



# Results Based Medical Guide to Self-Care

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# Learning Objectives

- ★ **Yesterday: Results Based Medical Guide to Self-Care**

- What is Self Care?
- Building an effective program with 3 phases
- Putting theory into practice

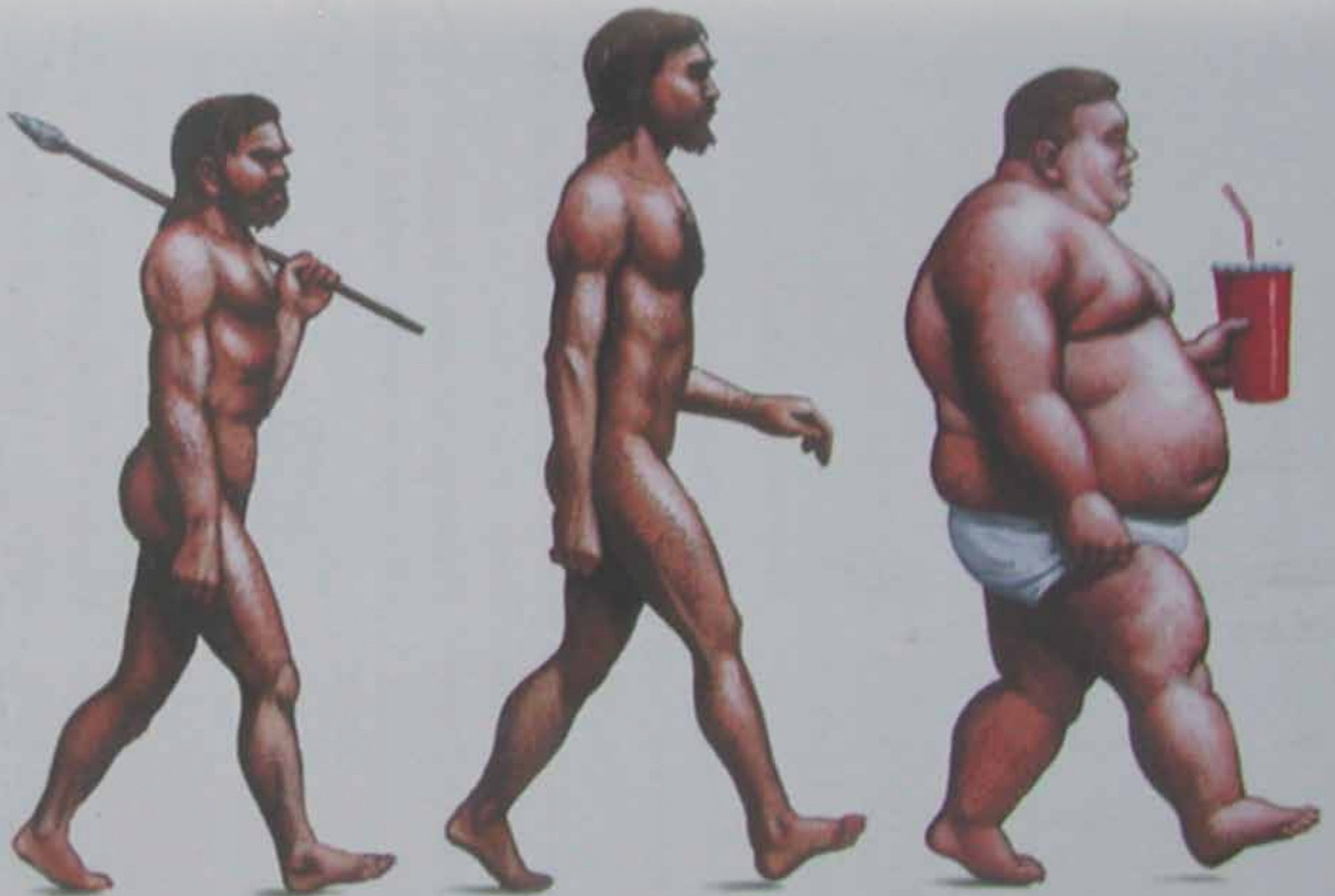
- ★ **Putting Theory into practice: 3 Case Study Examples**

- Company “ABC”: Phase 1 & 2
- Company “Travel Right”: Phase 2 & 3
- Company “The Company”: Phase 1, 2 & 3

