



PERFORMANCE-BASED WELLNESS

WHAT'S NEW IN WELLNESS

June 1, 2017

Presented By | Michael Kelly, Vice President
HealthCheck360°

AGENDA

Why is managing health so difficult

Some things not to do

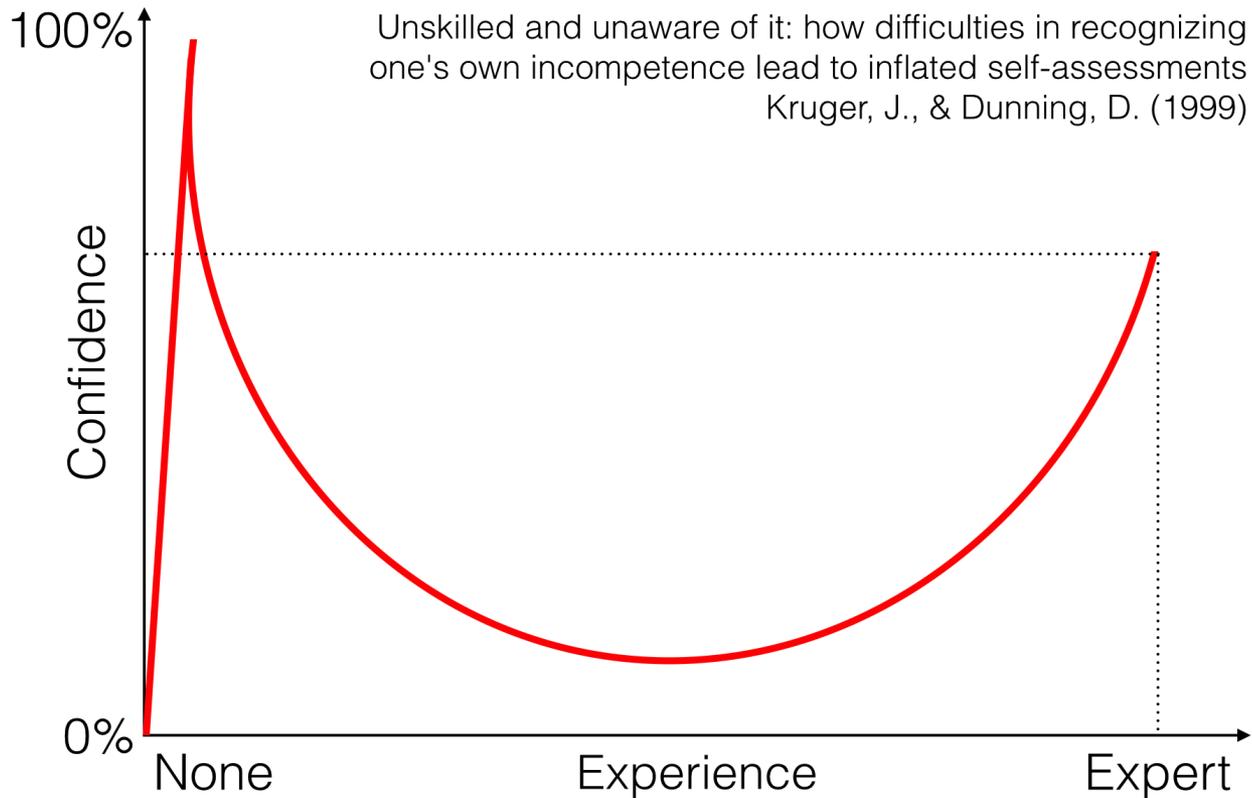
Some things you should definitely do

How you might actually do those things

Something for you to decide

