How to Promote Wellness and 360° Health® Programs in the Workplace

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Ted Carter
Today’s Agenda

**Goal:** Learn how to promote wellness and available health programs in the workplace.

Today we’ll cover:

- Value of Wellness in the Workplace
- 360° Health Programs
- Low Cost, Easy Promotional Ideas
- Resources

Healthy employees = healthy businesses.
Good Employee Health is Good for Business.

The health of your business depends on the health of your employees. It’s an investment you make every day.

- 30% of the population consumes 90% of health care resources.¹
- 50% of total medical spending can be attributed to health behavior costs.²
- A national study of health and wellness programs that included 370,000 employees found a 27.8% reduction in sick leave.³

Anthem will lead your business and employees to better health. We deliver measurable results and real value – today and tomorrow.

¹ Source: 2005 Internal Data
² Source: Milliman Medical Index 2007

Healthy employees = healthy businesses.
What is wellness?

**Employees say:**
“Feeling good and living my life without interruption.”

**Employers say:**
“Keeping employees healthy to increase productivity and reduce premiums.”

Source: WellPoint Customer Viewpoint Program
The situation:

We face a wellness crisis.

• More than half of all Americans live with one or more chronic conditions\(^1\)

• According to the U.S. Centers for Disease Control and Prevention, the majority of chronic diseases could be prevented through lifestyle changes\(^2\)

• Most adults will be overweight or obese by 2030, costing $950+ billion\(^3\)

• Productivity losses related to personal and family health problems cost U.S. employers $1,685 per-employee-per-year or $225.8 billion annually\(^4\)

• This loss in productivity represents about 20% of the payroll\(^4\)

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\(^1\) Trust for America’s Health, A Healthier America: 10 Top Priorities for Prevention, March 2008

\(^2\) National Center for Chronic Disease Prevention and Health Promotion, U.S. Centers for Disease Control and Prevention, March 17, 2009

\(^3\) Johns Hopkins Bloomberg School for Public Health

\(^4\) Watson Wyatt

Healthy employees = healthy businesses.
Poll #1

Chronic conditions such as diabetes and heart disease account for what percentage of our nation’s health care costs?

a. 40%
b. 50%
c. 65%
d. 75%

Source: Center for Science in the Public Interest, The Key to Affordable Health Care Reform: Better Health through Prevention, April 2008

Healthy employees = healthy businesses.
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The opportunity:

Healthy behaviors = healthy employees and businesses.

- Chronic conditions such as diabetes and heart disease account for 75% of our nation’s health care costs.¹
- 10-year savings through reduction in tobacco use = $190.5 billion.²
- Obesity costs employers $45 billion annually in medical costs and lost productivity.³

¹ Center for Science in the Public Interest, The Key to Affordable Health Care Reform: Better Health through Prevention, April 2008
² The Commonwealth Fund, Bending the Curve, December 2007
³ The Economic and Health Impacts of Obesity, Institute on the Costs and Health Effects of Obesity, National Business Group on Health, February 2009
Building a Culture of Health

Third-party research firm conducted telephonic surveys among company decision makers as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
<th>Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small companies</td>
<td>100 - 999 employees</td>
<td>200</td>
</tr>
<tr>
<td>Large companies</td>
<td>1,000+ employees</td>
<td>200</td>
</tr>
</tbody>
</table>

Respondents were read the following introduction regarding a Culture of Health:

“This study is about establishing or maintaining a Culture of Health at your company. You may already have certain programs in place to help employees make healthy lifestyle choices. For the purposes of this survey, please think about a Culture of Health as one in which your employees know that it is important to you/the company that they make decisions and behave in such a way as to help them be as healthy as possible.”

Healthy employees = healthy businesses.
Insight #1

Overall interest in a Culture of Health is very high, especially among larger companies.

Employer interest in building a Culture of Health

- 1,000+ Employees: 86%
- < 1,000 Employees: 78%
- Total Companies: 81%

Question asked: Overall, how interested are you in establishing or maintaining a culture of health at your company?

