

5 steps

to creating a successful
wellness program

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2/3 of employers

Say employee poor health habits are the biggest challenge to managing cost

**5-10% decrease in
productivity**

Be realistic

Why invest in
employee health?

Be committed

**Create a culture of
wellness**

DO

- ✓ Evaluate culture
- ✓ Partner with employees
- ✓ Include senior management

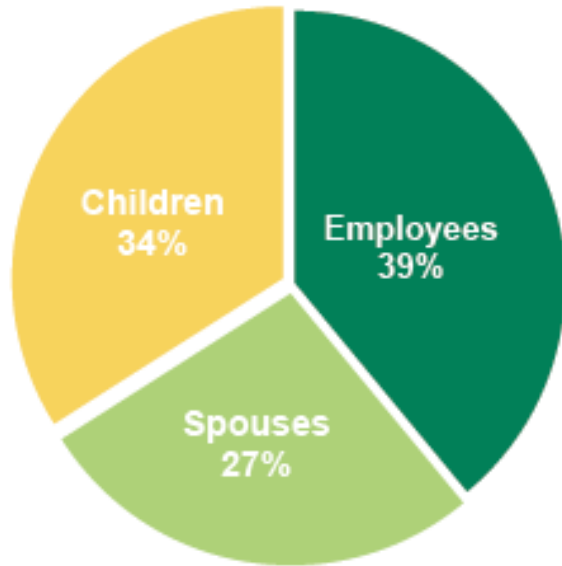
DON'T

- ✓ Rush into a wellness program
- ✓ Launch without support
- ✓ Forget to secure management buy-in

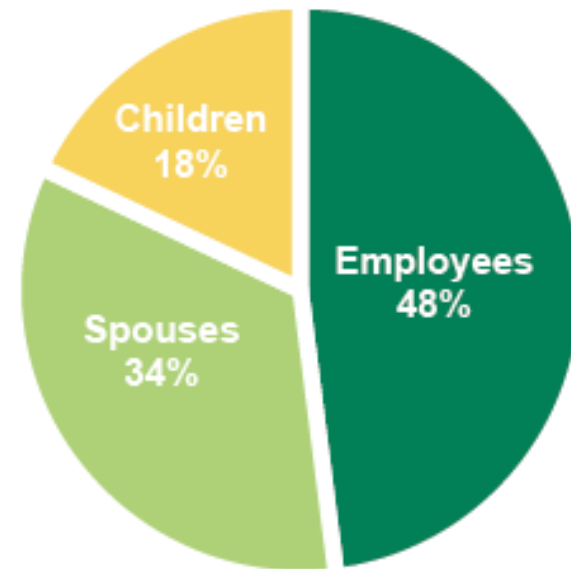
Assess the health needs of your population Identify what is driving health care costs Assess the health needs of your population **Identify what is driving health care costs** Assess the health needs of your population Identify what is driving health care costs Assess the health needs of your population **Be focused** Assess the health needs of your population Identify what is driving health care costs Assess the health needs of your population Identify what is driving health care costs **Assess the health needs of your population** Identify what is driving health care costs Assess the health needs of your population Identify what is driving health care costs Assess the health needs of your population

Identify who is driving costs

% of total members



% of total claims costs



Tactics

- **Education awareness**
- **Behavior change**
- **Motivators**
- **Benefit design**

DO

- ✓ Be creative in identifying free activities
- ✓ Keep it simple and straight forward

DON'T

- ✓ Assume you need a large budget
- ✓ Build a complicated program
- ✓ Confuse participation for engagement

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Get a pulse

- **Health Risk Appraisal**
- **Readiness to change**
- **Interest surveys**
- **Biometric screens**
- **Satisfaction surveys**



DO

- ✓ Focus on concerns of the majority employees
- ✓ Stress personal health information is kept confidential

DON'T

- ✓ Select programs that aren't relevant
- ✓ Forget to address employee privacy

Communication, don't leave people unsure
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initiative, do position the wellness p
something much bigger. Communication
people unsure of how the program
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something much bigger. Communicatio
people unsure of how the program

Communicate

DO

- ✓ Communicate consistently and often
- ✓ Position the wellness program as something bigger

DON'T

- ✓ Leave people unsure of how the program works
- ✓ Position the wellness program as a human resources initiative

