

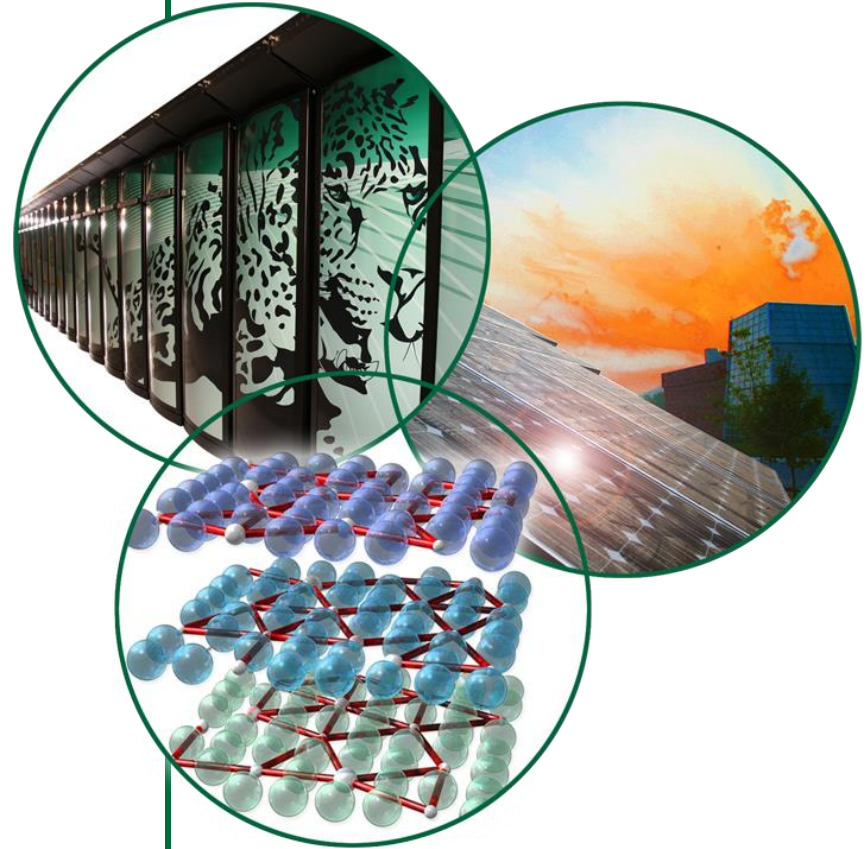
Implementation of a Comprehensive Wellness Incentive Program

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Wellness Program

Oak Ridge National Laboratory

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Joan Lawson- Bio

Joan Lawson currently manages the Wellness Program for Oak Ridge National Laboratory which includes oversight of an on-site exercise physiologist, registered dietitian and offering an array of wellness programs. These programs include the Health Assessment, Monthly Health Series, Reward Points Incentive Program, and HealthFest. She is certified by American College of Sports Medicine.

Joan lives in Knoxville, Tn. with her husband and enjoys flower gardening and playing golf.

Kathryn Cogar – Biography

- **Kathryn Cogar manages communications for ORNL’s wellness and benefits programs. She is a member of the program development team and coordinates activities such as the annual Benefits and Wellness Fair, which brings together 100 vendors and 3,000 employees to explore health and fitness opportunities in the community. Her ‘total immersion’ communications strategy includes the web, e-mail, posters and outdoor banners, and print to deliver a constant flow of information to employees. Campaigns include the Health Assessment, Open Enrollment, Health Series, Reward Points Incentive, HealthFest, and Financial Fitness seminars.**
- **Kathryn lives on a farm in Roane County, TN with her husband, 3 cats and 2 dogs in an energy efficient house they designed and recently completed.**

ORNL Wellness Program

Discussion Points

- Program Timeline
- Reward Points Plus+ Incentive Program
- Next Steps



ORNL Wellness Program Timeline

2003

Formed Wellness Committee

- Establish Program Focus (health care, absenteeism, trends)
- Current Program Review
- Program Design
- Identify Resources
- Health Care Plan Design

