Team + Tools

The Secret Sauce for Wellness Program Outcomes

May 2, 2018
Breakout Session Description & Objectives

Breakout Session Description:
Employers are continually evaluating their wellness program to determine if their approach is driving the outcomes they desire. Questions to be answered, are as follows:

- Are the majority of our employees enrolling in the wellness program?
- Are these participants staying engaged all year long?
- Is the health of our employees improving over time?
- Are improvements in health impacting our healthcare costs?
- Does our program create a culture of health that allows employees to thrive while attracting new talent to our organization?

If you can’t answer “yes” to all of these questions, or if you are interested in learning how to drive even better outcomes, then this session is for you!

Learning Objectives:
1. Learn successful wellness strategies from other employers of various size and industry.
2. Understand how integrating an effective TEAM with the right TOOLS will drive health outcomes.
3. Obtain detailed examples of creative engagement strategies, communication and programs that you can try within your own wellness program.
The Perpetual Wellness Program Questions

Are the majority of our employees enrolling in the wellness program?
Are these participants staying engaged all year long?
Is the health of our employees improving over time?
Are improvements in health impacting our healthcare costs?
Does our program create a culture of health that allows employees to thrive while attracting new talent to our organization?

What is the “secret sauce” to answering YES to these questions?
The “SECRET SAUCE” is...

TEAM + TOOLS = OUTCOMES
What do you mean by TEAM?

The Right Mix ~ Effective & Engaged ~ Working Together

• Organization Point Guard
• Program Coordinator(s)
• Leadership (Executive, Management, Supervisors)
• Wellness Champions
• Department Leads (Risk, Transportation, Sheriff, etc.)
• Wellness Partners
• Consultants / Brokers
• Benefit Providers
• Others (Unions, Community Organizations, etc.)
What do you mean by TOOLS?

The Right Mix ~ Effective & Engaging ~ Working Together

• Technology Platform
• Assessments, Audits & Biometrics
• Health Awareness, Education & Training
• Supportive Policies, Culture & Environment
• Well-Being Programs
• Targeted Interventions
• Aligned Incentives & Rewards
About Us - The Wellness Partner

- Privately held wellness management company
- Founded in 1990, headquartered in Golden, CO
- Specialize in integrated wellness management solutions
- Service over 60,000 eligible in 26 States

Our Capabilities

- Wellness Program Management
- Fitness Center Management
- Wellness Platform
- Health Education, Challenges, Special Events
- Lifestyle Programs, Coaching
- Tools, Tools, Tools!
Featured Employers

Roxann Harris
HR Director

Emily Cooper
HR Benefits Manager

Team, Tools, Strategy, Secret Sauce
Examples & Outcomes
About Hercules Industries

Manufacturer and wholesale distributor of high-quality HVAC sheet metal products and HVAC equipment.

Total of 535 employees in 20 locations, 5 manufacturing centers, 7 states.
Employee Demographics for Wellness Plan

- 365 Benefit Eligible Non-Union Employees
- 85 Union Employees eligible for Wellness Activities
- 100 Spouses
- 11 onsite screening locations; Colorado, Arizona, Utah, and Texas
Wellness Program Overview

- Humble beginnings in 2008...”IncentaHealth”
- 2011 – 1st on-site Biometric Screenings - participation incentives
- 2012 – “Outcomes Based” Premium incentives
- 2013 – Spouse must participate to qualify for Premium Incentives
- 2014 – Spouses - Outcomes Based Premium Incentives
- 2015 – Partnered with Healthbreak, Inc.
Our Wellness Team

• Our Leadership - Ownership, Board of Directors, Executive Leadership Team
• HR Team
• Branch/Department Wellness Champions
• Wellness Partners – Healthbreak, Inc.
• Consultants / Brokers / Business Partners
• WELCOA, Art & Science for Health Promotion
Our Tools

- **Myhealthbreak** Wellness Platform
- Annual Health Screening and Health Questionnaire
- Onsite Fitness Center
- Health Awareness, Education and Training
- Community Activities: Color Run, Colfax Marathon, Rock n Roll Marathon, etc.