- ★ **Key Take Away Points**

- ★ **Questions & Answers**





# What is Self Care?

- ★ Empowerment for managing a healthy lifestyle and knowing the importance of getting preventive care
- ★ Knowing when to treat common illness or minor injuries at home and when to seek medical attention
- ★ Knowing how to communicate effectively with doctors and other caregivers
- ★ Being prepared to respond effectively in an emergency
- ★ Knowing how to achieve a higher quality of life even when you have a serious illness or an ongoing medical condition
- ★ Seeing yourself as the most important member of your health care team

# Three Phases

- ★ **Phase I:** Collect key personal health information and contact primary care physician
- ★ **Phase II:** Recognize signs and symptoms of health conditions and react with appropriate self care or medical treatment
- ★ **Phase III:** Prepare for medical visit and performing like an informed health consumer

# Company ABC—Phase 1 & 2

*Company ABC is a large manufacturing company in the beverage industry. With 5000 employees, this company is headquartered in the Western United States and runs two additional plants in the south. Operations are 24/7/365 and 75% of the population is male with average age of 44 year-old with 25 years tenure.*

## ★ **Health Care Plan Design**

- Traditional PPO
- Traditional HMO
- HDHP/Health Reimbursement Account

## ★ **Wellness Plan Design**

- Annual HS and HA = Raffle (signed Nascar car hood)
- Onsite health clinic, wellness & fitness center, pre and post cardiac rehab
- Onsite physical therapy and employee assistance staff
- E-health portal, online wellness programs, telephonic coaching
- Gym and fitness equipment reimbursement for sales and remote staff
- Benefits linked incentives for wellness

# Phase I: Collect & Contact

## **Screening, Health Assessments, and follow up with onsite clinic:**

- ★ Health screenings offered at wellness center and on-campus at the plant operation buildings
- ★ Health assessments available at health screening event
- ★ Push employees to onsite clinic to discuss health screening and assessment results with PCP

# Phase II: Recognize and React

## Guide to Self Care Goals

- ★ 75% of eligible employees get a GSC book
- ★ 90% of manufacturing employees participate in GSC program
- ★ 50% of corporate employees participate in the program
- ★ 80% of employees agree the GSC is useful to them and their family



# Senior Management Support

## What does support look like?

- ★ Met with Plant Managers and EHS leaders to gain buy-in for program
- ★ Integrated program with mandatory monthly safety meetings for all production employees
- ★ Lunch-n-Learn for corporate employees

# Communication



**IT'S ALL ABOUT TIMING, MESSAGE,  
& FOCUS**

## **Goals and Key Message**

- ★ Custom and general communications
- ★ Fact-filled messaging for personal communications
- ★ Humor for gaining attention
- ★ Stories & testimonials
- ★ Educating with content

# Implementation

- ★ **Wellness staff attended mandatory EHS meetings**
  - 30 minute overview of the book
  - Scenario quiz with onsite prizes for engagement
- ★ **6-12 months later**
  - Guide to Self Care contest
  - Follow-up survey on program usefulness

# Sample Scenario

*Your daughter has been hit in the nose with a softball. Looks like a simple nosebleed. Should you apply ice or take her to the emergency room?*

- ★ What page did you find the correct information on?
- ★ Where did you first begin to look up information on this scenario?
- ★ What self care tips does the book suggest?
- ★ When would you know to seek medical attention?

## Acute Epitaxis

# Incentives & Budget

- ★ **Book as the first incentive**
- ★ **Raffle prizes during meetings for participation**
  - Tooth brush, floss, tennis shoes, grocery-store
- ★ **Budget**
  - \$26,180 for entire program including incentives

# Phase III—Prepare & Perform

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**“What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?”**

# Targeted Approach

## ★ Individual custom Program for High Risk

- Coronary health improvement program
- 900+ employees qualified and were targeted for a 2-month intensive program
- Onsite cardiac rehab with fitness, nutrition with physician, personal trainer, lifestyle coach and nutritionist
- Training on becoming an informed & empowered health consumer accountable for one's health
- Results:
  - 80% increase in functional capacity
  - 56% decrease in cholesterol
  - 44% decrease in body mass
  - 84% thought education was beneficial
  - 100% said wellness program helped them with their health

# WHAT TO DO & What NOT TO DO

## ★ DO

– Give them something to remember & practice:

- Responsibility
- Reporting
- Recording
- Requesting

★ **DO NOT limit your communications**

★ **DO NOT let the self care program end after meetings are over**

★ **DO NOT forget to measure your results**

# Company ABC's Program

## ★ **Collect & Contact**

- Screening and Assessment (offered in the plant, incentive NASCAR car hood)

## ★ **Recognize & React**

- Guide to Self Care (Senior Leadership support, EHS meetings/ on work time, communications, scenarios)

## ★ **Prepare & Perform**

- Work with practitioners to prepare to enter the healthcare system and perform like an informed, empowered health consumer

# Company Travel Right—Phase 2 & 3

*Company B is a hospitality company located in the Western United States and has 300 employees. 1/3 of the population is remote, 1/3 is in the call center and 1/3 are professional white collar employees.*

## ★ **Health Care Plan Design**

- Traditional PPO
- CDHP/Health Savings Account

## ★ **Wellness Plan Design**

- Medical self care program was the first wellness program for this company
- Annual health screening and health assessment = premium reduction
- Earning wellness points = continued premium reduction
- Reaching health screening goals in year 2 = premium reduction
- Online e-health portal, telephonic lifestyle coaching, newsletters and onsite programs and wellness challenges

# Phase II: Recognize & React

## Guide to Self Care Plan:

- ★ Pre-program survey
- ★ Distributed books at Lunch & Learn meetings and for employees that registered for webinars
- ★ Remotes received book in the mail
- ★ GSC meetings on work time (even for call center)
- ★ Prizes for participants at meeting
- ★ Weekly quizzes with prize for participation



# Phase I: Collect and Contact

- ★ **Needs & Interest Survey**
- ★ **Created Wellness Committee**
- ★ **Health Assessment**
- ★ **Health Screening**



# Communications



**Email from CEO to kick the program off and show senior level support**

- ★ **Regular emails throughout the program**
- ★ **Flyers, Posters, Table tents**
- ★ **Multi-modal approach (verbal, online, and print)**
  - Leaders discussing during management meetings
  - Wellness champions talking to co-workers
  - Water cooler talk
  - Newsletter with high readership

