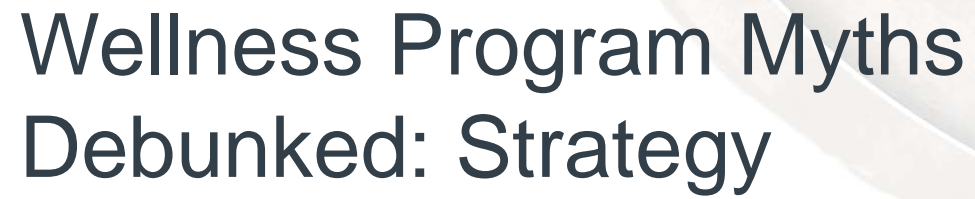


The Hylant logo is positioned in the upper right corner of the slide. It features the word "HYLANT" in a serif font, with the "H" and "Y" being significantly larger than the other letters. The background of the slide is a light blue and white abstract design with curved lines.The main title of the presentation is "Wellness Program Myths Debunked: Strategy", displayed in a large, bold, black sans-serif font. To the left of the title is a vertical line with a small black square containing a white geometric pattern.

Michigan Wellness Council  
Mary Jo LeFevre, CEBS  
March 21, 2018

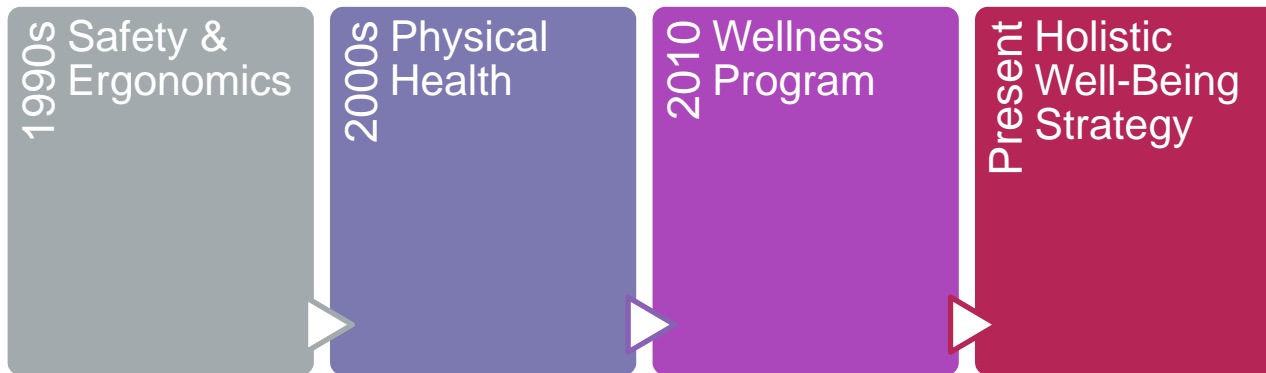


Myth: Wellness  
Programs don't work

Challenge: How are  
you defining success?



## Evolution of Health & Well-Being





## What's Your Reason?

There are many reasons employers offer a health and well-being benefit.