- Safety Trainings, robust safety program – low ‘mod’ factor – Captive Insurance program for Worker’s Comp
- Wellness Challenge Programs
- Health Coaching
- Incentives & Rewards – quarterly, annual, and special programs
- “Healthy” Premium Incentives
### Our Wellness Program Strategy

<table>
<thead>
<tr>
<th>Enrollment</th>
<th>Health Outcomes</th>
<th>Engagement</th>
<th>Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Complete the Health Screening</td>
<td>Complete the Health Screening</td>
<td>End of program drawing</td>
</tr>
<tr>
<td>2015-16</td>
<td>Achieve 4 of 6 health factors</td>
<td>Achieve 4 of 6 health factors</td>
<td>Same</td>
</tr>
<tr>
<td></td>
<td>$10.90 wk/ EE &amp; SP</td>
<td>$12.50 wk/ EE &amp; SP</td>
<td>Same</td>
</tr>
<tr>
<td></td>
<td>Be tobacco free</td>
<td>Be tobacco free</td>
<td>Same</td>
</tr>
<tr>
<td>2016-17</td>
<td>Achieve a Health Score of 80+, 5 pt improvement, or reasonable alternative</td>
<td>Same</td>
<td>Same</td>
</tr>
<tr>
<td></td>
<td>$13.20 wk/ EE &amp; SP</td>
<td>Same</td>
<td>Same</td>
</tr>
<tr>
<td></td>
<td>Be tobacco free</td>
<td>Same</td>
<td>Same</td>
</tr>
<tr>
<td>2017-18</td>
<td>Same</td>
<td>Same</td>
<td>Same</td>
</tr>
<tr>
<td></td>
<td>Same</td>
<td>Same</td>
<td>Same</td>
</tr>
</tbody>
</table>
Most important ingredient for our “sauce”

https://vimeo.com/266207236/d6341813eb
Secret Sauce – Challenge Programs
Other Secret Sauce Tips

• “High-touch” commitment and involvement
• Executive leadership team participation
• On-site screenings, the ‘face’ of our program
  • HR presence
  • Reliable, supportive screening partners
• Program addresses “mind, body and spirit”
  • “Metal” of Honor Fund
Our Outcomes – Enrollment

- Enrollment:
  - 2015-16: 46%
  - 2016-17: 50%
  - 2017-18: 55%

- Y-axis: Percentage (0% to 100%)
- X-axis: Years (2015-16, 2016-17, 2017-18)
Our Outcomes – Risk Reduction

<table>
<thead>
<tr>
<th>Risk Level</th>
<th>2015</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Risk &lt;70</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Moderate Risk 70-84</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td>Minimal Risk 85-100</td>
<td>41%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Source: MyHealthbreak Repeat Risk Report 11.1.17  N = 107
Our Current Clinical Risk

**Employees**

- High Risk <70: 7%
- Moderate Risk 70-84: 48%
- Low Risk 85+: 45%

**Spouses**

- High Risk <70: 7%
- Moderate Risk 70-84: 28%
- Low Risk 85+: 65%

Average = 83

Average = 84
Employee Testimonials

Tom
Phoenix Branch

2015

2017
Employee Testimonials

What people are saying!

Theo
Fort Collins Branch
Challenges for Hercules?

