



Wellness



***“Work should enrich and
bring joy to everyone”***

Ben E. Keith Guiding Principles

Logo Design: BEK Foodservice Distributors Marketing Department



Getting Started

- Getting Started
- Visit the Web
- Interview Vendors
- Talk to your local chamber
- Talk to local business



KEWL
KEITH Employees - WELL for LIFE

A large, stylized version of the KEWL logo centered on the page. The letters are thick and filled with color: 'K' is blue, 'E' is red, 'W' is green, and 'L' is purple. Each letter has a white outline. Below the letters is the tagline 'KEITH Employees - WELL for LIFE' in a black, italicized font. A horizontal grey line is positioned above the logo, and a thick green horizontal line is positioned below the tagline.



Why Employer Wellness Programs?

General Wellness Facts

- In 2006, employer health insurance premiums increased by 7.7 percent – two times the rate of inflation.
- The annual premium for an employee's family health plan is nearly \$11,500, and for a single person, \$4,200.
- Employers may have the added benefit of lower insurance rates over time as their employees use fewer health services as a result of preventive care.
- Accordingly to the US Bureau of Labor Statistics from 1999 to 2005 access to employer-provided wellness programs rose from 17 percent to 23 percent.



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- Each smoker costs an employer an additional \$3,856 a year in healthcare costs and lost productivity and is absent an average of 7 more days than non smokers.
- 60-90% of medical problems are associated with stress.
- Over 76% of hospital admissions are due to lifestyle habits and preventable diseases.



Why Employer Wellness Programs?

General Wellness Facts

- Business returns for wellness programs range from \$1.50 to \$17 per \$1.
- Employee retention may increase as wellness facilitates enhanced morale, higher employee job satisfaction and less absenteeism and expanding focus or productivity.
- Programs can highlight **intervention opportunities** (e.g. previously unknown health risks discovered and targeted to prevent high-cost claims) for critical health screening values such as:
 - Extremely high blood pressure could detect a mild heart attack had occurred
 - A major acute cardiac event is avoided,

