



Reaching the Front-line and Beyond

H&W Strategies for Office, Field
and Home

Hands-on H&W Strategies

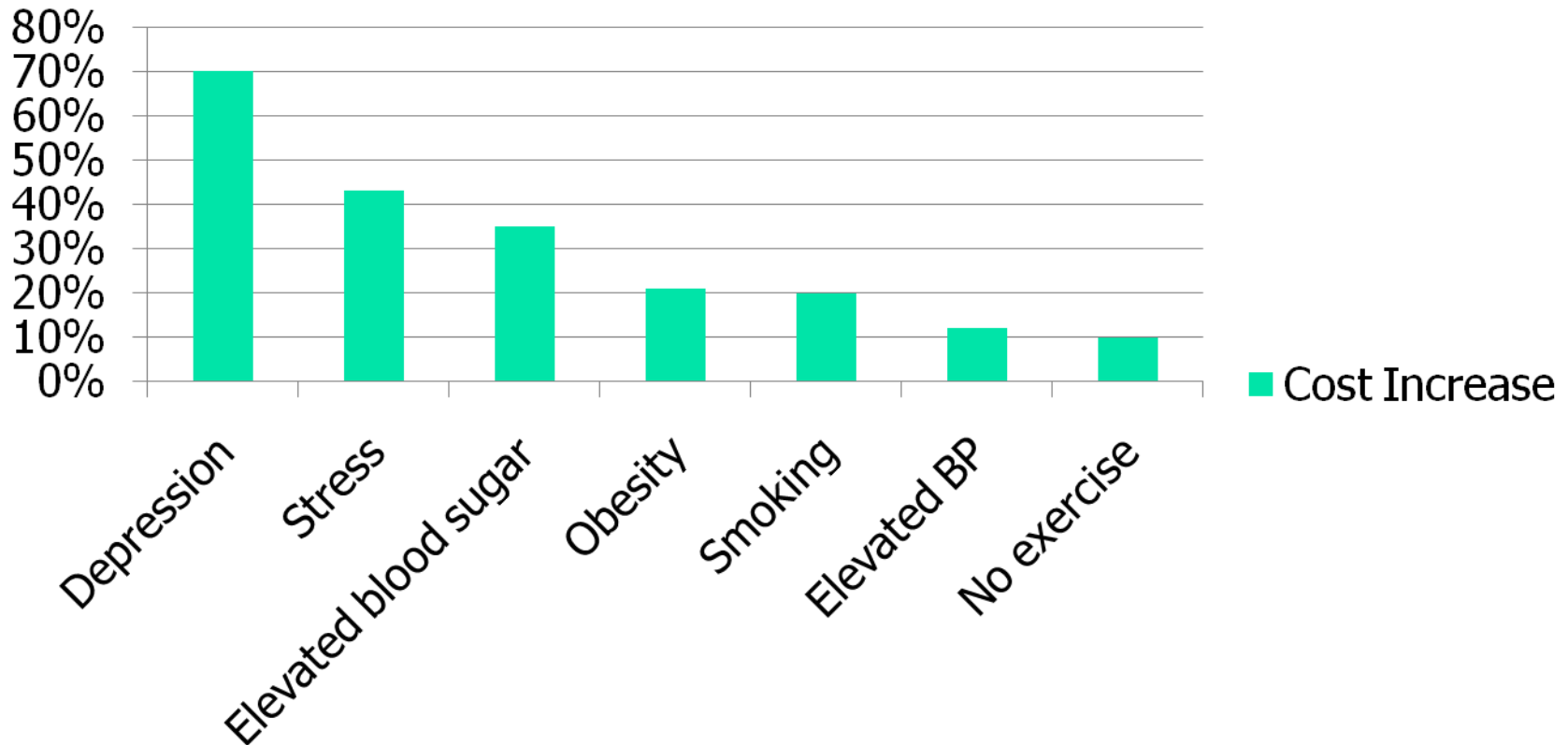
- Who-Workforce Demographics
- What-Setting Priorities
- Why-Looking for Trends
- When-Tailoring Strategies to Meet Needs
- How-Communication



What drives up Health Plan costs?

