

BE
Well



NDPERS Wellness Coordinator Manual



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Noridian Mutual Insurance Company





NDPERS Wellness Coordinator BCBSND Programs Training Manual

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Dear Wellness Coordinator,

Congratulations! You have chosen to take on the task of being a wellness ambassador for your fellow employees. The following manual contains all the tools and instructions necessary to make this a successful wellness journey for you and your co-workers. Please print this manual or save it to your desk top and use it as a tool to guide you.

Good luck and THANK YOU for choosing to be healthy and bringing others along with you!

Yours in Good Health,

NDPERS & BCBSND



CONTACTS

A Partnership for Worksite Wellness

NDPERS and BCBSND are working together to support and provide you and your fellow employees the opportunity to have a healthier and more engaged worksite through Worksite Wellness tools. We appreciate feedback on all our wellness tools to serve your worksite better and welcome your suggestions.

Please take time to fill out surveys we may submit to you from time to time to evaluate these programs.

Here is a list of contacts that will be useful to you as a wellness coordinator:

Tara Roberts

BCBSND/NDPERS

701-277-2852

tara.roberts@bcbsnd.com

Main resource contact.

Direct any general wellness program questions and or assistance with developing your worksite wellness programs to the next level to Tara.

Rebecca Fricke

NDPERS

rfricke@nd.gov

Direct 1% premium questions, points on programs, updating coordinator information, status or questions on application process or forms to Rebecca.

Kathy Allen

NDPERS

kallen@nd.gov

Direct funding program questions to Kathy.

Onalee Sellheim

BCBSND

onalee.sellheim@bcbsnd.com

Direct questions on benefit plans or schedule Member Education programs through Onalee.

Jodi Crouse

BCBSND

jodi.crouse@bcbsnd.com

To collect aggregate data on your employer from the HRA, MHC and HCC contact Jodi.

Milissa Van Eps

BCBSND

milissa.van.eps@bcbsnd.com

701-795-5360

Contact Milissa if you are located in eastern North Dakota to set up a Member Education program.

Heather Schuster

BCBSND

heather.schuster@bcbsnd.com

701-200-3905 (cell)

Contact Heather if you are located in western North Dakota to set up a Member Education program.

RESOURCES

Centers for Disease Control and Prevention Healthier Worksite Initiative:
www.cdc.gov/nccdphp/dnpha/hwi/index.htm

Wellness Council of America:
www.welcoa.org

Dakota Medical Foundation
www.dakmed.org

Healthy North Dakota and Partners
www.healthynd.org

ND Worksite Wellness
www.ndworksitewellness.org



Each of the above listed sites also provides multitudes of other resources for you to take advantage of!

Employer Based Wellness Program

The employer based wellness program allows participating employers to receive a 1% health insurance premium discount for promoting wellness initiatives for their employees at their worksite. The program is given authority in NDCC 54-52.1-14. Our goals for the program are to:

- ❖ Have 100% of our employers supporting a wellness message at their worksite
- ❖ Have our members get a greater understanding of wellness
- ❖ Create a better quality of life for our membership

Employers that participate in the NDPERS Group Health Insurance Plan have the opportunity to enroll in the employer based wellness program on an annual basis. The wellness plan year is from July 1 to June 30. Employers electing to enroll in the program must:

- ❖ Submit the Commitment Agreement SFN 58643
- ❖ Appoint a Wellness Coordinator
- ❖ Wellness Coordinator attend or view annual Wellness Workshops
- ❖ Distribute communication materials to employer's employees on a monthly basis and promote the PERS Tobacco Cessation Program (state agencies only)
- ❖ Develop & submit Wellness Program annually through the Employer Based Wellness Discount Application & Wellness Benefit Funding Program Applications
- ❖ Implement Wellness Program during plan year
- ❖ Report at plan year-end the results of wellness activities using Wellness Program Year-End Program/Activity Confirmation SFN 58437

For an employer's wellness program to be approved for the 1% premium discount, a point system has been developed. An employer must obtain 5 points to qualify. The 5 points are obtained based on the types of activities being promoted as follows:

1 point (mandatory) – submission of [Commitment Agreement SFN 58643](#), appointment of wellness coordinator and attendance at annual workshop.

Remaining Points are through Program Activities:

- ❖ One Day Program = **1 point**
- ❖ Multi-Day Program = **2 points**
- ❖ Comprehensive Wellness Plan = **4 points**

NDPERS Definition of a 4-Point Wellness Program

A comprehensive wellness program requires that wellness be a part of the organization's culture. A wellness committee should be formed and be representative of a mix of management and employees. This committee should develop a mission and goals for the organization related to wellness that is incorporated into the organization's overall formal goals and objectives. Through these goals and objectives, specific initiatives to accomplish these goals should be determined. These initiatives should include:

- ❖ Wellness related activities conducted at least monthly throughout the wellness plan year.
- ❖ Awareness meetings, displays in common staff area or some other form of "kick-off" notification to inform employees and get their involvement
- ❖ Educational material distributions in various formats (i.e. posters, emails, flyers, newsletter articles, etc) throughout the promotion
- ❖ Follow-up at the end of the promotion (i.e. survey, meeting, etc).

