

AWARDS NETWORK™

awards worth remembering

MODERN WELLNESS INCENTIVE PROGRAMS:

Best Practices and Newest Trends

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WHY START A WELLNESS PROGRAM?

Rising healthcare costs

Low employee engagement

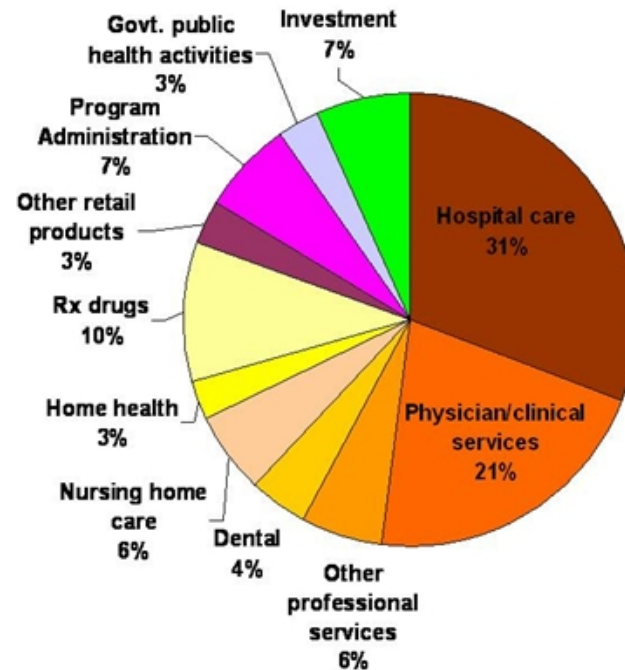
Increasing healthcare claims



RISING HEALTHCARE COSTS

- \$2.3 trillion in 2008, more than three times the \$714 billion spent in 1990
- Costs are rising due to aging population, chronic diseases, administrative costs and costs of technology and prescriptions

National Health Expenditures, 2008



Total = \$2.3 Trillion

Source: [Centers for Medicare and Medicaid Services, Office of the Actuary, National Health Statistics Group](#)

ENGAGING SURVIVOR EMPLOYEES



“Survivor employees tend to feel powerless, translating eventually to increased stress, decreased wellness, demoralization, absenteeism and lower productivity, all of which adversely affects employee retention.”

Source: About.com

FOR EVERY 100 EMPLOYEES...

- 60 are sedentary
- 25 smoke
- 20 are obese
- 27 have cardiovascular disease
- 10 have diabetes
- 50 have high cholesterol
- 24 have high blood pressure
- 50 are distressed or depressed



Source: [The National Center for Health Promotion and Disease Prevention](#)

START A WELLNESS PROGRAM TO:

Mitigate rising costs of healthcare

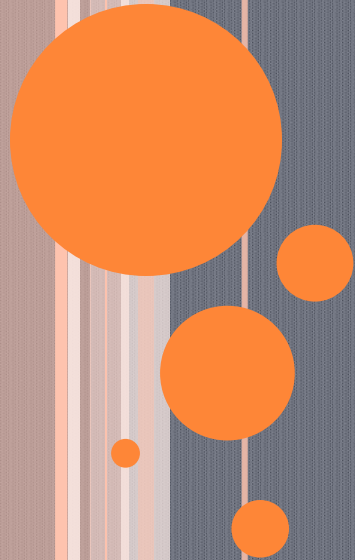
Increase employee engagement among survivor employees

Help employees reach their health and wellness goals while reducing healthcare claims

WELLNESS PROGRAM RESEARCH

Benefits and impact of prevention

Return on investment case studies



WELLNESS PROGRAMS AND PREVENTION



- Over 75% of healthcare claims can be attributed to an individual's lifestyle
- Education and incentives help reduce chronic diseases such as diabetes and cardiovascular disease
- One third of deaths each year can be attributed to tobacco use, lack of physical activity and poor eating habits

Sources: kaiseredu.org and CDC.gov

RETURN ON INVESTMENT

Within 3-5 Years, your ROI for every dollar invested:

- \$4 in reduced health care costs
- \$5 in reduced absenteeism

Source: HRM Magazine



RETURN ON INVESTMENT CONTINUED



- Increase productivity
- Reduce occurrence of absences and presenteeism
- Save on healthcare spending
- Boost retention

Sources: Forbes.com

BENEFITS OF EXERCISE

- **Controls weight**
- **Combats health conditions and diseases**
- **Improves mood**
- **Boosts energy**
- **Promotes better sleep**



Source: MayoClinic.com

WELLNESS PROGRAM ROI:

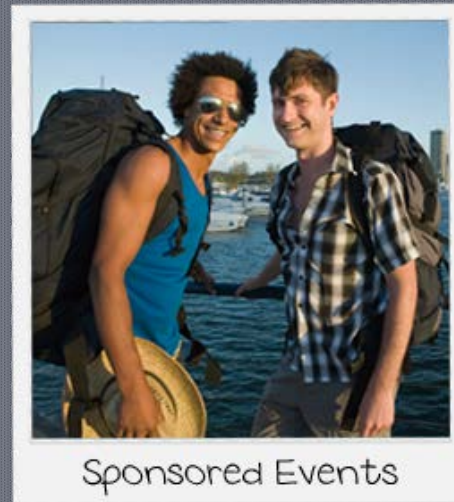
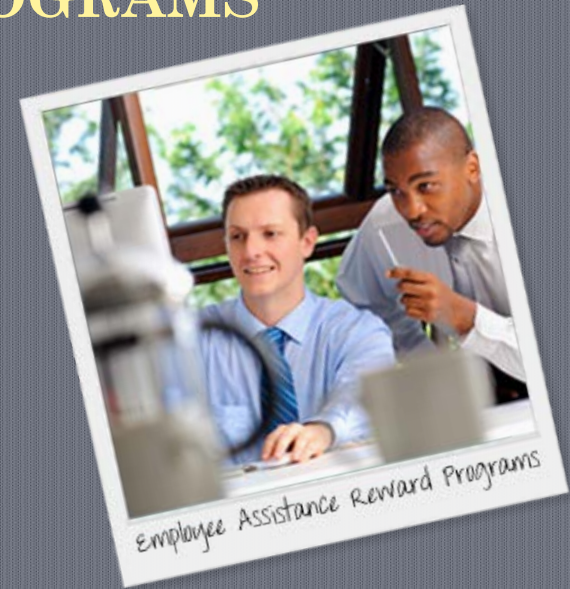
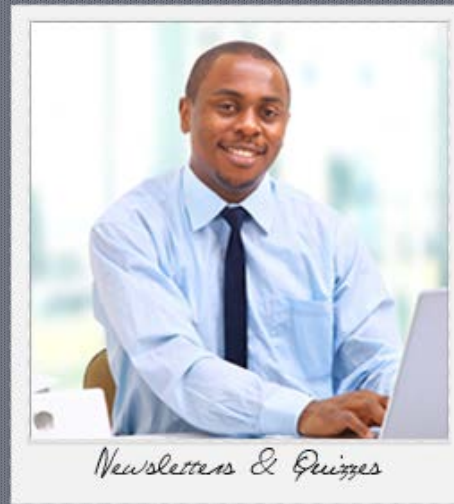
Wellness programs promote education and prevention

Invest in wellness to reduce healthcare costs and absenteeism

Achieve measurable results with an assurance of a positive ROI

Help make employees more productive and engaged

TYPES OF WELLNESS PROGRAMS



EMPLOYEE HEALTH & WELLNESS GOALS

- **Health Risk Assessment Awards** ~ Employees complete HRAs and earn a onetime wellness award.
- **Weekly Wellness Newsletters & Quizzes** ~ Participants of this wellness program receive a paper or emailed newsletter and then log into their company's online incentive program to take a quiz covering the wellness newsletter. Based on the number of correct responses or correct quizzes completed, employees can accumulate points to redeem wellness incentives.
- **Employee Assistance Reward Programs** ~ Participants have access to wellness and health related information, nutritional advice and opportunities for exercise. Individuals set their personal goals and earn rewards for reaching them.
- **Physical Activity/Sponsored Events** ~ Company sponsored walks/runs, brown bag lunches, planned promenades, blood drives, pot luck lunches, and other events are organized and participants earn rewards.
- **Team Health and Wellness Incentives** ~ Weight loss, smoking cessation, fitness, team sports and other goals are incorporated into team wellness programs. Participants earn points that can be redeemed for merchandise rewards.
- **Flu Shot Incentives** ~ Employees receive their annual flu shot in the late summer to early fall and earn a onetime award.

WELLNESS PROGRAM BEST PRACTICES

Form a wellness program committee

Gather employee feedback

Decide on rules for participating

Develop program communication

FORMING A WELLNESS PROGRAM COMMITTEE

- Give incentives for being a member
- Try to make members a balanced representation of employees and management
- Meet on a regular basis as wellness program is planned
- Decide how program is communicated and what goals to include
- Follow up on the program after it is implemented



