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***Wellness in the Workplace – Strategies for
Engagement***

Jennifer Spence, MSM

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Wellness in the Workplace – Strategies for Engagement

Alaska SHRM State Council
March 24, 2017

Presented by: Jennifer Spence, MSM
Health & Productivity Consultant
Alliant Employee Benefits

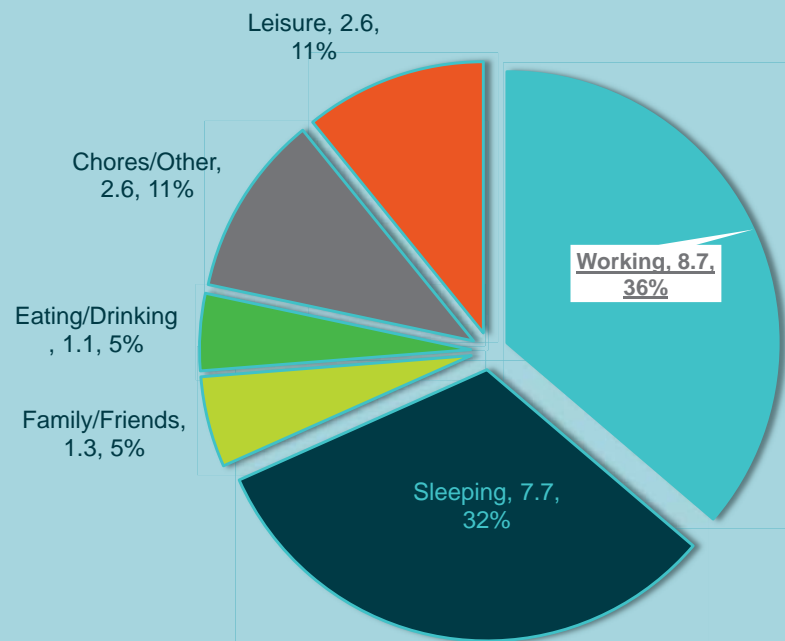
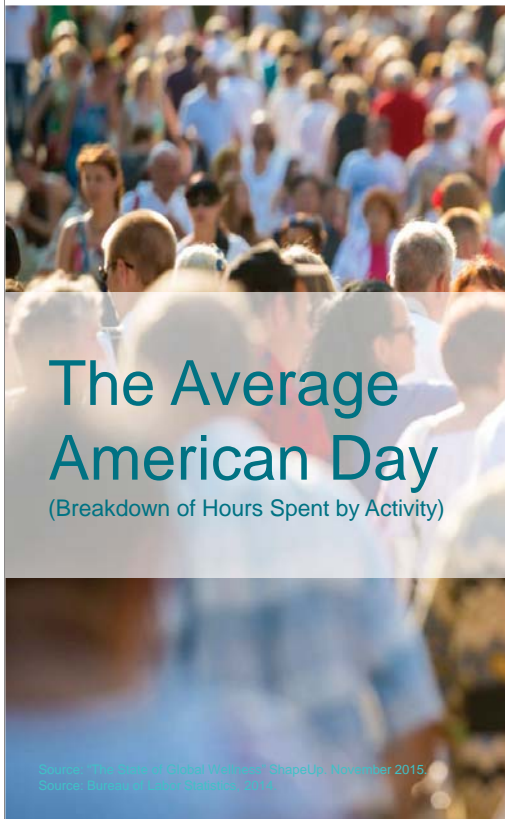
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Agenda

- I. Why Wellness Matters
- II. The Transition to Wellbeing
- III. ROI vs. VOI
- IV. Designing Effective Programs
- V. Best Practices in Implementation

Why Wellness Matters

Why Employers Are Doing Wellness



Source: "The State of Global Wellness" ShapeUp, November 2015.
Source: Bureau of Labor Statistics, 2014

