

Intersecting Lines: Results-Driven Employee Wellness Programs

Minnesota Oomph!
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What's wrong with this picture?





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Overview

- Why invest in prevention?
- What makes a program?
- Useful resources



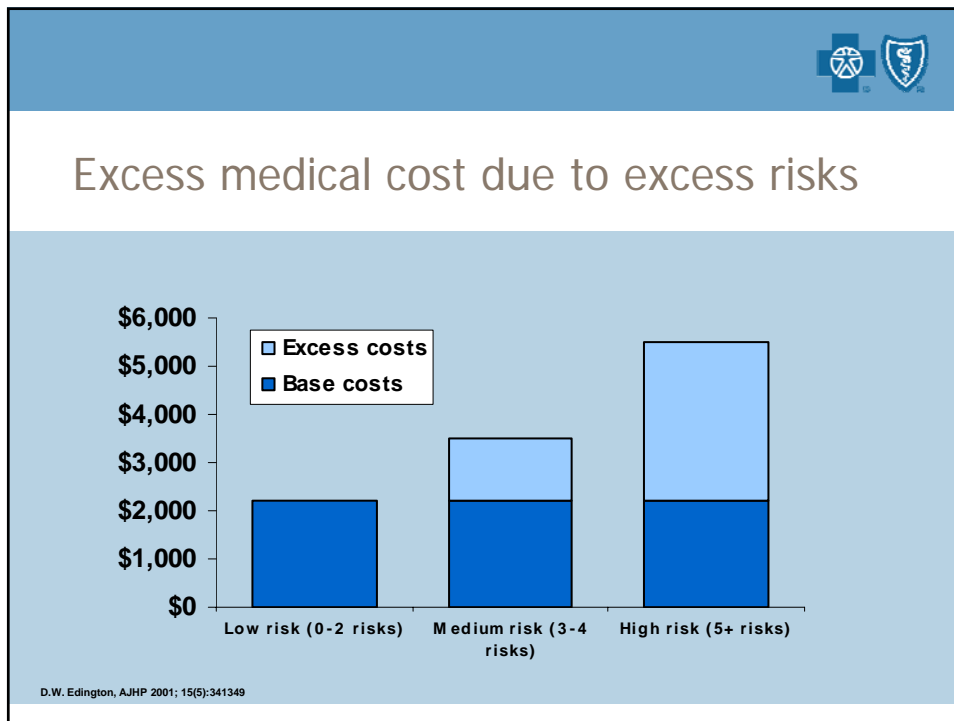
Why invest in wellness programs?

- Improve health
- Save lives
- Save dollars
- Improve employee retention and morale, and company image



Health risks

Alcohol	More than 14 drinks/week
Blood Pressure	Systolic >139 mmHg or Diastolic >89 mmHg
Body Weight	BMI > 27.5
Cholesterol	Greater than 239 mg/dl
Existing Medical Problem	Heart, Cancer, Diabetes, Stroke
HDL	Less than 35 mg/dl
Illness Days	>5 days last year
Life Satisfaction	Partly or not satisfied
Perception of Health	Fair or poor
Physical Activity	Less than one time/week
Safety Belt Usage	Using safety belt less than 100% of time
Smoking	Current smoker
Stress	High





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- The slide lists actions employers can take, organized into a bulleted list. The top right corner features the same two logos as the first slide: a blue cross with a white circle inside, and a white shield with a blue border and a blue cross inside.
- Lead by example
 - Talk about health
 - Involve your employees in program design/decisions
 - Be creative. Make it fun!
 - Give it the same attention/importance as a new product
 - Write business plan with clear goals
 - Evaluate
 - Give it more than a year to take hold – it's a process



Specific ideas of what employers can do

1. Build a **worksite** environment that supports employees who make good choices
2. Provide **incentives** for good choices
3. Provide **services** that help employees with their health
4. Lead or participate in **community and public policy** work that improves health



Resources from Blue Cross

- Employer toolkits and other resources: preventionminnesota.com
- **do** Campaign: do-groove.com
- Fittest State in the Nation: fitteststate.com
- All kinds of health information: bluecrossmn.com



Why act now?

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

Author unknown