



**Be The Best You!**  
**Wellness Program**

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**HR & Wellness Manager**

*Coborn's*  
INCORPORATED

## Company Information

Coborn's, Incorporated is a supermarket, convenience, and liquor retailer serving customers in the upper Midwest. We operate in six states and have 85+ locations.

- 1,475 full-time employees and 4,800 part-time employees
- 1,325 full-time employees & 710 spouses are enrolled in our health insurance
- Offer two Blue Cross Blue Shield Plan Options: 90/10 & 75/25 Plans (Self-Insured)
- In 2007, we spent almost 11 million dollars on health-related costs



- In 2006, we began our ‘formalized” wellness program, which included obtaining Executive level support, creating a wellness budget, selecting a program name and developing a logo.

*NOTE: Prior to 2006, we had simplified our insurance plans to make them easier to understand and implemented a disease management program.*

## **2006 Wellness Program Components**

- January/February 2006 - Provided on-site biometric screenings for blood pressure, cholesterol, and glucose for employees and spouses covered by our health insurance
- February/March 2006 –Provided health assessments for employees and spouses covered by our health insurance
- Offered 12-month phone-based lifestyle coaching program for participants determined to be “high risk” on the health assessment

## **2006 Wellness Program Components**

- Began quarterly *Be the Best “You”* newsletter for full-time employees, which contains educational information regarding health and wellness and Coborn’s benefits
- Sent out posters and educational information to all locations on a regular basis
- Selected “wellness team coordinator” at each location to assist with clerical tasks and to provide feedback on initiatives

## **2007 Wellness Program Components**

- February 2007 - Added BCBS health club discount (credit of \$20 per month if participant exercises required number of days per month)
- Spring 2007 – Offered our first company-wide Wellness Challenge, which focused on increasing physical activity (exercising 30 minutes at least three days per week)
- Fall 2007 – Offered our second company-wide Wellness Challenge, which focused on consuming at least five servings of fruit and vegetables and increasing physical activity (10,000 steps or 30 minutes)

## 2007 Wellness Program Components

- September/October 2007 - Provided on-site biometric screenings for blood pressure, cholesterol, and glucose for employees and spouses covered by our health insurance
- November 2007 - Provided health assessments for employees and spouses covered by our health insurance
- Continued quarterly *Be the Best "You"* newsletter
- Continued to send out posters and educational information to all locations on a regular basis

## 2008 Wellness Program Components

- Created directive that healthy food alternatives must be served at company-sponsored meetings and events
- Provided *Healthier at Home* Self-Care Book to employees on our health insurance
- We are planning to also focus on tobacco reduction/cessation
- Continue other wellness components that were done in 2007

## Wellness Program Evaluation

To be successful, it is crucial that we continually evaluate each component of our program – track participation rates, participant satisfaction, determine effectiveness of incentives used, determine changes in behavior, evaluate changes in biometric readings over time, review changes in health assessment scores over time, perform claims analysis to determine percentage of claims that are lifestyle related, etc.

## Examples of Our Wellness Program Results

- High participation rates for biometric screenings and health assessments - *Between 75-87% of employees participated in 2006 and 2007*
- Participant satisfaction rates – *Of those that participated in company-wide wellness challenges, overall satisfaction was ranked 3.85 on a 5-point scale*
- Incentives used – *Participation results would indicate that participants were satisfied with the incentive for participating in the health assessment (reduction in health premium of \$7.50 per month for employee and spouse...savings of \$90 - \$180 per year).*

## Examples of Our Wellness Program Results

- Behavioral changes - *24% of participants that were not eating five servings of fruit and veggies prior to the Fall Wellness Challenge were doing so during the Challenge;*  
*26% of participants that were not exercising 30 minutes at least five days per week prior to the Challenge were doing so during the challenge;*  
*27% of participants reported losing weight (the average was between 7.5-9 lbs)*
- Changes in biometric readings and health assessment scores - *We are waiting on the final aggregate reports which will allow us to compare the overall health assessment results from 2006 with those from 2007 to help assess our progress.*

## Closing Comments

- We want to be able to better assess our return on investment (ROI) in the coming years.
- Thus far, we believe our wellness program has helped us better manage health insurance premium renewals (*goal to be lower than the national average*) and we believe it is helping reduce indirect costs like absenteeism, disability, and workers' comp. Also, employees feel that we truly care about them (AND WE DO!)
- We are committed to the improvement of our employee's health on a long-term basis. We believe that it is the right thing to do and it is single best way to manage health costs in the future.

## Resources

- *Healthier at Home* Self-Care Book  
Steve Byers 1-800-345-2476 (ext. 246) [www.healthylife.com](http://www.healthylife.com)
- Attend health and wellness conferences (e.g. Midwest Worksite Health Promotion Conference)  
<http://www.parknicollet.com/healthSource/midwestConference/index.cfm>
- Join Wellness Council of America [www.welcoa.org](http://www.welcoa.org)
- Read *everything you can* on health and wellness

**“A person who has health has a thousand wishes, a person who doesn’t, has but one.”**

~ Anonymous

# Questions?