

Tips from the Trenches – Practical Lessons Learned from a Large and Small Employer

Presented by:
Healthy Results® at Indiana University Health and
Steinberger Construction, Inc.



Welcome

- We have some planned interactive activities
- Please grab a colored card that best represents your company size
 - Blue – less than 200
 - Yellow- between 201--2,000
 - Green – more than 2,000



Objectives

- Hear about our different wellness programs and the lessons we learned from each other
- Learn practical application to build the basics and grow your wellness program mastery
- Network with others and share your own expertise
- Get tips for gaining buy-in from your leaders and your team members
- Learn how to build partnerships to get data-driven results



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Who are we?

- **Healthy Results®**
 - 33,000 employees of IU Health
 - 18 hospitals statewide
 - IU Health Plans
 - 5 Star AchieveWell winner
 - Healthiest 100™ four years running
- **Steinberger Construction**
 - 53 full time employees
 - 1 office location, serving 10 job sites in Central Indiana
 - 5 Star AchieveWell Winner
 - Governor's Workplace Safety Award



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Build the Basics

Wellness matters

- Health and wellbeing is good for business:
 - Wellness programs can result in 65% health care **cost reduction**
 - Stress-related ailments cost \$300 billion/year nationally
 - 3 out of 4 doctor's visits are for stress-related ailments
- Employers who **support all aspects of health** have a workforce who is:

32% more FOCUSED

53% more ENGAGED

64% more PRODUCTIVE

**Healthy, Engaged Employees Are Your Business Advantage." Virgin Pulse. Virgin Pulse, n.d. Web. 17 Apr. 2017. <<https://www.virginpulse.com/resources/>>.



Build the Basics



Build the Basics

- Define and understand your objectives
- Gain support at all levels of the organization
- Promote key program components
- Create a wellness committee
- Optimize communications



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Build the Basics

Define and understand your objectives



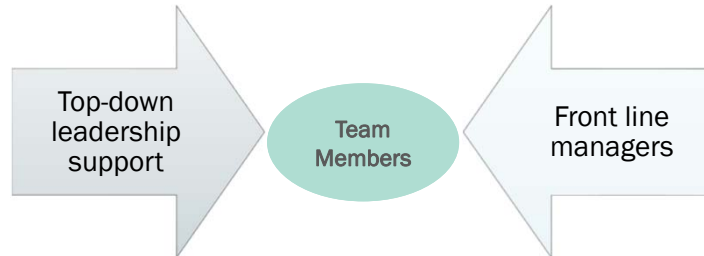
- Think bigger picture
- Own it!
- Create a strategy



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Build the Basics

Support at ALL levels of the organization



“Evidence from case studies suggests that for programs to be a success, senior managers need to consider wellness an organizational priority to shift the company culture. Buy-in from direct supervisors is crucial to generate excitement and connect employees to available resources.”

Workplace Wellness Programs Study: Final Report. *Rand Health Quarterly*. 2013;3(2):7



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Build the Basics

Support at ALL levels of the organization – How?

- Create executive summaries to report progress
- Regularly share participant testimonials (no names) with leaders
- Keep wellness on the agenda at leader forums
- Lead by example – “special screening event” for executive leaders
- Meet felt needs – offer stress management tips or stretching exercises at team meetings
- Inclusive wellness committees (more later)



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Build the Basics

Build your team



- Key vendors – maximize relationship
- Internal resources
- Networking externally



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Build the Basics

Program components



- Start somewhere
- Health screenings are a powerful place to start

“This study confirmed that American workers are largely unaware of their health status. [It also demonstrated] impact that knowledge can have in empowering individuals to make positive changes toward improved health.”

The Impact of Health Risk Awareness on Employee Risk Levels; Elizabeth Y. Rula, PhD; Adam Hobgood, MS; Am J Health Behav.™ 2010;34(5):532-543



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Build the Basics

Health Coaching

- Holistic dimensions of health
- Proactive outreach versus opt-in
- True behavior change expertise vs Health education
- Engage throughout the year versus 'checking a box'
- Qualifications/Certifications of the health coaches



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Build the Basics

Wellness Committee



- Get buy-in
- Representation
- Set expectations...and a budget
- Potential pitfalls



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Build the Basics

Communications

- Check your attitude
- Know your audience
- Recruitment
- New Employee Orientation
- Target spouses
- Connect the dots



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Your Turn! Wellness program tips

- Write down your best tip and share it on a post-it posters
- Break outs at each category (choose 1)
 - Strategy
 - Leadership Support
 - Program components
 - Wellness Committee
 - Communications
- Review the tips as a group and vote on #1 tip to share back



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Graduates



Indiana University Health

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You've Graduated! Now what?