Healthy employees = healthy businesses.
Insight #2

Companies with a Culture of Health are more likely to have certain health-related initiatives in place

Adoption ratio of health programs and initiatives (COH companies vs. non-COH companies)

- Concrete corporate goals related to a COH: 2.1
- Internally publishable measurements of employee health: 2.1
- Formal wellness committee: 2.0
- On-site health coaching and classes: 2.0
- Disease Management services: 1.3
- Tobacco-free workplace: 1.1
- Preventive health services: 1.1
- Online access to health info and programs: 1.0
- A 24/7 Nurseline: 0.9

Healthy employees = healthy businesses.
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The opportunity:

When wellness programs are in place employees can change their lifestyles and improve their health.

Wellness Program Results*:

- Sick leave ▼ 27.8%
- Workers’ Comp claims ▼ 33.5%
- Overall health costs ▼ 28.7%

Overall, average ROI was $5 saved for each $1 spent.

*Based on a study of over 50 health and wellness programs that included 370,000 employees. Source: Proof Positive: An analysis of the Cost Effectiveness of Wellness, 5th Edition, L. Chapman, July 1, 2005
Healthy employees = healthy businesses.

Comprehensive Wellness Benefits – Fully Insured

Core Programs – Included in your benefits

- Care Management
  - 24/7 NurseLine
  - Future Moms
  - ComplexCare
  - ConditionCare
  - MyHealth Advantage
  - Healthy Lifestyles

Online Tools and Resources

- MyHealth@Anthem
  - MyHealth Assessment
  - MyHealth Record
  - Condition Centers
  - Online Community
- Specialoffers@Anthem
- AudioHealth Library
- Time Well Spent

Also Available – may incur additional charges

- ConditionCare: Support
- ConditionCare: Kidney
- MyHealth Coach
- Worksite Wellness
- EAP
- Pharmacy Benefit Management
- Staying Healthy Reminders
- Incentives

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The solution: 360º Health

ConditionCare

Helps employees manage high-cost conditions:

- Asthma
- Diabetes
- CAD
- COPD
- Heart Failure
The solution: 360º Health

Future Moms
Support for healthier pregnancies and deliveries.

• Participants identified through claims data and physician referrals
• Promotes healthier behaviors to improve birth outcomes
• Provides proactive intervention and support

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The solution: 360º Health

24/7 NurseLine

Toll-free employee access to trained registered nurses any time of the day or night.

- Includes proactive call-backs from nurses
- Helps employees make informed decisions about their health care
- Helps reduce time lost on the job
- Helps optimize costs of care

Healthy employees = healthy businesses.
The solution: 360° Health

ComplexCare

Proactive one-on-one support to help manage acute medical situations

- Support members with multiple, high-level care issues
- Help improve self-management of chronic conditions
- Empower members to improve their health and quality of life

Healthy employees = healthy businesses.
MyHealth Advantage

**Actionable and individualized messaging**

to members and providers about potential opportunities to:

- Improve health
- Optimize health care spending
- Avoid critical health issues

Healthy employees = healthy businesses.
The solution: Healthy Lifestyles Online

An online, **self-directed program** that provides tools and resources necessary to **support healthy behaviors**.

- Online health assessment
- Exercise and nutrition tracker to help monitor progress
- **Personal health improvement plan:**
  - Nutrition
  - Exercise
  - Self-Improvement
  - Family
- Discounts for alternative therapy service providers and access to a discounted fitness center network
- Points and rewards
- Turnkey marketing toolkit
Poll #2

What percentage of 360° Health program participants said they have more control over their health and/or their condition?

a. 28%
b. 57%
c. 89%
d. 94%


Healthy employees = healthy businesses.
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360° Health — The result:

Greater health and productivity, lower costs.

