



HEALTHWORKS

By Carolinas HealthCare System



EMPLOYER'S GUIDE FOR

Better Employee Health

A healthy, thriving workforce makes for a more profitable business. Look inside to learn how investing in workplace health programs benefits employees and employers.



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1 Why You Should Invest in Workplace Health

Employee Health is a Smart Investment

For every dollar invested, employers save on direct and indirect costs



Source: 2014 Rand Program Study

A Competitive Advantage for Employers

According to the 2015 Willis Towers Watson Global Research Summary, top priorities of employers investing in wellness programs include:



2 How to Get Started

Successful workplace health programs begin with a solid plan. The HEALTHWORKS team collaborates with you every step of the way to create and execute a comprehensive and customized program for your organization.

Follow these steps to develop a workplace health strategy:

1. Gather employee health data through a HEALTHWORKS biometric screening event, which includes a health risk assessment.
2. Set the vision, goals, budget and measurable objectives.
3. In collaboration with the HEALTHWORKS team, decide which programs or interventions make the most sense for your employees and their dependents.
 - a. Key programs could include health coaching, chronic disease intervention, smoking cessation and weight management.
4. Design an incentive program to encourage participation.
5. Address workplace policies and the environment to ensure a supportive and healthy culture.
6. Present plan and get buy-in from leadership.
7. Set a realistic timeline for implementation and evaluation of program.
8. In collaboration with the HEALTHWORKS team, develop a comprehensive marketing and communications strategy, including promotional materials, access to MyHEALTHWORKS portal and newsletters to help drive engagement.
9. Develop formalized reporting or tracking to measure the program's progress and outcomes.
10. At end of the program cycle, evaluate outcomes and make adjustments to the plan as needed.

Key Factors for a Successful Workplace Health Program

1. Develop a Strong Foundation



Create and implement a realistic health and productivity strategy that aligns with the organization's priorities, reflects your organization's unique challenges and integrates every aspect of health and productivity.



Gain the commitment of senior and middle management, securing resources and a sufficient budget.



Incorporate a strategy that supports multi-year evaluation of the workplace health program and provides employees with an array of choices.



Dedicate sufficient time to see results: years ... not quarters.



Offer a multi-tier, simple and customized incentive plan to boost program participation and increase employees' accountability for their health.



Tie incentives to the activity. Financial incentives include health premium reductions, raffles, gift cards, paid time off/vacation days, cash, copayment reductions, flexible spending account credits, contributions to retirement plan, and health savings account contributions.



Employers across the US spent, on average, \$693 per employee on incentives in 2015, according to the National Business Group on Health.

2. Build a Culture of Health



Institute health-promoting policies, including no smoking in the worksite, requiring healthy foods at company meetings and allowing flex time for employees to exercise during the day.



Lead by example in a visible and sincere way by modeling healthy behaviors, encouraging employees to participate in on-site wellness programs, and helping them to eliminate or reduce stress.



Ensure that programs are legally and ethically compliant, including age, disabilities and HIPAA compliance.



Build employees' trust as the go-to resource or advocate for improving their health and well-being.



Identify employee health champions to help spread the message and encourage the program's reach.



Engage employees in establishing the focus and direction of the wellness program, to foster ownership and ensure that programs are aligned with their needs.



Consider creating a wellness brand that employees can identify with and easily remember.

Key Factors for a Successful Workplace Health Program

3. Develop a Communication Plan



Target communications to reach employees in ways they prefer through multiple channels that are personalized, inspiring and consistent.



Use key influencers and viral messaging to communicate through the company's social networks.



Ask or survey employees to provide feedback to ensure programs remain relevant.

4. Measure and Evaluate



Create a report by establishing a baseline, measuring progress against goals and adjusting programs for best results.



Change course if something isn't working; ask your HEALTHWORKS client service manager for suggestions.



Ask or survey employees to provide feedback to ensure programs remain relevant.

3 The Power of Incentives

Incentives are an important part of any successful workplace health program. They ensure maximum participation and engagement, leading to better outcomes and the greatest savings for your organization.