Ben E. Smith, Wellness Initiative

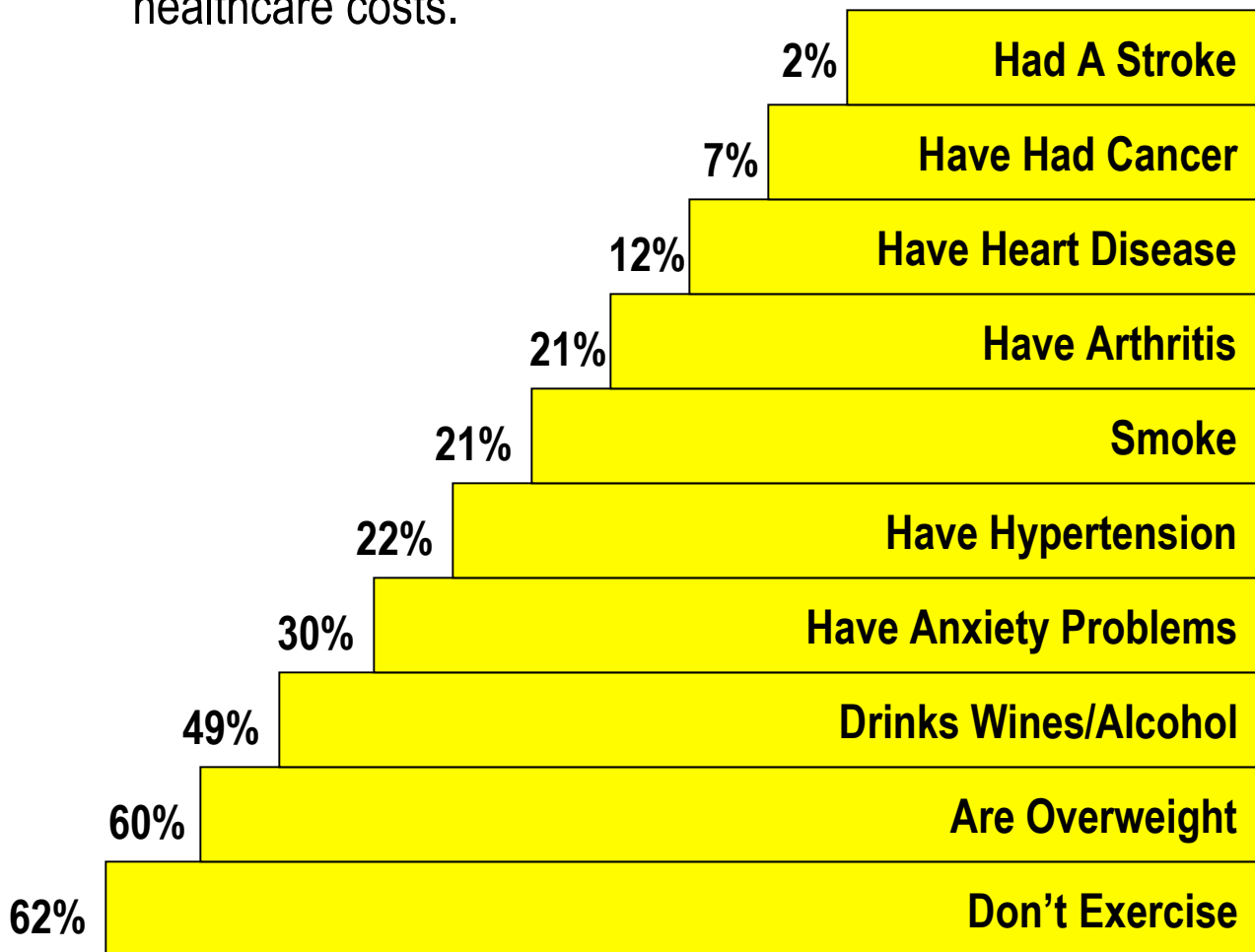
saving \$40,000 - \$75,000

Source: Billings Gazette December 2005
Perkins, Harvard Business Review
Association for Counseling at Work



Employee Health Risk Factors

An average employee has 3 health risks, roughly doubling healthcare costs.



