Welcome

Today’s presentation will begin shortly.

In order to hear the audio for this presentation, please turn up your speakers or click on the “Info” tab above this presentation in the upper-left hand corner of your screen. The toll-free dial-in number and access code can be found under this tab.

All lines have been placed on mute. If you’d like to ask a question, please use the chat feature in the bottom right corner and send your question to “all panelists.”
Wellness on a Shoestring Budget

Wellness tools and grass roots ideas for employers at no extra cost
What Works in the Workplace

Real, long-term corporate commitment to wellness
  ▪ From the CEO on down
  ▪ Formation of Wellness Committee and Plan

Support and funding for wellness initiatives
  ▪ Budget item for the organization each year
  ▪ Multi-year focus is ideal

Continual Communications to employees
  ▪ Letters, emails, posters, intranet
  ▪ What best reaches the employee?

Variety of wellness programs to select
  ▪ Mix of fun, engaging programs
  ▪ Disease management should be included to manage high-cost members
  ▪ Include programs for those employees already doing things right!
Employer Guide to Promoting Wellness in the Workplace

Helps you and senior leaders start putting a wellness plan into action – step by step

- Build a wellness team
- Lay out a specific plan for your wellness campaign
- Set specific goals and objectives
- Develop a timeline
- Delegate roles and responsibilities
- Promote health and wellness ideas
- Begin communicating directly to employees
- Set up a wellness fair
- Evaluate your results

Available at timewellspent.anthem.com
Today’s Focus

1. Communication - Keep Wellness top of mind

2. Educate - Member Resources and Discounts

3. Walk the Walk - Wellness events in the workplace
Step #1
Communication is Key
Communication is key!

▪ Not just at Open Enrollment
▪ Consistent year-round health and wellness messages keep healthy living top-of-mind
▪ Anthem has tools that make it easy!

In 2008, an Alere study of an incentive program showed that at every incentive level, engagement rates increased the more the program was communicated.¹

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<th>Incentive Value</th>
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¹ Incentives and Other Factors Associated with Employee Engagement - Taitel, et al., Journal of Occupational and Environmental Medicine Volume 50, #8, August, 2008
A Health Assessment is a critical piece of any wellness plan.

Check out the MyHealth Assessment promotional kit available at http://timewellspent.anthem.com

All items are print-ready for immediate use.

- Employer guide
- Executive letter
- Employee Introduction Flier
- E-mail blasts
- Payroll stuffer
- Posters
Each month features a different health topic with links to relevant 360° Health programs and tools, as well as related authoritative resources.

Embedded links to access tools and resources

- Link to the American Cancer Society web site
- Links to learn more about related 360° Health and general resources

http://wellnesscalendar.anthem.com
Wellness Communication with Time Well Spent

Health topics found on Time Well Spent

http://timewellspent.anthem.com/
Low Cost Communication 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
**NEW! Condition Kits**

Digital magazine or “kit” includes step-by-step instructions for a 6-month educational campaign for employees. **Available on Time Well Spent!**

Eight health topics, including heart disease, diabetes, pregnancy, and high blood pressure.

Every month contains:
- Customizable email copy – For employers to communicate with employees
- Multimedia – Links to videos with information about the specific health topic
- Engaging activities – ex. potlucks, quizzes

Eight Topics Available

- Heart Disease
- Diabetes
- Hypertension
- Pregnancy
- Lung Disease (COPD)
- Allergies
- Migraines
- Arthritis

More Coming later this year!
What does a Condition Kit look like?

Front Cover

The road to good health

Employer Letter Example

Month 1:
Diabetes 101

Dear [RECIPIENT NAME],

We are excited to introduce our new health kit designed to help employees take control of their health and well-being. The kit includes resources and materials to support individuals in managing various health conditions.

Resources for Each Month

- [Resource 1 Description]
- [Resource 2 Description]
- [Resource 3 Description]

Employee Letter Example

Dear [RECIPIENT NAME],

As part of our commitment to your health and wellness, we are pleased to offer you the Condition Kit. This kit is designed to provide valuable information and resources to help you better understand and manage your health condition.

[Resource 1]

[Resource 2]

[Resource 3]
Doc Talk Member Webinars

These hour-long, member-facing webinars feature a Medical Director speaking on the hottest health topics in the headlines.

Encourage your employees to participate by registering at https://doctalk.webex.com

And mark your calendars for the rest of the 2012 series, including:

- August 15th – Are vitamins a magic pill
- November 14th – Healthy habits for healthy kids
Step #2
Increase Awareness on Member Resources and Discounts
Tell Employees about Discounts and Health Improvement Programs

Many employees want access to health programs and discounts. Anthem.com can help!

Anthem.com has innovative tools and resources to help members live healthier and get the best care possible.

Encourage employees to learn explore the website.

Check out the online demo at:

anthem.com/guidedtour

360°HEALTH® TOOLS

- Symptom Checker
- MyHealth Assessment
- MyHealth Record
- Special Offers
- Preventive Health Guidelines
- Lifestyle Improvement Centers
- Overview of 360° Health
- and more
Anthem.com: Discounts & Special Offers

Special Offers provides access to discounts on a wide variety of healthy living products and services.

