



Presentation to MAPPS Winter Conference

Gran Melia Resort

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Tony Brown

Independent Consultant

- Management consultant to Geospatial industry
- Director, Business Development North America selling geospatial services for Eastdawn
- President, Thrive for Life Essentials LLC





Tony Brown

Certified Nutrition Therapy
Practitioner
Certified Health Coach

- I had a couple of medical issues surface in 2005
- Reversed issues by October 2010
- Nutrition Therapy Institute from 2011 – 2014
- Graduated as Certified Nutrition Therapy Practitioner
- Graduated Dr. Sears Wellness Institute as Certified Health Coach 2014
- Was 207 lbs. – lost 50 lbs.
- Launched Thrive For Life Essentials LLC in April 2014



Thrive for life Essentials

- Passion for educating people how to change their and their families wellness outlook
- Belief nutrition education is key to thriving in this toxic world we live in
- Entering the Wellness market to expand our ability to help people





Presentation Outline

- Overview of Wellness Programs
- Research and ROI
- Challenges of a Wellness Program
- Taking Wellness to a Higher Level





Definition

A universal definition of a workplace wellness program does not exist

A workplace wellness program is an employment based activity aimed at promoting health-related behaviors and disease management.





Basics of a Wellness Program

- **Company hires wellness consultant**
 - Company establishes goals
 - Creates the company wellness team
 - Creates a wellness strategy
- **Sells the program to all employees**
- **Baseline biometrics and blood work**
- **Health Risk Assessment**
 - Individual counselling
 - Lifestyle management
 - Disease management