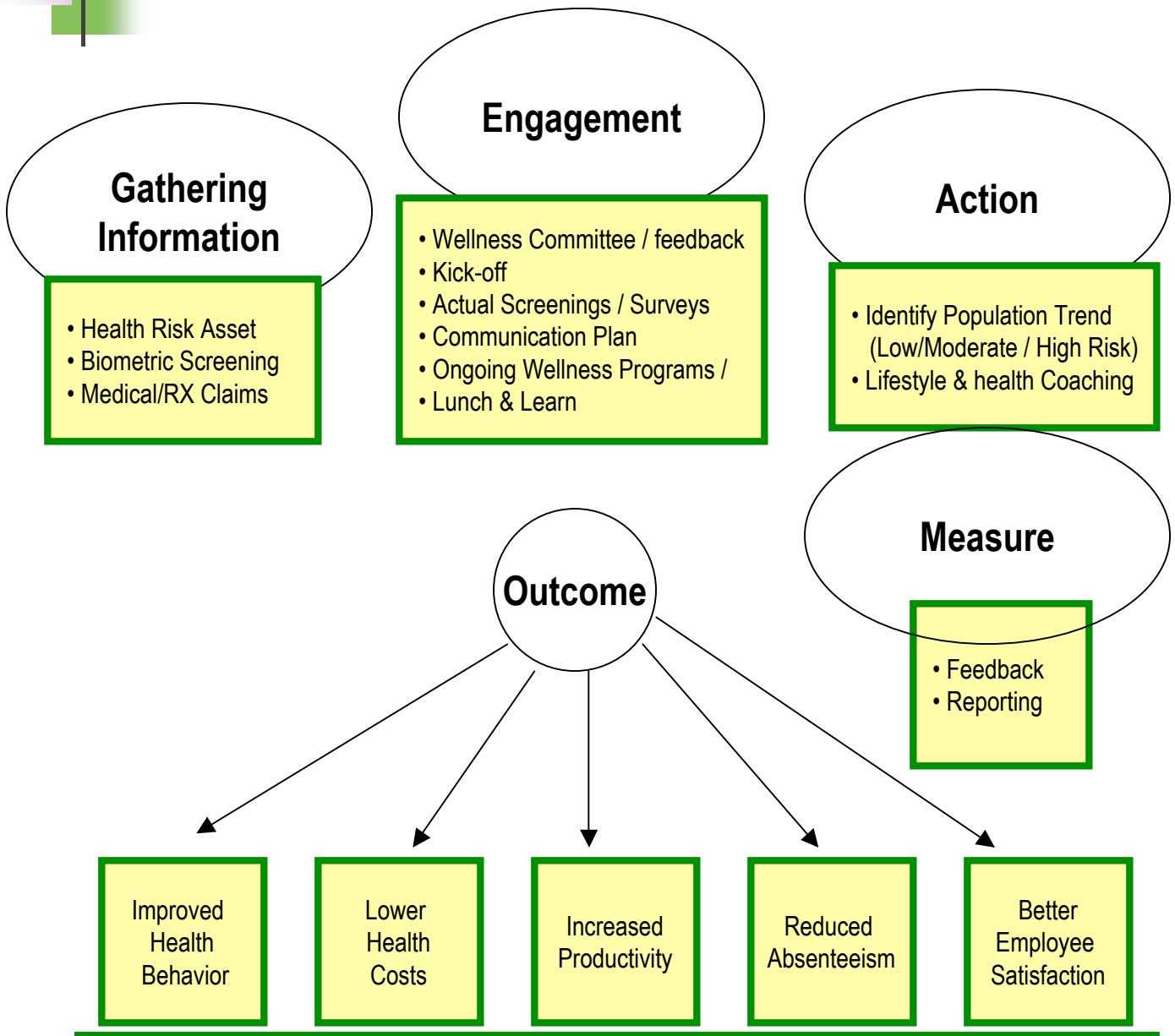
Source: Elite Wellness (University of Michigan Science Center Study)



Typical Wellness Design Components



Wellness Design & Planning Cycle





Typical Screenings

- Fitness Assessment
- Osteoporosis screening
- Foot screening
- Hearing evaluations
- Vision screening
- Vaccines
- Full lipid cholesterol screening



Typical Screenings

- Blood pressure screening
- Tuberculosis testing (PPD)
- Random drug screening
- Weight reduction
- Body fat percentage
- Glucose
- Body mass index
- Claims analysis



KEWL United Healthcare's Wellness

- Assessment survey on our United Healthcare Website
- United encourages more connection with doctor rather than onsite Health Risk Assessments
- Online Assessment provided
- Informative information
- Participate in Health Fairs



Four Pillars of Program Components



Health

- Physical activities
- Exercise
- Community sports leagues
- Weight loss



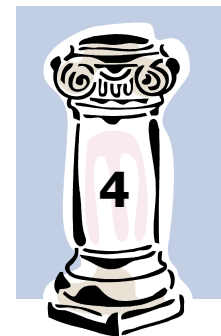
Early Interventions

- Annual medical exams (e.g. mammograms, prostate exam)
- Immunizations/flu shot
- Diet/nutrition assessment
- Health Risk Assessment



Way of Life

- Healthy lifestyle choices
- Disease or pregnancy management under doctor
- Alternative medicine
- Smoking cessation programs
- Rehabilitation physical therapy



Teaching

- CPR or first aid certification
- Blood donation
- Health magazine subscription
- Health seminars (e.g. stress management)



Employee Engagement

Wellness only works if there is high employee participation; that means lots of
of
hand-holding up front...a step by step process and lots of communication.