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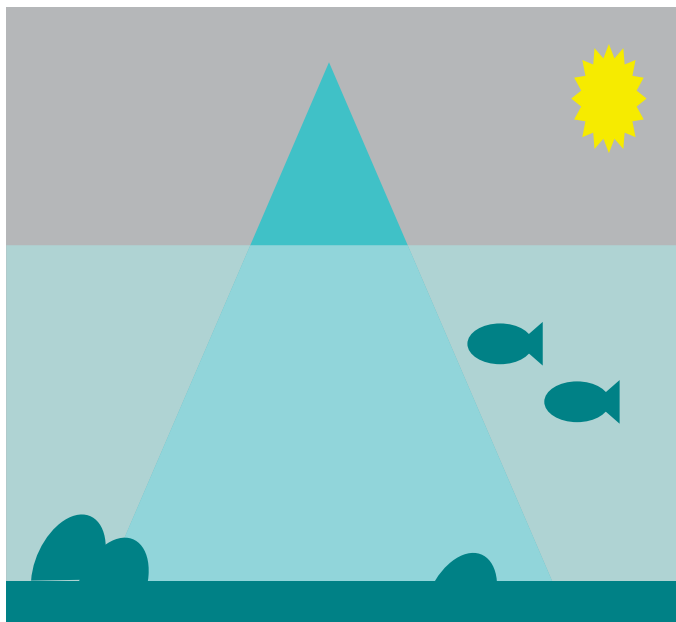
1/3 of One's Life Spent at Work

Employers are feeling obligated to support employee health and well-being due to 33% of one's day is spent in the office or at work.

Other top reasons why employers do wellness are:

1. Control/reduce health care costs
2. Altruistic: It's the right thing to do
3. Improve productivity
4. Reduce absenteeism
5. Improve morale/increase engagement
6. Employee retention/attracting talent
7. Social responsibility/community building
8. Promoting brand/best places to work
9. Reduce workplace injuries

Understanding the Health Gap



- **1 in 3 Americans** are living with one or more **chronic illness or disease**
- **25-35 percent of payroll is lost** due of the cost of poor well-being, **absenteeism** and presenteesim
- **7 in 10 Americans** are reported to be on at least one prescription drug that manages a **life-threatening condition**
- **76%** of chronically ill employees are less productive with work activities compared to healthy employees
- **9 in 10** employees who are chronically ill themselves and/or have a family member with a chronic disease are affected by presenteesim – impacting productivity of the company

Centers for Disease Control and Prevention. Chronic Disease Overview, 2014.
Research from Society for Human Resource Management (SHRM), 2014.
Mayo Clinic. "Nearly 7 in 10 Americans are on prescription drugs.", Science Digest June 2013.
Kaiser Family Foundation, 2015 Employer Health Benefits Survey
Gallup Research, 2011-2014.