• Diverse population
  • Geographic
  • Size of Branch
  • Diverse employee population: production, sales, administrative, drivers, warehouse employees, union/non-union
  • Access to technology and emails – (Communication avenues)
    • Cell phones and mobile apps are the answer

• Size of Company for finding the right partners/technology

• Time!
Questions for Hercules?
About Boulder County Local Government

**Employee Demographics**
- 2,000 Salaried Employees
- 320 Hourly Employees
- 625 Spouses
- 12 buildings; Boulder, Longmont, and Lafayette

**Wellness Program Highlights**
- Over a decade of building and maintaining a comprehensive program
- A health management strategy that emphasizes participation and health
- Solid policies on tobacco and healthy eating to support our culture of wellness
- Well-being focused program that includes spouses and hourly employees
- Steady increases in participation and demonstrated risk reduction in cohort data
- Industry recognition for efforts
  - WELCOA Gold Well-Workplace
  - Two-time American Heart Association Fit-Friendly
  - Silver AHA
  - Workplace Health Achievement
  - Metro Denver’s Healthiest Employers
  - Three-time Healthiest 100 Employers Winner
Boulder County Wellness Program

• **VISION**
  • To have the healthiest and most productive employees in the nation.

• **MISSION**
  • The Boulder County Wellness Program supports and encourages all employees and their families to achieve optimal health and well-being and lower health care costs through dynamic and innovative programs.

• **Our Values**
  • The Wellness Program is inclusive of all employees and their families.
  • Employees and their families deserve opportunities for health and well-being.
  • The Wellness Committee is an important part of program success.
  • Leadership support and employee input is essential to our success.
  • The Wellness Program fosters an environment that supports healthy choices at work and at home and contributes to overall well-being.
  • The Wellness Program works collaboratively with essential health care partners for the greatest impact.
Our Team

• Organization Point Guard - Me!
• Program Coordinators - Dedicated .8 FTE wellness coordination services from Healthbreak
• Leadership - Commissioners, Management, Supervisors
• Wellness Champions - 15 Departments
• Wellness Partners - Public Health
• Benefits Consultants - Aon and Benefits Advisory Board
• Benefit Providers - Cigna, Delta Dental, CVS
• Others - Heartland Financial, Elevations Credit Union
Our Tools

- *Myhealthbreak* Wellness Platform
- Annual Health Screening & Health Questionnaire
- Wellness Challenge Programs
- Onsite Lifestyle Programs & Gyms
- Culture Campaigns
- Strong Policies around tobacco, food, etc...
- Monthly Newsletter
- Health Plan Contribution incentives – participatory & health contingent
- Incentives for participating in other programs
- 30+ Lactation Rooms & Infants at Work Program

*Everything has to be communicated with sustainability in mind*
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<tr>
<td><strong>2011-12, 2012-13</strong></td>
<td>$20 Monthly premium reduction for participation</td>
<td>Health Score on for awareness and baseline</td>
<td>2 reward opportunities for prize drawings</td>
</tr>
<tr>
<td><strong>2013-14</strong></td>
<td>Same</td>
<td>$10 Monthly premium reduction for participation, added</td>
<td>Same</td>
</tr>
<tr>
<td><strong>2014-15</strong></td>
<td>$60 one-time premium reduction for spouses</td>
<td>$20 premium reduction for Health Score</td>
<td>Same</td>
</tr>
<tr>
<td><strong>2016-17, 2017-18</strong></td>
<td>Same</td>
<td>Same</td>
<td>$50 for 6,500 points</td>
</tr>
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Our Outcomes - Enrollment

- Premium reduction for enrollment
- Added additional health contingent; Spouse incentive added
- Flipped reduction amounts for enrollment & health contingent; Spouse incentive added
- Added guaranteed midyear reward & increased completion reward

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
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<tbody>
<tr>
<td>2010-11</td>
<td>32%</td>
</tr>
<tr>
<td>2011-12</td>
<td>59%</td>
</tr>
<tr>
<td>2012-13</td>
<td>62%</td>
</tr>
<tr>
<td>2013-14</td>
<td>62%</td>
</tr>
<tr>
<td>2014-15</td>
<td>66%</td>
</tr>
<tr>
<td>2015-16</td>
<td>64%</td>
</tr>
<tr>
<td>2016-17</td>
<td>67%</td>
</tr>
<tr>
<td>2017-18</td>
<td>68%</td>
</tr>
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Our Secret Sauce - Focus on Well-being and Inclusivity

Career
Social
Financial
Physical
Community
Secret Sauce Examples - Well-being
“What has kept me from being able to use non-inclusive health-based platforms, in the past has largely been the conflict between gender identity and biological sex assumptions (e.g., registering as male and being prompted for prostate exams, registering as female and being prompted for breast exams, etc.).”