# Results

## ★ **Cost of the program \$300**

- Healthcare plan donated the guide to self care

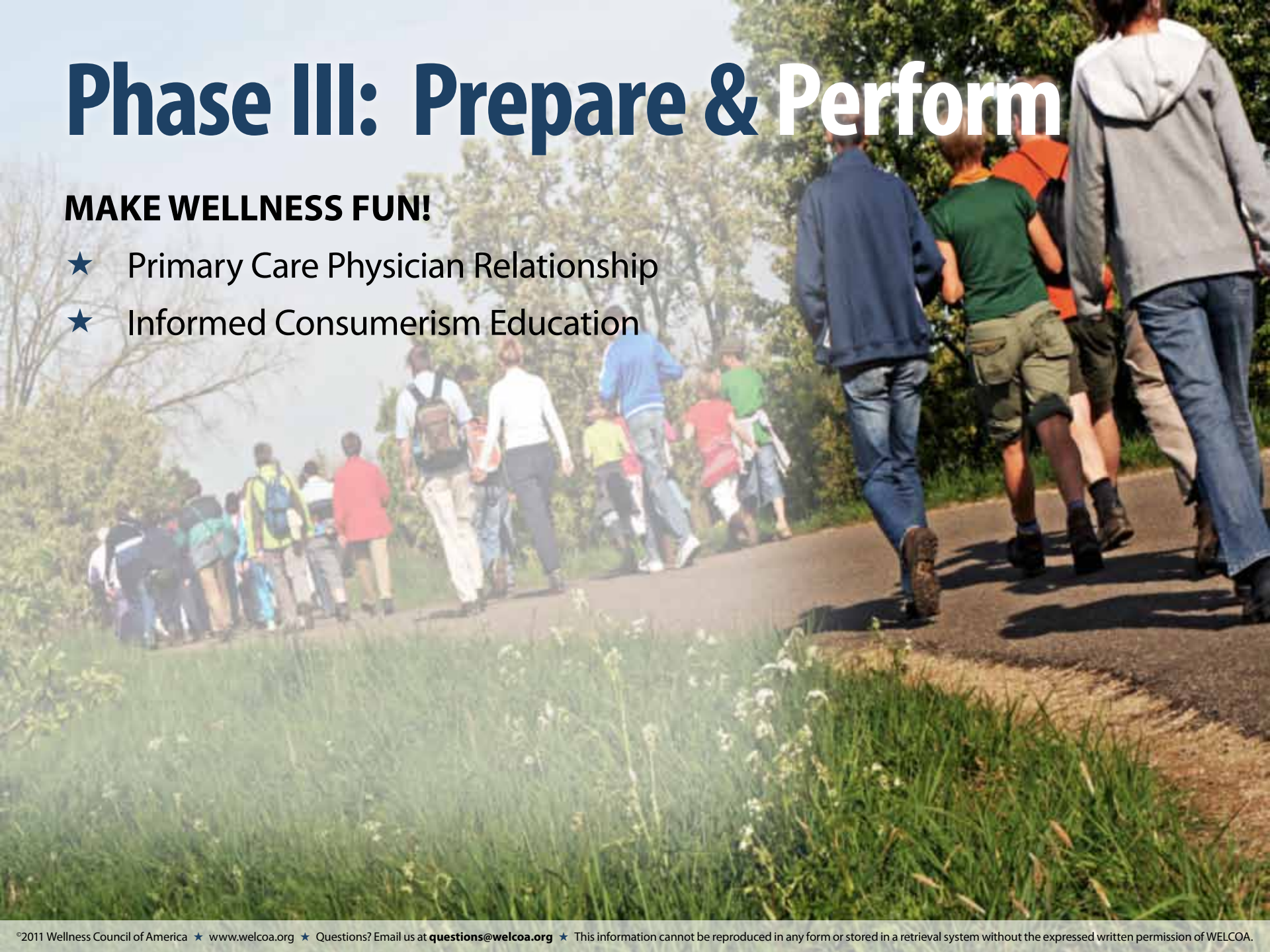
## ★ **Participation**

- 30% completed pre program survey
  - 66% felt the need for a GSC
  - 70% believed the book would help improve quality of self care and decision making
  - 94% planned on participating
- 53% participated in program (meeting or webinar)
  - ~10% participated in weekly surveys

# Phase III: Prepare & Perform

## MAKE WELLNESS FUN!

- ★ Primary Care Physician Relationship
- ★ Informed Consumerism Education



# Primary Care Physician & Education

The image shows two screenshots of a wellness challenge website. The top screenshot displays a challenge titled "Challenge: Utilize your Healthwise Handbook" which has ended. It includes a message about activity entry and a reward of 250 Passport to Whole Health points. The bottom screenshot shows an active challenge titled "Challenge: Annual preventive health exam" with a reward of 500 Passport to Whole Health points. It features a trophy icon, a location, a completion date of December 31, 2011, and a list of 76 participants. Comments from users are also visible.

**Challenge: Utilize your Healthwise Handbook** [Edit](#)

**The challenge has ended!**

If you haven't entered all of your activity, you can do so until the end of the day on Thursday, September 30, 2010 to be eligible for any challenge reward.

Your challenge goal will stay in your plan until you delete it.

To meet the challenge, simply use your Healthwise separate days and you'll receive the following:  
**250 Passport to Whole Health points**

**Challenge: Annual preventive health exam** [Edit](#)

Everyone who completes the challenge receives the following reward:  
**500 Passport to Whole Health points** [Email Participants](#)

**76 Participants**

Recently Joined

- RubiAT
- gvph011
- ecorwin
- merlin2
- Sonshine
- LauraK
- gvph222
- abc1234
- gvph187
- Explorer0429
- gvph166
- walkabout
- cycle2
- mjasrowski
- itlandes
- TravelBug
- mtflower
- Winter18
- abaconlover
- jeffkrueger

**Comments**

**Explorer0429 says:**  
As I expected-- My diabetes was out of control-- A1C at 13. Dr. didn't even talk about triglycerides or cholesterol. Made an appt to re-start with my endocrinologist on August 25. Restarted tracking sheets-- Messed up over the weekend already. Thank goodness I decided to restart-- I was headed for a bad fall otherwise.  
posted 7 months ago

**ColtEan says:**  
visited the doc on April 8 (all was good)  
posted 4 months ago

# Innovative and Key Success Factors

## ★ **Visible senior level support**

- Email from CEO about the “Why” and “WIFM”
- Offered on work time for all employees