BUT WHY DO WE HAVE SUCH BAD HABITS

Dunning-Kruger Effect



UNHEALTHY PEOPLE DRASTICALLY OVERESTIMATE THEIR HEALTH

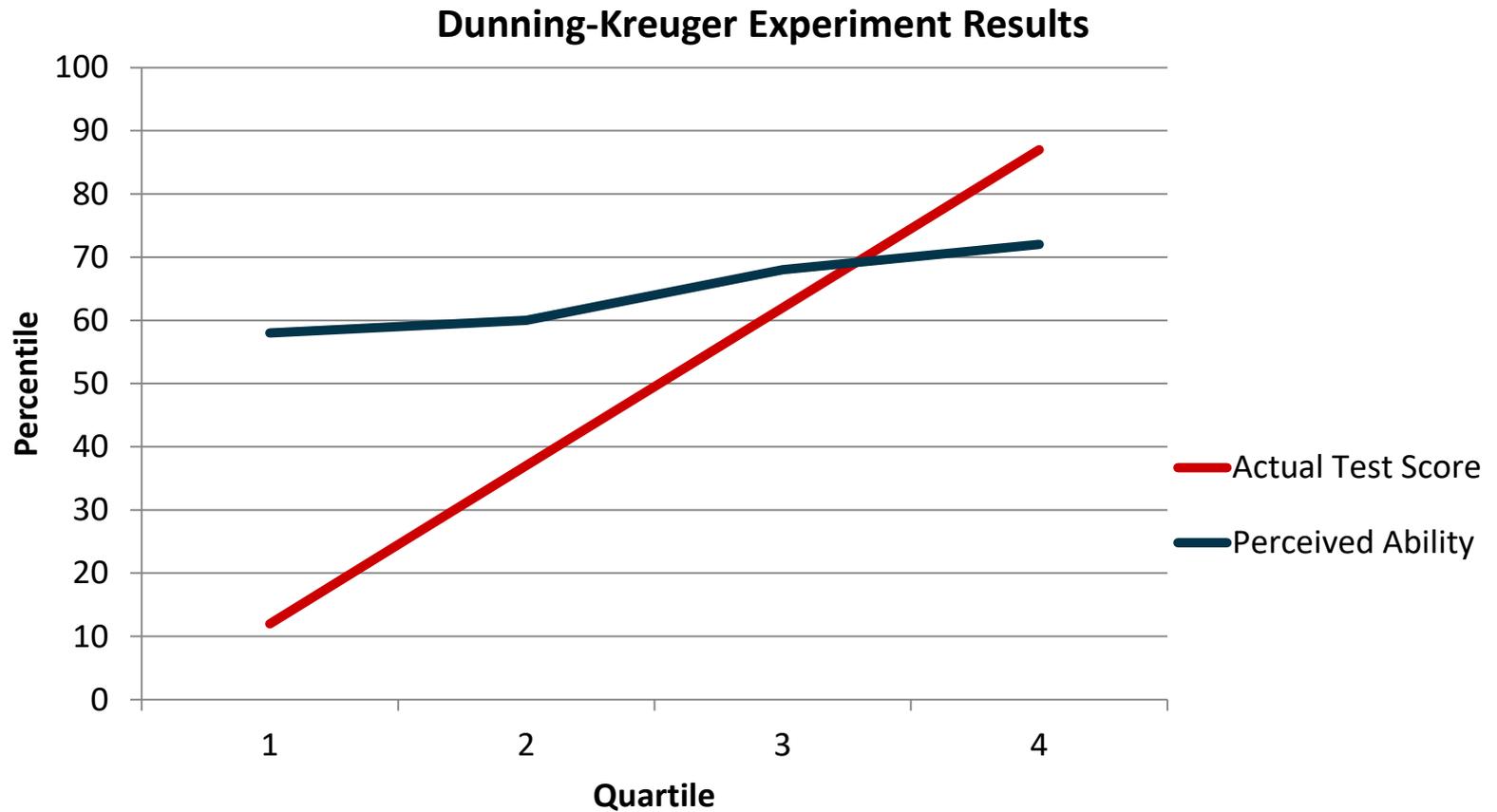
We asked 8,073 participants to rate their health as Great, Good, Average, Below Average, or Poor

We correlated these to our own risk levels: Ideal, Low, Moderate, High, and Very High