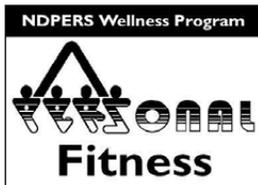
In addition, dependent upon the type of initiative being promoted, staff should be asked to track their progress over a pre-determined period of time (i.e. 4 week walking challenges, 4 week fruit & vegetable challenge) if applicable.

Additional resources are available for employers to assist them in implementing a wellness program.



Employer Based Wellness Program Application Timeline

February 28	Submit your Wellness Program Discount Application SFN 58436 and Wellness Benefit Funding Program Application SFN 58361 to PERS for upcoming plan year
March	PERS will review and evaluate the Wellness Program Discount Applications submitted
April	PERS will notify those employers that are approved for the discount and will provide all Wellness Programs that have not been approved a second opportunity to submit a revised copy
May	PERS will review and evaluate the revised Wellness Program Discount Applications submitted
May 31	Submit previous year's Employer Based Wellness Program Year-end Activity/Program Confirmation SFN 58437 to PERS to confirm completed activities for plan year ending June 30
June	PERS will notify employers requesting funding assistance of approval or denial
June-July	Attend or view information from a Wellness Coordinator Workshop put on by the BCBSND/NDPERS Wellness Specialist. Note: May attend a ND Worksite Wellness "Gearing Up" training in place of the WC Workshop.
July	New Plan Year begins and runs through following year June 30. Rates will be updated to indicate participation or non-participation in wellness effective July 1



NDPERS Wellness Benefit Funding Program

The NDPERS Wellness Benefit Funding Program is available to employer groups that participate in the NDPERS group health plan and have been approved for the Employer Based Wellness Discount Program. The Wellness Funding Program, in conjunction with the Wellness Discount Program, encourages employers to commit to promoting wellness planning and programming at their work sites. The funding program provides funding assistance to employers that develop and sponsor on-site wellness programs for their employees. Benefits are available to eligible employers once each fiscal year of the biennium.

How to Apply for Funding Assistance

To apply for funding assistance, you must complete a Wellness Benefit Funding Program Application which is available on our web site. The form is included as part of the Employer Based Discount application. Each year when you apply for the discount program, if you know you will require funding assistance, you should simultaneously complete the funding application and submit it by the designated deadline specified for the discount application. The funding application must show a direct correlation of the programs you are requesting funding for to the programs listed on the Wellness Program Discount application. The forms can be filled out online, but must be printed. Be sure to include any documentation that supports or describes your proposed wellness activity or identifies how you assessed your employees' interest in the program.

The funding application is evaluated and approved by the Wellness Committee. Some areas of evaluation include:

- ❖ Ability to describe the program and examples of promotional activities and methods to motivate employees to participate.
- ❖ How the need or interest for the proposed program was assessed.
- ❖ Whether a survey was conducted.
- ❖ Whether the budget is reasonable and justified.
- ❖ Whether there is a financial contribution by the employer and/or the participants.

The Committee has 60 days in which to evaluate and respond to your request. You will be notified whether or not your application has been approved.

Programs Available

You may develop your own program or apply for a program sponsored and promoted by NDPERS. Currently PERS sponsors the *Fruit & Veggie Challenge* and in conjunction with BCBS and the American Heart Association, the *Walking Works* and *Go Red North Dakota* programs, respectively. To view information about these programs, please refer to our web site at www.nd.gov/ndpers and click on *Program Administration* on the menu and then select the *NDPERS Employer Based Wellness Program* icon. By selecting the designated logo at the bottom of the page, you may view additional information about these three programs. You will also find

references or links to other wellness sites that can be used as additional resources in developing your work site program.

Non-Covered Services

Funds are available for agency group programs and program related activities only. The following activities/services are not eligible for reimbursement:

- ❖ Food items or services, bottled water or water dispensers
- ❖ Incentives, prizes or gift certificates
- ❖ Services for massages
- ❖ Individual memberships in diet programs, health, athletic or fitness clubs
- ❖ Exercise equipment or health monitoring equipment
- ❖ Printing expenses
- ❖ Expenses for mailing or office supplies
- ❖ Services provided for the benefit of dependents, the general public, or in the case of a campus or school, for students.

Reimbursement

Programs or program related activities will be reimbursed based on the following schedule:

Calculation 1: 100% of the first \$500 or actual program expense, whichever is less, plus 75% of actual expenses in excess of \$500 to a maximum benefit of \$1,000,

OR

Calculation 2: \$2.00 times the number of health contracts.

The Committee will use the calculation that provides the best benefit to the employer based on actual program expenses.

As the calculations above indicate, you will be responsible for expenses that exceed the maximum benefit allowed under either method. You may want to consider a registration fee for participants or an employer contribution in order to fund any additional expenses.

There are two options available to receive reimbursement for your program services:

- ❖ We can reimburse the vendor direct, or
- ❖ The department can pay the cost.

To reimburse the vendor, you must provide an itemized invoice with date of services. If the department pays the expense, you must include a copy of your cancelled check with an itemized invoice and we will reimburse the department. We cannot reimburse individual employees for expenses.

Note: Any entity or individual that will be reimbursed is considered a vendor. This includes retail stores, hospitals, clinics, nutritionists, fitness experts, etc. that provide supplies, materials or personal services or are conducting any part of the program.

Kathy/Wellness Program/Application Process/Program Overview 2009.doc

BE BOLD. STEPS YOU CAN TAKE TO LOWER HEALTH CARE COSTS

What Member Education can do for you:

North Dakotans are saying loud and clear – and in a bold way – that they can't keep paying more for health insurance.

