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Best Practices and Evaluation of Interventions in Worksite Health Promotion

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StayWell Health Management

Our Mission

To deliver comprehensive health management programs and services that help organizations maximize business results by improving employee health and productivity.

StayWell Health Management Organizational Overview

- Employees – 350
- Time in business – 30 years

Industry Experience



Experience in most major industry segments

- Utilities
- Education
- Real Estate
- Manufacturing
- Insurance
- Industrial
- Retail
- Banking
- Healthcare
- Technology
- Financial
- Communications

Experience with all sizes of employers

- 1,000 - 100,000 plus

Diverse Client Populations

- Hourly, salaried, union
- Geographically dispersed workforces
- Language and literacy issues

Our Core Capabilities



Program design and consultation

- Incentive strategy
- Communication strategy

StayWell® e-Health website

- Health assessment
- Health education centers
- Self-care database
- Drug database
- Daily personalized health news
- Quarterly newsletter
- Incentive tracking
- Harvard health information

NextSteps® behavior change programs

- Immediate online triage
- Phone-based
- Mail-based
- Online healthy living programs

StayWell@Work

- Onsite staffing/wellness delegate support
- Awareness campaigns/communication
- Biometric screenings

Reporting

- Industry-leading standard
- Custom data projects

StayWell Best Practices Study

Study Purpose

First, to better understand the prevalence of best practice program elements among StayWell customers.

Best Practices Study

Sample

- **22 StayWell Clients**
- **767,640 eligible employees, spouses, and retirees**

Best Practices Study

Methods

1. “Best practice” determined based on 9 essential components of best-in-class programs.

Best Practice Program Criteria

1- Comprehensive Program Design



Best Practice Program Criteria, continued

2- Integrated Incentives



Best Practice Program Criteria, continued

3- Comprehensive Communication Plan



Best Practice Program Criteria continued

4- Strong Senior Management Support



Best Practice Program Criteria, continued

5- Dedicated Onsite Staff



Best Practice Program Criteria, continued

6- Multiple Program Modalities Offered



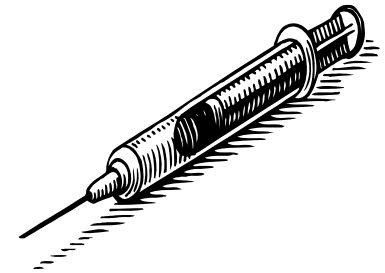
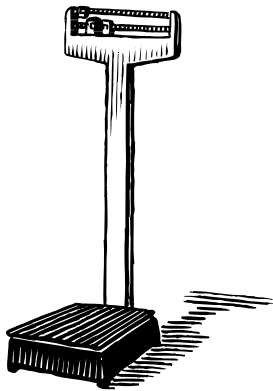
Best Practice Program Criteria, continued

