

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?

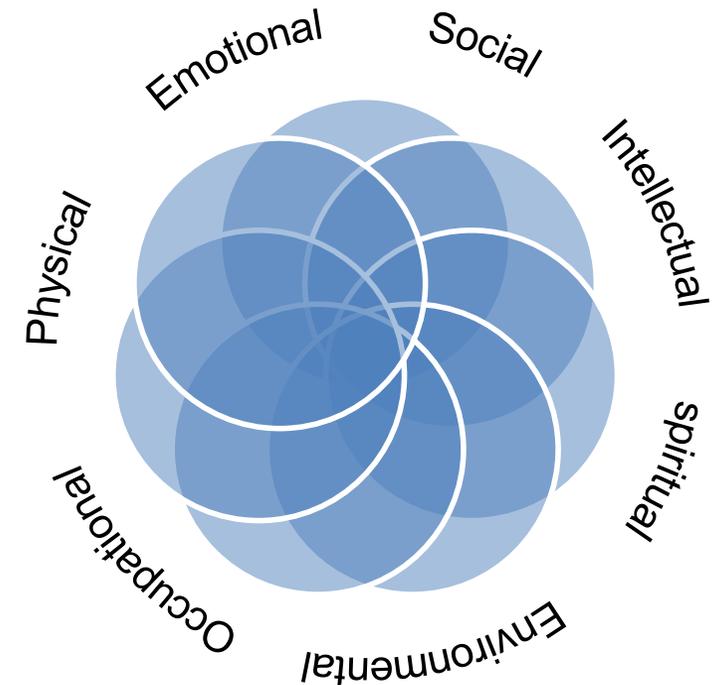
Wellness in the Workplace

- 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

Dimensions of Wellness



Program types

Narrow Focus (Example)

- Based on data warehouse of historical claims of members
- Target sub-group of greatest need, examples include:
 - Obesity
 - Diabetes
- Disease management v. wellness
- Implementation of targeted programs

Breadth = ↓

Depth = ↑

Wide Focus (Example)

All employees will complete 3 step program:

1. Biometric health screening
2. Self health assessment (online)
3. 1:1 consultation with health advisor (phone)

Output is an understanding of one's lifestyle choices and the services available to improve them

