Live Well, Be Premier!
Creating a Culture of Wellness
Rising costs impacting employers and employees

*Health care today per Dr. Dean Ornish, Preventive Medicine Research Institute, Sausalito, CA
The 'flood' is bigger than just health care costs......

Total Costs of Poor Employee Health

- Health Care Costs: 65%
- Absenteeism: 16%
- Short-term Disability: 7%
- Long-term Disability: 9%
- Presenteeism: 3%

"The growing body of published research shows that health-related productivity costs consistently eclipse medical and pharmacy costs."

1 Edington, Dee and Burton, Wayne, in "A Practical Approach to Occupational and Environmental Medicine," by Robert J. McCunney; Lippincott, Williams & Wilkins, 2003 (Unpublished data from a large financial services corporation)

2 Loepke, Talitel and Richling, Journal of Occupational and Environmental Medicine, December 2007
Our commitment to transform organizational health

- Create a culture of wellness and healthy lifestyles
- Create a safe, healthy, enjoyable and caring environment
- Provide the education, tools, and resources needed to *live well* and *be Premier*
Our commitment to transform organizational health

- Encourage employees to learn about and take ownership of their personal health
- Help employees reduce "out of pocket" medical costs
- Showcase successful employees.
- Incentivize and reward for healthy behaviors
Holistic Wellness Program Design Framework

- Access to Healthy Resources
- Accountability for Personal Health
- Alignment to Meaningful Measures and Rewards

Healthy People, Healthy Organization

Health practices that can be shared across the membership, ultimately impacting the health of our communities
Objective: Ensure easy, everyday access to health and wellness resources

Education and personal health prevention:
- Biometric screenings and personal health assessments
- Lunch and learns and walk and talks with professionals
- Health forums and community information health fairs
- Online wellness connection boards
- Personal prevention and cessation programs
Access to Healthy Resources and Information

Objective: Ensure easy, everyday access to health and wellness resources

Exercise:
- On-site exercise room and instructor led classes 3 times per day
- Onsite spa and reflexology resources each month
- On-site and community sports leagues
- Walking and running clubs
- Discount memberships to health clubs
Objective: Ensure easy, everyday access to health and wellness resources

Nutrition:
- Onsite healthy food vendors
- Fresh fruit delivered weekly to collaborative areas
- Healthy options in all vending machines
- On-site Weight Watchers program
Accountability for personal health

Objective: Understand and improve accountability at the source for employees and Premier

Every person must know their health numbers:
- Annual biometric health screening
- Personal health risk assessment
Accountability for personal health

Objective: Understand and improve accountability at the source for employees and Premier

Make it personal:
- Personal health goals and health coaches
- Employee health plan choices – PPP/HSA
Accountability for personal health

Objective: Understand and improve accountability at the source for employees and Premier

Make it visible and competitive:
- Scorecards and visible metrics
- Competitions that employees can track and measure at the personal level and organizational level
Accountability for personal health

Objective: Understand and improve accountability at the source for employees and Premier

Make it real:
• Programs and contests aligned with real health improvements
• Financial reimbursements and awards for health improvements and healthy measures
**Objective:** Improve employee health while improving costs to employees and Premier.

Understand what is driving overall health care cost increases and focus programs to support.
Objective: Improve employee health while improving costs to employees and Premier

Connect the story of personal health to employee out of pocket costs

- Financial awards for annual personal health improvement and healthy measures
- Health plan choices – Increasing participation in Health Savings Account (HSA) plan
Alignment to meaningful measures and rewards

Objective: Improve employee health while improving costs to employees and Premier

Connect the story of organizational health to real employer costs
• Money saved is invested in health and wellness programs and incentive programs.
Objective: Improve employee health while improving costs to employees and Premier

Employee tracking and measurement through online tools
- Track personal steps walked
- Track health improvements – Biggest Loser campaigns
Incent the right things at the right time

2010 Be Well Bucks ($300)
- Biometric Health Screenings
- Health Risk Assessment

2011 Be Well Bucks ($300)
- Biometric Health Screenings
- Health Risk Assessment
- Quarterly Meeting with a Health Coach

2012 Be Well Bucks ($500)
- Biometric Health Screenings
- Health Risk Assessment
- Walk 500k steps quarter
- Screening Results within Healthy Ranges or 10% Improvement over previous year.

2013 Healthy Credits ($300)
- Screening Results within Healthy Ranges.
- Additional health challenges throughout the year

2013 Tobacco User Surcharge
- $50 monthly surcharge for tobacco users
Continuous learning and program adaptation

Adapt benefit plans to overall strategy
Align wellness program to Premier culture strategy
“Listen” to employee suggestions
• Annual wellness survey
Employee led wellness committee and programs
Continuous learning and program adaptation

- Fully engage community partnerships and stakeholder relationships
  - Carolinas Healthcare System partnerships and employee fairs
- Brand our program
  - Live Well, Be Premier
- Continuously raise the bar on information and rewards
- Make it visible, fun and exciting
Celebrate Premier

DIVERSITY
VALUES
WELLNESS

FUN
COMMUNITY
ENVIRONMENT
INCLUSION