Now we have something bold to say: Everyone has a role in the cost of health care. The Member Education Program provides the information and tools to help you and your employees become part of the solution. The first step is to become informed:

- A Member Education consultant is available to meet with your employees and provide concise, easy-to-understand information about how insurance works, what drives costs and what they can do to reduce their health care costs.
- A Member Education presentation takes approximately 30 minutes. Your Member Education consultant can tailor a presentation by including your group's utilization statistics and information about how your group compares to statewide averages and peer groups.
- The consultant also provides a tool that each participant can use to maintain or improve his or her health. Participants in the Walking Works Program, for instance, receive a pedometer

Member Education currently offers eight programs:

Take Care of Yourself

Sometimes it's hard to know how concerned to be about a burn, neck pain or a cough. Member Education can help by providing the *Take Care of Yourself* book. This health reference book does not promote do-it-yourself surgery, but the book's easy to use "decision charts" quickly show how to treat many medical problems at home and, more importantly, help determine when to seek medical care.

Walking Works

To encourage your employees to live healthier lives, BCBSND has a walking program called Walking Works. Research shows walking more each day can reduce the risk of developing heart disease, diabetes, cancer and other health problems. Walking Works encourages members to walk more by explaining the health benefits and providing tips on how to get started. Every member who participates in Walking Works receives a free pedometer to help them start counting steps.

Strength Training

Maybe your employees don't have access to a gym or don't have time to get there on a regular basis. When they participate in BCBSND's Strength Training Program, they receive a resistance tube that they can use at home or easily throw in a suitcase when they are traveling.

According to the Centers for Disease Control and Prevention, a combination of aerobic exercise, such as walking, swimming or riding bike, and strength training can have a "profound impact" on your health. Member Education consultants provide a long list of health benefits, and show your employees how they can work all of their muscle groups using this simple tube.

Beat the Bug

Your employees don't have to spend the winter sniffing and coughing. BCBSND's Beat the Bug Program covers how employees can reduce the number of viral infections they pick up during cold and flu season, how to make themselves more comfortable if they do get sick, myths regarding the flu shot, h1N1 information and when to see a doctor. Also, what they can do to prevent antibiotic resistance.

Summer Safety

Summer is time for fun in the sun but we also need to be safe. Learn important information on the sun, skin cancer, West Nile Virus and heat-related illnesses. We want to have fun but we need to be careful too!

Stress Management

Stress is a word that has a negative connotation but it's important to remember that some stress in our lives is actually good. With this program, learn about the differences and what you can do to stay motivated and not get overwhelmed with life's everyday stressors.

Medication Education

Having the right knowledge is the key to being a smart consumer of prescription drugs. From research and development to advertising to drug storage and disposal, this presentation covers all aspects of prescription drugs. It dispels common myths about generic medications and explains the differences between generic and brand-name prescriptions. It also includes helpful information about using over the counter medications effectively.

Nutrition Basics for a Healthier You

It can be tough to know whether you're eating a healthy, nutritious diet. This presentation outlines the recommended daily amounts of each food group, explains how to read nutrition facts labels and gives helpful tips for grocery shopping with nutrition in mind. It also addresses the importance of drinking water, exercise and being a positive role model for your kids.

Two Wellness Programs are also offered to help your employees start living a healthier lifestyle:

Health Club Credit

If you are a Fully Insured Group or a Self-Funded Group that has purchased this benefit, find out how you can earn up to \$20 per month by joining a health club.

MyHealthCenter.com

If you are a Fully Insured Group or a Self-Funded Group that has purchased this benefit, find out how you can earn up to \$250 per year* by living a healthy lifestyle and using the tools through myhealthcenter.com to achieve your goals.

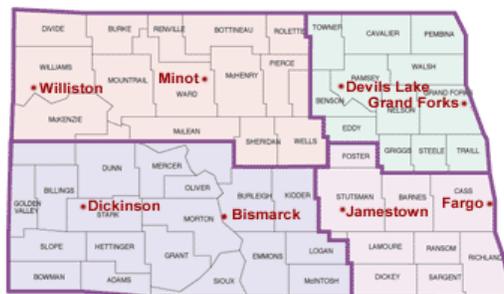
*Health Club Credits included in \$250 if applicable.

Group Communication Materials

As part of our Member Education programming, BCBSND offers you a monthly set of Group Communications Materials designed to provide your employees with timely, practical and relevant information on a variety of health-related topics. We've sorted through the clutter, confusion and conflicting information to present your employees with facts and figures on everything from child safety seats to secondhand smoke. Each set of materials may include posters, table tents, brochures, and a newsletter article.

This program is currently available to all our BCBSND Employer Groups that have had a minimum of one Member Education program.

 **Member Education**



Minot/Williston
Bismarck/Dickinson:
Heather Schuster

Grand Forks/Devils Lake
Fargo/Jamestown:
Milissa Van Eps

Health Club Credit (HCC) & MyHealthCenter (MHC) Programs Tutorial

- ❖ Download Health Club Credit/MyHealthCenter PowerPoint presentation from the NDPERS site: <http://www.nd.gov/ndpers>
- ❖ All personal information collected from members is kept confidential and is not disclosed.