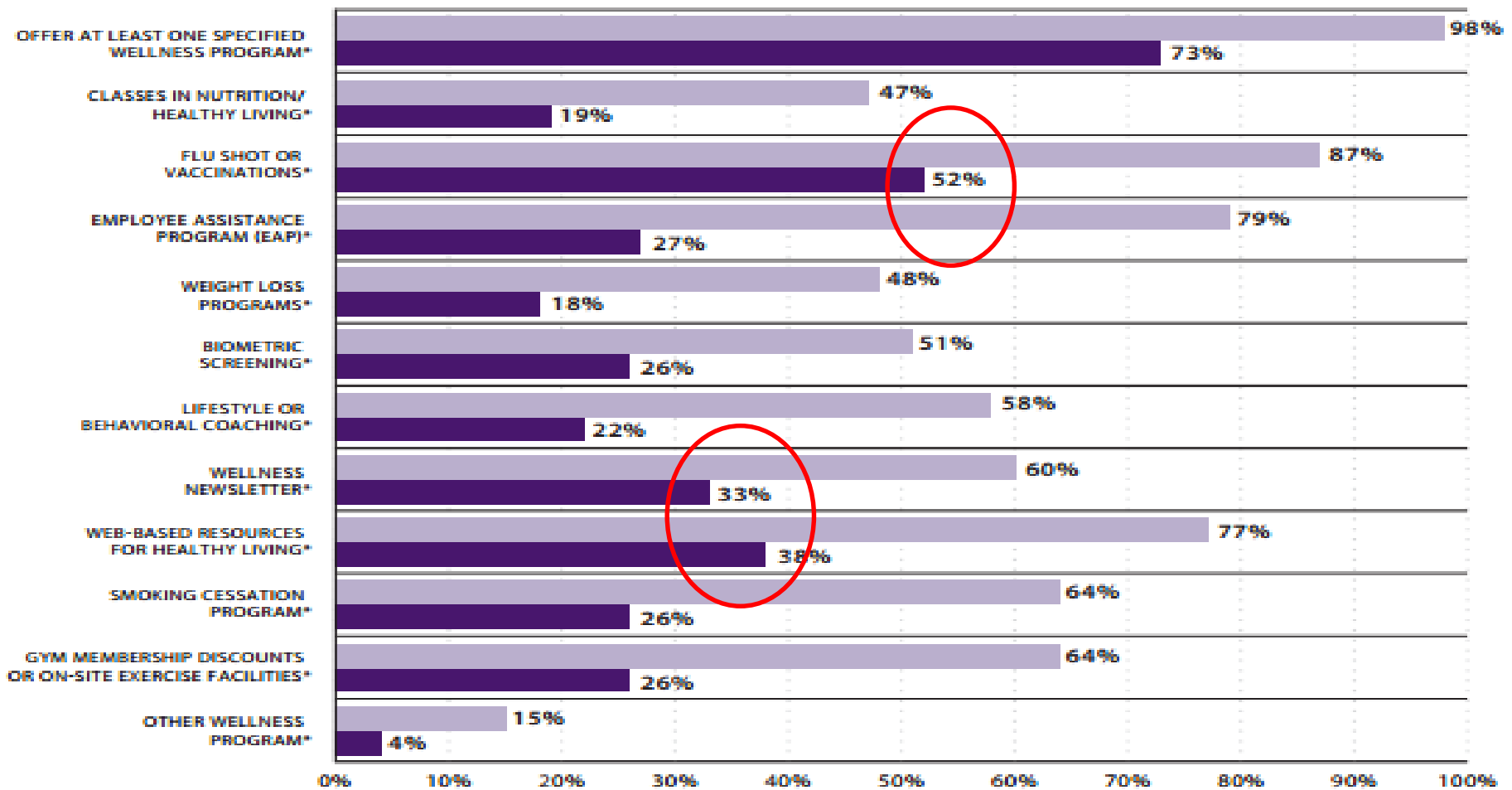


Basics of a Wellness Program

- **Wellness online platform**
- **Group education sessions**
- **Ongoing programs to drive adoption**
 - **Company sponsored events (challenges with incentives)**
- **Access to gyms/trainers**
- **Revisit biometrics annually**
- **Evaluate results of investment**



Among Firms Offering Health Benefits, Percentage Offering a Particular Wellness Program to Their Employees, by Firm Size, 2014



SOURCE:

Kaiser/HRET Survey of Employer-Sponsored Health Benefits, 2014.

ALL LARGE FIRMS (200 OR MORE WORKERS)
 ALL SMALL FIRMS (3-199 WORKERS)

* Estimate is statistically different between All Small Firms and All Large Firms within category ($p < .05$).

^ Biometric screening is a health examination that measures an employee's risk factors such as cholesterol, blood pressure, stress, and nutrition.



Why an Independent Wellness Program?

- **Wellness is a program that builds momentum and should be controlled by the company**
- **An independent plan is portable. Change insurance and keep the platform**
- **Health insurance companies have a “big brother” stigma causing mistrust with employees**



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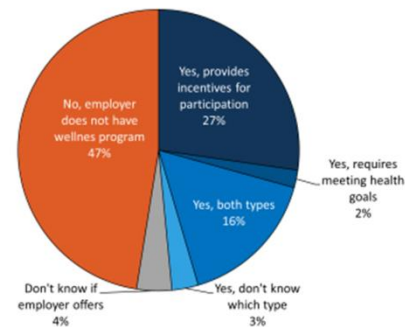
Focus on Small Business

- 47% of all business have a wellness program
- 92% of large business have wellness programs
- Small business is slow to take up wellness

Small business < 199 employees

About Half Of Those With Employer Coverage Say Their Employer Offers A Wellness Program

AMONG THOSE AGES 18-64 WITH INSURANCE THROUGH AN EMPLOYER: As far as you know, does your employer have a wellness program that either provides incentives for workers to participate in healthy behaviors or requires workers to meet certain health goals, or does your employer not have either of these types of programs? [If yes: To the best of your knowledge, what type of wellness program does your employer have?]



SOURCE: Kaiser Family Foundation Health Tracking Poll (conducted June 12-18, 2014)