7- Awareness Building Opportunities



Best Practice Program Criteria Continued

8- Biometric Health Screenings



Best Practice Program Criteria Continued

9- Vendor Integration

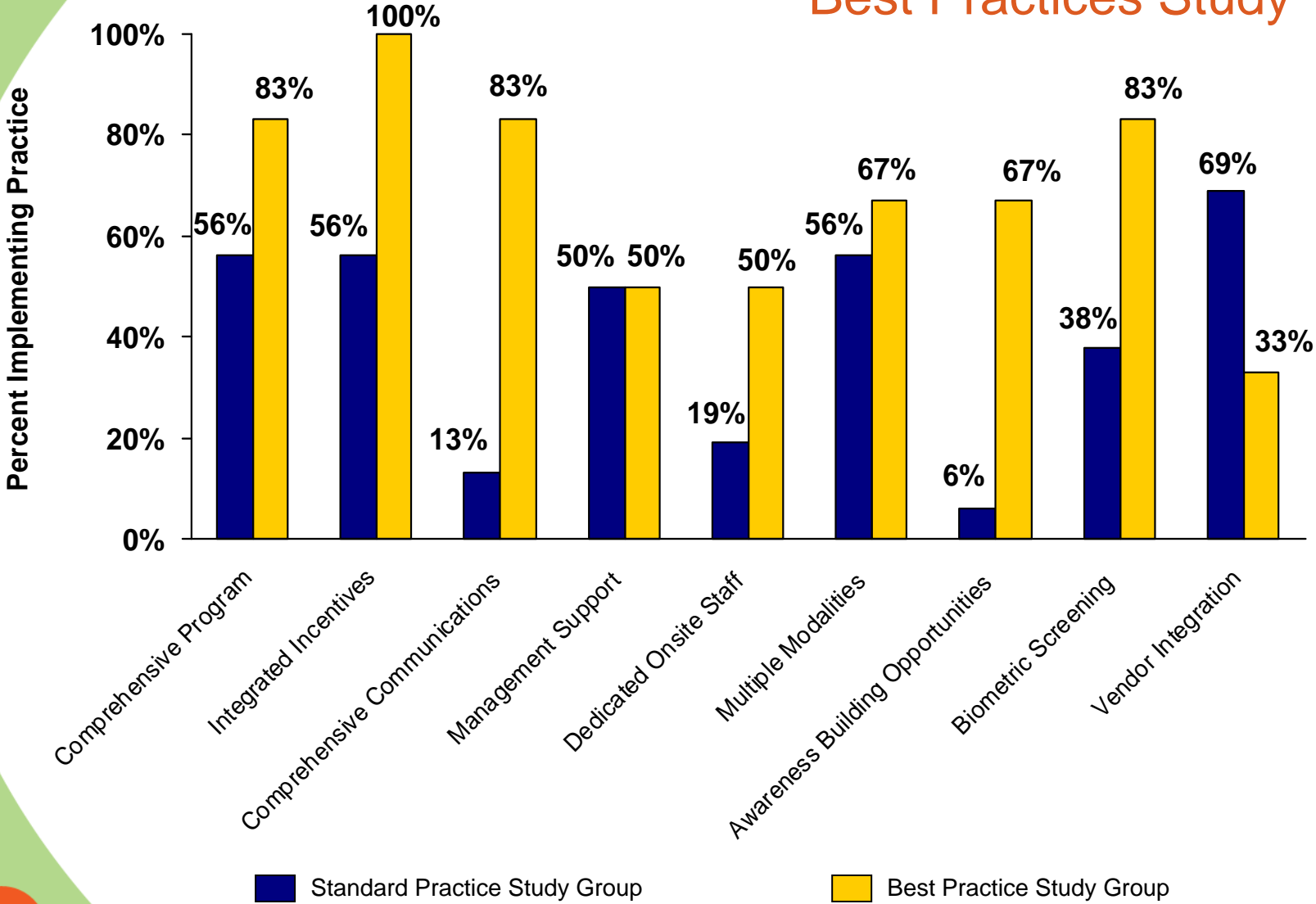


Best Practices Study

Methods

- 2. Collected information on companies and programs based on standard reports, internal documentation, and informational interviews with account management staff.**
- 3. Each company rated according to extent of implementation of 9 best practices.**

