

Welcome

Today's presentation will begin shortly.

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- If you'd like to ask a question, please use the **Q&A area** of the console.
- A PDF of the presentation and other relevant resources are available in the **More Information** area of the console.
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Building a Culture of Health

Putting together a plan and reaping the rewards

September 23rd, 2015



Why wellness at work?

We all know that we are facing a health care crisis, but just how bad is it?

CURRENT WORKPLACE ISSUES

only **1 IN 5**



adults met federal guidelines for both aerobic activity and muscle-strengthening exercise

U.S. Centers for Disease Control and Prevention report, Health Behaviors of Adults: United States, 2008-2010



In 2012, the medical care costs of people with chronic diseases was reported to account for **MORE THAN 75% OF THE NATION'S \$2.2 TRILLION MEDICAL CARE COSTS**

Although chronic disease
WAS ONCE THOUGHT TO BE A PROBLEM
of older age groups,
the number of working-age
adults with a chronic condition
has grown by 25 percent
IN TEN YEARS

(Hoffman, C., and K. Schwartz (2008). "Eroding access among nonelderly U.S. adults with chronic conditions: ten years of change. Health Aff (Millwood) 27(5): w340-348)

67% of employers identified **"EMPLOYEES' POOR HEALTH HABITS"** as one of their **TOP THREE CHALLENGES** to maintaining affordable health coverage
(National Business Group on Health, 2010)

Why wellness at work?

Small everyday changes can make a big impact

IMPROVING WORKPLACE HEALTH

Research shows that you can lower your risk for
Type 2 diabetes by 58% by:



LOSING 7% OF YOUR BODY WEIGHT

(or 15 pounds if you
weigh 200 pounds)

Diabetes.org



For every gram of salt
that Americans reduce
in their diets daily, a quarter
of a million fewer new heart
disease cases and over 200,000
fewer deaths could potentially
be prevented over a decade



EXERCISING MODERATELY

(such as brisk walking)
30 minutes a day,
5 days a week

Diabetes.org

American Heart Association's 49th Annual Conference on Cardiovascular Disease Epidemiology and Prevention 2009

Why wellness at work?

The savings

HEALTHY WORKPLACE WELLNESS PROGRAMS AT WORK

1% reduction in health risks such as weight, blood pressure, glucose and cholesterol risk factors estimated to save \$83 to \$103 annually in medical costs per person for a sample population

Henke, R.M., Carls, G.S., Short, M.E., Pei, X., Wang, S., Moley, S., Sullivan, M., and Goetzl, R.S. (2010) The Relationship between Health Risks and Health and Productivity Costs Among Employees at Pepsi Bottling Group. *Journal of Occupational & Environmental Medicine*, 52(5), 519-527.

When ranked by Well-Being Score (from Well-Being Assessment),

people with high well-being cost 43% less on average than people with moderate well-being,

and 59% less than people with low well-being among individuals who incurred costs the year after taking the WBA

Healthways, The Science of Well-Being

Why wellness at work?

The results

HEALTHY WORKPLACE WELLNESS PROGRAMS AT WORK

Companies with effective Health and Wellness programs have:



>\$1,600
lower medical costs
per employee



34%
higher revenue per
employee



26%
fewer cases of
hypertension



25%
lower obesity rates
(a BMI>30)

Towers Watson/National Business Group on Health 2013/2014 Staying@Work Survey

9 steps to launch your wellness program

You've made your business case.
You're ready to start or continue
with a wellness program.
Now what?

- 1) **Identify the behaviors or conditions you're targeting.**
- 2) **Define the programs' short-term and long-term goals.**
- 3) **Develop wellness program values and mission statement.**
- 4) **Build a project plan.**
- 5) **Create a marketing strategy and tactics.**
- 6) **Present to leadership for buy-in and participation.**
- 7) **Target potential champions, team captains or ambassadors throughout organization and invite them to join in.**
- 8) **Identify program evaluation and measurement.**
- 9) **Launch your wellness program.**



Learn from the experts

Tools and resources to support your wellness program

Time Well Spent (TWS)

A one-stop shop for educational tools and resources to help keep wellness top of mind.

- Employee interest survey
- Wellness fliers, posters, articles
- Health campaigns
- *Wellness on the Run* webinar archive
- *Wellness in the Workplace* employer guide
- And more!



Wellness Council of America (WELCOA)

One of the nation's most-respected resources for building high-performing, healthy workplaces.