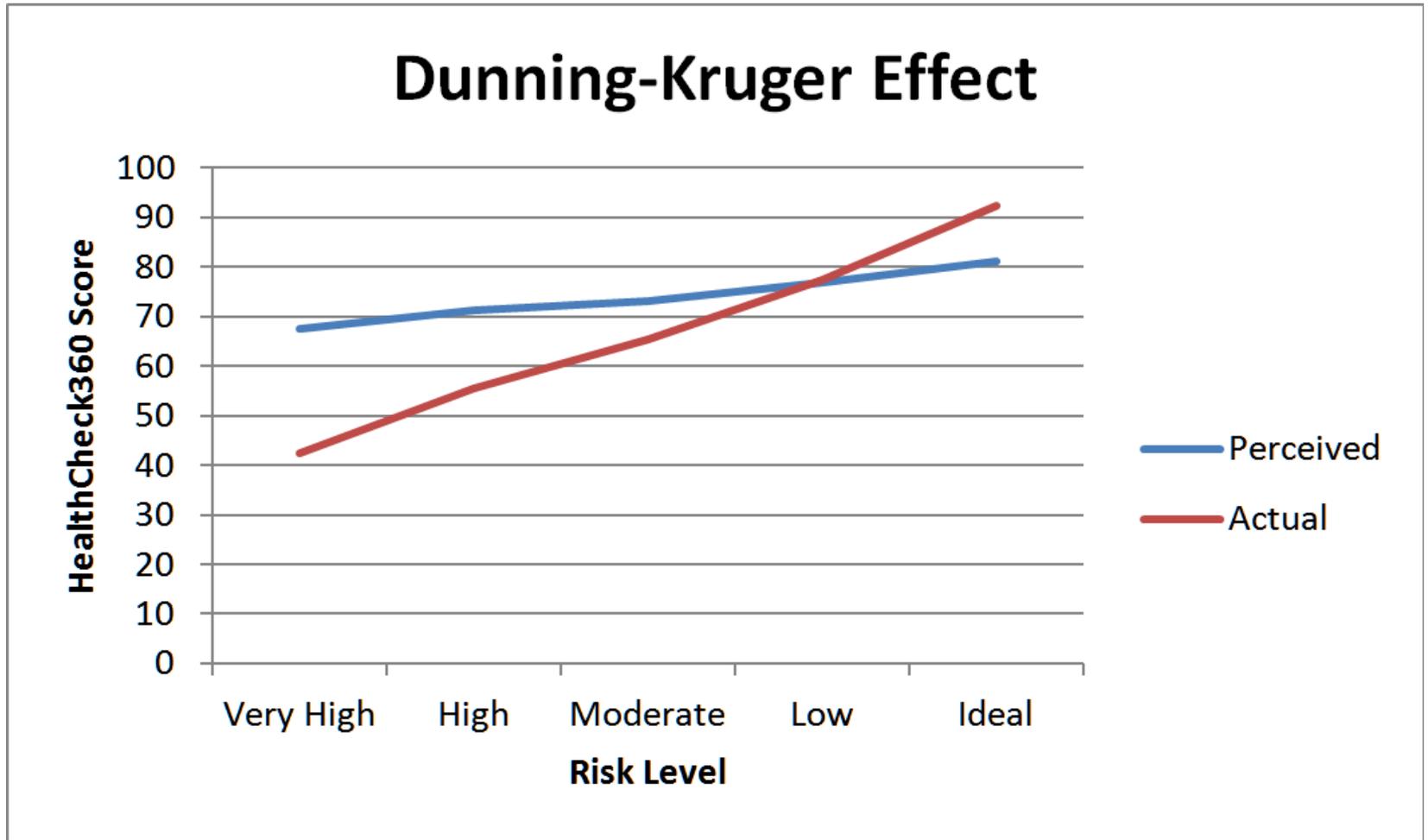
The most accurate group was the Low Risk individuals, with 60% of them rating themselves as in “Good” Health

The most inaccurate group was the Very High individuals, where only 3% rated themselves as in “Poor” Health

DIRECT CORRELATION



DIRECT CORRELATION



**Harvard
Business
Review**

HUMAN RESOURCE MANAGEMENT

How to Design a Corporate Wellness Plan That Actually Works

by Hector De La Torre and Ron Goetzel, Ph.D.

MARCH 31, 2016



Lately, there's been some debate about whether workplace health promotion programs, more commonly known as wellness programs, work. To us, it's similar to asking whether reviews, training programs, employee assistance services, or other company initiatives are effective for both worker performance and the bottom line. The honest answer is that some are successful while others fail. And most of the time this comes down to how they're designed and executed.

HBR - THE DON'TS

Common mistakes:

- Administering health risk assessments only.
- Paying people to change their habits.
- Sending people to your health plan's website.
- Introducing short-term campaigns.
- Hiring a vendor to “fix” unhealthy employees.