Enrollment Processes for Health Club Credit & MyHealthCenter Programs

❖ Health Club Credit (HCC)

1. Enrollment Process
 - a. Member registers at a participating health club.
 - Health Clubs must be participating with NIHCA: www.nihca.org
 - b. Complete online Authorization*
 - c. Complete online Health Assessment*
- *Online Authorization and HRA are required to be completed on an **annual basis**.
2. Spouse Eligibility: Spouses over the age of 18 that are covered on the policy holders' health insurance are eligible for the benefits.
 3. Requirement: Minimum workout requirement of 12 days per month.
 4. Reimbursement Process: Members can earn up to a \$20/month reimbursement.

❖ MyHealthCenter (MHC)

1. Registration into the site with Name, DOB, Gender, and Postal/Zip Code. Covered spouses will have their own separate login. Go to : <https://bcbsnd.embrace.healthways.com/wps/portal/MemberPortal/MemberLogin>
2. Complete online Authorization (check box). SAME as referred to in the HCC enrollment process.
3. Complete online Health Assessment. This is the SAME health assessment that is referred to in the HCC enrollment process.
 - Know Your Numbers: Waist size, Height, Weight, Cholesterol, Blood Pressure, Blood Sugar
 - If Cholesterol, Blood Pressure, and Blood Sugar are unknown, they can be updated in your profile at a later date
4. Choose Goals
5. Select Plans & Tools to achieve goals. Advise members that the processes of completing the health assessment and setting up plans can be time consuming. They will want to schedule their time appropriately.

HCC & MHC Cont...

6. Nine different programs/focus areas are available to choose from:

- Exercise & Fitness
- Weight Management
- Healthy Eating
- Stress Management
- Depression Prevention
- Tobacco Cessation
- Medication Adherence
- Appointment Adherence
- Self Care

7. Tools/Resources available:

- Action Steps
- Trackers/Barriers
- Resource Center: Articles, Videos, Downloads, Tips
- Email and Text Notifications/Announcements
- Journal
- Personal Targets

8. Points/Prize Redemption process: Points must be redeemed by midnight, December 31st of the year points were earned.

NOTE: Points cannot be carried over from year to year (use them or lose them)!

9. **Coordination between HCC & MHC:** Each eligible member can earn up to a total of \$250 per year between both programs, HCC & MHC.

Examples:

If a member only wants to use the HCC program, the maximum credits they can earn are \$240 per calendar year.

If a member wants to use only the MHC program, the maximum points they can earn equate to \$250.

If a member participates in both programs, and for example earns the maximum amount of \$240 through the HCC program, that would mean they would only have \$10 available for redemption on MHC totaling the allotted \$250 per calendar year.

NDPERS Wellness Program

Voucher Process

There are three easy steps to the voucher process. Below is a summary of those steps. Details of each step are outline on the following pages.

Step 1 Complete Voucher

The Coordinator will need to pre-fill the following fields on the voucher prior to handing them out to Wellness Program event participants.

- Check the appropriate Program Event Code
- Event Date
- Coordinator Name
- Agency Name
- Group Number with roll

Step 2 Send Voucher to Healthways

Once the vouchers are completed by the participant, the Coordinator will send the vouchers to Dawn Bergman at Healthways via:

- Fax
- Mail



Step 3 Credit for Points

Healthways will credit points earned from these special NDPERS wellness events to the participant's MyHealthCenter account once per year.

Step 1 Complete Voucher Details

1. The Coordinator should complete the Event code & Point Value section prior to distribution to participants of a Wellness Event.

Rebecca Fricke (NDPERS) will email a “Coordinator Master List” to all Coordinators. This master list will include the Coordinator’s name, Agency name, and Agency group/roll number. Please use your group/roll information from this list to complete that section of the voucher.

NDPERS Wellness Program Voucher

Last Name:

First Name:

Birth date: - -
M M D D C C Y Y

Benefit Plan Number (found on BCBSND ID Card) Y Q A



Failure to complete form with information as it appears on your card may result in forfeited points.
Please note: points will be credited to your account on the MyHealthCenter site.

Event Code & Point Value
(to be completed by Wellness Coordinator)

<input type="checkbox"/> Program 1 (250 points)	<input type="checkbox"/> Program 2 (500 points)	<input type="checkbox"/> Program 4 (1000 points)
--	--	---

Event date: - -
M M D D C C Y Y

Print Coordinator Name: _____

Agency Name: _____ Group Number:

20012012 (2011) 0609

Step 1 cont...

2. After you have entered your Coordinator information, make copies of the **NDPERS Wellness Program Voucher** to hand out to the attendees.
3. Attendees should complete the upper part of the Voucher and return to the Coordinator.

NDPERS Wellness Program Voucher

Last Name:

First Name:

Birth date: - -
M M D D C C Y Y

Benefit Plan Number (found on BCBSND ID Card) Y | Q | A |



Failure to complete form with information as it appears on your card may result in forfeited points.
Please note: points will be credited to your account on the MyHealthCenter site.

