

FACILITATING PARTNERS IN WELLNESS

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Key Points

- Review Key Elements of a Wellness Program
- Explore Existing Internal Resources
- Understand Wellness Partner Expectations
- Brief Discussion of ROI
- Touch on Other Accredited Resources



Key Elements of Wellness Program Success

- Organizational commitment/Leadership support
- Operations/management support
- Effective screening and triage
- Easily Accessible/Variety of offerings
- Incentives/Rewards
- Communication within and with community
- **COLLABORATION OF VENDORS/RESOURCES/COMMUNITY**

Common thread when comparing published recommendations including Harvard Business Review, Edington, Coetzee, O'Donnell



Know Your Vendor Resources

- **Wellness Provider**
- **Health Insurance Carrier**
- **Financial Consultant**
- **Credit Union**
- **Broker/Consultant**
- **EAP**
- **Dental, Vision, Life**
- **Retirement Plan Advisor**

What Your Wellness Partner Should Do For You?

- Bring all resources together to enhance your program
- Design a program unique to your company culture and aligned with the health needs of your employees
- Provide the latest wellness programming
- Give you regular updates and statistical data
- Establish a wellness activity timeline for the year
- Promote and implement all of the programs and track engagement
- Report results and ROI



What Components Should Your Wellness Partner Offer?

- **Web Portal**
- **Biometric Screenings**
- **Health Risk Assessments**
- **Behavior Modification Coaching**
- **Tracking of Incentive Points**
- **Customer Service for Your Employees**
- **Dedicated Account Manager**
- **Regular Reporting**

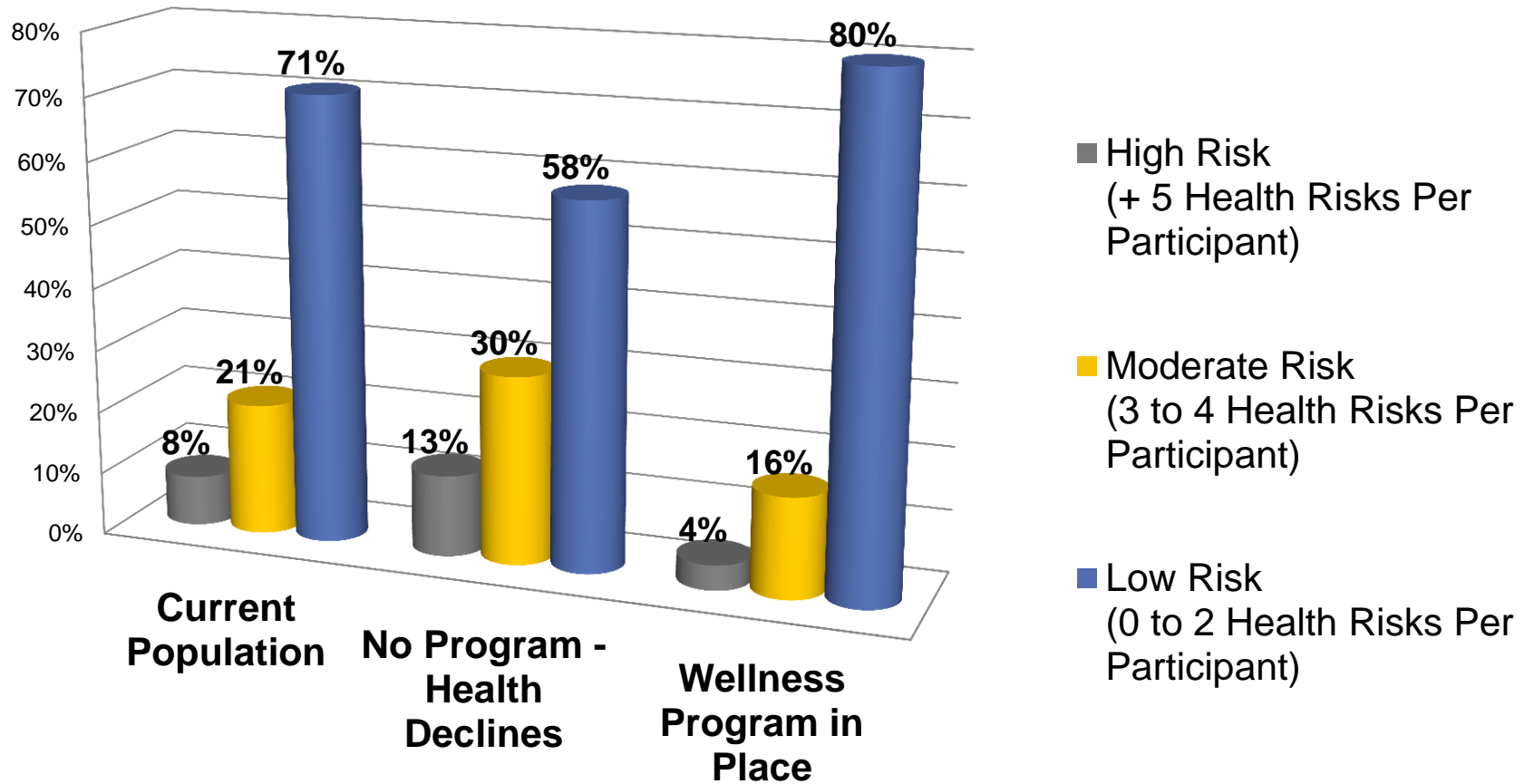
A word about ROI

- There are many theories on proving a positive ROI for your program. These theories usually include:

- Shifts in claims
- Health risk shifts
- Participation
- Engagement
- Indirect cost savings
- Absenteeism trends (extended leave)
- Workers Compensation trends



Impact of Wellness Program on Population Health



Graphic by WellAdvantage



Medical Cost Associated with Excess Risks

Medical costs per person per year:

Actual 2010 \$8350: Projected \$13,100 by 2018

\$1,500 - \$3,500 in **excess claims** for each additional health risk factor

0=\$2400

1=\$4000

2=\$5000

3=\$6500

4=\$7800

5=\$9000

6=\$10,500

7+=\$11,000

Source: Aldana, S. (2011, March). Measuring return on investment in workplace wellness initiatives. Presentation delivered at the University of Michigan Health Management Research Center Conference Wellness in the workplace. Aldana's Source: Dee Edington, Health Management Research Center



Indirect costs:

Research has documented that the *indirect costs* (e.g., Absenteeism, productivity) of poor health can be **two to three times** the direct medical costs.”

Source: Centers for Disease Control and Prevention, Partnership for Prevention. (2007). *Leading By*



Other Accredited Resources

- Government Resources: CDC
- State and Local Health Department
- Non-profits such as:
 - American Diabetes Association
 - American Heart Association
- WELCOA
- National Institute of Wellness



QUESTIONS

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