<https://hbr.org/2016/03/how-to-design-a-corporate-wellness-plan-that-actually-works>

HBR – THE DO'S

Six approaches that, while comparatively difficult, can actually change the health and lives of employees for the better:

- Leadership commitment and support.
- Building a culture of health.
- Asking for help.
- Spreading the word.
- Offering smart incentives.
- Measuring the right things.

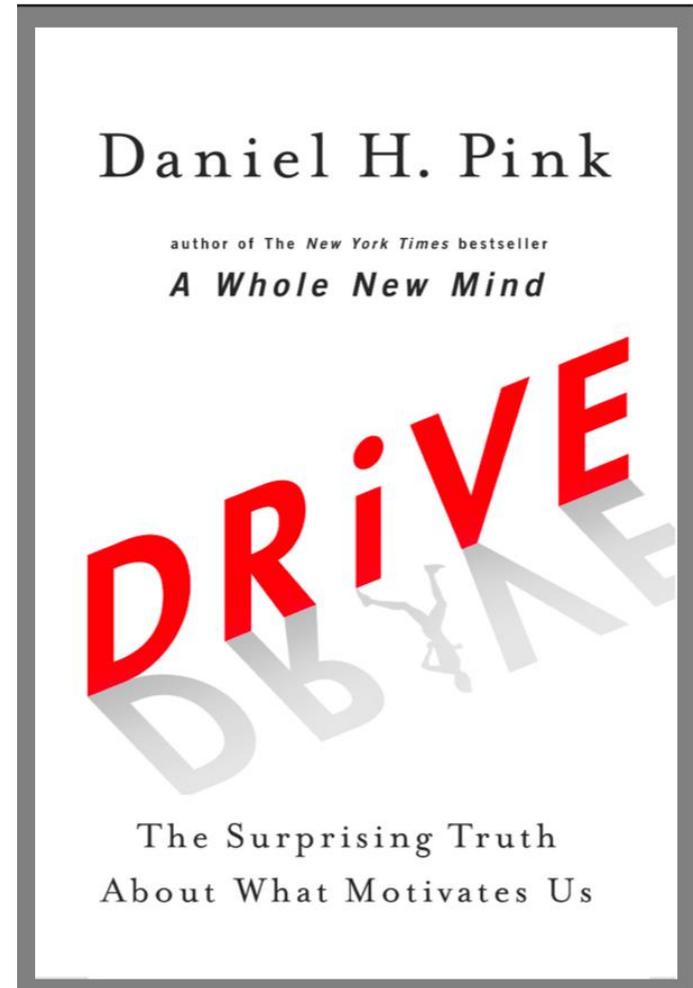
<https://hbr.org/2016/03/how-to-design-a-corporate-wellness-plan-that-actually-works>

DO INCENTIVES WORK?

MIT – Has long as tasks only involve mechanical skill... bonuses/incentives work.

Once task called for Rudimentary Cognitive Skill... larger bonus caused worse performance.

For simple straightforward tasks... higher rewards drive better outcomes.



WHAT LEADS TO LONG LASTING CHANGE

3 factors lead to better performance & personal satisfaction

- Autonomy
- Mastery
- Purpose

Why are these so hard to achieve in health?

- Glut of information
- Misinformation
- Reliance on doctors and other health professionals
- Not a priority
- Time
- Difficult concepts

APPLICATION OF BEHAVIORAL ECONOMIC THEORY

Primarily taken from the work of David A. Asch, MD, and Kevin G. Volpp, MD

- Avoidance of pain – Give everyone the prize and take it away when goals are not met.
- Avoidance of regret – social pressure and drawings instead of increasing financial penalty/reward
- Automated hovering – Application of wireless data from internet-enabled scales, blood pressure cuffs, glucometers, phones and apps help large numbers of patients stick to health-promoting activities.
- Smaller, more regular, and MORE VISABLE incentives to keep participants engaged and connected to their health.
- Construct teams so that individual efforts become group achievements. For example, rather than merely encouraging individuals to walk more, create teams whose success depends on each member walking a minimum amount (say, 7,000 steps a day). Teams would also compete against each other for prizes or bragging rights.
- Turn repetitive activities into a daily game in which people are eligible to participate only if they took their medication the previous day. Such an approach effectively pairs the routine with engaging and emotionally positive experience.
- Use data to create a “conversation” between program and participant