2004

Hired Wellness Coordinator

- Coordinate Current Activities (screenings, seminars, events)
- Integrate with Health Services
- Improve Communications
- Benchmarking
- Integrate w/ Benefits Fair

2005

Developed Strategic Plan

- Discussions w/ DOE
- Health Series Seminars
- Wellness Challenges (TN on the Move)
- Employee Awareness (HealthWise Handbook)
- Screenings & Assessments

2006

RFP for Wellness Vendor

- DOE Approval
- Selected Mayo Clinic
 - Web portal
 - Voluntary
 - Confidential, aggregate data only
 - Instant data
 - Demographics
 - Readiness to Change
 - Web-based Programs

2007

Pilot & 1st Health Assessment w/ Incentive

- Establish baseline
- Extensive communication
- Coordinate w/Open Enrollment
- Encourage biometrics
- Offer Incentive (\$20/month)
- Integrate HA data w/Disease Management

2008

2nd HA w/ Incentive

- Offer targeted educational programs
- Add Exercise Physiologist & Dietitian
- Develop Reward Points program
- Cohort Data
- Extensive communication

2009

Launch Reward Points Plus

- Add behavioral component
- Earn 750 points
- Take HA in Fall 2009
- Earn \$30 monthly incentive for 2010
- Integrate programming with Reward Points
- Extensive communication

A 3-year Wellness Incentive Strategy

Incentives are key to participation

• Surveys indicate that an incentive is necessary

Typical incentive	Level of participation
None	<20%
\$50 cash	43%
\$75 cash	44%
\$100 cash	46%
\$30–\$50 reduction in monthly premium	80%

• DOE contract does not allow cash incentive, but reduction of employee premiums is allowable

Yr	Activities
1	<ul style="list-style-type: none"> • Conduct Health Assessment (HA) to establish baseline (Fall 2007) • Encourage biometrics: Body mass index, blood pressure, cholesterol, glucose, triglycerides • Offer incentive (\$20 / month medical premium reduction)
2	<ul style="list-style-type: none"> • Conduct HA (Fall 2008) • Encourage biometrics • Offer incentive (\$20 / month)
3	<ul style="list-style-type: none"> • Conduct HA (Fall 2009) • Deliver behavior modification programs (on-site and on-line) • Offer increased incentive for HA & Program Participation (\$30 / month in 2010) • Measure return on investment

Expectations

- Program will pay for itself through employee premiums
 - Those who choose not to participate will cover the cost of the program
- 80% employee participation in all years
- We expect to see:
 - Reduction in health risk factors
 - Reduction in absenteeism and injuries
 - Increased morale and productivity
 - Positive trend for recruitment and retention
- All of these outcomes will help to contain health care costs



- Wellness programs generally take 3 years to demonstrate a positive impact on cost (typical inflation rate: 2–3%)
- Wellness Programs will improve quality of life for ORNL staff and their families

The Mayo Clinic Health Assessment and Action Plan

Search

Overview **Action Plan**

Printer Friendly: This section | All sections Larger Type

Health Indicators

- Results Summary
- Bibliography

Risks

- Blood Pressure
- Blood Sugar
- Cholesterol
- Exercise**

Strengths

- Alcohol
- Emotional Health
- Nutrition
- Tobacco
- Triglycerides

Not Accessed

- Safety
- Weight

Prevention

- Cancer Screening

Exercise

Results

You indicated that you're not currently getting enough exercise, but that you're preparing to exercise more. That's great!

Current Level
Some exercise but not enough

Recommended Level
Thirty minutes of moderate aerobic exercise on most days of the week.

Improve Your Lifestyle

Programs

Walk to Wellness
One step at a time, you can walk yourself to greater fitness. Join the Walk to Wellness campaign and discover how easy it is to add a fitness walking program to your daily routine.

[Start](#)

Fitness for Everybody
Here's your personalized approach to fitness! Get a tailored exercise schedule, use the interactive fitness log and sign up for motivational e-mails.

[Start](#)

My Tools [Customize](#)

Goals

[Add](#)

Active Goals
Keep track of your health goals.