New Gender Identities:
- Woman
- Man
- Transgender man
- Transgender woman
- Nonbinary
- Genderqueer
- Genderfluid
- Agender
- Another identity not listed
- I would prefer not to answer
Our Outcomes - Engagement

New engagement incentives at 6500 pts by 2/14

- 2011-12
- 2012-13
- 2014-15
- 2015-16
- 2016-17

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</thead>
<tbody>
<tr>
<td>5,500 pts by 1/31</td>
<td>27%</td>
<td>62%</td>
<td>70%</td>
<td>73%</td>
<td>NA</td>
</tr>
<tr>
<td>8,500 pts by 5/31</td>
<td>21%</td>
<td>25%</td>
<td>24%</td>
<td>29%</td>
<td>36%</td>
</tr>
<tr>
<td>10,000 points</td>
<td>12%</td>
<td>18%</td>
<td>21%</td>
<td>21%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Engagement incentives at 5,500 pts by 1/31, 8,500 pts by 5/31, and 10,000 points for the years 2011-12, 2012-13, 2014-15, 2015-16, and 2016-17.
Our Outcomes - Testimonials / Culture

• “My entire personal perception about being included/excluded from a wellness initiative has shifted, all because of one person.”

• “The Lactation Room set up, the breast pump, the personal equipment. It has all made a significant difference.”

• Create a culture that really focuses on the specific needs of your employees. Not everyone will speak up about what is missing for them. Get out of your comfort zone and into someone else's shoes. Become an advocate and an ally for your employees.
# Our Outcomes - Lifestyle Risks with Clinical

## Double Digit Improvement in 6 of 7 Areas

<table>
<thead>
<tr>
<th>Wellness Area</th>
<th>2015</th>
<th>2017</th>
<th>Status Towards 70% Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mental</td>
<td>80%</td>
<td>86%</td>
<td>✅</td>
</tr>
<tr>
<td>Heart</td>
<td>73%</td>
<td>84%</td>
<td>✅</td>
</tr>
<tr>
<td>Cancer</td>
<td>69%</td>
<td>79%</td>
<td>✅</td>
</tr>
<tr>
<td>Fitness</td>
<td>62%</td>
<td>72%</td>
<td>✅</td>
</tr>
<tr>
<td>Diabetes</td>
<td>65%</td>
<td>76%</td>
<td>✅</td>
</tr>
<tr>
<td>Nutrition</td>
<td>46%</td>
<td>60%</td>
<td>✅</td>
</tr>
<tr>
<td>Obesity</td>
<td>44%</td>
<td>60%</td>
<td>✅</td>
</tr>
</tbody>
</table>

Source: MyHealthbreak Repeat Risk Report 12.20.17   N=565
Our Outcomes - Clinical Risks

Improvements in 565 people that are 5 years older!

Average Health Score
2012 = 88
2017 = 86

Source: MyHealthbreak Repeat Risk Report 12.20.17  N=565
Questions for Boulder County?
Never Quit Pondering These Questions!

Are the majority of our employees enrolling in the wellness program?

Are these participants staying engaged all year long?

Is the health of our employees improving over time?

Are improvements in health impacting our healthcare costs?

Does our program create a culture of health that allows employees to thrive while attracting new talent to our organization?
Continue To Enhance Your “Secret Sauce!”

Team
The Right Mix ~ Effective & Engaged ~ Working Together

+ 

Tools
The Right Mix ~ Integrated ~ Meaningful ~ Effective

= 

Outcomes
Thank you!