BIOMETRIC SCREENINGS

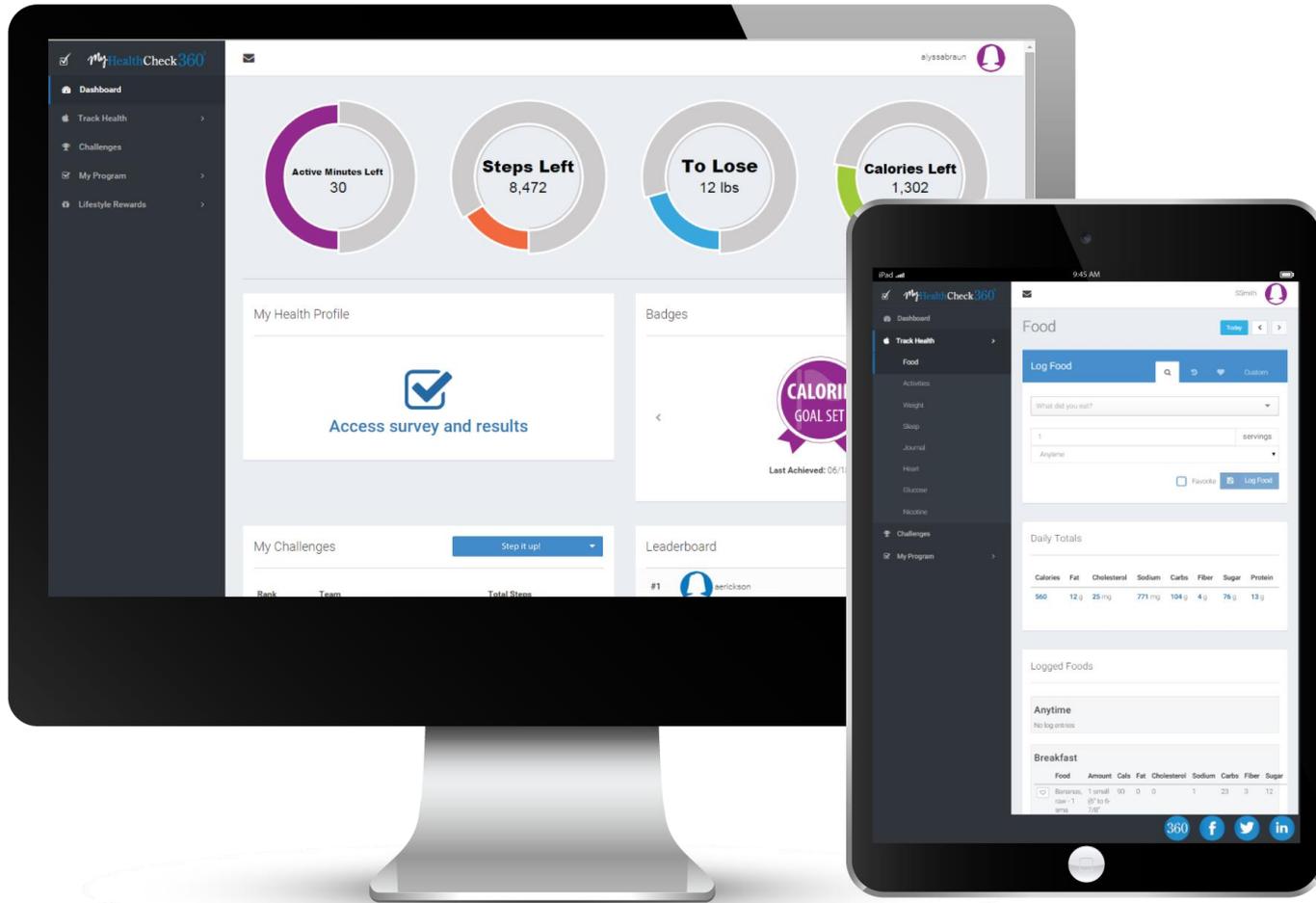
Lots of debate around biometric screenings because of:

- Cost
- Logistics
- Invasiveness
- Concern of driving over utilization in health plan
- Concern on replacing the physician relationship

We still believe they are essential components to most wellness programs:

- Participants do not “know their numbers”
- Objective data points for measuring progress over time
- Enables integration with disease and case management teams
- Most cost effective was to attain data