Four out of five employers use financial incentives to promote wellness.

73% Program participation rate for employers who used penalties or incentives.

40% Program participation rate for employers who used incentives.

20% Program participation rate for employers who do not use incentives.

Source: 2015 Incentives for Workplace Wellness Programs, RAND Corp.

Types of Incentives



Cash or gift cards



Paid time off/vacation days



Health premium reductions



Raffles



Contributions to HRA, HSA or FSA



Discounted gym memberships



Copayment reductions

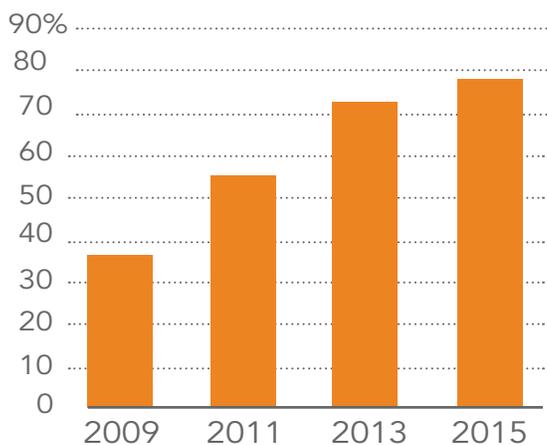


Novelty items (T-shirts, mugs)



Contributions to retirement plan

Percentage of surveyed companies offering financial rewards in health management programs.



Source: Willis Towers Watson 2015-2016 Staying@Work Survey

The Power of Incentives

Incentives in Action

- Obesity Society** — The Obesity Society compared the uptake of a telephone health coaching program among the 16,961 adult members of a nonprofit health plan who received financial incentives vs. the 974,782 members who did not. During the three-year follow-up period, **10% of the members with incentives began using the telephone health coaching**, whereas only 0.3% of those without the incentives did so.
Source: The Obesity Society Abstract Study: Do Financial Incentives Promote Uptake of Telephonic Health Coaching Within a Health Plan.
- Caterpillar Inc.** — Caterpillar Inc. reduces premiums by \$75 a month for employees who complete a health risk assessment; **up to 90% of eligible employees participate.**
Source: *The Wall Street Journal* 2013: Your Company Wants to Make You Healthy.
- City of Houston** — Houston city employees must complete three tasks in order to avoid a \$25 monthly payroll surcharge: fill out a health risk assessment; have a biometric screening; and either talk to a health coach, sign up for a program like Weight Watchers®, or get a screening such as a mammogram. As a result, **90% of employees have completed three of the tasks or more.**
Source: *The Wall Street Journal* 2013: Your Company Wants to Make You Healthy.
- Florida Blue** — At Florida Blue, workers can earn rewards of up to \$500. The firm's total staff with five or more health-risk factors has **decreased by half, to only 11%, since 2009; those with two risks or fewer now make up 59%, up from 41%.**
Source: *The Wall Street Journal* 2013: Your Company Wants to Make You Healthy.
- Johnson & Johnson** — Johnson & Johnson employees get \$500 off annual premiums for submitting a health profile. The company then uses the data to offer an additional \$100 to \$250 for participating in activities tailored to the employee, such as a diabetes management program. **The company says its return on investment is up to \$4 for every dollar it spends on employee wellness.**
Source: *The Wall Street Journal* 2013: Your Company Wants to Make You Healthy.

About HEALTHWORKS

Carolinas HealthCare System HEALTHWORKS teams up with employers to assess the healthcare needs of employees and their family members, and then develops customized programs that improve health and reduce healthcare costs, for everyone.

With more than 25 years of experience working with employers, HEALTHWORKS has proficiency with a wide array of industries - from legal and financial services to municipalities, educational systems, retailers and manufacturers.

As part of Carolinas HealthCare System, one of the nation's leading and most innovative healthcare organizations, our solutions are built on a foundation of the best clinical expertise, advanced infrastructure and invaluable experience.

To learn more about how HEALTHWORKS can benefit your business and employees, contact one of our sales representatives at **704-631-1299**.

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