Calendar

[Detail](#) [Monthly View](#)

< **June 2008** >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Exercise Tracker

Date: 06/04/2008

Minutes: [Add](#)

[Reset](#) total minutes
 this month
 this week

MAYO CLINIC **EmbodyHealth**
ENHANCE YOUR LIFE

[Mostrar en español](#)

MAYO CLINIC Health Assessment

- Take the Mayo Clinic HRA to learn more about your health and earn incentives

dollars. You may also be eligible for follow-up lifestyle coaching from a Mayo Clinic Advisor counselor, if offered. Don't miss this!

[I'm ready to take the Health Assessment!](#)

[No thanks, I'll take the HRA later](#)

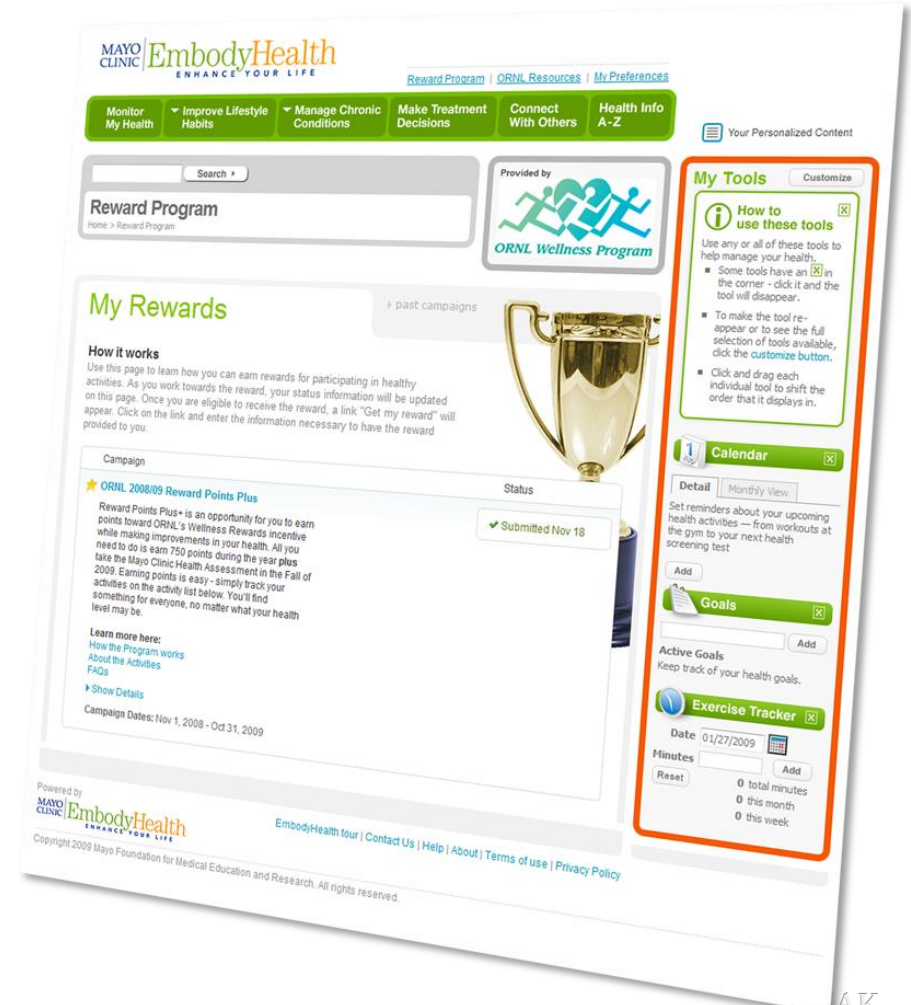
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2009: We have expanded the ORNL Wellness Program to include incentives for taking action

- **Goals:**
 - Reward employees for taking steps to maintain or improve their health
 - Control healthcare cost
- **How it works:**
 - Points are awarded for completion of program components
 - Employees who accrue 750 points in FY09 and complete Health Assessment qualify for reduced insurance premium in FY 2010
 - Increase from \$20 to \$30 /month
- **Management support will play an important role in employee acceptance**



We are targeting programs based on health risk factors

Why is ORNL offering a wellness incentive program like **rewardpoints plus+** ? ?

