

The Well Workplace Model

Working for Small Business

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Wellness Council of Maine



Wellness Council of Maine

Mission: To advance and promote good health among employees statewide so that the business community can maintain productive workforces to help them thrive and prosper



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Wellness Council of Maine

- Established in 2002 as the Bangor Region Wellness Council
- Chartered by the Wellness Council of America (WELCOA) in 2003
- Licensed by WELCOA in 2008, expanding our territory statewide



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Small Business Matters!

Small business:

- Employs 50% of the US working population
- Pays ~44% of the total US private payroll
- Represents ~99% of all employers
- Has generated ~70% of net new jobs annually over the last decade

89% of Maine Businesses Employ
20 or Less People



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However...

- Employees of small businesses have access to fewer benefits than do the employees of large businesses.
- The smallest firms often make substantially larger contributions per participant for healthcare than the largest firms.
- There is very little data on the health promoting practices of small business employers.

~Small Business Administration's Office of Advocacy



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We currently have 104 members engaging
over 40,000 employees throughout the
State of Maine

20% represent small businesses



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You're In Good Company!

Acadia
Benefits

Berry, Dunn,
McNeil &
Parker

Bangor
Letter Shop

Barresi
Financial

Town of
Hermon

Pine Tree
Physical
Therapy



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Good Health is Good Business

Much of the illness in the US is directly **preventable**

- Preventable illness makes up about **70%** of the burden of illness & the associated costs
- Behavioral choices account for at least 900,000 (close to half) of US deaths annually. (McGinnis et al, *The Case For More Active Policy Attention To Health Promotion, Health Affairs, 2002*)
- Taken together, behavioral issues represent the greatest single domain of influence on the health of the U.S. population. (McGinnis et al, 2002)



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Healthcare Costs are an Issue of Significant Concern

- Costs in the US were equal to 14.6% of the GDP in 2002, an increase of 6% over 20 years (Kling, Crisis of Abundance: Rethinking How We Pay for Health Care, 2006)
- We spent 7 times more on health care in 2003 than in 1980 (Kling, 2006)
- Costs total approximately **\$4,000.00** per person per year (Fries et al, New England Journal of Medicine 2003)



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The worksite is an ideal setting to address health & well-being

- Of the nation's 217 million people over the age of 18, 146+ million (67%) are employed
- The average work week has grown to almost **50 hours a week** in the US
- Unnecessary medical care costs **consume corporate profits & employee paychecks...**



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7 Key Benefits to Worksite Wellness

1. Commitment to establish health and safety as a priority for employees
2. Increased quality of health for employees
3. Reduced absenteeism
4. Improved employee morale
5. Positive employee relations
6. Higher productivity
7. Lowered health and disability costs



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WELCOA

Wellness Council of America



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The Seven Benchmarks

1. Capturing Senior-Level Support
2. Creating A Cohesive Wellness Team
3. Collecting Data to Drive Health Efforts
4. Carefully Crafting an Operating Plan
5. Choosing Appropriate Interventions
6. Creating Supportive Environments
7. Consistently Evaluating Outcomes



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Well Workplace Awards

We represent 41 Past and Present
Well Workplace Award Winners!

NEW!!!

**Small Business
Award**

10 Steps to a Results-
Oriented Wellness
Program that **WORKS** in
a Small Business
Setting



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How Can a Wellness Council Membership Help?

- **Easy access to valuable health promotion resources**
- **Assistance for your “wellness coordinator”**
- **Guidance in developing and implementing a comprehensive worksite wellness program**
- **Networking with leaders in worksite health promotion**
- **Opportunity to compete for national recognition for excellence in worksite health promotion**



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THANK YOU!

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