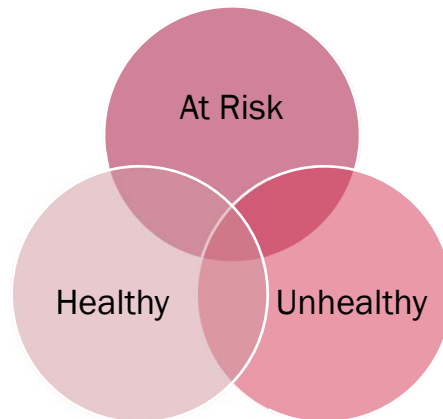
- Evaluate allocation of resources
- Expand your wellbeing agenda
- Target your efforts
- Include holistic wellbeing
- Drive for Data: Assess your program's effectiveness and outcomes



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The Graduate

Allocation of Resources



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The Graduate

Target your efforts: coach the 'ready'

- Coach the “ready” – only 20% are ready to change; about 50% of those opt in to coaching
- 2-7% of total population are coachable
- Change focus from high risk to high risk *plus* ready to change



Adams, Troy. "The 5 Keys to Effective Health Coaching." WellSteps, 22 May 2014.

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The Graduate

Target your efforts: narrow the risk pool

IU Health chose to:

- **Strategic focus**
 - Obesity, diabetes, tobacco
- **Robust algorithm**
 - Proprietary; developed with industry experts
 - Biometric screening results and health survey
- **Proactive Outreach**
 - Weekly by health coaches and disease educator team
 - Referrals as needed

Right People

Right Time

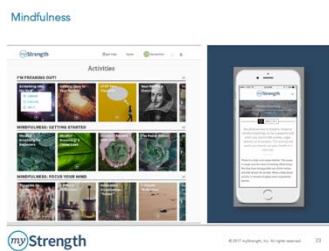
Right Resources



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The Graduate

Enhance holistic wellbeing offerings



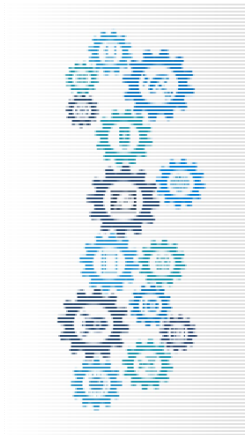
- Health Coaching – coaches the whole person
- Emotional health – gratitude, meaning & purpose, mindfulness groups, physician burnout
- Financial health
- Sleep
- Giving back
- Wellness mentors



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The Graduate

Data-driven



- Assess program effectiveness
- Analytics
- Build partnerships to get data-driven results

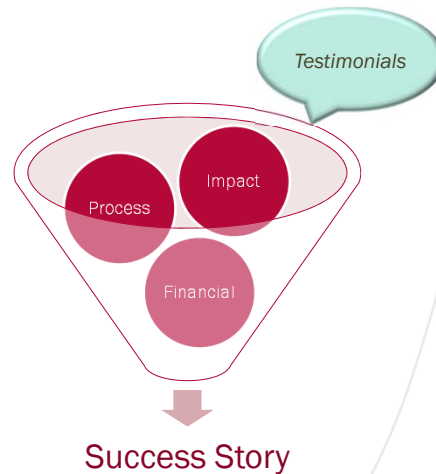


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The Graduate

Tell a better story

- Start with the end in mind
- What tool(s) will you use to capture program data?
 - biometric data
 - coaching analytics
 - coaching notes
 - contact management



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IU Health Process Metrics

90% overall program satisfaction

56% overall program participation
56-83% earn an incentive

72% attend a biometric screening

15-20% identified at risk

61% engage in a Wellness Challenge

67% coaching outreach engagement rate

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IU Health Impact Metrics

Improved Health & Wellbeing

- Matched Screening Participants (2015-2017)
 - 37% reduced BMI
 - 79% reduced A1C
- Risk Identified & Received intervention
 - 36% reduced BMI
 - 85% reduced A1C
- Tobacco Cessation (since 2011)
 - 48.7% quit rate
 - \$847,125 imputed cost savings
- Lifestyle Changes (health coaching)
 - 93% overall goal achievement
 - 72% moving more
 - 64% coping well with stress

