




Planning & Implementing a Worksite Wellness Program

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- “Passive siloed solutions to managing employee health will not work. Employers need to create environments of health in their organization from the top down, and need to hold leadership and their employees much more accountable for understanding and using the health risk management programs that support this environment of health.” *Hewitt Associates*

Guiding Principals

- National Worksite Health Promotion Survey
- WELCOA
- CDC Benchmarking Project

2004 National Worksite Health Promotion Survey

- 5 Key Elements
 - Health education
 - Link to related employee services
 - Supportive physical and social environments for health improvement
 - Integrate health promotion into the organization's culture
 - Employee screenings with adequate treatment and follow-up

2004 National Worksite Health Promotion Survey

- Only 6.9% of responding worksites offered a comprehensive worksite health promotion program.
- *Conclusions.* Increasing the number, quality, and types of health promotion programs at worksites, especially smaller worksites, remains an important public health goal.

Wellness Councils of America

7 Cs

1. Capture CEO Support
2. Create Cohesive Wellness Teams
3. Collect Data To Drive Health Efforts
4. Craft An Operating Plan
5. Choose Appropriate Interventions
6. Create A Supportive Environment
7. Carefully Evaluate Outcomes

CDC Promising HPM Practices Benchmarking Project

- Essential HPM components that produce positive health & financial results
 - HPM: Health & Productivity Management
 - Health promotion
 - Disease management
 - Demand management
 - Literature review, discussions with SMEs, online inventory, site visits

Promising Practices

1. Integrate into organizational operations
 - Benefit design, compensation practices, organizational communications, senior management performance appraisals
2. Address individual, environmental, policy & cultural factors affecting health and productivity

Promising Practices

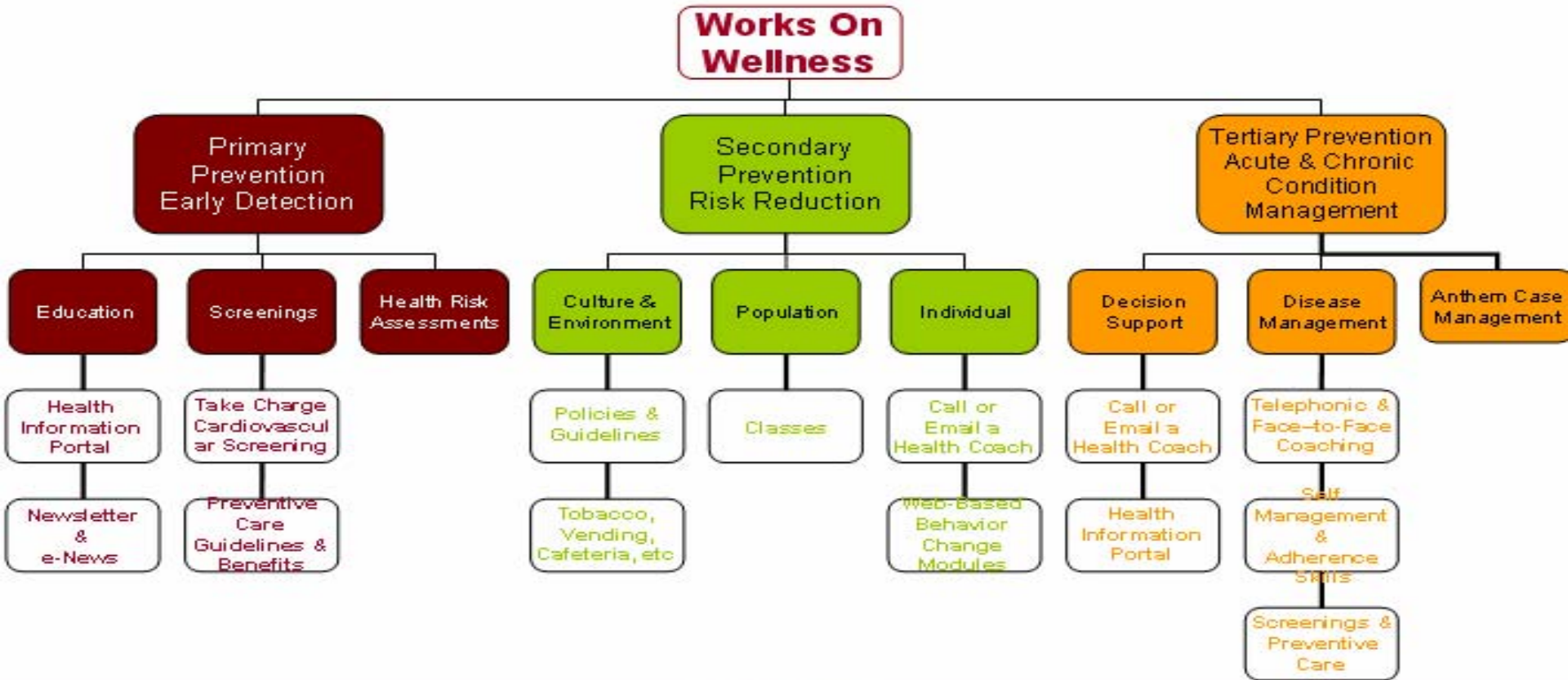
3. Target the continuum of health
4. Tailor programs to population needs
 - HRA responses, claims data, absence records, attitude and interest surveys, focus groups
5. Attain high participation
 - Implement meaningful incentives
 - Most effective incentives directly affect employees' health care costs

Promising Practices

6. Evaluate program based on clear definitions of success most pertinent to your business
 - Participation, health behavior change, satisfaction, health care cost and utilization