Discounted products and services include:

- Maternity and baby needs, and self-help programs
- Weight loss programs and fitness club memberships
- Vision correction and eyewear, hearing aids, and teeth whitening
- Medicine and alternative therapy treatments
Anthem.com: Lifestyle Improvement Programs

Lifestyle Improvement Programs provide a personalized, engaging, and highly interactive way for members to address and improve each of the following risk factors at their own pace:

- Educational readings
- Planners and trackers
- Journaling
- Topics include: Exercise; Nutrition; Smoking Cessation; Emotional Health; Stress Management
#3 Wellness Events at Work: Walking the Walk
Healthy Competitions Suggestions

- Healthiest Loser
- Stairwell Challenge
- Walk at Lunch Team Challenge
- Don’t Drive to Work Challenge
- 32 oz. of water a day
- 5 veggies a day
- Complete a Health Assessment

Offer a small prize, a silly trophy, a premium parking space, or bragging rights to the winners.

The most important thing is to make it fun!
WalkingWorks Challenge

Turn Key Walk at Work Program:

- Employees go to BCBS WalkingWorks website to register and log activity
- Total population solution
  - Employee only or
  - Employee + spouse/domestic partner
- Targets participants at every exercise level
- WalkingWorks participants record steps or time and track individual progress through an interactive website.
- Tiered levels: beginner, intermediate, and challenging

Contact your sales representative for more details and to be set up
Other Ideas

Get employees moving
- Clean out an old office and put in some weights, DVDs or Wii Fit
- Create an outside path for walking or jogging – use MapMyRun.com to highlight the safe paths and note the distance
- Encourage people to take the stairs
- Provide protected bike parking

Encourage Healthy Goal Setting
- Have management share their health goals
- Celebrate when individuals achieve their goals

Make Healthy Updates to your Work Environment
- Go smoke-free
- Provide healthy options for lunch meetings, in cafeterias, and in vending machines.
- Start weekly “health hours” instead of happy hours where employees participate in wellness activities or health education
Ideas for small and large businesses

- **Hold lunch and learns** – invite a local hospitals, health clubs, non-profits, professors, doctors, dietitians, healthy chefs, or dentists to speak.

- Use the information from Time Well Spent to create and **distribute a wellness newsletter** or monthly email from management.

- Create an in-house **wellness library**.

- **Promote local events** – fun runs, health fairs, etc.
  Go even further by creating a company team to participate.

- Ask health related **trivia questions** at meetings and give a prize (See Time Well Spent for ideas).

- **Leverages resources** through the local health department.
More Creative Wellness Ideas

- On the first of every month place a **piece of fruit and a bottle of water** on everyone’s desk.

- Plan a **monthly healthy potluck** lunch using healthy recipes – make it a cook off and award prizes.

- Encourage participation in **local charity races** by sponsoring relay teams.

- Set aside a section of staff meetings for **wellness information**. Share a recent article from the local newspaper, or a personal success story of one of your employees.

- If you have a set number of sick days per employee, rename one a **“health day”** and encourage employees to schedule well visits and screenings.
Creative Wellness ideas continued…

- Start a Health and Wellness **Book Club**
- Tie **incentives** to participation in wellness and disease management programs
- Create a workplace **cookbook** and have employees submit their favorite heart-friendly recipes
- Partner with local **health charities** to present at a staff meeting in exchange for support from your business or employees for their next community event
Low-cost, Fun Ideas to Promote Good Health

- **Community Supported Agriculture (CSA):** Promote a CSA program to encourage employees to eat fresh fruits and veggies. They buy a share of a local farm and in return, they get part of the seasonal crops.

- **Discover new trails:** Map out local walking trails and highlight a new route or park each month.

- **Walk for a trip:** Employees walk to qualify for a raffle to win a trip. For example, employees have to walk 2,000 miles to be entered in a drawing for a trip for two to a particular budgeted destination.
Low-cost, Fun Ideas to Promote Good Health

- **Teams and sponsors:** Create teams to promote an active life and office rapport. Some ideas: hiking clubs, tennis teams and golf teams. Don’t limit your teams to sports. A crew of volunteers for Habitat for Humanity works too.

- **Fresh challenge:** Have your employees track how many fruits and veggies they eat. At the end of the week, give awards to those who ate the most.

- **Bikes:** Set up bike stands, with bicycles and helmets for your staff to share. They can ride the bikes for errands or to lunch.

- **Healthy recipe swap:** Twice a year, employees bring in a dozen copies of their healthy recipes along with the dish. Employees try the dishes and take a copy of the recipes they want.
What has worked for your company?

Please use the chat feature on the right side of the screen and share any details about programs that have worked in your organization.
Final Thoughts
How did it work? Track your results

When it comes time to size up your wellness program, you’re going to need proof that your plan is working and how it’s affecting your company’s bottom line.

- Track attendance of events and competition participation
- Conduct pre/post surveys to determine the value of the event and if people learned something new or plan to use the information
- Your wellness plan could have an impact on attendance, sick leave usage, and employee turnover
- Compare pre/post aggregate program results, biometric screening results, or health assessment results
- Communicate the results to participants, company leadership, and your Anthem rep!
Summary: What Works in the Workplace

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Thank You!

If you have further questions, please contact your broker or Anthem representative.

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