MAYO CLINIC **EmbodyHealth**

Take steps toward a healthier lifestyle and be rewarded financially.

To get started, follow these easy steps:

- Log-on to the Mayo Clinic Embody Health Portal www.ornlwellness.com. If this is your first time to visit the site, you'll need to register.
- Click on the "Reward Program" tab at the top of your home page.
- You may choose to enroll in any of the health improvement programs offered by Mayo Clinic. Points earned by enrolling in or completing Mayo's web-based programs will be entered automatically under "Tracked EmbodyHealth Activities."
- ORNL also sponsors a wide array of self-reported activities. You'll find the list under "Self-Report My Activities." Next to each activity is a box to record the date you completed the activity. Click on "Did it" and the points will be registered and added to your total. Some activities are a one-time action while others are monthly.

It is well recognized that health risk factors such as weight, lack of exercise, stress, and poor nutrition are contributing to the increase in chronic disease in the U.S. These illnesses currently account for 60%-70% of the entire burden of illness in the U.S. Much of this is preventable by practicing healthy behaviors: Improving dietary practices, increasing physical activity levels, managing stress, addressing work life balance issues, and reducing/eliminating tobacco use are primary strategies for preventing many of the most common chronic diseases.

Since adults spend so much time at work, it makes sense to practice healthy behaviors while there. Workplace programs that promote healthy behaviors can make a big difference in employee wellness and also have an impact on the company's bottom line. Studies show that workplace wellness programs reduce sick leave and absenteeism, lower healthcare costs, reduce worker's compensation and disability claims, decrease employee turnover, and increase productivity.

It is the mission of the ORNL Wellness Program to foster healthier lifestyle choices to reduce health risk factors, improve overall well-being, and maintain a productive, active work force. The program is comprehensive in scope and has grown from offering awareness and education programs to providing lifestyle and behavior change programs. To reinforce and sustain desired positive lifestyle changes, the ORNL Wellness Program has expanded the incentive component to include wellness activities offered on-site and by Mayo Clinic.

Called **Reward Points Plus+**, the program allows employees to earn points participating and completing a wide variety of wellness activities. Spouses encouraged to use the program by registering on the Mayo Clinic Embody Health Portal www.ornlwellness.com. They can utilize Mayo's resources throughout the year and take the Health Assessment during the 2009 fall campaign to their own Action Plan.

When you earn 750 points plus take the Health Assessment during fall campaign, you'll have completed the Reward Points Plus+ program. Employees who are ORNL medical plan primary policyholders will receive a monthly reduction in medical plan premiums, beginning in January 2010, of \$360 in savings during the year!

Open the brochure now to see how easy it is to earn points. The a convenient way to track your points manually. But be sure to enter on the Mayo Clinic Embody Health Portal to earn your incentive. The sooner you start recording your points, the sooner you'll reach your goal.



rewardpoints plus+
your **Health** counts 1 2 3 4 5 6 7 . . .

Mayo Clinic Activities
Points earned by enrolling in or completing Mayo Clinic's web-based programs are entered automatically under "Tracked EmbodyHealth Activities."

Fitness for Everybody Healthy Pregnancy My Stress Solution My Weight Solution Walk to Wellness

ORNL Self-Report Activities
Eligible activities are listed below. You must record your completed activities on the EmbodyHealth portal Reward Program page under "Self Report My Activities." Next to each activity is a box to record the date you completed the activity. Click on "Did it" and the points will be registered and added to your total.

PROACTIVE/PREVENTATIVE ACTIVITIES

001 Complete Biometric Screening	002 Dental Exam	003 Flu Shot	004 Vision Exam
006 Manage glucose at acceptable levels: <120 or under care of physician	007 Manage blood pressure at acceptable levels: <140/90 or under care of physician	008 Attend a diabetes self-care class offered by ORNL Health Services	009 Attend a hypertension self-care course offered by ORNL Health Services
010 Manage total cholesterol at acceptable levels: <200 or under care of physician	011 Annual physical exam by a physician or ORNL Health Services	012 Attend a cholesterol reduction course offered by ORNL Health Services	