Improve morale

Attract &

Help employees

Retain

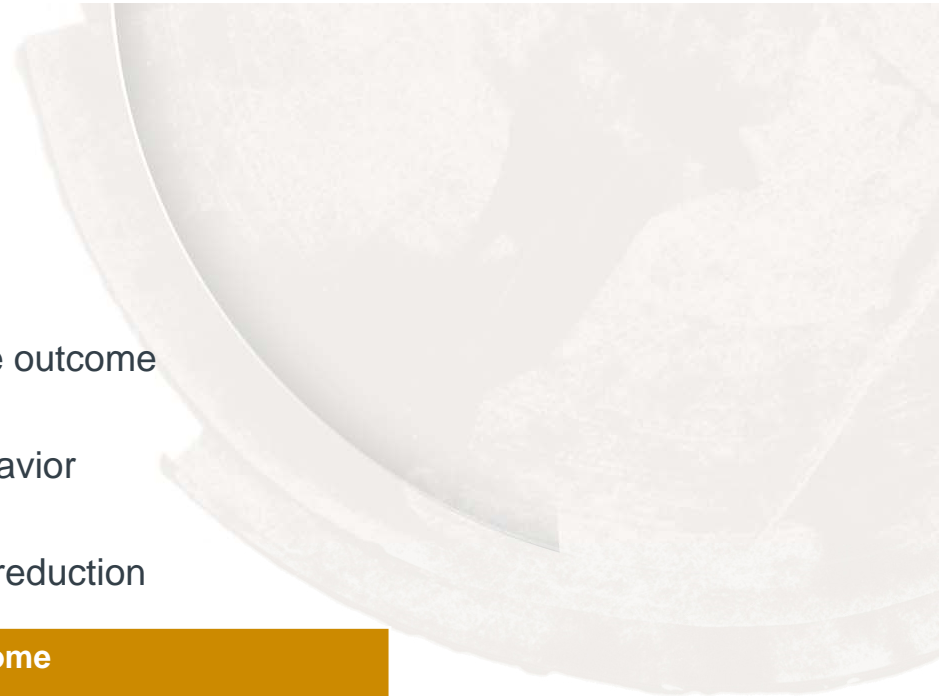
Improve Health



## Misguided Expectations

- What do you expect?
- Ensure to align intervention with appropriate outcome expectations
  - Outcomes-based screening alone  $\neq$  behavior change
  - Tobacco surcharge alone  $\neq$  tobacco use reduction

Intervention	Appropriate Expected Outcome
Biometric Screening	Increase in individual health metric awareness
Incentive/Reward	EE temporarily motivated to try new behavior or program
Health Coaching	Progressing in state of contemplation for specific health behaviors





## Don't Forget about (or ignore) Culture

“Culture eats strategy for breakfast” – Peter Drucker

- Culture strongly impacts the success of a well-being strategy.
- Culture will help or hinder your program.
- Top leadership and manager support are key.



## Strategic Approach

Ask the right questions....

- Why do you want to do wellness?
- What do you want to see change?
- How will you measure success?
- Who will lead the effort?
- Will leadership and management set an example?



## Strategic Approach

SEGMENT	INTERESTS	BARRIERS TO PARTICIPATION	STRATEGIES
Engineers	data, performance, introverted	lack of credibility, personal benefit	Biometric assessments (bodyfat, grip strength), age/gender results, internet promotion
Nurses	reading, adequate breaks, more money	Intimidated, need courage, overworked, expected to stay in units	Advisory committee, massage, self-esteem videotapes, NoSweat Programs, healthy snacks
Males Age 30-49 (hourly)	softball, auto racing, deer hunting	No time or interest. Fear of unknown. Pride. Wants to be left alone.	Find commonalties; Eat to Stay Awake; Cafeteria Savvy Tours; Indy 500 Tickets; Venison recipes
Diversity Issues	Cancer versus CVD; family pride	No interest. Sensitivity to family.	Link CVD risk info with Cancer Seminars; Brain Attacks
Females Age 30-49	body shaping; children's issues	No time, lowfat snacks, low confidence	Female Advisory Committee, Parent-Teacher-Child Workshops, body image seminars, nail/manicures
Females Age 50-59	eldercare; Eating for One	No personal benefits; courage	Shopping/Gift certificates; Vitamins & Herbs; Arthritis Exercise; "Theater" Workshops
Executives	golf, energy, eliminate pain	No access or availability	Golf/ski/Tennis Conditioning; Travel FitKits; Golf shirts





## Strategic Approach

Take a step back.

Build a realistic strategy.

Understand your population and take small steps to create an environment where people want to work and they are supported in their health & well-being.

- If you didn't realistically define success before you implemented your wellness program/strategy, is it fair to claim they "don't work"?
- Is healthcare claims cost your only unit of measure?

There is not one strategy that will work for every company. Changing behaviors takes time and strategic, intentional planning.



Questions?

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