GATHERING EMPLOYEE FEEDBACK



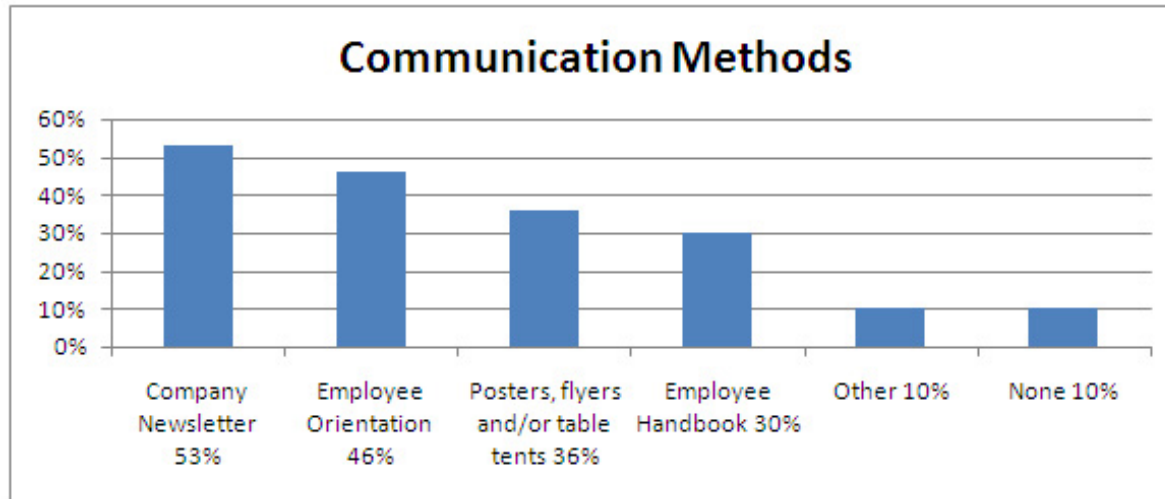
- What are your health and wellness goals?
- What can we do to help you reach them?
- What types of incentives would you like to earn?
- How would you like to select your rewards?

DECIDING ON RULES FOR PARTICIPATING

- Everyone in a company should be eligible
- People should be able to opt-in and not have to opt-out
- No penalties for not participating
- Make family participation an option for certain events



MOST COMMON WAYS TO COMMUNICATE:



Source: NAER Study, "Trends in Employee Recognition 2005"

Although HR is often tasked with communicating and administering incentive programs, an experienced program provider should assist in both areas.

COMMUNICATION SAMPLES



- Sign up Sheets
- Meetings/Training Sessions
- Emails
- Posters
- Flyers
- Membership Cards
- Monthly Statements
- Award Catalogs
- Greeting or Post Cards

COMMUNICATION BEST PRACTICES

- Look at who your audience is to determine what kinds of communications you should implement
- When in doubt, use a wide variety of media to reach a heterogeneous audience
- Highlight WIIFM in all communications
- Don't leave out employees who are new to the program or organization
- Use communication devices before kickoff, at start of program and while it is ramping up and then running

BEST PRACTICES SUMMARY

Create employee buy-in

Make the program relevant and worthwhile

Follow the laws in your state on participation

Communicate, communicate, communicate!

WELLNESS PROGRAM TRENDS

Program themes and titles

User generated content

Company generated content

Case Study

WELLNESS PROGRAM THEMES

- Can incorporate a company mantra
- Could reflect the industry the company is in
- Increases understanding and makes the program fun
- Applies towards all elements of the program to give it branding and recognition
- Lets people know right away what the program is about
- Gives employees an opportunity to name a program and vote on the final name

WELLNESS PROGRAM TITLES

- Hands up for Health
- Best in Class
- Winners Circle
- The Extra Mile
- Movers and Shakers
- Healthy Challenge 2012
- To Your Health
- Work 'n' Wellness
- Positively Healthy



Source: FitCityChallenge.org

USER GENERATED CONTENT-KNOWLEDGE CENTER

- Healthy meal ideas and recipes
- Tips
- Photos of employees at events
- Links to non-company sponsored events
- Local walking paths and biking trails
- Wellness news and links to wellness websites
- Exercise class schedules



ENTICING PARTICIPANTS TO CONTRIBUTE



Employees receive incentives for:

- Submitting content
- Having a certain number of votes
- Voting for content
- Having a submission selected for the company newsletter

COMPANY GENERATED CONTENT



- Free Newsletters from wellnessproposals.com
- Office Joke of the Week
- Recipes
- Topic of the month
- Sponsored event schedule and volunteer sign up
- Company team sports enrollment

WELLNESS PROGRAM TRENDS

Democratization of employee health and wellness

Making the program fun and enticing people to participate

Offering many different ways for employees and even their families to participate

WELLNESS PROGRAM CASE STUDY

Situation:

A design firm asked Awards Network to implement and administer a wellness incentive program to its 50 employees.

Solution:

Awards Network created a customized online wellness program. Once a month, employees were invited to take part in a brown bag learn and lunch followed by a 20 minute promenade. Throughout the wellness program, participants got in the practice of completing the annual HRA, reading the monthly newsletter and taking the quiz, cooking the weekly healthy meal idea and participating in various company sponsored events.

Benefits and Results after 3 years of the program:

- For every dollar that was invested, health care costs were reduced by over \$3.
- Employee engagement increased by over 20%.
- Absenteeism was reduced by 35%.