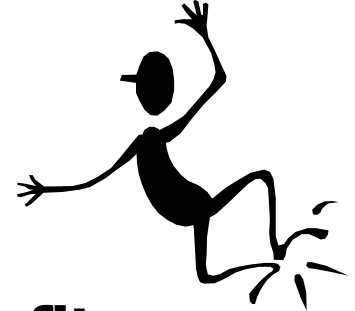
(Goetzl, Anderson & Whitmer-in Chapman, 2008-Art of Health Promotion)

Cost Increase



Top 10 Reasons to reach beyond the office to the field and home

- **10-Improve morale**
- **9-Decrease absenteeism**
- **8-Increased productivity**
- **7-Reduce health care premiums/benefit use**
- **6-Positive company image**
- **5-Increase job satisfaction**
- **4-Reduce Work. Comp/injury**
- **3-Reduce injury**
- **2-Increase employee loyalty**
- **1-Cost savings\$\$\$\$\$\$\$\$\$\$\$\$**

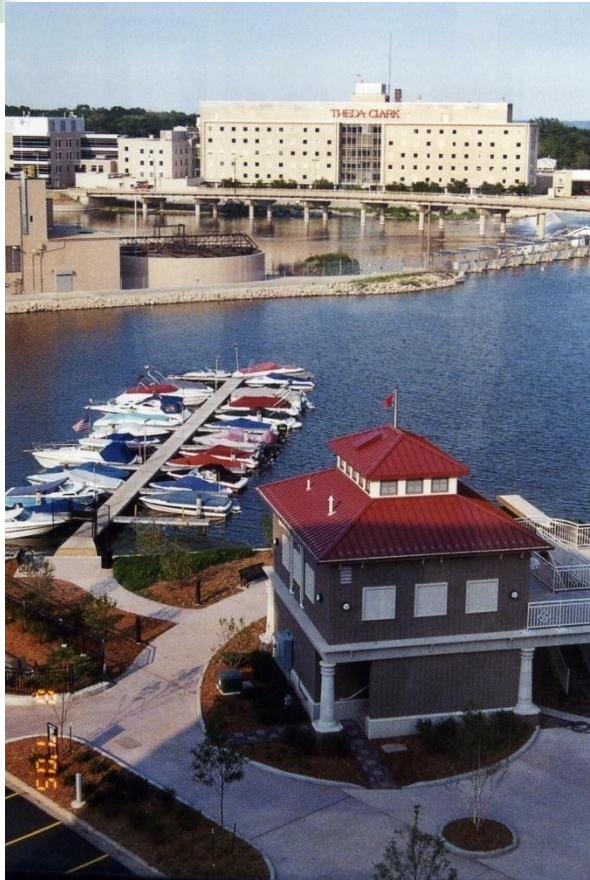




What's does the Roadmap look like?

- Administrative Buy-In & Leadership
- Measurable Goals
- Measurement Rubrics-Baseline data (secondary stats) & Dynamic data (HRA & presenteeism)
- Individual company risk stratification & appropriate action plans
- Sharing Best Practices
- Communication strategies & program enhancements (Internal & External)
- Effective utilization of outside resources
 - Participants
 - Health Plans/Health Care Resources
 - Community resources (YMCA, health clubs,etc)
 - Sustainability Experts
 - Alternative Care Providers

Customer Choice-Retail Health Care



- Principal Objective: Individualized approach to health care
- Subsidiary Objective-increase customer buy-in into health care purchases
- Mechanisms
 - Consumer driven health plans
 - Self-referrals
 - Increased competition in marketplace
 - Outcome measurement
 - Increased technology
 - Tailored plan of care-pharmaceuticals, genetics
 - Varied locations for care-Worksite/School/Retail
 - Increased reliance on technology-personal medical record, increased use of high-end diagnostic tools



+ and - of Aging Workforce

- More chronic disease
- Take longer to heal after injuries
- 6.9% of 55 to 64 have some medical impairment that limits work
- No significant decrease in IQ
- More productive
- Adapt to technology better
- Fewer unscheduled absences
- Younger workers=faster, older workers=more accurate



What about Gen X & Y?