Figure 3



Worker Productivity Losses

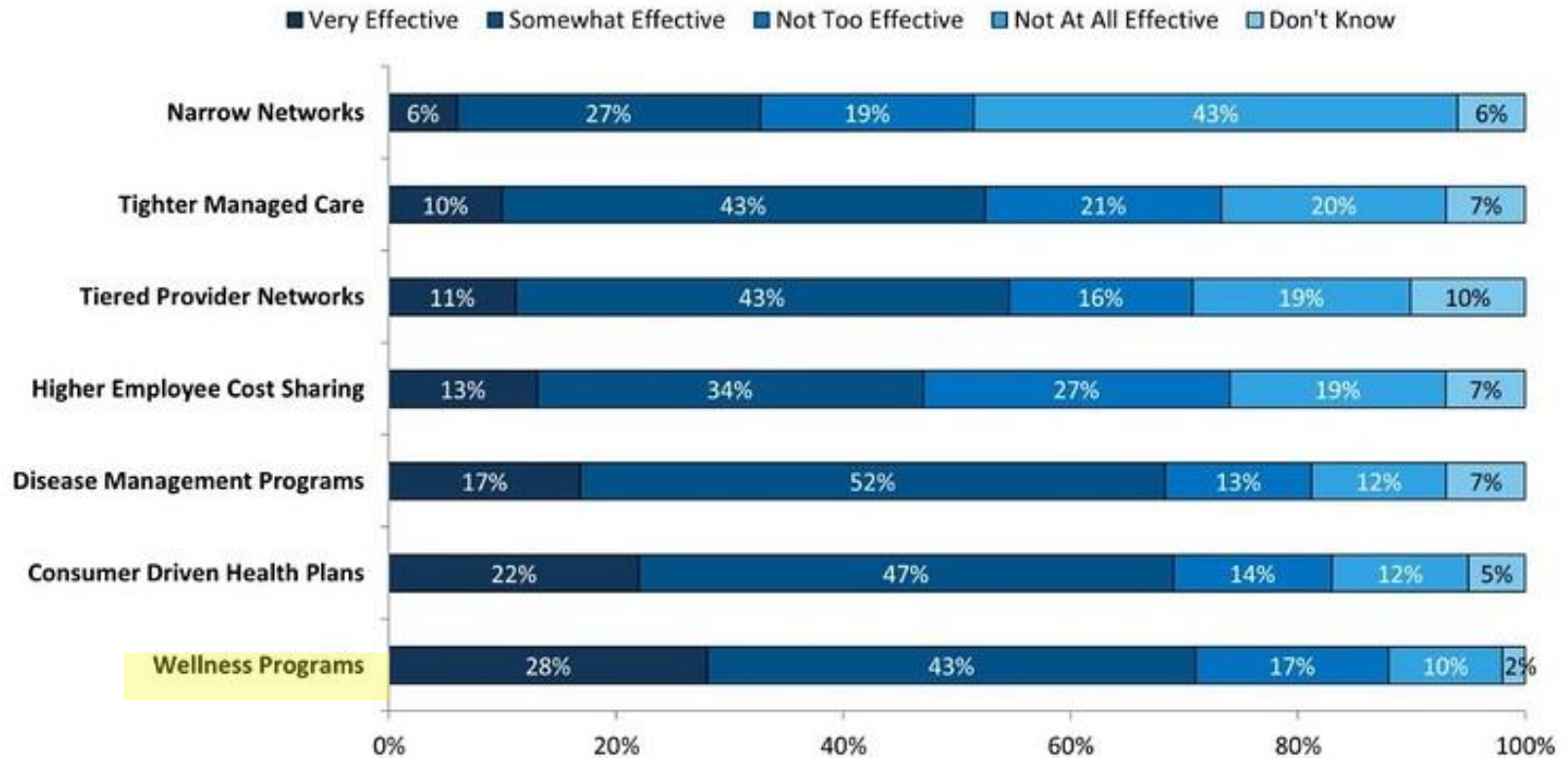
- Indirect costs of poor health including absenteeism, disability, or reduced work output may be several times higher than direct medical costs
- Productivity losses related to personal and family health problems cost U.S. employers \$1,685 per employee per year, or \$225.8 billion annually





Wellness Programs Effectiveness As a Health Cost Control Strategy

What Companies Think About Different Health Cost Control Strategies



SOURCE: Kaiser/HRET Survey of Employer-Sponsored Health Benefits, 2014.



Presenteeism



Ever been present at work but not functional?



Presenteeism

- **Reduced performance at work is largely due to one or more health risk factors**
- **These factors compound the performance issue**
- **After 4 risk factors the incidence of presenteeism increases exponentially**
 - **High Blood Pressure**
 - **High Blood Glucose**
 - **Obesity**
 - **Lack of exercise**
 - **Poor Nutrition**
 - **Tobacco Use**
 - **Excessive Alcohol Use**
 - **Depression**



Affordable Care Act – Wellness Regulations

- Employers can offer 30% discounts to employees who participate in company wellness program – up from 20%
 - Can be 50% with smoke cessation program
 - Discount based on total cost of healthcare
- Incentives are focused on outcomes not just participation
- Must offer reasonable alternatives for obtaining a reward



Grants for Small Business

- **AHA makes provision for \$200M over 5 years**
 - Less than 100 employees
 - Must be open to all employees
 - Health screenings
 - HRAs
 - Health education
 - Other behavioral change initiatives
 - Clearly shows efforts to maximize employee engagement