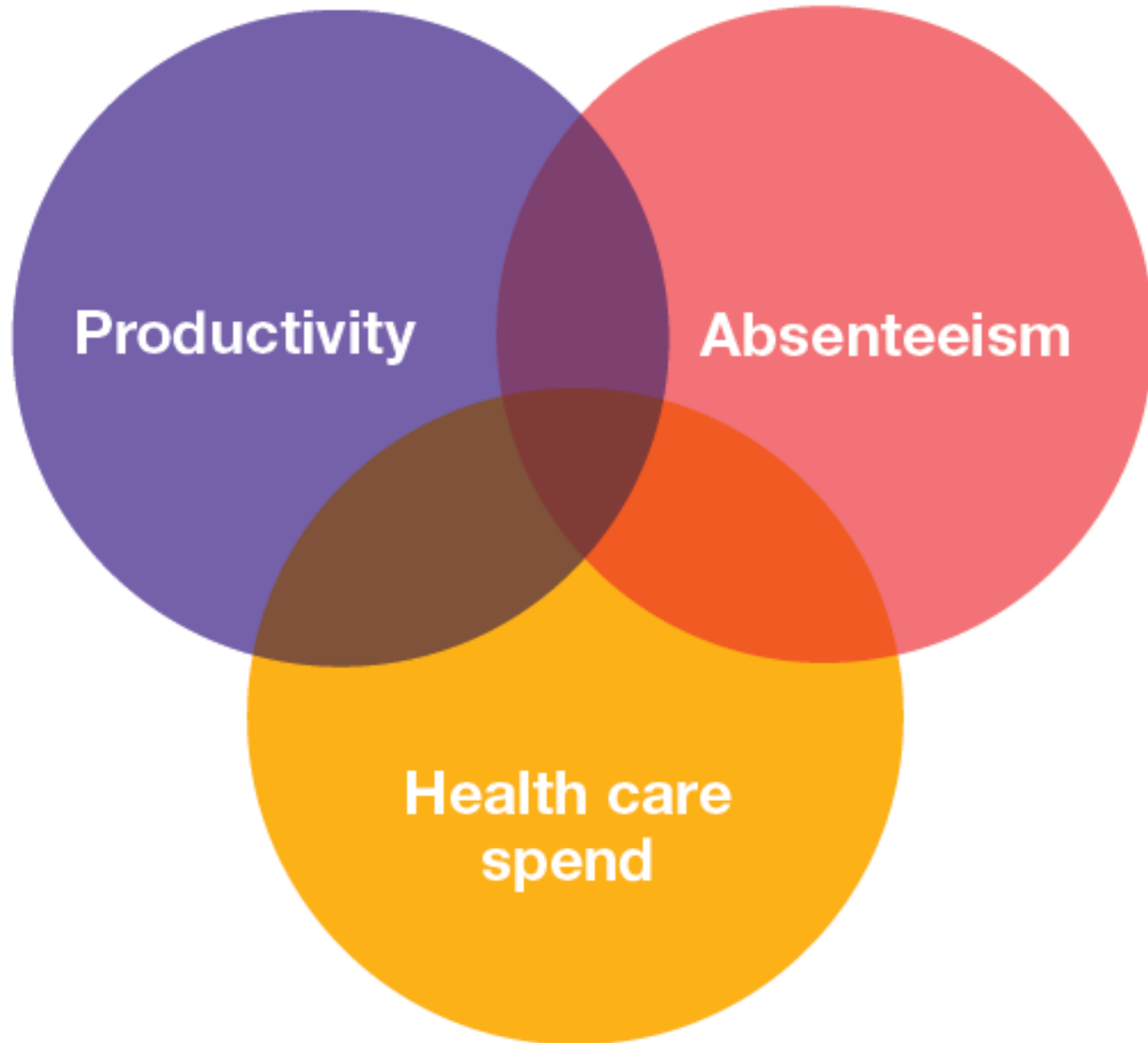
Review participant satisfaction Evaluate program outcomes Track health risk change over time Estimate avoided costs Determine your return on investment

Be informed

Review participant satisfaction Evaluate program outcomes Track health risk change over time Estimate avoided costs Determine your return on investment