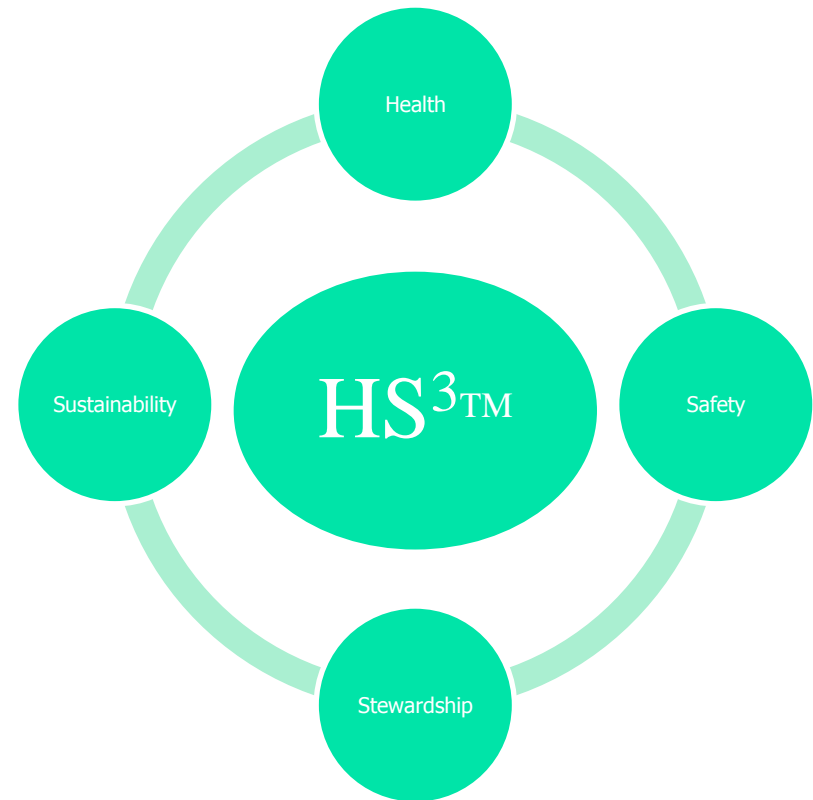
News to Know

- 1/3 of businesses are taking sustainability to the core of the firm
- 54% of employees feel confused over how environmental and social impacts are addressed, or they feel they are treated in silos
- 83% of companies have not fully incorporated corporate responsibility performance into business metrics
- 9 out of 10 employees link brand reputation to addressing environmental and social impacts
- 1 out of 2 employees feel their company is poor at communicating social and environmental concerns to stakeholders
- 75% of employees say their firms are not investing in corporate responsibility training
- Most employees want access to more education and resources on corporate sustainability, only 1 in 10 feel completely prepared

- Fresh Marketing, 2008.

How to Enhance CH Skills

- 1-Increase Awareness
- 2-Increase motivation
- 3-Provide opportunities to learn and practice skills





Strategies to Address the Triple Bottom Line: People, Planet, Profits

- Profitable businesses recognize the synergy of integrating business strategies around healthy people, healthy environment and healthy profits.
- Business practices that are good for the employee, the company and the environment create sustainable stewardship.
- The priority pivot point is develop strategies to link healthy people, healthy worksites and a healthy environment.
- Sharing best practices and developing metrics can lead to improvements in a synergistic approach to work environment, safety, wellness, sustainability (green) practices and stewardship /lean technologies to positively impact on business bottom line performance.
- Healthy people, healthy worksites and health-promoting “green” processes all intersect at the bottom line.



Major Trends Impacting Business & Our Community

- Aging Workforce/Aging Population
- Changing Market Segments-
Manufacturing to Service Shift
- Building a Career Portfolio vs.. One Lifetime Job
- Women in the Work Force
- Work-Life Balance & Productivity
- Green & Lean Initiatives

Increased Awareness i.e. Healthy Food Choices

- Online newsletters
 - Paper newsletters
 - What's on the menu?
 - Online health fairs
 - Workshops, lunch & learns, toolbox talks
 - Podcasts, webinars
 - Policies-vendors & suppliers
- **What is your organization doing on this topic?**



Health Care Consumerism-Basic Messages

How do you get these messages out?