Transitioning to Wellbeing

Wellness Then

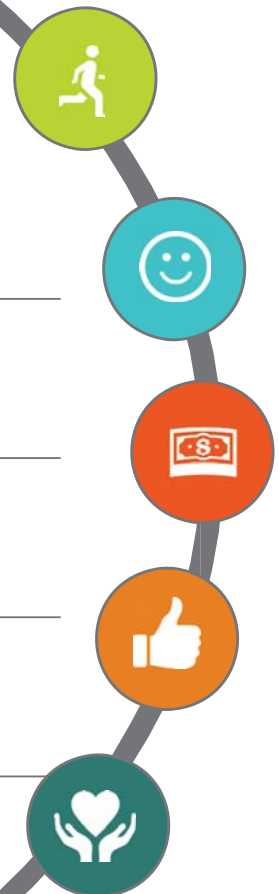


Wellness Now



5 Drivers of Wellbeing

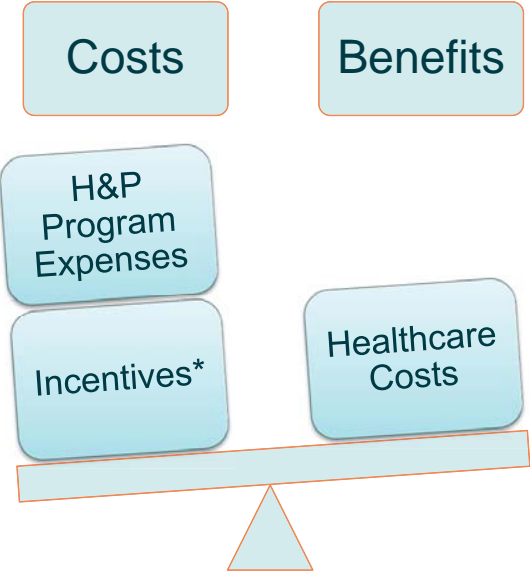
<p>Physical Health</p> <p>Focuses on the physiological side of health and nutrition</p>	<ul style="list-style-type: none"> • Health Risk Assessments • Quarterly Well-Being Challenges (Competitions) • Onsite/Test at a Lab Biometrics • Onsite Massage Therapy • Gym Facilities/Subsidies or onsite classes (Yoga, Zumba) • Flu Shot Clinics
<p>Emotional Health</p> <p>Focuses on intrinsic well-being and mental health</p>	<ul style="list-style-type: none"> • Employee Assistance Programs • Meditation Room/Quiet Room • Health Coaching Services • Non-EAP Seminars • Companion Days with Therapy Animals • Mental Health PTO Day
<p>Financial Security</p> <p>Focuses on short and long term financial goals over the employee lifespan</p>	<ul style="list-style-type: none"> • Monthly/Quarterly 401(k)/403(b) sessions • Student Loan Refinancing/Forgiveness • Credit Union/Banking Memberships • Personal Financial Planning Services • Credit Monitoring Services/Identify Theft Protection • Estate Planning/Wills and Trust Setup
<p>Job Satisfaction</p> <p>Focuses on improving the overall employee experience in the workplace</p>	<ul style="list-style-type: none"> • Employee Lounge (Zen Room, Game Room, etc.) • Employee Cafeteria with Healthy Food Subsidies • Onsite Child Daycare/Subsidized Day Care • Onsite Laundry/Dry Clean Pick Up • Extended Bereavement Policies • Scholarships/Continuing Education Subsidies
<p>Social Connectedness</p> <p>Focuses on opportunities for inclusiveness and social interaction</p>	<ul style="list-style-type: none"> • Wellness Technology Platforms • Company-Paid Volunteer Days/Community Giving Days • Pet to Work Days/Child to Work Days • Tickets to Local Sporting Events • Happy Hour/Social Gathering Events (Monthly) • Paid Days for Activism or Non-Profit Board Participation



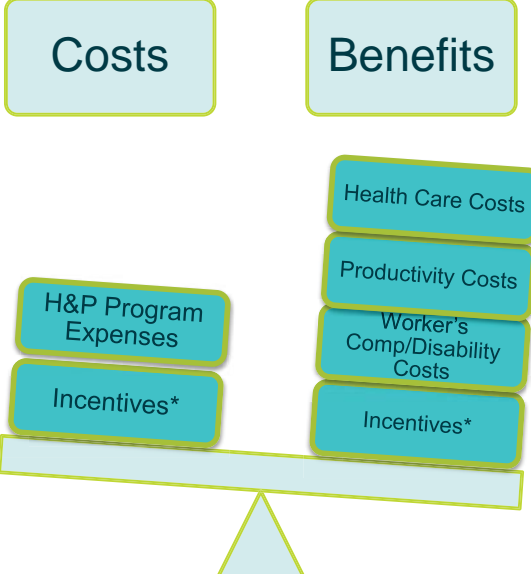
ROI vs. VOI

ROI v. VOI

ROI



VOI



Commit to Your Metrics

*“Savings from enhanced productivity may be greater than those from medical care costs, and enhancements in quality of life of participants will be more important in attracting and retaining the best employees and making the world a better place. For this reason, I have advocated an approach called **Return On Allocated Resources (ROAR)**, to help us capture all the direct and indirect costs, all the tangible and nontangible costs and to help us remember to focus our programs on enhancing quality of life, on making people roar because they feel*

great! ~ Michael O'Donnell, Editor in Chief of American Journal of Health



Select Your Metrics

- ✓ Absenteeism
- ✓ Presenteeism
- ✓ 401 K Metrics
- ✓ Performance
- ✓ Turnover
- ✓ Recruitment
- ✓ Workforce Engagement
- ✓ Customer Satisfaction Stats
- ✓ Job Satisfaction
- ✓ Participation
- ✓ Health Risks
- ✓ Chronic Conditions
- ✓ DM Compliance
- ✓ Utilization
- ✓ Medical Costs
- ✓ Rx Costs
- ✓ EAP Utilization
- ✓ Worker's Comp



