Culture Wellness: Embedding Wellness Into Your Organizations

Crystal Hover, CEBS
CEO
Kitchen Table Consulting
Los Angeles, California
Agenda

- Wellness by the Numbers
- Current State of Wellness
- Market Trends
- Case Study
Wellness by the Numbers

- 92%
- 75%
- <20%

Rand Health, 2012

- $5,816 (Ohio State study)
- $5.81 (Am. Journal of Health Promotion Study)
Wellness by the Numbers*

- Top Challenge for Employers: Motivating Participants to Change Behavior (65%)

- Most Desired Outcome: Increase Utilization of Wellness and Prevention (70%)

- Top Tactics:
  1) Incentives/Disincentives to motivate sustained health care behavior change (61%)
  2) Promote a culture of health in the workplace (48%)
  3) Implement a company wide (or global) wellness policy and guiding principles (48%)

*Aon Hewitt HealthCare Survey 2012*
Current State of Wellness

Significant changes in last two years:
- Customized solutions
- Carriers are key component
- Defining Measurable Success
- Employer Commitments
  - Resources
  - Dollars

- BUT...How?
Current State of Wellness

NICE TO HAVE ➔ BUSINESS IMPERATIVE

- Integrating as strategic initiative
- Instituting policy changes
- Incorporating in to leadership and management goals

• BUT...How?
Market Trends—What’s Hot

- Customized strategic solutions
- Logo, branding and social media
- Wellness Committees

- Deliver participation
- Easier measures to define success

- Health and Wellness Fairs
- DATA, DATA, DATA

Make it Mine

Make it Work

Make it Real
Market Trends—What’s Not

Not having a wellness plan

Complex data crunching...and now what?

ROI guarantees

Rewards to nowhere

Data and dollars outside the health plan(s)
CASE STUDY:
County of Santa Clara

OVERVIEW:

- Silicon Valley/San Jose
- 16,000 employees
- 100+ Departments
- Employee Wellness Department
- Legacy “wellness” programs
- Kaiser, Health Net, County health plan; Delta Dental, Liberty Dental; VSP
CASE STUDY: County of Santa Clara

DESIRED STATE:

Develop a holistic wellness program for the employees of Santa Clara County (directed by the Board of Supervisors)
CASE STUDY: County of Santa Clara

CHALLENGES:

- No overarching strategy
- No clear definition of success
- No overt goals and objectives
- No measurements for existing offerings
- Lots of programs
CASE STUDY: County of Santa Clara

EVALUATION AND DESIGN APPROACH:

- Current Landscape Assessment
- Stakeholder Interviews
- Data gathering

- MULTI-YEAR, MULTI FACETED STRATEGY
CASE STUDY: County of Santa Clara

SOLUTION:

Three year strategy

- 2013: Create Consistent Awareness
- 2014: Create Consistent Accountability
- 2015: Sustain Engagement

Focal points: Employee, Organization, Carriers
### CASE STUDY: County of Santa Clara

<table>
<thead>
<tr>
<th>Year</th>
<th>Objective</th>
<th>Individual</th>
<th>Organizational</th>
<th>Carrier</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>Create Consistent Awareness</td>
<td>Defining Wellness</td>
<td>Defining Wellness</td>
<td>Defining Wellness</td>
</tr>
<tr>
<td></td>
<td>Objectives</td>
<td>Overall Health of County</td>
<td>Strategic Objectives</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Personal Health Awareness</td>
<td>Exec Leadership and Labor Commitment</td>
<td>Time and Money Commitment</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Surveys</td>
<td>Surveys</td>
<td>Data</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wellness Champions</td>
<td>Wellness Committee</td>
<td>Wellness Committee</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Training and Education (Programs available)</td>
<td>Training and Education (Strategic Objectives)</td>
<td>Training and Education (Support)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Soft Messaging Campaign</td>
<td>Soft Messaging Campaign</td>
<td>Soft Messaging Campaign</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>Create Consistent Accountability</td>
<td>Choices to Engage</td>
<td>Business Imperatives - Overt Leadership Support</td>
<td>Continued Commitment</td>
</tr>
<tr>
<td></td>
<td>Personalized Wellness Plans</td>
<td>Policies / Procedures</td>
<td>Data</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Leadership and Management Goals</td>
<td>Training and Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Union Engagement</td>
<td>Messaging</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hard Messaging Campaign</td>
<td>Hard Messaging Campaign</td>
<td>Hard Messaging Campaigns</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Plan Design</td>
<td>Plan Design</td>
<td>Plan Design</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>Sustain Engagement</td>
<td>Plan Design</td>
<td>Plan Design</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Personal Wellness Plans</td>
<td>Organizational Wellness Plans</td>
<td>Continued Commitment and Support</td>
<td></td>
</tr>
</tbody>
</table>
CASE STUDY: County of Santa Clara

SOLUTION:

Defined Success through Goals and Objectives

2013: Participation in Employee Survey - 10%
Participation in Biometric Screenings – 15%
Understand preventive benefits available through medical, dental and vision screenings (survey) – 30%

2014: Participation in Biometric / Annual Screenings – 50%
Have visited with Primary Care Physician in last 12 mos – 35%
Compliance with age-based preventive screenings – 35%

2015: Participation in Biometric / Annual Screenings – 70%
Compliance with age-based preventive screenings – 50%
QUESTIONS?

THANK YOU!