- Employers' actual costs for providing HC-How does it affect your business?
- How do you get your employees to buy into the need to solve this problem together?
- How do you get your employees to understand the need to balance costs/benefits-less salary vs. more health care coverage?
- How do you educate your employees that
- > health risks=> health costs?



What strategies are you using to teach Core Consumer HC Skills?

- Identify symptoms & select home diagnostic test
- Identify and treat self-limiting medical conditions
- Know when to seek medical help
- Know which provider to pick & where



Core HC Consumer Skills

- Know how to prep for provider visit
 - Providing health history, including symptom
 - Write down ?s for provider
 - How to clarify follow-up steps-who, what , where when, how
 - How to evaluate care given
 - How to read medical bills
- Know if you need a referral from ins.

Only 12% of Adult Americans are Health Literate

- Weigh risks and benefits of treatments
- Calculate health insurance costs
- Fill out medical forms



"So, Doctor, based on this study, I'd advise starting drug therapy on Day 2 and hyperbaric treatment on Day 4. What do you think?"

Modifiable Risk Factors: Model & Mentor

Smoking/tobacco use
Drug/alcohol use
Overweight
Lack of exercise
Nutritional habits
High blood pressure
Diabetes
Elevated cholesterol
Work environment





Healthy People-Healthy Places-Healthy Profits

Educate your Employees-Low/no cost

- Employee Book
Swap/Reading Resources
 - Parenting, Health & Wellness,
Mental Health
- Access to published internet
H&W resources
- Encourage use of
community resources
- Onsite vendor services (i.e.
weight watchers, vending
machines, etc.)

Work Environment- Field & Office

- Safety insured-free of toxins, ergonomically friendly, etc.
- Free health sessions onsite
- Options for physical activity (i.e. Walking paths)
- Healthy food choices
- Health-promoting policies (i.e. smoke free environment)





Focused Strategies

- 1-Does your culture support health promotion?
- 2-Do you have in place safety programs that prevent workplace injuries & provide transitional duty, case management?
- 3-Do you manage health care costs through aggressive demand management strategies, prevention, screening?
- 4-Do you proactively manage/prevent mental health and AODA issues-policies, EAP, education?



Insuring Success of Health Promotion Activities for Older Workers

- Use active involvement-share experiences
- Address fear of failure
- Individualize programs-coach/trainers
- Capitalize on need for socialization
- Friendly competition
- Moderation is key to success
- Interest in financial strategies-link to other programs

Community Health & Safety

What we do inside our companies must translate to community action

Internal Focus

- Health & Productivity Management
 - Baseline and dynamic measurements
 - Promoting health of mind, body, spirit
 - Integrate wellness with training (AED's, living wills, lifestyle behaviors)
 - Communicate, communicate, communicate
 - Recognize & reward
- Partnering with Providers
 - Hold health plan accountable
 - Integrate work comp/ required screenings/safety with health promotion
 - Utilize EAP for training, promotion of mental health, stress reduction- other issues that affect presenters

External Focus

- Sustainable Community Lifestyles
 - Trails, Activate Fox Cities, Marathons, etc.
- Community Safety
 - Violence Prevention
 - AED's, Stroke Awareness
- Emergency Preparedness-disaster planning
- Legislation/Policies (Smoking bans)
- Infrastructure/Recreation
 - Parks, trails, YMCA's
- Community Safety Nets
 - FCCHC, TCCDC, Leavan, Harbor House, Emergency Shelter, YMCA, etc.

Sustainability and Stewardship-Reaching the Front

Promote Health & Wellness Line and Beyond

- Competitive first costs
- Reduce operating costs
- Optimize life-cycle economic performance
- Increase Productivity
- Improve recruitment & retention
- Preserve the environment
- **Because it's the right thing to do**





What has worked in your company to encourage employees to adopt sustainable lifestyles-at work at home and in the community?