ROI Case Study

- Capital Metropolitan Transportation Authority Austin Texas with 1282 employees implemented a Wellness Program in 2003
- Period of study = 2003-2007
- The CDC funded Steps to a Healthier Austin who Partnered with Health & Lifestyles Corporate Wellness Inc.
- Issues – poor moral, rising absenteeism and health care costs



ROI Case Study

- **Consultant initially provided**
 - wellness coaches
 - personal trainers
 - Organized a 24 hour fitness center
 - Personalized health assessments
 - Preventive screening





ROI Case Study

- **Expanded the program to include**
 - **Smoking cessation programs**
 - **Healthier food options**
 - **Cash incentives***
 - **Health newsletters**
 - **Workshops**
 - **Dietary counselling**
 - **Second fitness center**



*** Received after a goal was reached**



ROI Case Study

- **Outcome**

- Improved morale
- Weight loss
- Lower blood pressure
- Healthy food consumption
- Improvements in physical activity
- Absenteeism reduced by 25%
- ROI calculated as \$2.43 for every \$1 spent





ROI Case Study

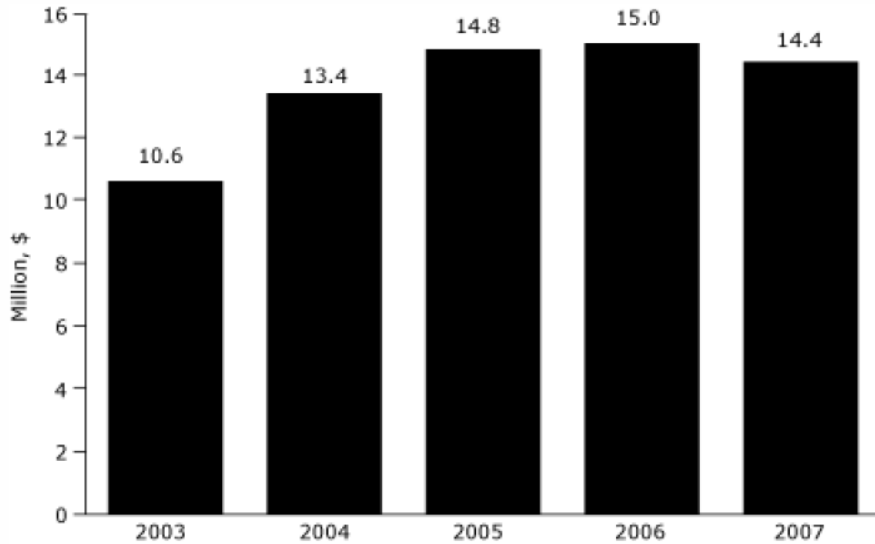


Figure 1. Total health care costs incurred by Capital Metropolitan Transportation Authority in Austin, Texas, 2003-2007.

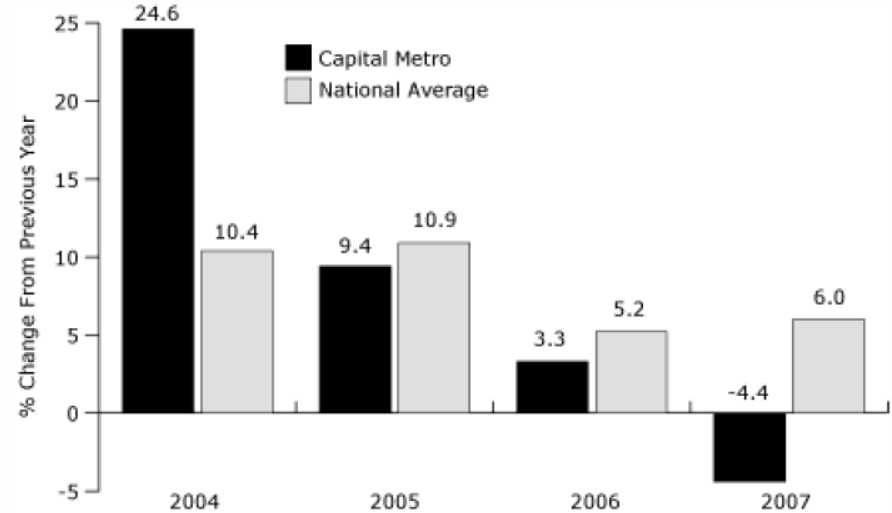


Figure 2. Change in health care costs incurred by Capital Metropolitan Transportation Authority (Capital Metro) in Austin, Texas, compared with the United States as a whole, 2003-2006.