Event Code & Point Value
(to be completed by Wellness Coordinator)

Program 1 (250 points) Program 2 (500 points) Program 4 (1000 points)

Event date: - -
M M D D C C Y Y

Print Coordinator Name: _____

Agency Name: _____ Group Number:

20121102 (07/1) 06/09

Step 2 Send Voucher to Healthways Details

Once the vouchers are completed by the participant, the Coordinator will send the vouchers to Dawn Bergman at Healthways via:

- Fax
- Mail

Dawn Bergman
Healthways, Inc
Account Management Consultant
(651) 855-3930 Work
(651) 368-5569 Mobile
(651) 855-3809 Fax
dawn.bergman@healthways.com
3285 Northwoods Circle
Suite 120
Eagan, MN 55121

Step 3 Credit for Points Details

Wellness Program Vouchers are **required to be sent to Healthways by August 31st**. Healthways will post points **once per year** and will post the points to the member's MyHealthCenter account by October 31st.

Example:

For the NDPERS Wellness Program that runs 07/01/2011 – 06/30/2012

- Wellness Program Vouchers are required to be sent to Healthways by 08/31/2012.
- Healthways will post points to the member's MyHealthCenter account by 10/31/2012.
- Active members will be able to redeem them, along with any other earned MyHealthCenter points, until midnight, 12/31/12.

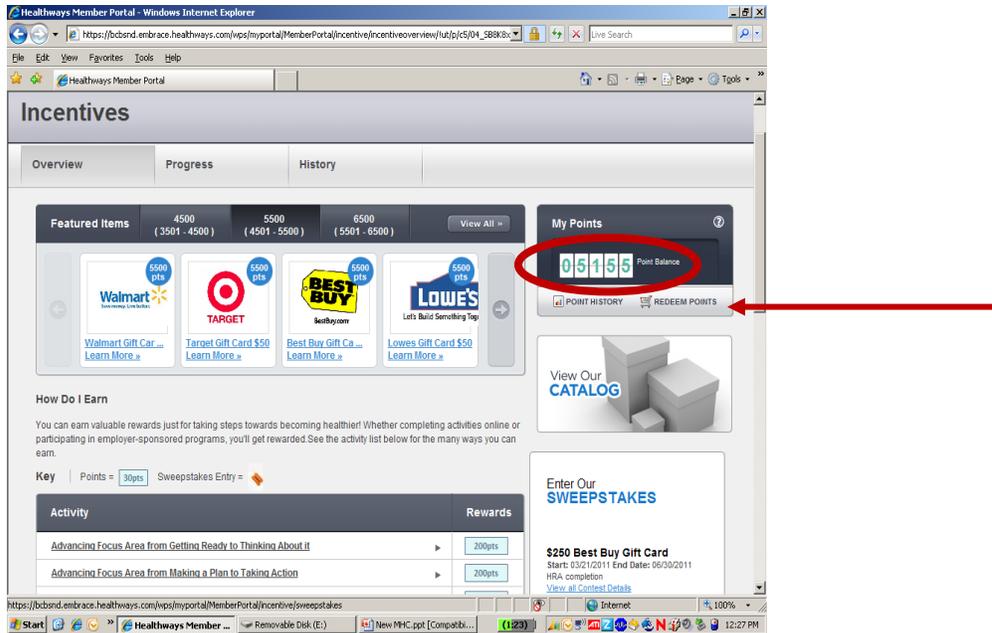
Points Awarded

- Attending a 1 point wellness program – 250 points
- Attending a 2 point wellness program – 500 points
- Attending a 4 point wellness program – 1000 points

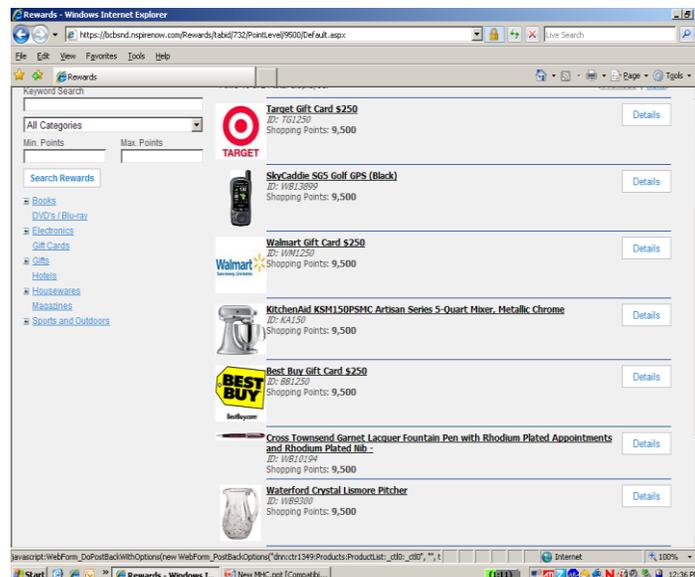
Note: An employee can earn a max of 1000 points through the vouchers. You, as the WC, do not need to track this. Just submit the forms to HealthWays and they will track how many points everyone has. However, it might be a good idea to remind your employees that they can only receive a max of 1000 points to avoid confusion later.

To Redeem Points on MHC

1. Click on the Incentives tab on the lower left side of your home page (marked by a yellow ticket)
2. View your available points
3. Click on REDEEM POINTS on the upper right side of your Incentives page.



4. Select appropriate point level from drop down box, scroll through prizes and select the one you want.



To Redeem Points Cont...

5. Type in the quantity you want and select:

- Add to cart
- Verify information is correct > Check Out
- Verify information > Submit

When can you redeem your points?

Anytime!

Must be redeemed **no later than December 31st**!

Points **do not carry over** from year to year.

Technical Issues?



Call **1-866-300-6949** to speak directly with a representative.