Wellness Committee Job Description

- Promote a culture of nutrition and physical activity
- Attend Monthly Meetings
- Work toward stimulating excitement about making certain award milestones
- Bring in input from respective departments
- Assist with implementation of group projects
- Work toward making BEK recognized as a leader in employee wellness



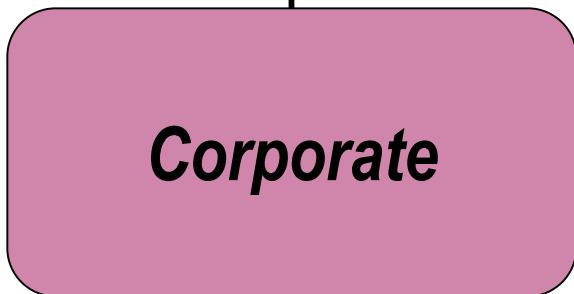
Wellness Committee Structure

Level 1



Level 2

Level 2



Level 3

- *DFW Wellness Comm.*
- *San Antonio Wellness Comm.*
- *Little Rock Wellness Comm.*
- *Albuquerque Wellness Comm.*
- *Houston Wellness Comm.*
- *Oklahoma City Wellness Comm.*



Corporate Wellness Guidelines

- Step 1: Clarify Goals of the Program
(Year 1: Awareness)
 - Step 2: Decide the Company's Level of Involvement
 - Step 3: Choose Employee Rewards
 - Step 4: Present Recommendations;
Coordination with vendors (e.g. American Heart Assoc., American Cancer Society, YWCA, etc.)
 - Step 5: Write and Communicate the Spirit of Program
 - Step 6: Prepare Materials
 - Step 7: Help Facilitate "Kick-Off"
-



Branch Wellness Committees

Level 1 Committee has oversight for the following wellness components:

 Kick-off schedule

 Awards Recognition

 United Healthcare Website Utilization

 Partner with YMCA, American Heart Association and American Cancer Society

 Monitoring Employee Feedback

 Periodic Awards and Recognition (e.g. biggest loser, smoking cessation, most miles walked, etc.)

 Wellness program highlights tied into “Special Spirit”

 First Year *Wellness Report Cards* designed for every location.



KEWL Corporate Kick-Off

- President's Letter (e.g. e-mails, payroll stuffer) announcing members of the KEWL Corporate Committee
- Solicit ideas from Branch Management
- "Kick-Off" Meetings and Training (e.g. The 6 Aspects of Wellness, presented by Millennium Wellness); Physical, Emotional, Intellectual, Spiritual, Social, Occupational
- Develop Partnership w/Marketing to Develop Promotional Collateral Material
 - Bi-Monthly Corporate Sponsored Wellness Newsletter
 - Wellness Intranet Employee Website (promoting United Healthcare Employee Website, MYUHC.Com)
 - Partnering w/GO Health Dieticians



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- **Distribute Employee Interest Survey @ Branches and have a drawing for those who participate, in “kick-off” activities:**
 - **YMCA**
 - **American Heart Association “Start-Heart Walk” Kit**
 - **American Cancer Society**



Incentives

- Prizes (Example: BEK Pedometer) or Cash / Incentives for encouraging the achievement of healthy behavior

- Reduced Membership at YMCA or other facilities

- Milestone Points Program
 - Reduction in Deductibles
 - Branch Luncheons



Example: Vendors & Costs

Elite Wellness: \$132 per employee per year; \$198 per employee per year

Program Management:

- Member Health Assessment
- Biometric Screening
- Clinical Compliance Risk Evaluation (Diabetes Protocols)
- Claims Data Tools
- Aggregate Risk Factor Reports
- E Newsletter
- Email Health Coaching
- Education
- Coaching (e.g. Individual Coaching (Phone and Email), Group Coaching, Open Coaching Workshops and Classes)

Alliance EAP: 21-25 cents per employee per month (aggregate population)

Training \$150 per hour

- Online access to website tools
- Wellness Coaching
- Dialogue on-line
- Online Employee Tracker Page
- Weight Management and Smoking Cessation

Millennium Wellness:

- Wellness Training
- Personal Coaching



Legal Issues & Program Considerations

- Informed consent from all employees that participate in the program
- Communicating to employees that they should consult with their doctor / trainer / nutritionist before starting any diet / exercise / weight loss program
- Providing a clear statement that employees assumes the risks of their wellness activities.