- ROI for health care savings = \$1.86
- ROI for absenteeism \$0.57
- Presenteeism?



My Wellness Plan





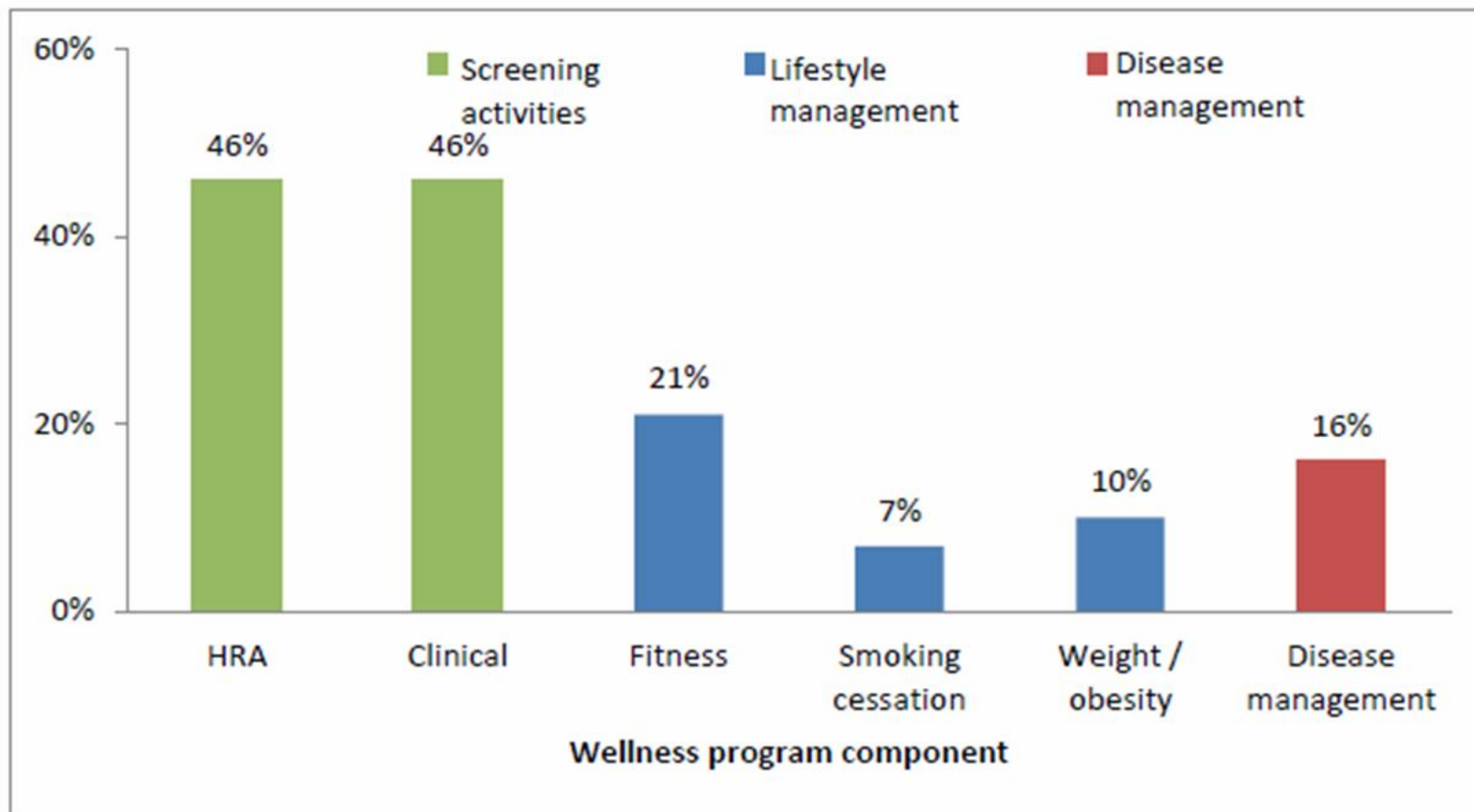
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Average Participation Rates of Employees Identified For Inclusion in Select Wellness Program Components



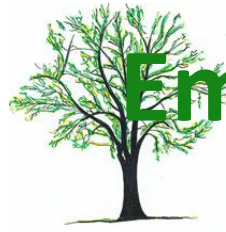
SOURCE: RAND Employer Survey, 2012.

NOTES: The graph represents information from employers with at least 50 employees that offer the specific component as part of a wellness program.