Be Specific and Realistic

ER Utilization higher than BOB	<ul style="list-style-type: none"> Create a poster and email providing information to employees about Urgent Care options and best scenarios for ER. 	Broker Team/HR	Beginning of March
Low engagement in verified fitness activities	<ul style="list-style-type: none"> Ask vendor to pull report of synced apps and devices Assemble a promo on how to connect your device and app through the wellness portal 	Broker Team Wellness Vendor	March 1
High EAP utilization for anxiety and depression	<ul style="list-style-type: none"> Review data and determine if it is location or department specific Implement trainings or webinars to all employees or employees most likely impacted. 	Broker Team Team/EAP Provider	Next Quarter
Diabetes prevalence increasing according to health assessment.	<p>Ask carrier to provide:</p> <ul style="list-style-type: none"> # known diabetics # diabetics following care pathways # diabetics untreated Programs available for members Opportunities to connect wellness vendor and carrier for interventions. <p>Put together a plan and set some clinical goals to measure.</p>	Carrier Broker Wellness Vendor	Start now



Designing Effective Programs

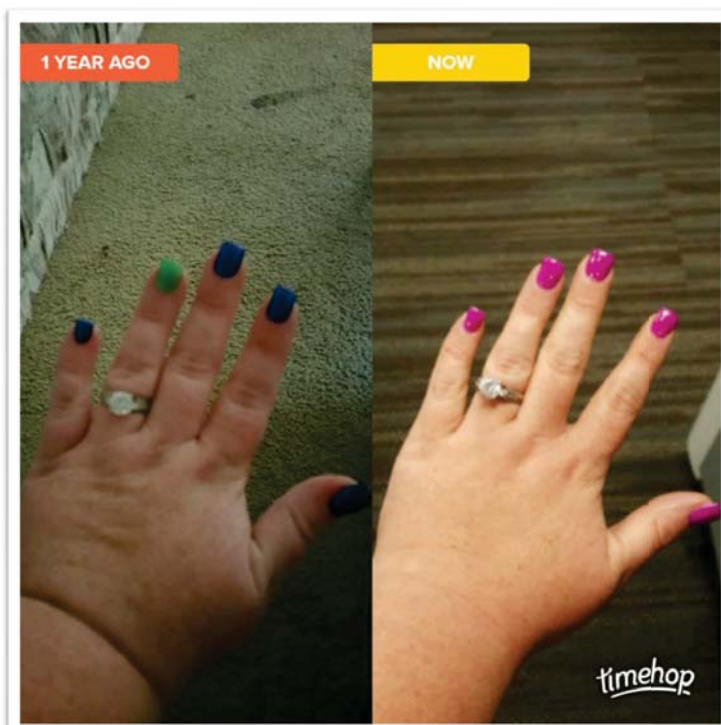
Building a Program

BEGIN WITH THE END IN MIND.

Stephen Covey

- What will the organization be like if more employees are healthy and well?
- How will our partners/customers feel when they work with our healthy and healthy employees?
- How do I see myself changing to fit the future of our organization?
- What business results (benefits data, profits, etc.) could be impacted if we had fewer absences, more productive employees working in an environment that cultivated health and well-being?
- Are we an employer of choice?
- Do we have a high performing employees on our team?
- If employees are healthier, will we experience less costs in some areas?
- Would we consider an ROI of 1:1 acceptable?
- Are we willing to build this into our overall business strategy?

It is Personal!



“Whatever else anything is; it ought to begin with being **personal**.”

~ Sleepless in Seattle, Meg Ryan

Wellbeing as a Core Value



Values, beliefs and social norms shape organizational culture and are more than words on a nice piece in the new employee packet. They are the deeply rooted and visible to everyone in an organization.

If your organization says they believe in work-life balance and flexibility, this means leaders must not only avail themselves of these values, they must also create visibility for their employees.