HEALTH PORTALS



PORTAL FOCUS SHOULD BE ON THE USER

Understand your users and support their goals

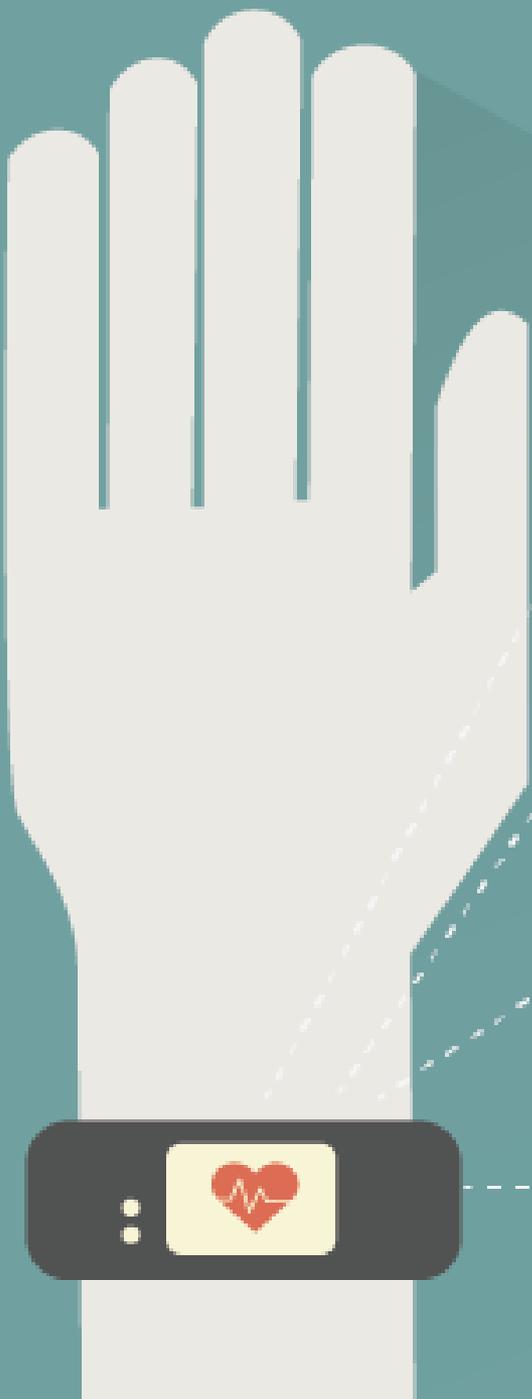
Make your interface easy to learn and enjoyable to use.

Remain consistent

Form a dialog with your users - A feedback mechanism is also crucial for effective interface design:

- Gamification
- Customization

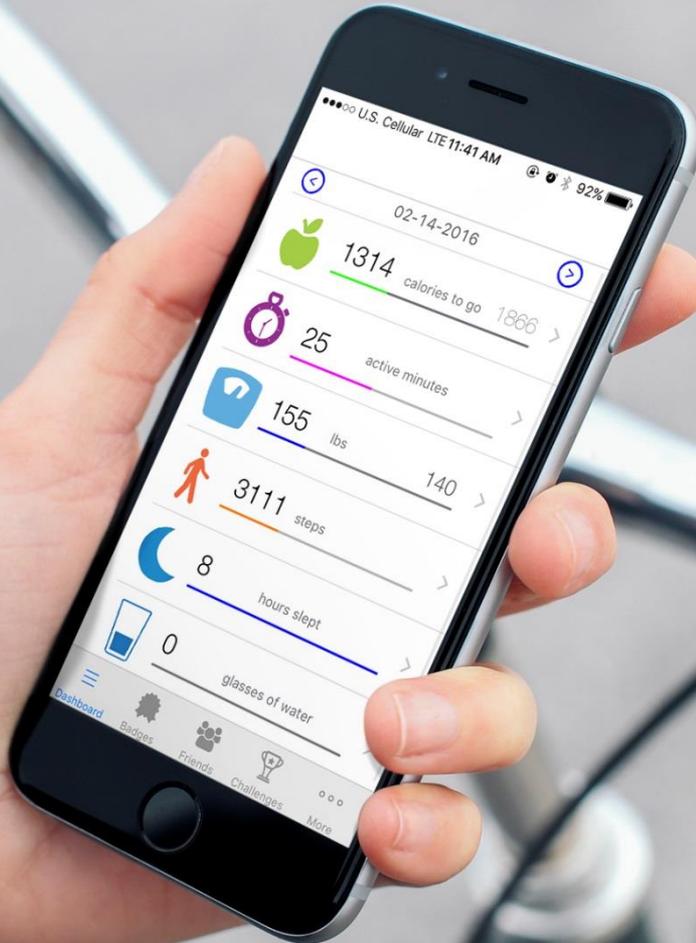
Be as Problem Free as possible



APPLICATION



American Journal of Health Promotion, 2017, Vol. 31(3) 251-261.



OPPORTUNITY FOR MOBILE

Improve access

The wellness program is ALWAYS with the individual

Numerous new communication opportunities

Additional methods for gamification and fun engagement

Access to new data points from devices or phone hardware



QUESTIONS TO ASK YOUR COACHING PROGRAM

What about...

- Are your coaches 1099 or W2 employees?
- What is the background of the coaches?
- Are there both lifestyle and clinical resources available?
- Are you able to customize my program and outreach?
- Ability to triage participants to most appropriate intervention?
- What is the reporting package? Engagement? Outcomes?



WILD STRIDE

STEPS
CHALLENGE

SLIMDOWN SHOWDOWN

WEIGHT LOSS CHALLENGE

ZZZ

sleep

COUNTS
SLEEP CHALLENGE

WALK THROUGH WEIGHT

WALKING CHALLENGE



HAPPY NEW YOU

WEIGHT LOSS CHALLENGE 2016

PROGRAMMING MATTERS

Programming can be provided at multiple levels: The individual, group/team, or the company.

Peer engagement is one of the most effective motivators for change.

It is a contributing factor to your company culture.

Demonstrates commitment to wellness program.

ROI

ROI

Which is best for evaluating your wellness program?

EVALUATION

Return On Investment – Financial Impact of Program

- Impact of Incentive structure
- Medical Trend
- Rx
- Absenteeism
- Presenteeism (Productivity)
- Work Comp Rate/Experience

Value On Investment – Broader impact of programs

- Employee morale
- Talent attraction
- Retention
- Enhanced company loyalty
- Heightened customer loyalty

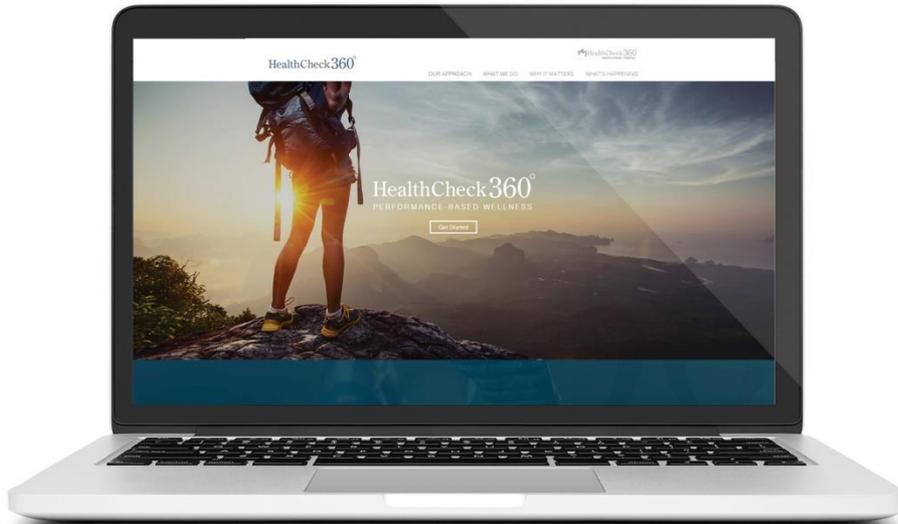
OUR RECOMMENDATION

Workplace wellness programs are still demonstrating meaningful impact on companies who are committed to their execution. Our recommendation for the best possible outcome is:

- 1. Work with your team to determine the goal of your company wellness program.**
- 2. Work with your consultants and vendors to build program components around THAT goal.**
- 3. Choose metrics that correspond to that goal.**



CONTACT US



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QUESTIONS?

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