- Resources at www.welcoa.com
- Many are free (see "Free Resources" tab, some require membership)

Best practices for building a culture of wellness

Just having a wellness program in place doesn't guarantee it will succeed. Try these ideas to help employees stay on target.

- 1) **Align worksite policies and your program.**
- 2) **Integrate the program into other company offerings.**
- 3) **Create a brand for your wellness program.**
- 4) **Use data, diagnostics and metrics.**
- 5) **Include personal coaching.**
- 6) **Build variety into the types of programs you provide.**

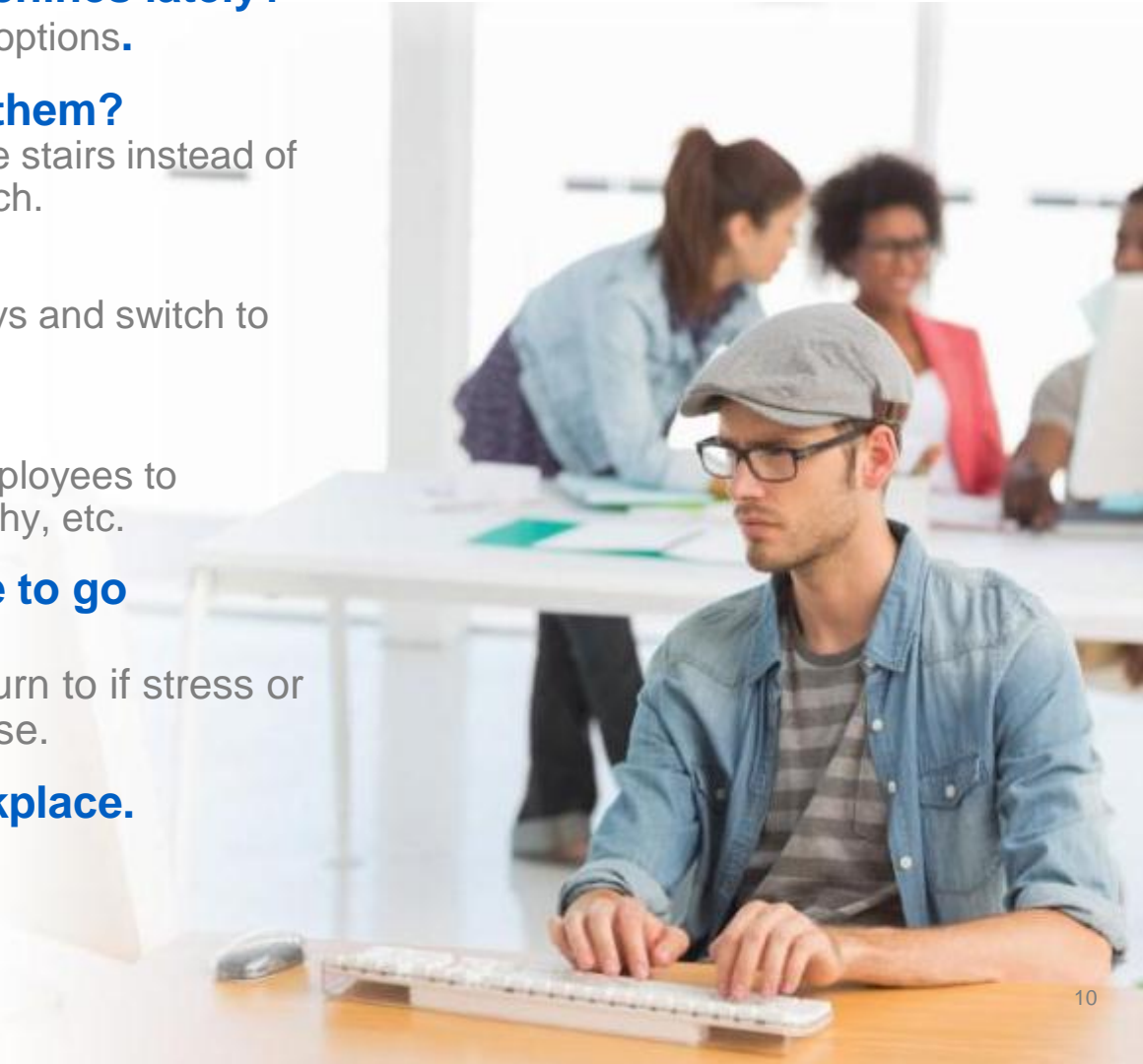
- Lunch & learns
- Workshops
- Team challenges
- Support groups
- Volunteer opportunities
- Health fairs



Be a worksite health sleuth

Notice the not-so-healthy details of your worksite? You can make a plan to change them.