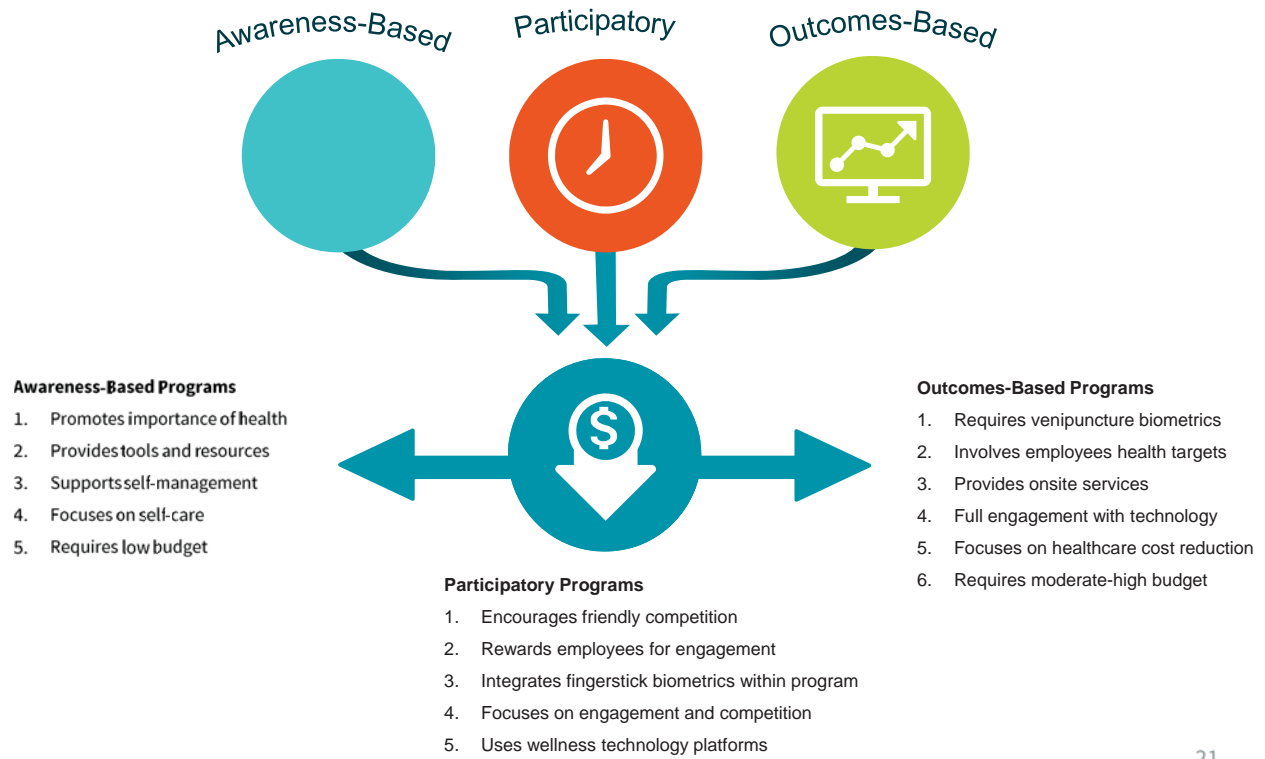
It All Starts With a Written Plan

- Review all of your data and identify areas of impact.
- Select your goals and objectives (short-term and long term).
- Identify programs, activities and strategies to impact goals and objectives (internal and external).
- Build a program budget and allocate resources. (Include internal resources and appropriate classification.)
- Create champion network (C-suite, management, employees, HR, etc.)
- Craft marketing and communications strategy (brand, logo, vision, mission, communication calendar, etc.)
- Develop program launch and or ongoing program calendar with key dates, roles and responsibilities.
- Leverage your partners and colleagues.
- Evaluate and adjust.