Best Practices Study



Study Purpose

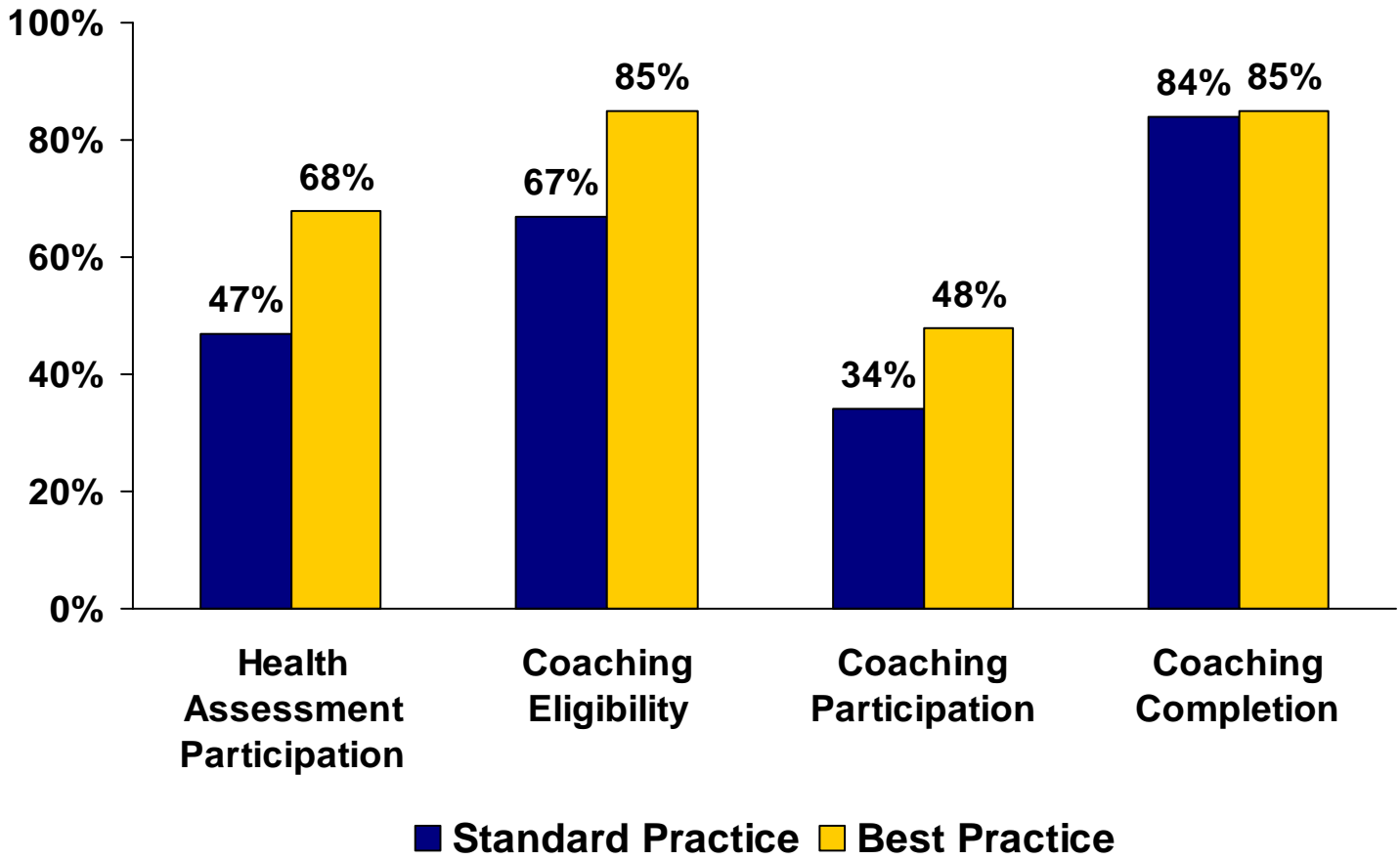
Second, to explore the differences in engagement rates and health risk change based on use of best practice versus standard practice program design

