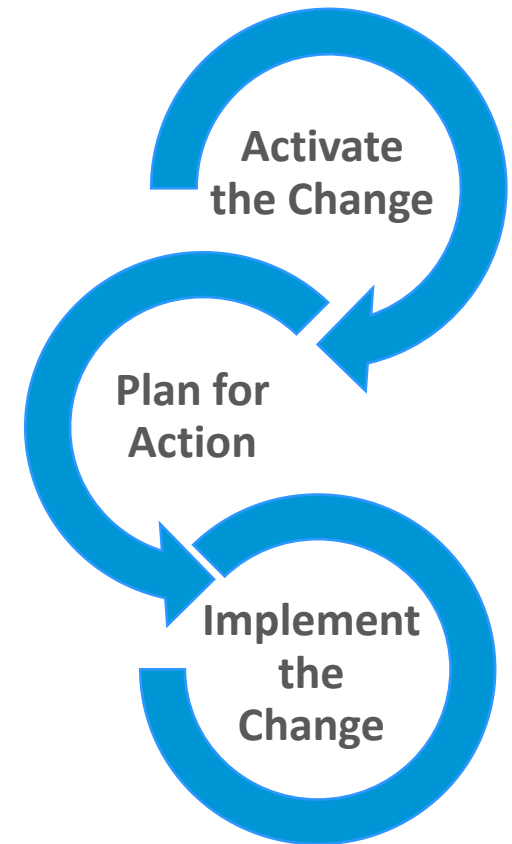


- 13,000 employees, including Public Safety & seasonals
- 9,220 employees taking City benefits with 2170 participating in a Wellness Incentive of \$240.00 annual reimbursement
- Approximately 1000 employees across the city participate in onsite fitness, meditation, diabetes prevention, nutrition and wellbeing education
- 2016 medical premiums - \$106M;
- Primary expenses: diabetes, cardiac and orthopedic
- \$200K Wellness budget from our insurance carriers
- Wellness has no line item in the city budget

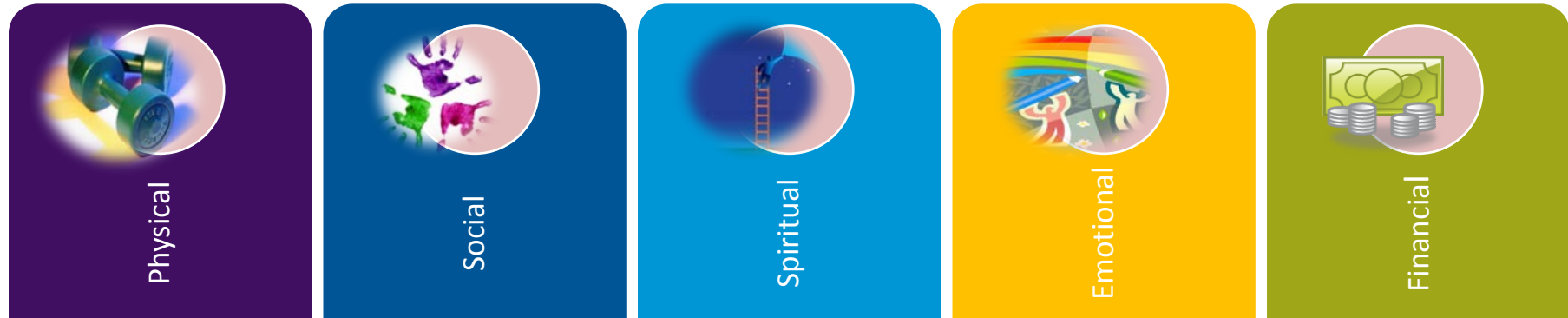
# The Need for Change

The City of Denver needed to create a wellness program to

- **Reduce healthcare costs.**
- Engage the entire employee population, **flexible** to meet employees where they are.
- Encourage employees to **take an active role in their wellbeing** and become better healthcare consumers.
- **Use data** to inform wellness & benefits programming



# Denver's 5 Pillars of Wellbeing



## Component Definitions

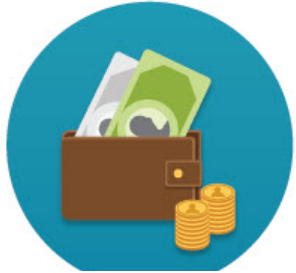
- ↘ ❖ Feeling well. a healthy diet, maintaining a normal weight, and being physically active
  - ❖ Walking routes, encourage stair usage, healthy vending machine options
- ↘ ❖ Quality relationships and contact with others
  - ❖ Team building activities (competitions), volunteer and community events
- ↘ ❖ Having direction and purpose, living life with values, ethics, and morals
  - ❖ Employee engagement, individual and team recognition
- ↘ ❖ Expressing positive emotions and coping with demands
  - ❖ Employee Assistance Program resources (EAP), stress management education
- ↘ ❖ Effectively managing money and planning for the future
  - ❖ Retirement planning seminars, budgeting, financial education

# Activate the Change

- Inventoried resources & with very little budget, how would the city create a wellness program?
- Examined data– claims experience, employee needs and interests, etc.
- Evaluated City culture– a carrot, not a stick
- Hired 2 interns to launch & manage the Wellness Program
- Created strategic goals, short term implementation and long term plan

**Just get started – simply, manage and build**

# Our Wellness Plan for Action



## Year 1– Voluntary Participation

Monetary incentive for getting free preventative care (medical and dental). Offer lunch programs and educate.



## Year 2– Increase Engagement

High Deductible Health Plans with generously seeded HSAs.  
Continued with same wellness incentive for voluntary participation.



## Year 3– Integrate Wellness Incentive into city benefit plans.

Provide HSA contribution for HDHP enrollees or premium discount for non-HDHP enrollees.

# Implement the Change

**BETTER** options choices value **HEALTH**

**Get to Know Your Benefits!**

Ongoing Benefits, Wellness and Financial Classes for Employees.  
Locations and times vary. [Find out more.](#)



- Healthy Steps—
- ✓ Annual Doctor Visit
  - ✓ Annual Dental Visit
  - ✓ Health Assessment



## Walking Path

"Motivation is what gets you started.  
Habit is what keeps you going."  
— Jim Ryun



# A Cost Effective Wellness Program

- Established Wellness champions in departments as liaisons/promoters
- Also provided newsletters, posters, mobile testing, free classes, coaching, personalized support
- Utilized insurance provider free programs for first three years.
- Changed to high deductible plans saved the city money and increased employee awareness (consumerism).
- We haven't been able to measure ROI year-to-year - but we know qualitatively that employees are making behavioral changes that should result in lower costs in the long term.
- Using insurance provider budget to pay for third party vendor in 2017.
- Employees who participate in wellness are more likely to be compliant with age/ gender appropriate cancer screenings.

# Our Lessons Learned

- Third party portal tracking system in 2017 to get better measures and start measuring ROI
- Using the different insurance providers made year-to-year tracking nearly impossible
- More grassroots employee support than support from leadership
- Collaborating with existing wellness champions and committees throughout the city is extremely important
- Ongoing, regular communication is key



# Thanks very much – Any questions?