94% have more control over their health/condition\(^1\)
50% fewer missed days of work\(^2\)

<table>
<thead>
<tr>
<th>Medical Event</th>
<th>% Change</th>
</tr>
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<tbody>
<tr>
<td>Emergency room visits(^2)</td>
<td>▼ 32%</td>
</tr>
<tr>
<td>Inpatient admissions(^2)</td>
<td>▼ 20%</td>
</tr>
<tr>
<td>Inpatient days(^2)</td>
<td>▼ 7%</td>
</tr>
</tbody>
</table>

\(^1\) WellPoint Voice of the Consumer, 2008
\(^2\) Results are from a recent, 3-year internal analysis of diabetes, CAD and HF programs for CO and NV. For clients included in the study, service delivery began in September 2002. Asthma and COPD were added in 2007. (275,000 total members, 12,000 participating in Condition Management) Study Code: 1400750
Promotional Resources at Your Fingertips

Make sure your employees know the 360° Health programs available to them.

Go to http://group.anthem.com/360healthWest

Here you will find:
- Program posters
- Program fliers
- Email templates that promote programs
- Time Well Spent 2010 Promotional Calendar

Healthy employees = healthy businesses.
360° Health’s Time Well Spent

Time Well Spent is a resource available through 360° Health to help employers communicate and encourage healthier behaviors among their employees.

- A turnkey solution to help create a culture of health in the workplace and help improve the health of employees.
- A health and wellness promotional campaign designed to foster a culture of health (employees spend most of their time at work) and increase awareness of the need to change unhealthy behaviors.
- Tool kit to help employers educate their employees about healthy lifestyle choices that can help to improve their health.
- Part of 360° Health; just one component of our overall wellness strategy.

Healthy employees = healthy businesses.
Components of Time Well Spent

- Variety of **modules focused on health topics**
- Over 400 branded **member-facing pieces** that promote wellness
- Materials housed on **Web site accessible from anthem.com**
- **Print on Demand** solution through FedEx Kinko’s
- **Monthly E-blast campaign** to employers

Healthy employees = healthy businesses.
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Time Well Spent is available via a link on the employer landing page on anthem.com.

Select “Employers” and then your state.

http://www.anthem.com/timewellspent/

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Healthy Bytes

“Healthy Bytes” are short, positive bits and facts meant to motivate employees to make healthier changes.

Accessible on the main Time Well Spent web page

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Walking up stairs for one minute burns 9 calories.
(based on 150 lb. person).
http://www.healthstatus.com/calculate/cbc

150 minutes of exercise each week may help lower Type 2 diabetes risk by 58%.

Harvard School of Public Health - http://www.hsph.harvard.edu/nutritionsource/diabetes.html#references

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2010 Time Well Spent Wellness Calendar

A simple solution for better workplace health.

- Makes it easy to promote wellness content in the workplace on an ongoing basis.
- Provides a month-by-month guide to national health and wellness observances, such as American Heart Health month and National Cholesterol Education month.
- Includes hyperlinks to related materials from Time Well Spent and national health observance websites.

Healthy employees = healthy businesses.
Promotional Ideas

- Hang posters or fliers in common areas like the cafeteria, break room, stairwells or elevators
- Send quarterly or monthly emails highlighting one health program or a wellness article from Time Well Spent
- Provide fliers at Open Enrollment meetings, in your HR office, or on your company intranet site
- Highlight health programs in your company employee newsletter
- Add healthy bytes from Time Well Spent to emails from company executives
- Tape healthy recipes to the front of the break room refrigerator

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Ready to build your Culture of Health?

• **Start at the top** with senior management buy-in and executive communications

• Promote the **Health Assessment**

• **Educate employees** on available health programs and promote general health information (Time Well Spent).

• **Be supportive.** Incentives and rewards turn inspiration into motivation.

• **Measure success** and get employee feedback.

Healthy employees = healthy businesses.
Please join us for upcoming webinars

UPCOMING WEBINARS (All times 11:00 AM PST):
September 1: 24/7 Nurseline/Future Moms
October 6: How to Promote Wellness in the Workplace
October 13: MyHealth Advantage
November 3: Complex Care /ConditionCare
December 9: Anthem.com and the member experience

Register at http://group.anthem.com/360healthWest

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Thank you for Attending

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