## ★ **Program Delivery**

- 15 minute webinars
- Lunch-n-Learn meetings during existing meetings

## ★ **Communication Strategy**

- Print
- Online
- Face-to-face

## ★ **Tiered incentive strategy**

- Guide to Self Care for coming to meeting
- Sunscreen, toothbrush for participation in meetings
- First aid kits for engagement in program after meetings
- Wellness points for making an appt with PCP = benefits linked incentive

# Travel Right's Program

## ★ Recognize & React

- Guide to Self Care (Senior Leadership support, on work time, communications, scenarios)

## ★ Collect & Contact

- Screening and Assessment

## ★ Prepare & Perform

- New e-health portal with wellness points for PCP and use of Self Care Guide program

# The Company—Phase 1, 2 & 3

*The Company is provider of a comprehensive suite of products and services to families seeking financial resources for higher education. Their business also creates operational products and services for the institutions that serve those clients. The Company has nearly 2,500 employees in 17 different locations throughout the Midwest.*

## ★ **Health Care Plan Design**

- Traditional PPO
  - 78% participation
  - Covers up to \$1000 for Preventive care up to \$1000
- CDHP
  - 32% participation after 1st year,
  - Covers 100% for Preventive care

## ★ **Wellness Plan Design**

- Mandate for HS and HA for benefits eligibility
- Earn wellness points = health savings account contribution
- E-health portal, online wellness programs, onsite wellness programs, telephonic coaching, fitness reimbursement, Weight Watchers @ work
- Premium reduction for reaching biometric goals (BMI, Chol, BP, BS, non-smoker)

# Phase I: Collect & Contact

- ★ **Mandate health screening & health assessment for benefits eligibility**
  - Know your numbers
- ★ **Meet with your PCP and get your numbers or review your personal health report**
  - Develop a relationship as #1 priority
- ★ **Support the creation of a culture of health & wellness as a business initiative**
  - 100% coverage for preventive care
  - Offer physician locator online
  - Communications on the integration of wellness and benefits and what it means to become an informed and empowered health consumer

# Phase II: Recognize & React

## Develop Project Plan

- ★ Deliver book to 100% of employees via desk drop and mail to remote employees
- ★ Get visible senior level support
- ★ Set goals for participation and engagement
- ★ Deploy multi-modal communication strategy
- ★ Integrate incentive design with the program for participation AND engagement
- ★ Evaluate data
- ★ Keep the education going long after the program

# Senior Management Support

## Buy in from key players:

- ★ Wellness Steering Committee
- ★ Wellness & Benefits Advisory Committee
- ★ Wellness & Safety Leaders
- ★ Wellness Champions



# Communication

**Communication—  
all about the source,  
content, style, channel,  
frequency**

- ★ **Goal:** raise awareness, motivate, involve, engage
- ★ **Results:** understanding, support, accomplishment, engagement



# Cascade Communications

- ★ Make sure each level of leadership understands, supports and champions the GSC program
- ★ Allow sufficient time to fully inform and prepare People Services staff and managers
- ★ Allow time for People Services, supervisors, and managers to absorb the information and truly understand and support the GSC program
- ★ Help associates understand the GSC, what it means to be an informed health consumer and the WIFM

## **STRATEGIC APPROACH**



# Incentive Design

**Finding the right mix will spike participation!**

★ Guide to Self Care	<b>desk drop</b>
★ Online Trainings	<b>500 points</b>
★ Self Care Scenario	<b>250 points</b>
★ Initial Program Survey	<b>250 points</b>
★ Success Story Contest	<b>250 points</b>
	<hr/>
	<b>1500 points</b>
★ Earn 2500 Points	<b>\$400</b>



# Budget, Program & Data Collection

## ★ Budget = \$26,480

- Self Care Guide = \$25,300
- Promotions = \$180
- Fun Incentives = \$1000
- **Total= \$26,480**

## ★ Program & Data Collection

- Pull ICD9 codes pre-program for avoidable and preventive care visits, ER and urgent care
- Pre-program survey
- Desk drop to every employee with welcome letter
- 15 minute webinars or onsite lunch-n-learn
- Scenario quiz and weekly and “Practice Self Care” contest
- Post-program survey
- Pull ICD9 codes post program for avoidable and preventive care visits, ER and urgent care