Best Practices Study

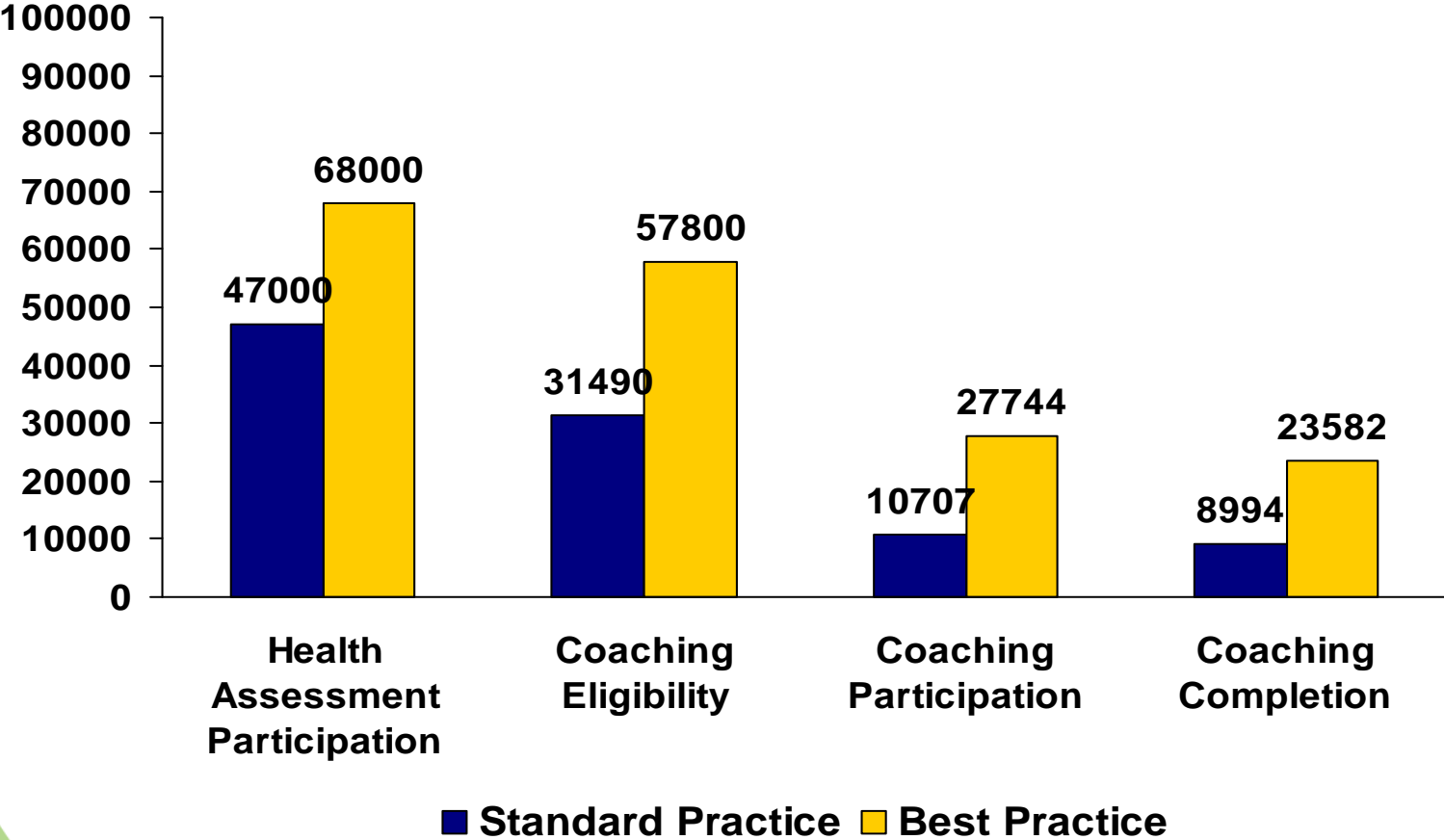
Methods

4. Used standard definitions to calculate engagement rates and health impact measures

Best Practices Study

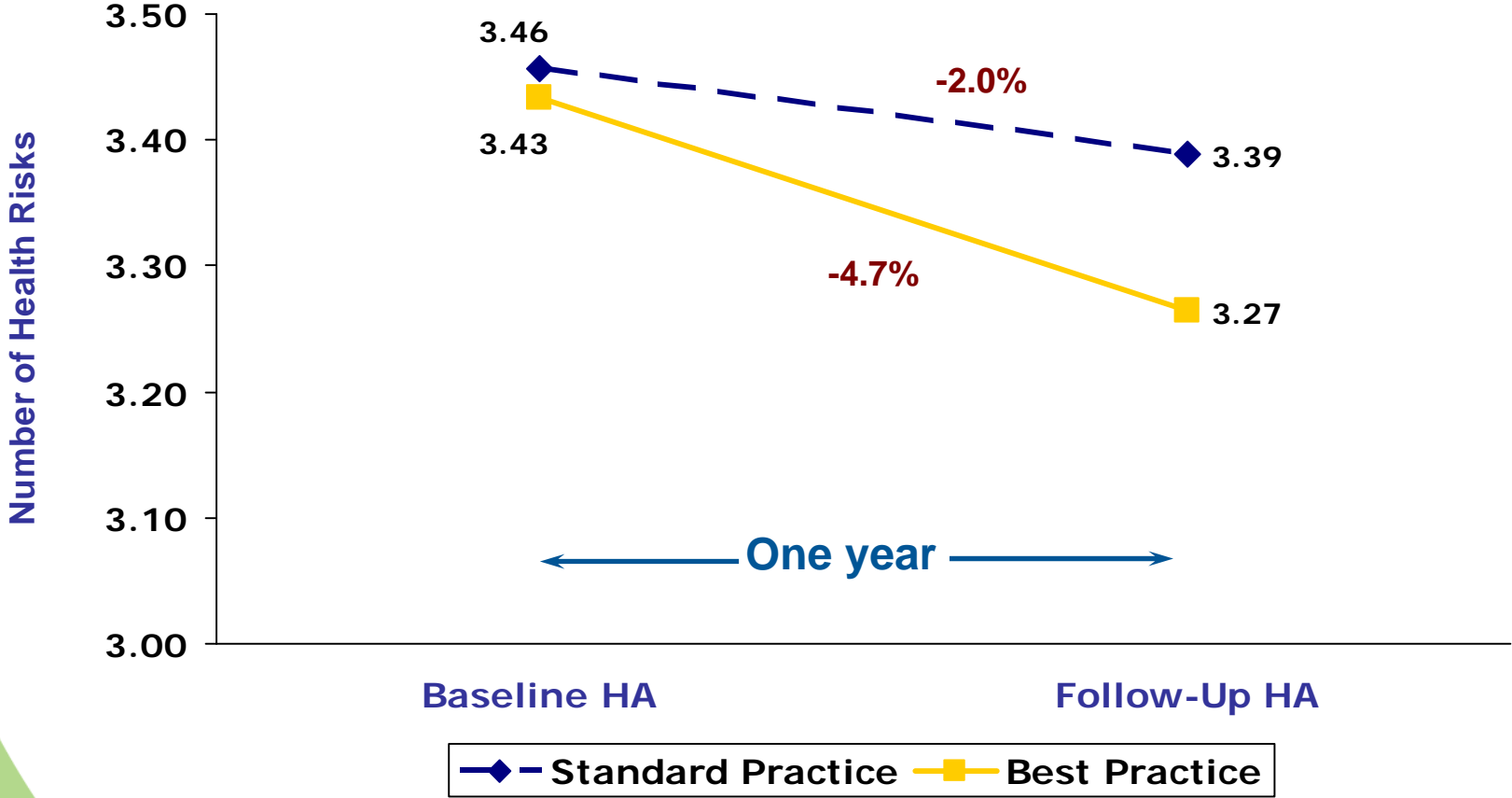


Best Practices Study



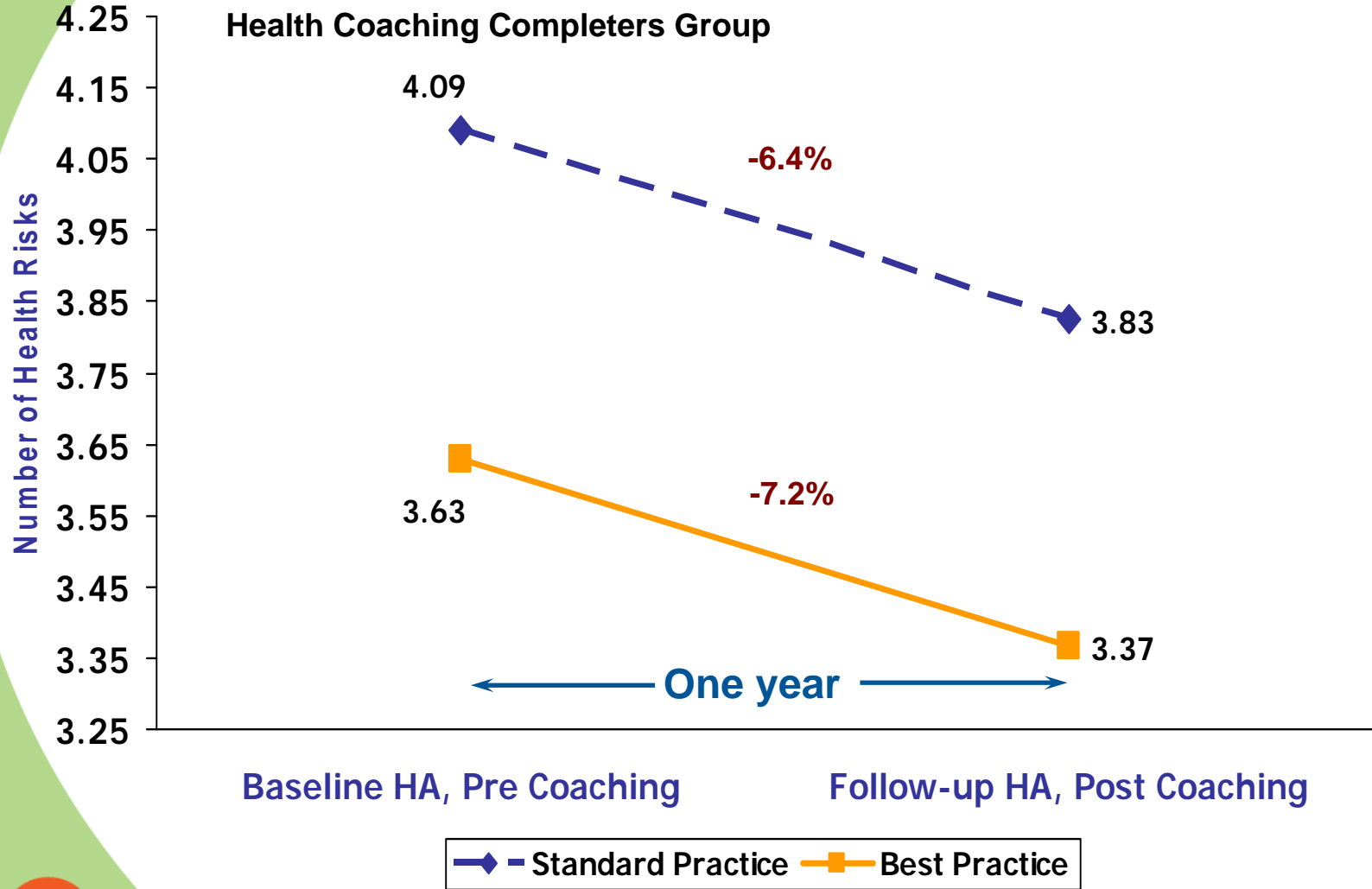
Best Practices Study

Average Number of Risks for All Health Assessment Completers



Best Practices Study

Average Number of Health Risks for Health Coaching Completers Group



Key Findings

- **When compared to standard practice companies, companies using best practices demonstrate:**
 - superior population engagement rates in programs
 - superior population health risk reduction

Where do you go from here?



Best Practices Study

Assess where your organization is and where it wants to be.

Best Practice Program Criteria

- 1- Comprehensive Program Design**
- 2- Integrated Incentives**
- 3- Comprehensive Communication Plan**
- 4- Strong Senior Management Support**
- 5- Dedicated Onsite Staff**
- 6- Multiple Program Modalities Offered**
- 7- Awareness Building Opportunities**
- 8- Biometric Health Screenings**
- 9- Vendor Integration**

Questions

Contact Information

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