- **Checked your vending machines lately?**
Switch to healthier grab-and-go options.
- **Got stairs? Anyone using them?**
Encourage employees to use the stairs instead of the elevator and walk during lunch.
- **Bagels again?**
Trade in the old meeting standbys and switch to healthier substitutes.
- **Send reminders.**
Send timely alerts reminding employees to stretch, take breaks, snack healthy, etc.
- **Do employees know where to go for extra help?**
Make sure they know who to turn to if stress or substance abuse problems arise.
- **Create a tobacco-free workplace.**



Low-cost tools to promote good health

Available on Time Well Spent

Wellness calendar

Use this calendar to lead your employees to better health. It provides you with health and wellness educational resources, organized by month and correlating with timely national observances.

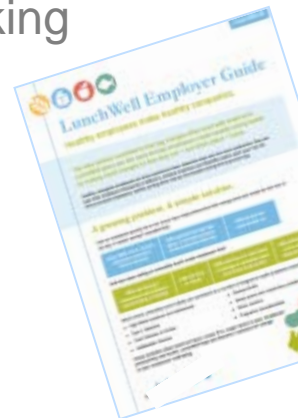
*Found in the *Employer Tools* section

January	February	March
Smoking Cessation Related Articles: Quit smoking with ease Stop you quit smoking Cost of smoking	Healthy Heart Related Articles: Dietary fat—healthy heart High blood pressure Heart smart substitutions	Cancer Related Articles: Reducing secondhand smoke Reducing secondhand smoke Reducing secondhand smoke
April	May	June
Allergies Related Articles: New control of your allergies Drug triggers Going into allergies	Physical Activity Related Articles: Go outside and step up Getting fit may be easier than you think	Men's Health Related Articles: Are you getting stronger healthy at any age Lower blood pressure: larger life
July	August	September
Nutrition Related Articles: How to choose fish Healthy food labels Reduce cholesterol and eat vegetables	Bones & Joints Related Articles: Sea food Dietary fat Living well with arthritis	Cold & Flu Related Articles: Look out for measles— it's still in the flu fighting flu
October	November	December
Women's Health Related Articles: Put yourself first Healthy pregnancy Hemorrhoids and hemorrhoids	Diabetes Related Articles: What's Not Good? Power "right" diabetes Head to toe	Stress and Emotional Health Related Articles: Stress awareness Understanding depression Meditation: How to do it

LunchWell

Provides you with resources to help employees create healthy eating habits by making small changes to how they eat – and think about – **lunch**.

*Found under the *Education and Resources* section.



Low-cost tools to promote good health

Pedal to Health

An interactive Web guide to bicycling. **Pedal to Health**, gets you and your employees pedaling toward better health, saving on transportation costs and keeping the environment clean.



GA

bcbsga.com/pedaltohealth

NY downstate

empireblue.com/pedaltohealth/ebs

NY upstate

empireblue.com/pedaltohealth/ebc

CA

anthem.com/ca/pedaltohealth

All other states

anthem.com/pedaltohealth

Do incentives really work?

Yes

Depending on the incentive you offer, participation rates can go up 40%-45%¹.

A moderate cash incentive of **\$25 to \$75** may bring as much as **30% to 50%** participation, while a significant cash incentive, **\$100 to \$500**, may bring as much as **70% to 80%**¹.

What companies are spending

In 2015, employers are spending **\$693** on wellness program incentives for **each employee** to boost program attendance².

Popular incentives:

- gift cards
- lower health care premiums
- Cash
- free screenings
- exercise classes



¹ Wellness Councils of America (WELCOA) website: welcoa.org.

² Forbes website: Employers Boost Wellness Spending 17% From Yoga To Risk Assessments (March 2015): www.forbes.com.

A communications strategy that works: Promote well-being, not health

When planning and marketing your health and wellness programs, you need to go beyond basic health improvement messaging if you want long-term success.

- 1) Target a message based on “what” you want to change.**
- 2) Reward employees now, rather than later.**
- 3) Think like a marketer. Ask yourself how to get your employees to be repeat customers.**
- 4) Give employees permission to take care of themselves first.**
Improve health => less stress, feel stronger, sleep better => daily happiness, fulfillment, sense of well-being.
- 5) Know your audience and segment your message when you can.**



ROI vs VOI: What can you expect from a wellness program?