PREVENTATIVE SCREENING
as appropriate for your age, gender and family history

013 Papanicolaou (PAP)	014 PSA	015 Mammogram	016 Colonoscopy
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NUTRITION — Eat 2 servings of fruit & 3 servings of vegetables 4 days each week

017 Nov	018 Dec	019 Jan	020 Feb	021 Mar	022 Apr	023 May	024 Jun	025 Jul	026 Aug	027 Sep	028 Oct
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Eat 2 servings of cold water fish (e.g. tuna, salmon) baked, broiled or grilled each week

029 Nov	030 Dec	031 Jan	032 Feb	033 Mar	034 Apr	035 May	036 Jun	037 Jul	038 Aug	039 Sep	040 Oct
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PHYSICAL ACTIVITY — Exercise 30 mins/day or walk 5000 steps/day 3 times each week

041 Nov	042 Dec	043 Jan	044 Feb	045 Mar	046 Apr	047 May	048 Jun	049 Jul	050 Aug	051 Sep	052 Oct
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WEIGHT MANAGEMENT

053 BMI less than or equal to 30	054 Complete ORNL Stress Management Seminar	055 Complete ORNL Santa Clausophobia Challenge in January 2009	056 Complete a 10 week weight management program
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STRESS MANAGEMENT

TOBACCO USE

057 Tobacco free (non-smoker) for a year or more	058 Remain tobacco free for 6 months or more, but less than one year	059 Complete 10 week weight management program
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WELLNESS ACTIVITIES — Attend an ORNL wellness seminar or screening

060 Nov	061 Dec	062 Jan	063 Feb	064 Mar	065 Apr	066 May	067 Jun	068 Jul	069 Aug	070 Sep	071 Oct
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Attend the 2009 ORNL Benefits/Wellness Fair

SAFETY

072 Have ORNL Safety Services conduct an ergonomic workstation evaluation of your work area	073 Spouse completes the Health Assessment in the fall of 2009	074 Use your seat belt 100% of the time	075 Take a hike with family or friends (30 minutes or more)
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A model for a healthy lifestyle

List of activities

- Physically active
- Proper nutrition
- Reduced stress
- Healthy weight
- Know your numbers
- Smoke-free
- Preventive screenings
- Education seminars

reward points plus+
yourHealth counts 1 2 3 4 5 6 7 ...



We are seeing positive results through increased attendance



Q1 (November–January)

- Stress Seminars (25 reward points)
- Health Series (25 reward points)
- Santaclaustrophobia (50 reward points)
 - Participation: 565 (vs 270 in December 2007)
 - Net weight loss: 1170 lb (vs 509 lb in December 2007)
 - 442 participants maintained or lost weight

Q2 (February–April)

- Stress Seminars (25 reward points)
- Mobile Mammogram (35 reward points)
 - 40 screenings to date
- Health Series (25 reward points)
 - February: Heart health
 - 200 attended
 - 130 biometric screenings
 - March: Nutrition and diabetes
 - 100 attended each seminar
 - 60 blood sugar screenings
 - April: Skin cancer
 - 100 attended
 - 260 screenings, additional date scheduled

reward points plus+
your health counts 1 2 3 4 5 6 7 . . .

Response to Reward Points Plus+ Program

As of July 1, 2009:

- 1,912 employees were participating
- 618 had completed the 750 points
- Activities with the most participation
 - Tobacco Free
 - Seat belt use
 - Physical Activity
 - Preventive
 - Nutrition- fruit/vegetables servings



ORNL Wellness Program In Review

- **Key Practices**

- Linking incentive to Health Assessment
- Launching Health Assessment during open enrollment
- Using data to drive health based activities
- Continuous, multi-channel communications

- **Key Successes**

- Increasing Health Assessment participation
- Launched engagement plan using Rewards
- Increasing participation and behavioral change
- Employee engagement around open enrollment
- Expansion of the 'wellness environment' on campus
- Setting expectations for a culture of wellness



Next Steps: Expanding the culture of wellness

- Green transportation
- Cafeteria - menu evaluation
- Group Fitness space
- Smoke-free campus





Thank you