# The Pay Off

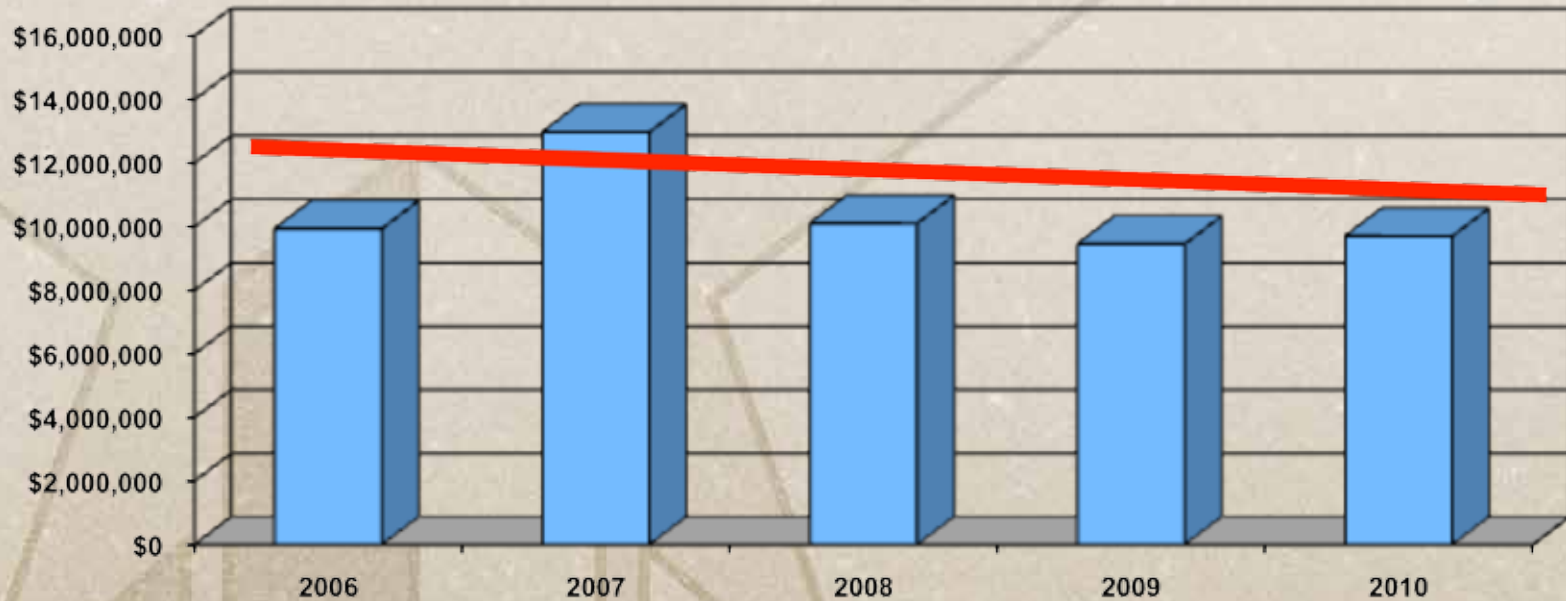
## ★ 12 month evaluation

- 93% used the guide once in the past year
- 20% used the guide 6+ times in the past year
- 25% said the guide helped reduce their missed work days
- 15% reported an avoidable ER visit
- 2% avoided 6+ ER visits

## ★ Medical Utilization Trends:

- Decrease in ER visits by 5.5%
  - Savings of \$16,520 based on \$500 per visit
- Decrease in urgent care visits by 3.4%
  - Savings of \$1700 based on \$170 per visit
- Increase in preventive visits by 14.5%

# The Company Medical Cost Trend



# What I Would Do Differently...

- ★ Focused more on having employees secure a primary care physician relationship
- ★ Increased engagement in utilizing the GSC long after the program
- ★ Increased the strategies on the “how” to prepare for medical visit like an informed consumer post program
- ★ Get to know the culture

# Top 5 Success Factors

- #1 Make the case to senior management and get their buy-in**
- #2 Follow the three-phase model**
- #3 Communicate and incent like CRAZY**
- #4 Go slow, be systematic, do it right the first time**
- #5 Make it Fun!**

# Questions & Answers

MY LIFE BROKEN DOWN INTO SEGMENTS