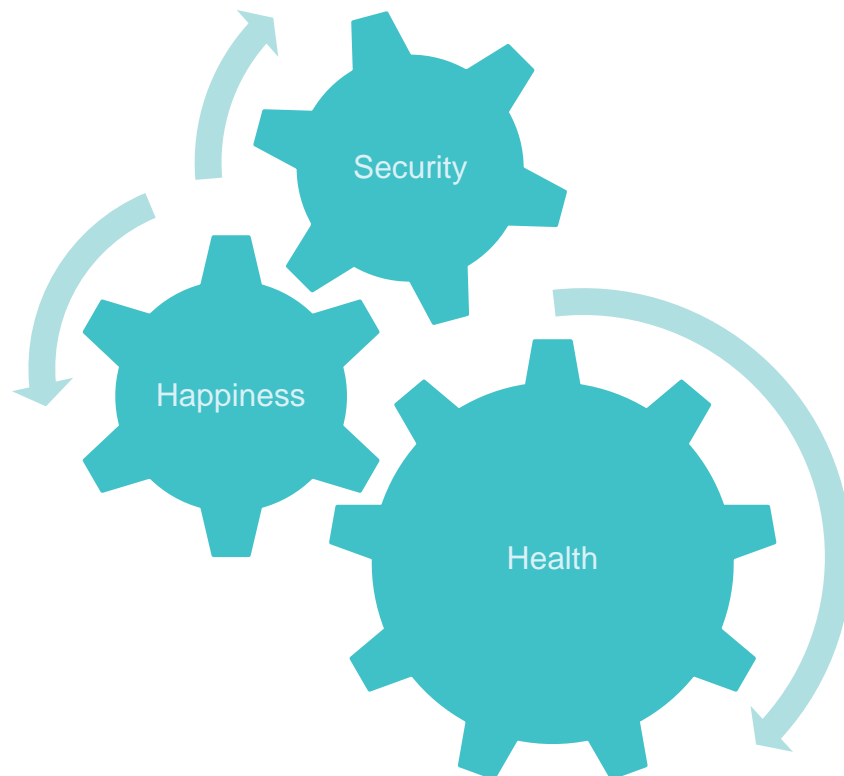


It's never too late to build a strategy.!

Types of Programs: Pros and Cons



Keeping it Simple



Best Practices in Engagement

Understanding the Engagement

How do we get employees engaged in their personal health and well-being?



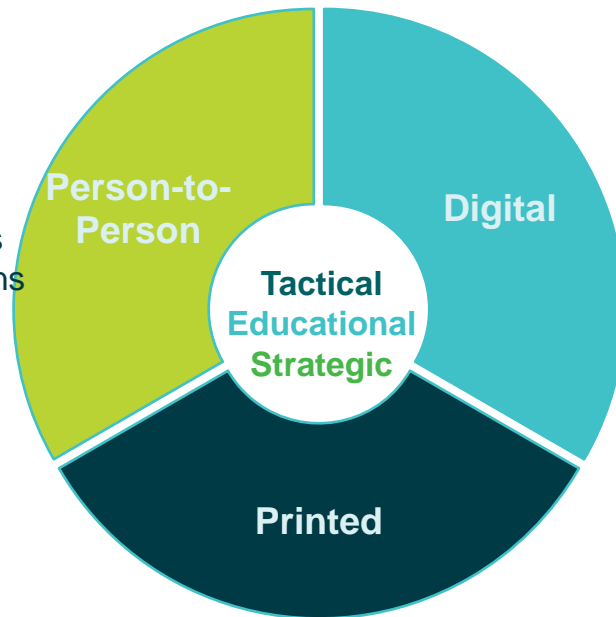
Sample Communication Calendar

Month	Health Observance	Wellness Focus	Benefit Focus
January	National Blood Donor Month	Achieving an Ideal Weight	Understanding your Preventive Care Benefits
February	American Heart Month	Random Acts of Kindness	Understanding Prescription Benefits
March	Colorectal Cancer Awareness Month	Nutrition to Prevent Cancer	Nutrition Counseling Benefits
April	Stress Awareness Month	Drug and Alcohol Awareness	EAP Benefits
May	Fitness & Sports Month	Skin Cancer Awareness	Building a Relationship with Your Doctor
June	National Safety Month	Headache Awareness	Vision Benefits
July	Parks & Recreation Month	Hiking and Activities in Your Community	ER vs. Urgent Care – What You Need to Know
August	National Immunization Month	Preventing the Flu	Flu Shot Benefits
September	National Childhood Obesity Awareness Month	Cholesterol Awareness	Helping Your Children Live Healthy
October	National Breast Cancer Awareness	Healthy Pregnancy Awareness	Benefits for Expecting Parents
November	American Diabetes Month	Philanthropy/ Giving	Giving/Donation Benefits
December	Financial Awareness	Budgeting and Saving Strategies	401K/Identify Theft Benefits

Multiple Channels—Because One Size Doesn't Fit All



Enrollment Meetings
New Hire Orientations
Benefit Advocates



Email
Mobile App
Videos
Flipbooks
E-Guides
Intranet or Portal

Benefit Guides
Posters



Flyers
Postcards

Combine High Tech AND High Touch

Technology plays a pivotal role in behavior change.

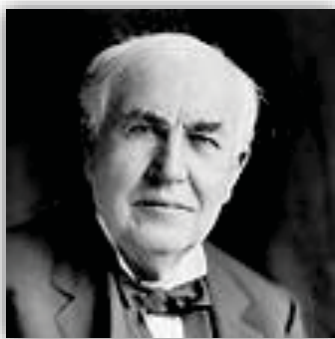
- Awareness
- Knowledge
- Skillbuilding
- Feedback
- Measures Progress



Relationships are also important!



Thank You!



“The doctor of the future will give no medicine, but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease.”

~ Thomas Edison

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