ROI = Return on Investment

VOI = Value on Investment

- **Value over returns**

Your program may not immediately save your company health care dollars. While you might not have the ROI you wanted right away, you have VOI. A VOI can include increased:

- Job satisfaction
- Personal satisfaction (less turnover)
- Productivity or creativity, among other long-term health benefits for employees

- **Stop health risks before they start**

- **Programs work better together**

Multiple, integrated programs improve your chance for success.

- **Look for long-term solutions**

Wellness programs do lead to productivity-related indirect savings. It's hard to capture the total value of change, so be prepared for a long-term commitment to increase your wellness program's success rate.

Wellness in the Workplace

Your no-fluff, real-stuff guide to building a wellness strategy

More tips and tools on how to build a culture of wellness available on Time Well Spent under the *Wellness in the Workplace* section.

Print version available on request – contact your sales representative.

The screenshot displays a website interface for 'Wellness in the Workplace'. At the top, a purple navigation bar contains the title 'Wellness in the Workplace' in white, with a yellow arrow pointing to it. Below this, a secondary purple bar features menu items: 'Employer Tools -', 'Education and Resources -', 'About -', and 'Wellness in the Workplace', which is highlighted with a yellow rectangular box. The main content area has a light blue background and is titled 'WELLNESS IN THE WORKPLACE'. It features several article cards: 1. 'CURRENT WORKPLACE ISSUES' with a graphic showing 'only 1 IN 5' and icons of people, with the title 'Infographic: Why Wellness at Work'. 2. '9 Steps to Launch Your Wellness Program' with a photo of a smiling man in a hard hat. 3. 'A Top-down Approach Can Help Your Program Succeed' with a photo of people in a meeting. 4. 'Best Practices For Building a Culture of Wellness' with a photo of a woman at a computer. 5. 'Be a Worksite Health Sleuth' with a photo of a person using a magnifying glass. 6. 'Do Incentives Really Work?' with a photo of a smiling man. At the bottom right, there is a link that says 'View all articles »'.

Time Well Spent

Websites

[GA](#)

timewellspent.bcbsga.com

[NY downstate](#)

timewellspent.empireblue.com

[NY upstate](#)

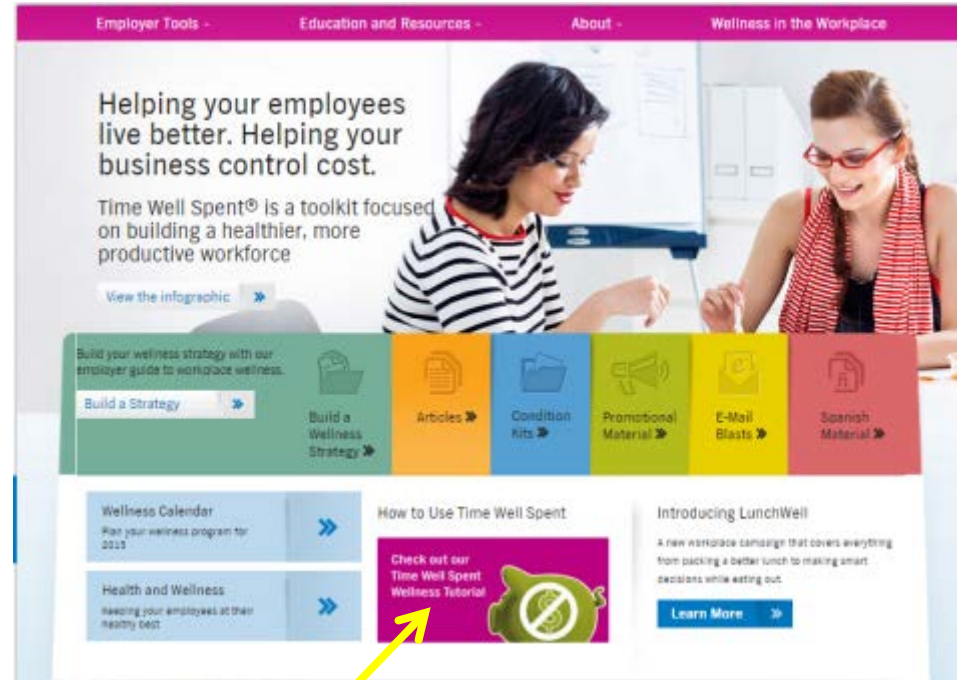
timewellspent-bc.empireblue.com

[CA](#)

timewellspent-ca.anthem.com

[All other states](#)

timewellspent.anthem.com



Check out our Wellness tutorial!

In just 5-minutes, you'll discover strategies and resources to help build out your wellness strategy.

Q&A



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