Convenience

Value

Support

Fun

??????????????



The HS³™ 4-Point Test

1-Is this healthy?

2-Is this safe?

3-Will this protect and preserve our natural environment?

4-Is this the best use of our resources (people, financial, material)?

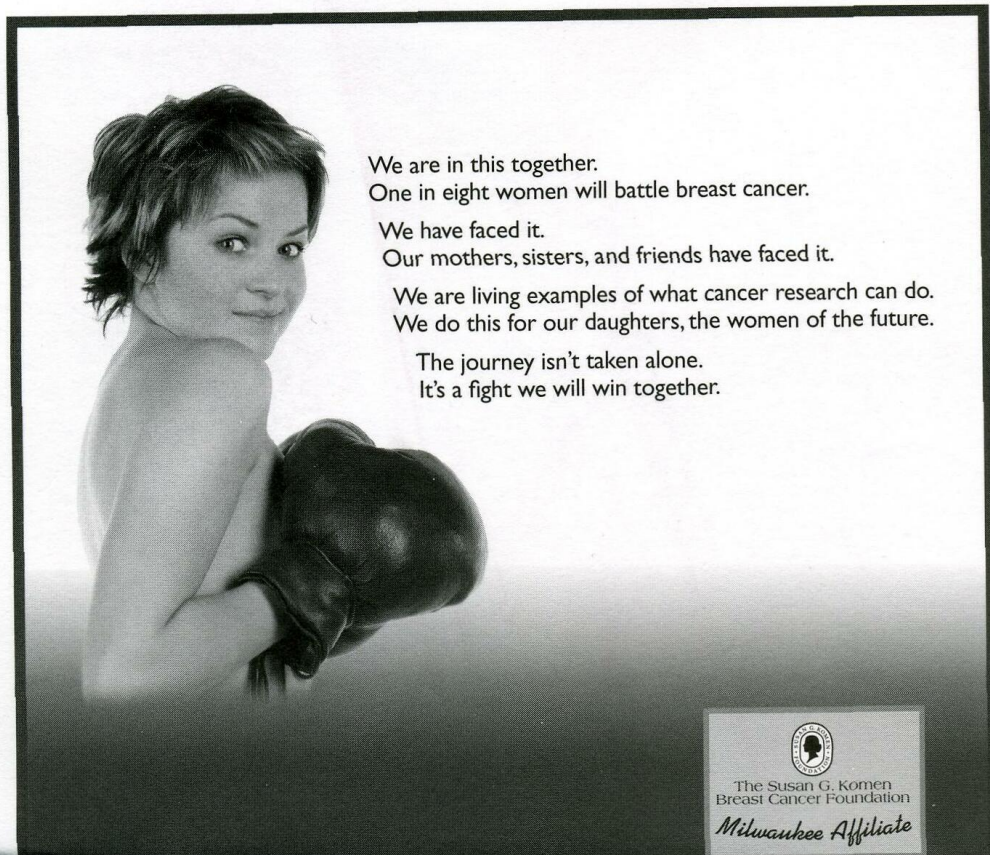




Managing the Safety of Workers

- Engineering solutions (workplace lighting, ergonomic assessments, adjustable stations)
- Selective work (fewer hours, flex schedules, matching job to the workers)
- Disease management
- Understand cognitive work models of older adults-promote job satisfaction/retention

Motivate/Reward Your Employees



Premium incentives

Reward educational efforts-i.e. firm "school", online attendance

Reward use of online decision tools

Inc. cost-sharing with health plan

Transforming Cultural Touch Points to Attachment Points

Rewards & recognition
Confrontation
Relationships
Modeling
Recruitment & Selection
Orientation
Training
Communication
Rites, Rituals, Symbols
Resources

- What strategies are you using to take maximize employee engagement in promoting their own health, wellness, safety?



Human Ecology



- Healthy People
- Health-Promoting Environments
- Healthy, sustainable business practices
- Stewardship- Changing the conversation