7. Communicate successful outcomes to key stakeholders

Works On Wellness Program Framework



WOW Councils

Employee Assistance Program

Incentives, Marketing/Communication, Leadership

Works On Wellness

- MaineHealth Vision
 - “Working together so that our communities are the healthiest in America”...this includes our employees!
- Works On Wellness Vision
 - To maximize the health, quality of life, and well-being of our employees and their families
- Our Focus:
 - Providing best practice, evidence-based tools and resources that address the leading risk factors and health conditions experienced by our employees and their families.
 - Creating a culture of good health across the organizations that comprise the MaineHealth system

Healthy Environments For All Employees

- Smoke free campuses
- Healthy food choices in cafeteria, vending and served at meetings
- Walking paths
- Bike racks



WOW! Programs - All Employees

- Web-Based Health Content:
 - www.mainehealth.org/wow
- Employee Assistance Program (EAP)
- Tobacco Treatment
- “Take Charge” Cardiovascular Screenings
 - Every 2 years at your worksite
- Physical Activity Challenges
- Quarterly Newsletter &
• Monthly E-News
- WOW! Rebates
 - Wellness Rebates: health education & physical activity
 - Weight Watcher Rebates



WOW! Programs - All Employees

WOW! Wellness Rebates

Eligibility Periods

- October 1, 2008 - March 31, 2009
- April 1, 2009 - September 31, 2009

Activities

- Weight Watchers: \$50 for attending 9 of 12 meetings (at work, online or in the community)
- Health Education Classes & Fitness/Wellness Activities: up to \$50
- Living Well Chronic Condition Self Management: free for employee & support person

WOW! Programs - Health Plan Members

Call a Health Coach for information and support on:



Spine and Joint

- Back Pain
- Knee Osteoarthritis

Men's Health

- Prostate Conditions
- PSA Testing

Women's Health

- Breast Cancer
- Ovarian Cancer
- Uterine Conditions

Other

- Customized Self-Management Programs
- Personalized Health Support
- Advice from an Expert
- Personalized Follow-up Calls from Your Health Coach
- Free Educational Materials
- Information on Local Support Groups and Events

Available to Health Plan Members only

1-888-318-2282

Call a WOW! Health Coach

24 hours a day, 7 days a week or visit us online at: mainehealth.org/wow

Health Coach service provided by Martin's Point Health Care

MaineHealth
Works on Wellness

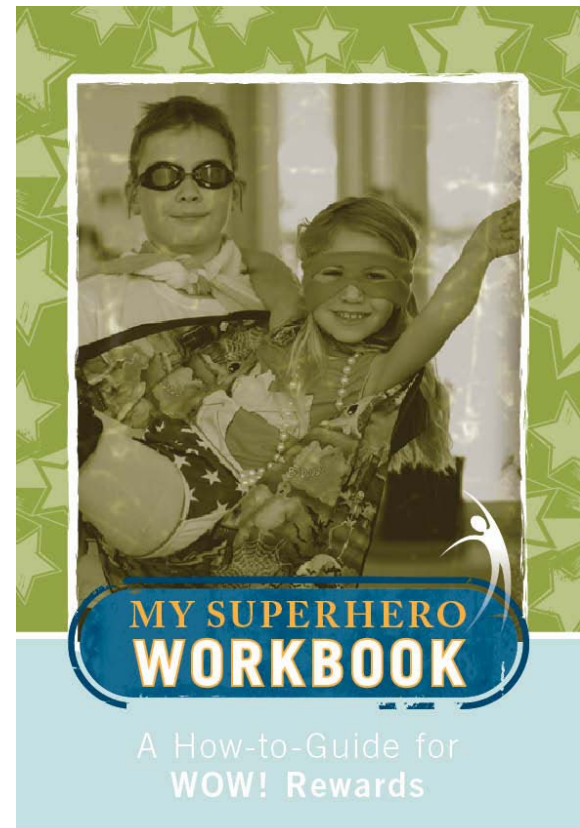
WOW! Programs - Health Plan Members

- Care Management

- A Care Manager may be in contact with you if you have:
 - Asthma
 - Diabetes
 - Congestive Heart Failure (CHF)
 - Chronic Obstructive Pulmonary Disease (COPD)
 - Coronary Artery Disease (CAD).
- A Care Manager can help you be better informed about your chronic condition and most importantly—be healthier!
- By invitation

WOW! Programs - Health Plan Members

- WOW! Rewards
- Stay tuned for the WOW! Superhero Campaign – all you need to know about WOW! Rewards
- Save \$10 bi-weekly on your health insurance premium contribution for all of calendar year 2010
- Between June 1 and August 31, 2009, report that you have met the following requirements:



MaineHealth
Works on Wellness
www.mainehealth.org/wow

WOW! Rewards Requirements

- Complete 3 of these prevention activities
 - Preventive Visit with Your PCP
 - Blood Pressure Check
 - Cholesterol Check
 - Mammogram (F over age 40)
 - Pap Smear (F over age 21)
 - Flu Vaccine
 - Colorectal Cancer Screening (M & F over 50)
- Call the WOW! Health Coach
- Certify that you are a non-smoker or are currently enrolled in a tobacco treatment program
- Participate in Care Management if you are invited
- Complete the HealthQuotient Risk Assessment

Resources

- Wellness Councils of America (WELCOA)
- Institute for Health & Productivity Management (IHPM)
- National Business Group on Health (NBGH)
- Occupational & Environmental Medicine
- Partnership for Prevention
- American Journal of Health Promotion



Thank You

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