Capture the story

Measure outcomes

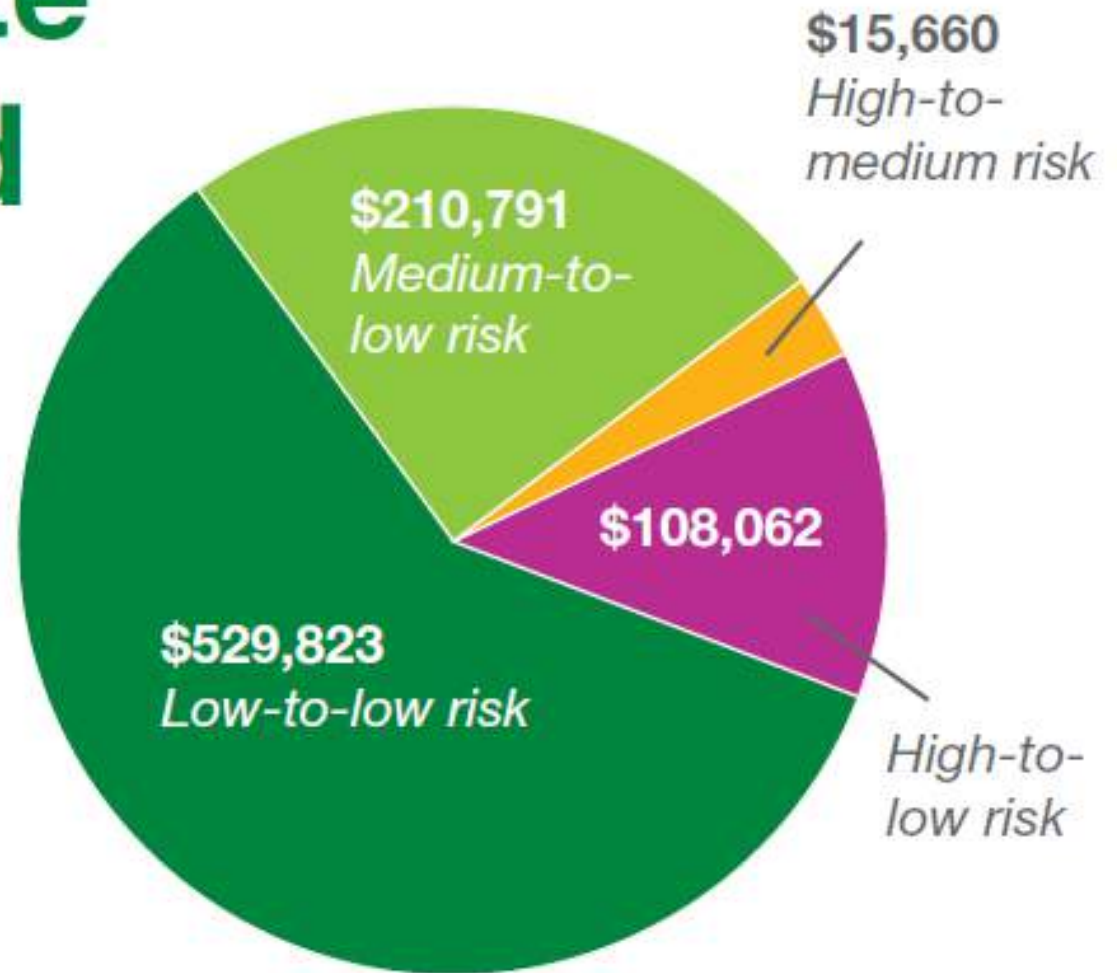


Productivity

Absenteeism

**Health care
spend**

Estimate avoided costs



DO

- ✓ Have realistic expectations
- ✓ Look at the bigger picture
- ✓ Collect data on employee health status
- ✓ Run regular reports and assess your program

DON'T

- ✓ Build a wellness program to simply decrease costs
- ✓ Don't stop the wellness program because it hasn't saved millions
- ✓ Put your wellness program on autopilot
- ✓ Don't view data collection as unimportant

“Considering the impact health status has on organizational performance, employee wellness is a critical factor to an organization’s short and long-term success.”

Healthy Workforce 2010 & Beyond

THANK YOU.

PriorityHealth 