WELLNESS FOR THE CITY OF BOSTON

City of Boston – PEC Meeting
July 14, 2015
Agenda

• What is Wellness?
• What do the City and the Health Plans already offer?
• What’s next?
Wellness in the Workplace

• A Wellness Program is an organized program intended to assist employees and their family members in making voluntary behavior changes which reduce their health risks and enhance their individual productivity.
  • Wellness Council of America, 1990

2 Goals of Wellness Programs
• Keep healthy people healthy
• Help unhealthy people change their behavior to reduce or eliminate their risk factors
## Program types

<table>
<thead>
<tr>
<th>Narrow Focus (Example)</th>
<th>Wide Focus (Example)</th>
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<tr>
<td>• Based on data warehouse of historical claims of members</td>
<td>All employees will complete 3 step program:</td>
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<td>• Target sub-group of greatest need, examples include:</td>
<td>1. Biometric health screening</td>
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<td>• Obesity</td>
<td>2. Self health assessment (online)</td>
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<td>• Diabetes</td>
<td>3. 1:1 consultation with health advisor (phone)</td>
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<td>• Disease management v. wellness</td>
<td>Output is an understanding of one’s lifestyle choices and the services available to improve them</td>
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<td>• Implementation of targeted programs</td>
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### Measuring success

#### COSTS
- Claims cost
- Utilization
- Productivity measures - absenteeism
- ROI

#### DESIRED BEHAVIORS
- Preventive
- Workforce health measure – absenteeism
- Engagement in programs
- Optimal plan decisions
- Optimal care decisions

#### EMPLOYEE PERCEPTION & SATISFACTION
- Surveys
- Focus groups
- Ongoing feedback
Develop a brand & Rebrand existing benefits

- Online Health Assessment
- Weight Watchers Discount
- Tuition Reimbursement
- PTO for cancer screenings
- EAP Services
- Annual Health Fair
- IT training classes: Excel, Word, etc.
- On-site Flu shots
- Credit Union
- MGMT Certification Program
- Health Insurance
- Disease Management
- Annual Health Fair
Inventory of existing programs and benefits

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<tr>
<th>Offered by the City</th>
<th>Offered by the Health Plans*</th>
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<tr>
<td>Flu Shots</td>
<td>Online Health Assessment</td>
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<tr>
<td>Employee Assistance Program (EAP)</td>
<td>Fitness Reimbursement</td>
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<tr>
<td>IT Training</td>
<td>Nutritional Counseling</td>
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<tr>
<td>Credit Union</td>
<td>Weight loss Benefits</td>
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<tr>
<td>Flexible Spending Account (FSA)</td>
<td>Care Management</td>
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<tr>
<td>Retirement Savings (Deferred Compensation)</td>
<td>Smoking Cessation</td>
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<tr>
<td>Scholarship &amp; Tuition Reimbursement</td>
<td>Nurse Care Line</td>
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<tr>
<td>PTO for Cancer Screenings</td>
<td>Member Discounts</td>
</tr>
<tr>
<td>Fitness &amp; Weight loss Discounts</td>
<td>Dental &amp; Vision Benefits</td>
</tr>
</tbody>
</table>

*Benefits vary by plan
Additional Wellness Tools

- Biometric Screenings – cholesterol, blood pressure, glucose and body mass index
- Online Calculators – tools to assist in managing process
- Activity trackers – tools to assist in monitoring progress
- Educational Programs
- Onsite Smoking Cessation Programs
- Health Fairs / Awareness Campaigns
- Employee Assistance Program
- Fitness Challenges
- Life Cycle Accounts – employer reimbursement for healthy lifestyle, life events, legal services and financial planning
Wellness Communications Strategic plan

• Wellness Program name, logo, and color scheme are important to facilitate a positive “eye-catching” recognizable message

• **Communications tools may include:**
  • Brochure listing all the wellness services uncovered by the Wellness Inventory.
  • “Announcing the program” with launch-type communications
  • “12-month Communications plan of action”
  • Short, descriptive brochures, e-mail messages, newsletters
  • Testimonials about the wellness program
  • Posters/postcards/brochures/table tent cards highlighting what's available
  • Messages from top management in support of wellness efforts
  • Satisfaction surveys, focus groups
  • Enhancements to the benefits website with wellness information, etc.
Where do we go from here?

- Form Wellness Committee
- Develop Multi-year strategy
- Utilize Multi-faceted approach
  - Broad v. Narrow Target
- Focus on data driven, evidence based initiatives
- Leverage web based platform(s)
Budget for Wellness

- $75,000/ year City funding of "well structured disease management program"

- $75,000/year for three years from HPHC for HPHC sponsored and delivered wellness programs

- $10,000/year for three years from BCBS in wellness credits which may be used to fund BCBS sponsored wellness services as outlined in BCBS's Health & Wellness Strategy provided for the Purchaser