Hallmarks of a Successful Wellness Program

- **Getting buy-in at all levels of the company**
- **Employees take more responsibility for their own health**
- **The culture of the company must be transformed to embrace wellness at its core**
- **High participation in excess of 80%**



Employer Objections to Implementing Wellness Programs

- *“People who are sick will have exemptions and still be able to get the rewards”*
- *“There is reward for success but no cost for failure”*
- *“If the unwell were sufficiently motivated to be well they would not be living unhealthy lifestyles”*



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Broader Definition of Wellness

Includes:

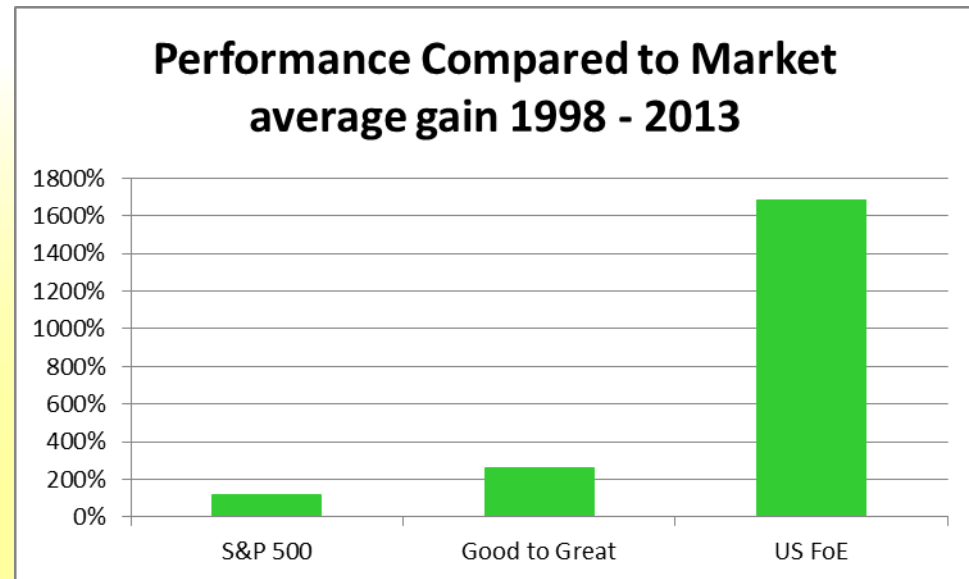
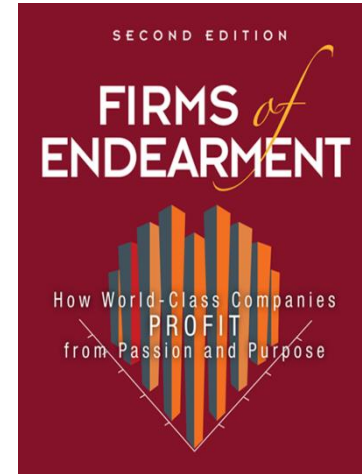
- Mindfulness
- Purpose
- Hope
- Well-Being
- Vitality
- Happiness





Ultimate Impact of Wellness

- The book **Firms of Endearment** researched companies (Think Good to Great concept) that embraced a broader definition of wellness
- Companies include
 - Autodesk
 - Starbucks
 - Nordstrom
 - Panera Bread
 - Amazon.com
 - Whole Foods





Resources

- www.welcoa.org Setting up a wellness program. Educational resources. Membership fee (free trial).
- <http://www.dol.gov/ebsa/pdf/workplacewellnessstudyfinal.pdf> Workplace Wellness Programs Study sponsored by Department of Labor and US Department of Health and Human Services
- <http://www.healthlawguideforbusiness.org/incentives-wellness> Information regarding available grants for small business
- http://www.cdc.gov/pcd/issues/2009/apr/pdf/08_0206.pdf Case study used to demonstrate possible ROI
- [http://www.chapmaninstitute.com/articles/05 TAHP 26 4 Meta Evaluation 2012.pdf](http://www.chapmaninstitute.com/articles/05_TAHP_26_4_Meta_Evaluation_2012.pdf)
- <https://www.shrm.org/multimedia/webcasts/Documents/12klachefsky.pdf> a useful source of wellness facts that are cited with the source research documents.
- <http://files.kff.org/attachment/2014-employer-health-benefits-survey-full-report> Kaiser Family Foundation report



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Thank-you

Questions?