Lowered
A1C

Lowered
BMI

Improved
Healthy
Lifestyles

**Key focus areas are BMI, Diabetes, Tobacco*

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IU Health Financial Metrics

Impact on 2016 Medical Claims – “Dose” Matters

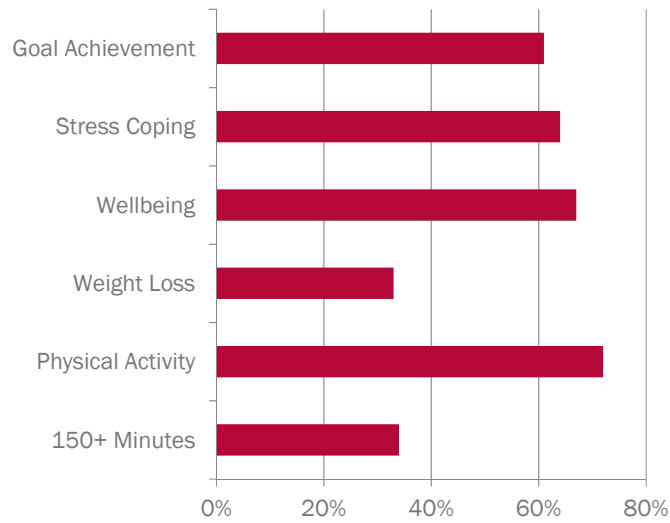
2016	No Dose Non-Healthy Results Participants N=9045	Low Dose Participated in 1-2 Programs N=9859	High Dose Participated in 4 or more Programs N=801
Allowed PEPM	--	--	--
Admits per 1000	--	--	--

There is a positive association between program engagement and lower medical claims.

- 24% lower PEPM
- 80% fewer admissions
- 33% fewer ER visits

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IU Health 2017 Coaching Data



(Of those who tracked and had starting and ending values)

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The Power of Health Screenings and Outreach at IU Health

- Biometric screening participant
- Middle age male
- A1C of 10.6%
- Never diagnosed as diabetic
- Received outreach: engaged in Disease Education, lifestyle changes, weight loss and healthy food choices.
- **Lowered his A1C (to 7%) in 3 months without medication.**

“My Disease Educator has been a wonderful resource for me. She made me feel like I was not a freak of nature, and gave me the encouragement to continue on the path I chose to take. She helped me learn and **gain confidence that I can beat a disease that most people do not.** She has been a tremendous pillar for me to lean on, and has **strengthened my desire and resolve to completely reverse this man-made disease** that I have temporally inherited.”



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The Power of Wellness at Steinberger

“I used to hate the wellness program because I failed at it. Now that I have gotten healthy it has been great to help keep me healthy. And the health coaching (counseling) helps keep me on the right path.”

- Became a Wellness Participant in 2011
- Has decrease weight, cholesterol and lowered blood pressure

“When I started in the wellness program I was 47 years old with a health age of 53. Today, I am 54 with the health age of 48! I am thankful for the life longevity that I have gained through the wellness program.”



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Expert Class



Indiana University Health

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Expert Class

Expert Class Opportunities

- Greater Good
 - Community partnerships
 - Employee engagement – friends and family events
- Data
 - Outside research groups for data evaluation
- Communication
 - Targeted messaging through technology



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Expert Class Opportunities

- Networking
 - Learn by mentoring – Wellness Council
 - Partnerships - IU School of Public Health, Physician wellbeing, EAP
- Other opportunities
 - Enhanced integration within Population Health
 - Potential for pilots in the Medicare space



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Your Turn! Wellness Program Advice

- Break into four groups – check for your group number
- Share one aspect about your wellness program of which you are most proud!
- Everyone gets a turn! (1 minute each)



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Final Thoughts

- Wellness isn't one size fits all – adjust, change, reinvent
- Get outside your walls – you can learn from large and small alike
- Both/And – it's top down and bottom up



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Questions?

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