Breadth = ↑

Depth = ↓

Measuring success

COSTS

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

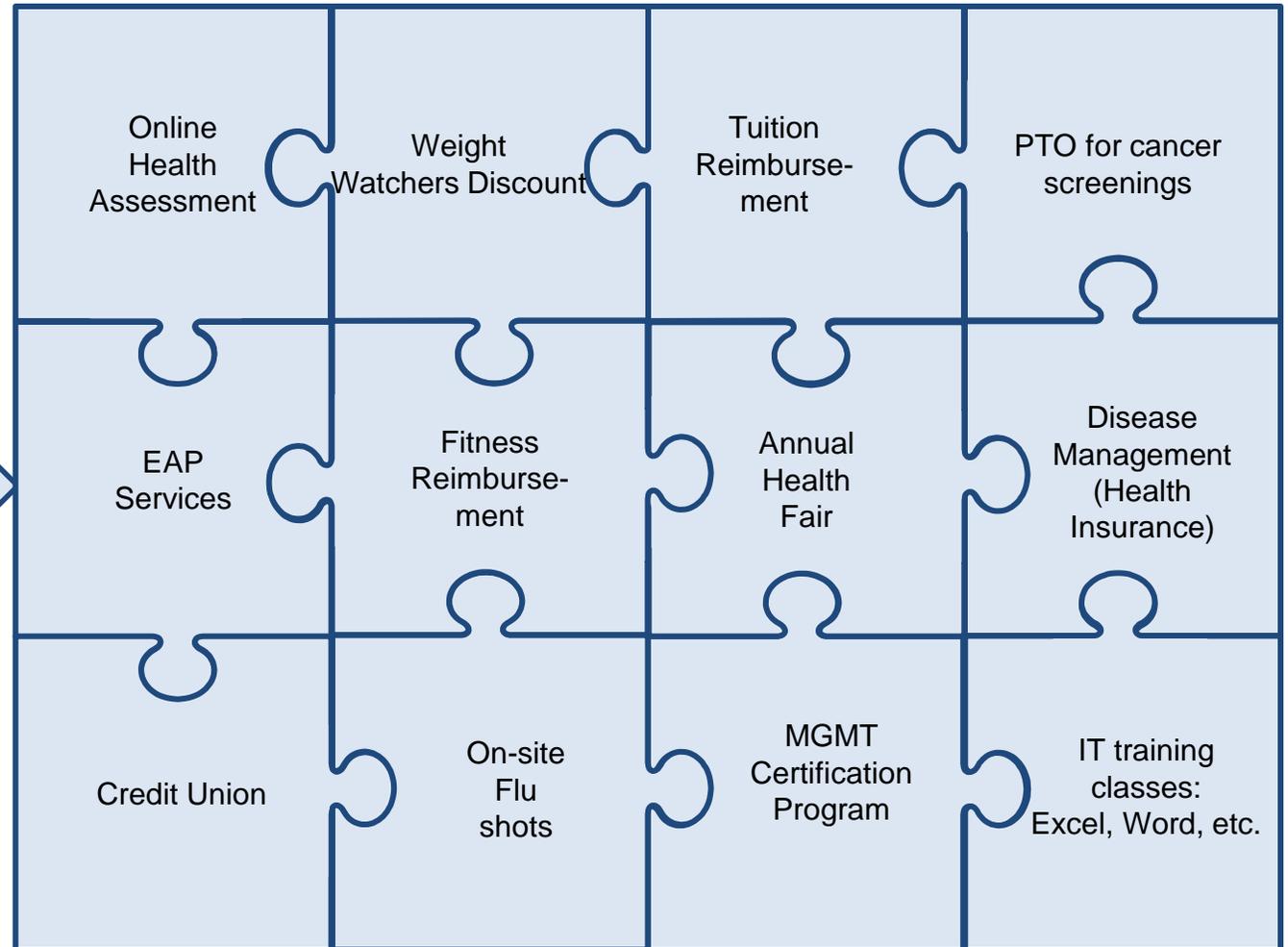
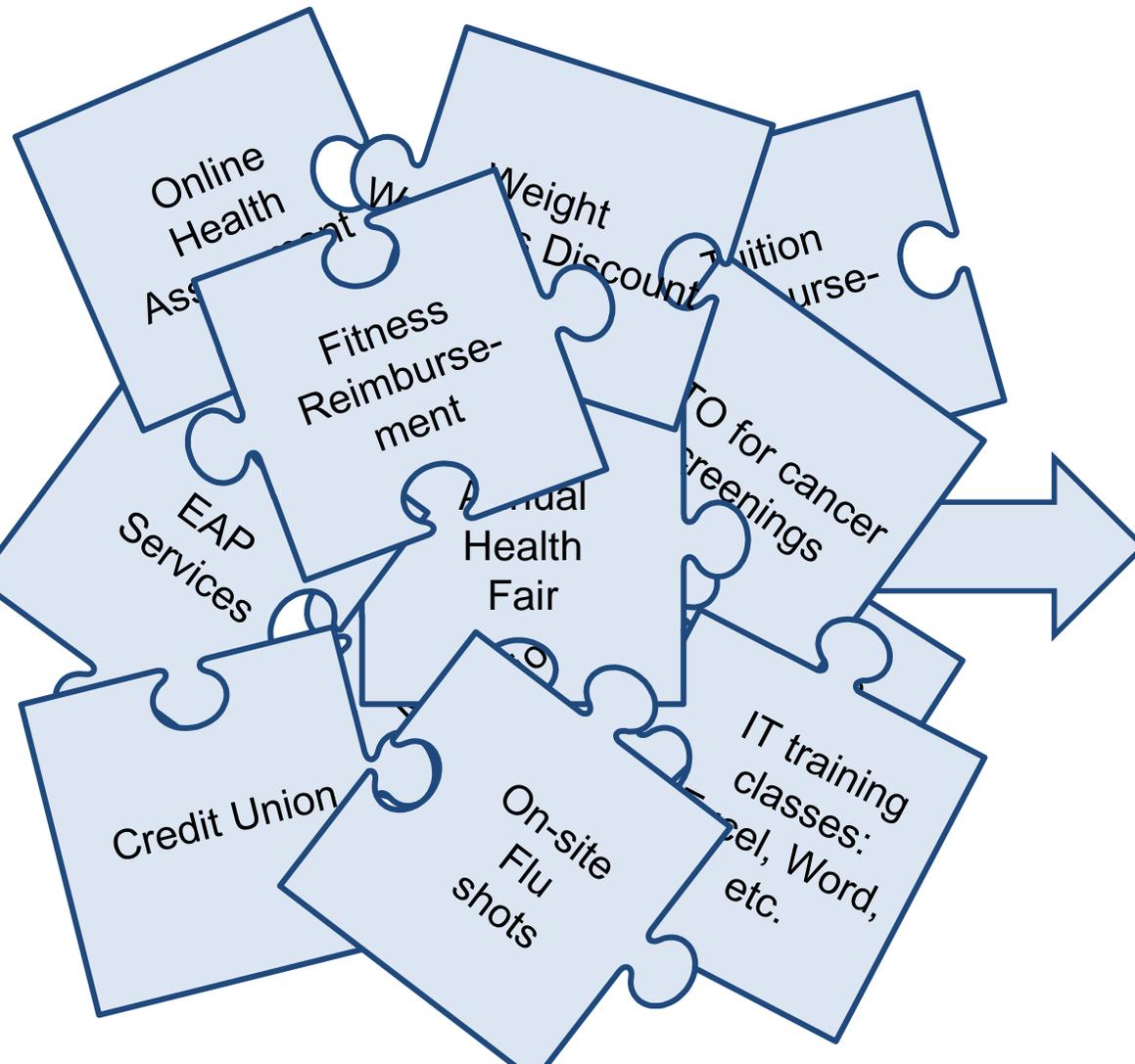
DESIRED BEHAVIORS

- 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



Inventory of existing programs and benefits

Offered by the City

Flu Shots

Employee Assistance Program (EAP)

IT Training

Credit Union

Flexible Spending Account (FSA)

Retirement Savings (Deferred Compensation)

Scholarship & Tuition Reimbursement

PTO for Cancer Screenings

Fitness & Weight loss Discounts

Offered by the Health Plans*

Online Health Assessment

Fitness Reimbursement

Nutritional Counseling

Weight loss Benefits

Care Management

Smoking Cessation

Nurse Care Line

Member Discounts

Dental & Vision Benefits

*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)

Core Investments	2014				2015				2016				2017				2018			
	Q1	Q2	Q3	Q4																
Program Development																				
Rewards and Incentives Strategy																				
Evaluation of HRA and Biometric Delivery Process																				
Wellness Coaching																				
Financial Wellness																				
Time Off Strategy and Administration																				
Fitness Initiative																				
Nutrition Initiative																				
Weight Management																				
Stress Management																				
Behavioral Health																				
Professional Development																				
Career Development																				
Culture Development																				
Work Environment																				

ILLUSTRATIVE

Level of Effort: planning/exploring substantial moderate low maintenance

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