Legal Issues & Program Considerations

- Informing employees that they are protected under HIPAA (Health Insurance Portability and Accountability Act) and the ADA (Americans with Disabilities Act) which ensures that medical information that they voluntarily provide to HR will be kept private and, if it is medically inadvisable or unreasonable for the employee to attempt any standard of the program, that another method will be designed so that the employee can earn an equivalent reward.



Sabre Wellness Program Highlights

- ✓ *Programs are free and convenient*
- Programs are “new” innovative, tell me different things than what I hear during Oprah*
- ✓ *Executives participate in programs, and are more approachable*

- Seasonal Fit Challenges
- Winter Wellness
- Website contains all the program (including E-Learning module) and the point award associated with attending various events and activities.
- Three Levels of participation and incentives
 - **Level 3 (Basic Level):** Employees attend to regular doctors visits, screening, dental cleaning, etc.) and completing Level 3 allows employees to participate in other activities without additional costs.
 - **Level 3 (Silver Level):** program offers program/points, resulting in \$10.00 per month savings on monthly employee premiums
 - **Level 1 (Gold) program** offers program/points, resulting in \$20.00 per month savings on monthly employee premiums



Wellness Leaders



Telephone Interview: Director Level Employee

The neat thing is that the programs are free. It is convenient because the sessions happen over lunch and you can make time on your calendar to attend without having to try to find the time before or after work. In other words, the program is very family friendly. There are two sessions offered; 11-12 and 1pm – 2pm.

The program that I participated in is called **Natural Slim** – a 10 week program focused on weight management, but more importantly focused on other health issues that are impacted by weight problems such as pre-diabetic conditions (e.g. cholesterol, blood pressure, hypertension, etc.)






I've read almost every diet and weight management book at Barnes and Nobel, and what I really enjoyed about our classes is that the instructors were very energetic, very skilled, and I learned new things that I had never heard before (not even on Oprah).

The other benefit is that our executives regularly attended these sessions (e.g. most did not really need to attend because we have a pretty healthy group, many are marathon runners, and physically active) and its nice to see them in another setting where they are participants (just regular folks). They are visibly supportive. And when you are in the sessions, its comfortable in that you know people are not being judgmental about where you are, or what your goals are.



Wellness Program Employee Interest Survey

Example of Typical Questions

-  If I had a 5 minute break, I would use it for personal activity with my current state of health – like stretching, yoga, or walk-if there were a place to do it.
-  I am satisfied with my current state of health.
-  It is hard for me to get as much exercise
-  I regularly smoke cigarettes
-  What would be your preferred way to receive information about activities, health topics (e.g. a dedicated bulletin board, weekly e-mail tips, lunch and learn's, other?)



Wellness Program Employee Interest Survey

Example of Typical Questions



If you could participate in a lunch and learn session, which of the following areas would you be interested in:

- Weight management
- Starting a walking program
- Nutritious cooking tips
- Tips for increasing physical activity
- Men's / Women's health
- Coping with stress
- Starting a physical activity program
- Parenting tips

Wellness Programs on Steroids



- Free lunch and dinner prepared by gourmet chefs
- On-site doctor, Hair stylist, Shuttle service
- On-site services: oil changes, car washes, dry cleaning, massage therapy, fitness classes, Bike repair
- Flexible savings accounts for dependant care
- On-site child care or reimbursement to parents for child care related issues several times per year