The Best Is Yet To Come: The Future of Employee Wellness

Denise Dumont-Bernier
Executive Director
Agenda

- Introduction
- Six Pillars of Success
- Current Status of Wellness
- The Future- 5 Key Areas
- Q & A
Denise Dumont-Bernier, PT

- Executive Director, Occupational Medical Consulting, LLC
- 20+ years in occupational health and wellness

Last week OMC acquired by Wellness Workdays

- Headquartered in Hingham, MA
- Founded in 2004
- Debra Wein, MS, RDN, President and CEO
- Chair, Worksite Wellness Council of MA
- New England Employee Benefits Council, Chair
- President’s Council of Cornell Women, Steering Comm.
Our Mission

At OMC/Wellness Workdays we provide the strategic direction, tools and resources required by clients to design and deliver a comprehensive worksite wellness program that improves employee health, productivity and the bottom line.
Six Pillars of Success
Harvard Business Review
Research Elements of Wellness Program Success

Current Status of Wellness:
Trends Are Not Sustainable

US Healthcare Spending

<table>
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<th>Year</th>
<th>Trillions</th>
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<tr>
<td>2016</td>
<td>$3.3</td>
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<tr>
<td>2026</td>
<td>$5.7</td>
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64% Employers

Greater than 10% Increase in Health Insurance Costs

50% of consumers are “health illiterate”

CMS.gov (2016 data)

2017- Mercer

2015 Accolade Consumer Health Index
Health Trends Are Not Sustainable

- Inactivity/sedentary lifestyles
- Rising obesity rates
- Poor nutrition
- Rising diabetes rates
- Stress/poor sleep habits
Our Workforce Is Aging

- Poor retirement planning
- Stimulation
- Medical benefits supplement
- Maine’s % of population over age 65 is growing at a faster pace than rest of the country
The Potential Is Huge

We are all aging and at risk for developing chronic diseases.

We are all concerned about paying for healthcare.

Reduce Lifestyle Risks leading to HEALTHIER POPULATIONS and measurable COST DECREASES
Employees are the back bone of most businesses. “If you take care of your employees they will take care of your clients.” Richard Branson
Wellness Programs on the Rise
Employers with some form of wellness program in place, 2008 vs. 2015

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<th></th>
<th>2008</th>
<th>2015</th>
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<tr>
<td>58%</td>
<td>70%</td>
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Additional 8% plan to in next 12 months

SHRM surveyed 463 HR professionals from 22 industries throughout the country.

40 percent of all wellness programs are not considered effective

The Goal is Effectiveness, Not Just Presence

- Effective wellness programs generate much greater rewards compared to less effective programs:
  - Health Enterprise Study:
    - 16% lower healthcare costs
    - 35% lower rate of cost increase
  - Towers Watson and National Business Group on Health report:
    - 40% higher revenue compared to less effective wellness programs

Source: SHRM Employee Benefits Report
Healthy Enterprise Study (Winter 2011)
210/2011 Staying@Work Report | National Business Group on Health/Towers Watson
What’s Up?

Demand Increase

- Smoking Cessation: 44% increase in 2015 compared to 2011
- Preventive Programs Chronic Conditions: 40% increase in 2015 compared to 2011
- Premium Discounts For Health Assessment: 25% increase in 2015 compared to 2011

http://www.forbes.com/sites/vickyvalet/2015/07/08/more-than-two-thirds-of-u-s-employers-currently-offer-wellness-programs-study-says/#26d520dd6c7b
Return on Investment In Worksite Health Promotion

A review of scores of published studies on worksite wellness found that the Return on Investment is $3.48:1 due to reduced medical costs and $5.82:1 due to reduced absenteeism.

Old Ways Won’t Open New Doors

The Old Way

Technology ONLY

No Feet On the Street

Haphazard Approach

No Hands on Support

Cookie Cutter Approach

https://wellness.nifs.org/blog/bid/90598/High-Touch-Versus-High-Tech-in-Corporate-Wellness
“We’re having a big meeting today to kick off our Employee Wellness Campaign. Did anyone remember to bring in soda and doughnuts?”
The Future of Well-Being

- Outcomes Based
- Behavior Change Focus
- High Touch
- Technology Tools
- Data Driven
Technology IS the Program?
Technology Tools
Verifiable Measures;
Data Integration;
Driving Outcomes
High Touch = High Engagement

Planning and Strategy → Coordination → Integration

“Wellness programs are something we do with and for employees, not something we do to them.”

D. Hunnicutt, Former CEO, WLECOA
Support Individual Behavior Change: Offer Health Coaching

- Coaches trained in MI
- Personalized approach
- Teaching moments
- Behavior/lifestyle change
- Wellness plan
- Accountability
- One size does not fit all
Hands On Approach

Technology combined with hands-on

Outsourced wellness with an insourced feel

Client has a voice – tailored programs

Relationships, Continuity, Guidance, Support
## TOP 10 REASONS TO COLLECT DATA

1. Provides a snapshot of the overall health and well-being of workforce at any point in time.
2. Ensures a longitudinal account of the overall health status of your workforce.
3. Ensures senior level execs are kept in the loop with employee health.
4. Ensures that health management process is kept transparent.
5. Provides accountability.
6. Informs workforce of overall health and well-being of company.
7. Excellent recruitment vehicle for new employees.
8. Allows you to benchmark against others.
9. Allows you to definitively measure change.
10. Allows you to demonstrate value to shareholders.

Source: WELCOA
Data Driven Continued...

Assessments, Biometric Screenings, HRAs, Surveys, Assess Pre and Post Program

Outcomes Focused, Change over time, same cohort

Aggregate Data Available to Employers
Data Driven Continued…
What Can Data Show?

- Productivity
- Engagement
- Morale
- Health Claims
Beyond The Biggest Loser and Smoking Cessation Programs

Yoga/Meditation
Mindfulness
Resilience
Standing Desks
Wearable Devices
Food Tastings
Nutrition/Fitness
Counseling
Beyond Brown bag lunches and Lunch & Learns

Interactive Seminars

Branded Newsletters

Team Challenges

Contests

Games

Tailored Incentives

Health Screenings/Flu Clinics

Healthier Snacks
Outcomes Focus: Wellness

- Assessment
- Evaluation
- Strategy
- Implementation
Healthier companies = Better Bottom Line

- From 2009 to 2014, HERO studied the stock performance of 45 publicly traded companies that had earned top scores on the HERO Health and Well-Being Best Practices Scorecard.

  These companies ranged in size from 762 employees to nearly 300,000 employees.

- Researchers found that collectively, as a simulated portfolio of companies, this group outperformed the S&P 500 in appreciation (235% vs. 159%) and comparable dividend yield (1.97% vs. 1.95%).
Only in New England!

Right message to right person

“Lose some weight, quit smoking, move around more, and eat the carrot.”
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Pre-recorded Webinars and 2019 Live Webinars

https://www.wellnessworkdays.com/resources
Please join us.

Emerging Trends in Wellness Conference
April 10-11, 2019 | Boston, MA

https://www.wellnessworkdays.com/wwconf2019

REGISTRATION IS NOW OPEN!

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For Employers Only

Complementary Needs Analysis

- HR execs / Senior management
- Cost of preventable diseases
- Strengths & Weakness of current program
- Opportunities
- Executive Summary of Needs and Expert Suggestions

Contact me to request: ddumontbernier@omcwellness.com
Thank you!!