If you still have concerns after contacting Customer Support, please notify your BCBSND/NDPERS Wellness Specialist.

Health Club Credit Schedule and FAQ

Qualifying employees can sign up for the fitness discount at any time. Credits follow the schedule below:

Activity Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Verification and Credit Dispersed	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan

Note: If there are any changes to your eligibility, please let your health club staff know. Also, contact BCBSND because it may affect your credit eligibility.

If you cancel your health club membership or become ineligible, or if the health club discontinues participation in the program, you may forfeit any unapplied credits.

- 1. What if my club's monthly fees are less than \$20 per month?**
If your monthly membership is less than \$20, your credit will reflect the amount you pay per month. For example, if your monthly membership fee is \$15 each month, you will be credited \$15 each month you work out 12 days.
- 2. Why does the health club need my Blue Cross Blue Shield of North Dakota (BCBSND) ID number?**
The health club needs a unique number to ensure that your workouts are credited to you, so you can be credited as part of this program.
- 3. I have a family or a dual membership. How will the workout be counted?**
Your workouts will be credited toward your unique number and your spouse's workouts will be credited toward their unique number. Individuals must work out 12 days per month to receive their credit (a maximum of two—subscriber and spouse ages 18 or older—can participate with a maximum credit of \$40 per household).
- 4. I belong to a Health Club with multiple locations. Can I work out at any location and still have it count toward my 12 days per month requirement?**
Only workouts that take place in the location where you first enroll will count toward your monthly credit.
- 5. Am I eligible for this program even if I am already a member of a participating Health Club?**
Yes. Just complete an enrollment form at the Health Club so your health club can ensure that you receive your credit. Be sure to provide your health club with your member "Welcome Letter" that signals your eligibility for program participation.
- 6. What date during the month is the best time to sign up?**
It is best to sign up for the program as early in the month as possible so it is easier to accomplish 12 workouts. If you sign up late in the month, you will have fewer days to achieve 12 workouts for the month (a maximum of one workout per day is credited.)
- 7. If I miss one or two workouts one month, can I make them up the next month and still get reimbursed for the month I did not meet the requirement?**
No, the program only provides credits for months where you work out 12 days during the month.
- 8. How will I receive my reimbursement?**
There are different options, depending on your club's existing payment system. The credit can either be automatically deposited in your bank account, or sent to the health club to be credited directly toward your membership.
- 9. Why am I not receiving my reimbursement?**
Check with your health club to ensure they have the following information:

 - Correct spelling of your first and last names
 - Correct date of birth
 - Completed Individual Authorization

Implementing Your Wellness Program

We'll help you through one step at a time.

The Wellness Council of America recommends you take these steps for a wellness program in your business.



- 1 Management Support
- 2 Create a team
- 3 Collect data
- 4 create an operating plan
- 5 Choose interventions
- 6 Create a supportive environment
- 7 Evaluate

Physically active people can save up to **\$500** per year in medical costs.



1 Management Support

2 Create a team

3 Collect data

4 create an operating plan

5 Choose interventions

6 Create a supportive environment

7 Evaluate

Unhealthy Americans threaten our national security. Demographic data shows **35%** of Americans ages 17-24 are **unqualified** for military service because of physical and medical issues – obesity being the main factor.

The U.S. Pentagon and the U.C. Centers for Disease Control and Prevention

Step 1: Get management support

Getting management support is critical to the success of any program. It will help you get the resources and the backing necessary to create real change through your wellness program.

Top management support:

- Helps you obtain resources you need for the worksite wellness program.
- Helps communicate the importance of worksite wellness.
- Sets an example. Your top manager doesn't need to run a marathon, but he or she should embrace a healthful lifestyle by completing an annual health risk assessment, receiving an annual physical, participating in wellness events offered by the company and taking part in community wellness events.

Why it's important

- Support from the top tells employees that worksite wellness is a priority at your organization.
- Studies show your program has better opportunity to contain costs and improve employees' health with the support of your top management.



- 1 Management Support
- 2 **Creat a team**
- 3 Collect data
- 4 create an operating plan
- 5 Choose interventions
- 6 Create a supportive environment
- 7 Evaluate

If **5%** of ND became more physically active, it could save an estimated **\$49,022,441** according to the physical inactivity calculator, East Carolina University.

Step 2: Create a team

Form a strong worksite wellness team and keep team involvement fresh and fun. Make it official by creating a team name, motto and logo. Consider having an actual team retreat or team in-service. You can add to members already delegated by your management, and continue to bring new members onto the team as well as consider term limits.

These tips from WELCOA will ensure a successful team:

- Have worksite wellness written into team members' job descriptions. This will ensure worksite wellness is a defined duty in their workload.
- Promote the wellness team throughout the organization. Doing so helps employees see worksite wellness is a priority and that the team is there to help them with their wellness goals. It also inspires participation and team involvement.
- Develop a team with strong ladership. Your team will need vision, energy, altruism, a spirit of inclusiveness and a genuine desire to help others. Your team leader should be someone who creates agendas, handles condict, sets priorities, motivates others, meets goals and deadlines and communicates throughout the organization.
- Add diversity to your team. Try to include representation from all different functional areas, experience levels, ages and fitness levels. A larger organization could have a team of 14-20 people. A small organization may do well with four to seven.
- Meet regularly. Face-to-face meetings once or twice a month are best.
- Distribute agendas before the meeting to keep members informed and meetings on task.
- Assign someone to take minutes and distribute them.
- Communicate often. Educate the organization on your priorities and let others know how to get invovled; it helps employees embrace the wellness program.
- Participate in continuing education about wellness.

Why it's important

- Helps employees see worksite wellness is a company priority.
- Gives a broad range of talents and abilities



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Modifiable lifestyle choices cost North Dakotans more than **\$550 million** annually in medical expenditures.

Step 3: Collect Data

You will be tempted to skip this step. Don't. This is the step that helps your program address specific needs in your organization. Collect information about the employees' health status, their perceived needs and the culture of your worksite.

As the old adage goes, you can't change what you can't measure. Once you have a snapshot of the current state of your company's health, you'll have a springboard from which you can build an impactful, sustainable wellness program.

Why it's important

- Helps you build a program that meets real needs.
- Gives you a starting point from which you can document progress.
- Helps inform management.
- Keeps your team accountable and your program transparent.
- Helps you tailor your program over time.

1. Gather data about health status

Health risk assessment

A health risk assessment (HRA) gives you specifics on what health issues employees face. HRAs may require a small investment from your company, but they provide useful information to help:

- Identify risk factors for individuals and group reporting.
- Provide personalized feedback.
- Connect employees with at least one strategy to promote health, sustain function, and/or prevent disease.
- Help measure risk factors and biometric changes annually.



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Step 3: Collect Data Cont...

2. Gather data about perceived needs

After collecting data about your employees' health needs, find out how employees and managers see the health picture of your organization by:

- Conducting a manager interest survey
- Conducting an employee interest survey
- Reviewing employee absenteeism records

3. Assess worksite environment

Create a wellness program that fits your employer by first collecting data on your employer's physical environment, policies and culture.

Begin with an employer health culture audit to measure health norms and values in your organization.

Next, evaluate your organization by doing a health culture audit. Ask these types of questions:

- Are your workstations set up with proper ergonomics to avoid workplace strain or injury?
- Is your facility using adequate heating, cooling, ventilation, lighting and safety protocols?
- Do vending machines offer healthful choices? If you have an on-site cafeteria, does it offer healthful selections? Do you typically have doughnuts or fruit at committee meetings?
- Do you have walking paths or other opportunities nearby for physical activity?
- Others that apply to your organization



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More than **80%** of North Dakota employers believe in the benefits of a worksite wellness program but want more support and guidance.

N.D. Dept. of Health

Step 4: Create an operating plan

If you do it right, this stage should take longer than any other stage. Planning forces you to sort through the details in advance. It may take up to three to four months to work on a comprehensive, successful wellness plan.

Incentives

Incentives can help you motivate employees to participate. Health behavior can be extremely difficult to change and incentives can help encourage people to initiate and maintain health-related behaviors. Unless employees in your worksite can identify real incentives or reasons to change their current health behaviors, they are not likely to change. Check out the resource listing in this section for more incentive ideas.

Why it's important

- Allows you to understand the "what, why and when" of your program.
- Empowers you to move forward and get things done.
- Helps inform management.
- Keeps everyone focused on the goal.



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Step 4: Create an operating plan cont...

What to include in your operating plan

1. **Vision/mission statement.** It can be as short as one to two sentences. For example, one large health care system chose "Health, From Hire to Retire."
2. **Goals and objectives.** Goal statements describe in broad terms what is to be accomplished. Objectives are precise statements that describe the changes necessary to reach a goal.

When writing goals, use measurable language such as "increase" or "decrease." Make your objectives SMART—Specific, Measurable, Achievable, Realistic and Time sensitive. For example, by December 2010, 75% of all vending machine options will be "healthy" options.

Examples of goals and objectives together:

Goal 1: Our employees will have access to healthy food choices at the workplace.

- **Objective 1:** By December 2011, 75% of all vending machine options will be healthy options.
- **Objective 2:** By March 2012, 100% of our workplace meetings that offer food will include healthy options.

Goal 2: Our workplace will be infant-friendly.

- **Objective 1:** By July 2011, at least one private section of the workplace will be identified for moms to express breast milk.
- **Objective 2:** By September 2011, a written policy outlining the accommodations and benefits available to employees who are breastfeeding their babies exists in the HR manual.



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Step 4: Create an operating plan cont...

3. **Timelines.** Drive what needs to be accomplished and when it needs to be done. Don't make your timeline so aggressive that you feel overwhelmed, but don't make it so easy that people lose interest.
4. **Roles and responsibilities.** Use the strengths and talents of your team. Decide who are the "people" people, the "task" people and the "thinker/analyzer" people. Be sure to assign jobs that work with people's natural strengths. Don't give a "thinker" jobs that require relating to people.
5. **Itemized budget.** Decide what to include and what must be left out. Include the cost of everything: staff time, time for employees to be allowed to participate, the team's strategic planning meetings, health risk appraisals, brochures, incentives, and so on. WELCOA estimates you may need to spend \$100-\$150 per employee each year to get a return on investment of \$300-\$450.
6. **Approval from management.** Helps ensure your goals and objectives align with those of the organization.
7. **Marketing and communications strategies.** Mix of written, oral and electronic messages to inform employees.
8. **Evaluation.** Outline how to measure and evaluate the results from your program. Include participation, participant satisfaction, changes in knowledge, attitudes and behaviors, and changes in environment and culture. Be sure to link your evaluation methods directly to your program's goals and objectives.



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The average U.W. worker spends **50.2** hours per week on the job, so employers can have a major impact on health.

Step 5: Choose interventions

Choosing the right interventions for your workplace is critical to your success. Whether you focus on tobacco cessation, mental wellness, physical activity or other issues, you'll want to pick the topics that most affect your employees.

Why it's important

- Allows you to personalize your program to your company's specific health issues and employee interest.

Choose interventions that meet company needs:

- Align your choices with data from step 3. If you skipped this step, go back and gather data on what employees want and what your organization needs.
- Review information from your culture audit, interest survey and medical claims analysis (or information from a typical North Dakota company).
- Decide how many employees you want to target in your intervention. Set a participation goal and let people know so you are accountable.

Once you've chosen interventions, make them successful by:

- Decide how to promote your intervention. Communicate early and often and use a variety of tools, such as posters, meetings, e-mails, bulletin boards, text messages, intranet and Internet.
- Be transparent about the necessary commitment. How long will it take and what's involved for the employee?
- Include those working at other locations or on other shifts.
- Keep your focus. It's easy to let your intervention become larger or more extensive than you originally planned. Communicate and stick to your plan.
- Be conscious of your budget. Don't exhaust funding before your intervention is complete.
- Consider legal issues. Have your legal counsel review the plan or prepare waivers to keep you free of legal liability.
- Evaluate your intervention. Will you need to document with changes in knowledge, behaviors or biometric measures? Will you need to present a return on investment?
- Be prepared for the unexpected. Keep a list of team member's contact information in case something urgent arises.



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Adults with multiple risk factors for disease (i.e. high blood pressure, smoking, sedentary habits) are more likely to be **high-cost employees** in terms of health care use, absenteeism, disability and overall productivity.

Healthy People 2010

Step 6: Create a supportive environment

This is the time to start working on policies to create a supportive environment. Those policies should focus on data from step 3. They could include tobacco-free workplace, nutrition or whatever you identified as top needs.

Why it's important

- Reinforces the direction your company is taking toward wellness.
- Helps retain and recruit employees.
- Helps wellness become the norm in your organization.
- Makes health and wellness services accessible.

Areas to look at:

- **Physical activity.** Is your work environment conducive to employees getting physical activity throughout the day? If you can't find space for an on-site fitness facility, you could offer a reimbursement for exercise equipment or health club credit.
- **Tobacco use.** What can you do to encourage tobacco-free lifestyles?
- **Nutrition.** Are there healthful food options in the vending machines, cafeteria or at committee meetings?
- **Workstation/ergonomics.** Whether workers are at computers or in a factory, proper ergonomics are a must. An assessment can help determine if employees are at risk.
- **Alcohol and drugs.** Sometimes having a policy in place is not enough. Some employers do random drug testing.
- **Mental wellness.** Do employees have clear expectations of what is required of them? Do they have the proper tools to do their jobs? Is the environment stressful? Is there an employee assistance program (EAP) to help employees work through problems?
- **Seatbelt safety.** Traffic-related accidents are one of the leading causes of death at the worksite. A seatbelt policy shows the organization cares about employee safety.
- **Safety and emergency procedures.** Many organizations have a heightened sense of the need for security, safety and emergency procedures. Is your organization prepared to address issues such as, bomb threats, natural disasters, information system failures, employee or customer violence and outbreaks such as the H1N1 flu?
- **Employee benefits.** Review the employee benefits plan to see if certain benefits could be added to support wellness (i.e. well days off, job sharing, etc.)



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\$2.1 billion was lost in North Dakota in 2007 due to lost workdays and decreased productivity.

Milken Foundation 2007

Step 7: Evaluate

Some experts say if you don't evaluate, there is no point in doing a program. In order to do so, you first must have written, measurable objectives.

Why it's important

- It's key to your program's success.
- Helps you find out if your plans met the needs of the organization.
- Provide you with data to demonstrate successes and make future changes.

WELCOA recommends measuring these 8 elements as a best practice:

1. **Participation.** Some organizations measure participation by counting any participants in the past year. Others count only those who regularly participate.
2. **Participant satisfaction.** Ask employees to complete a simple survey annually or after each event. This tells you if employees feel good about the program and the messages you are communicating.
3. **Improvements in knowledge, attitudes and behaviors.** Survey employees to see if there's been a change.
4. **Biometric measures.** Test items such as cholesterol levels, blood pressures, blood glucose and body composition.
5. **Risk factors.** Knowing the risk factors affecting your workforce can help you identify the percentage of employees at high, medium and low health risks. The goal is
 - To help high-risk employees (four or more risk factors) manage, maintain or improve their current health status.
 - To help medium-risk employees (one to three risk factors) reduce current risks and keep them from moving to a high-risk category.
 - To prevent low-risk employees (no more than one risk factor), from becoming high-risk employees.
6. **Physical environment and corporate culture.** Measure your progress in these areas.
7. **Productivity.** Review absenteeism, turnover and morale statistics.
8. **Return on investment.** You may need outside assistance to complete this type of evaluation. It can include changes in health care costs, workers' compensation, disability claims, absenteeism, productivity and other measures important to your organization.

Remember...

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

Dr. David Hunnicutt
WELCOA

Good luck!



Noridian Mutual Insurance Company

