

Way to Play – Wellness, Fun & the Impact to Your Bottom Line

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The Challenge.....



Companies should push their employees to be healthy as it ultimately affects the overall health of the company.



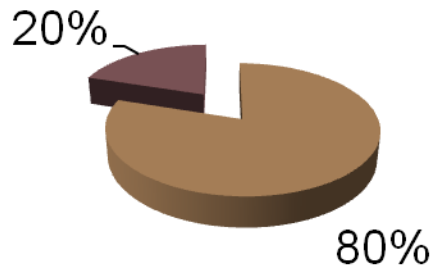


***The Link
Between
Wellness & Your
Bottom Line***



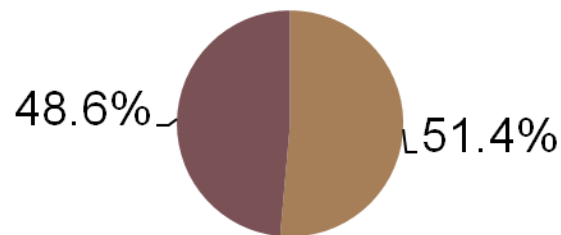
Demographics

Workforce



■ Enrolled ■ Not Enrolled

Gender



■ Women ■ Men

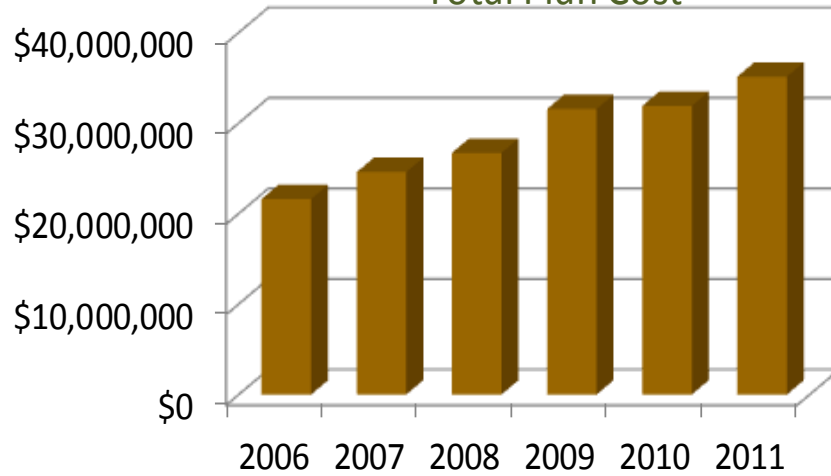


Average Age is 43

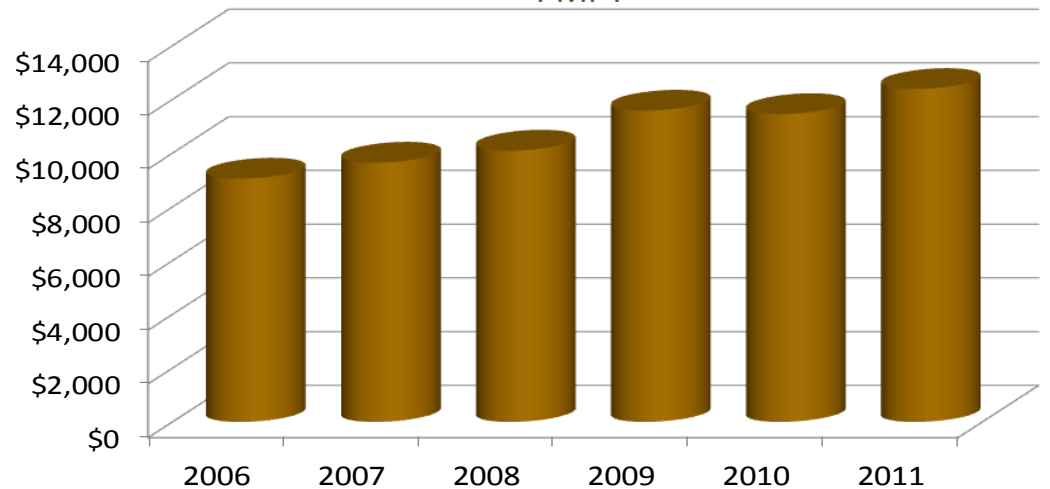


Costs and Utilization

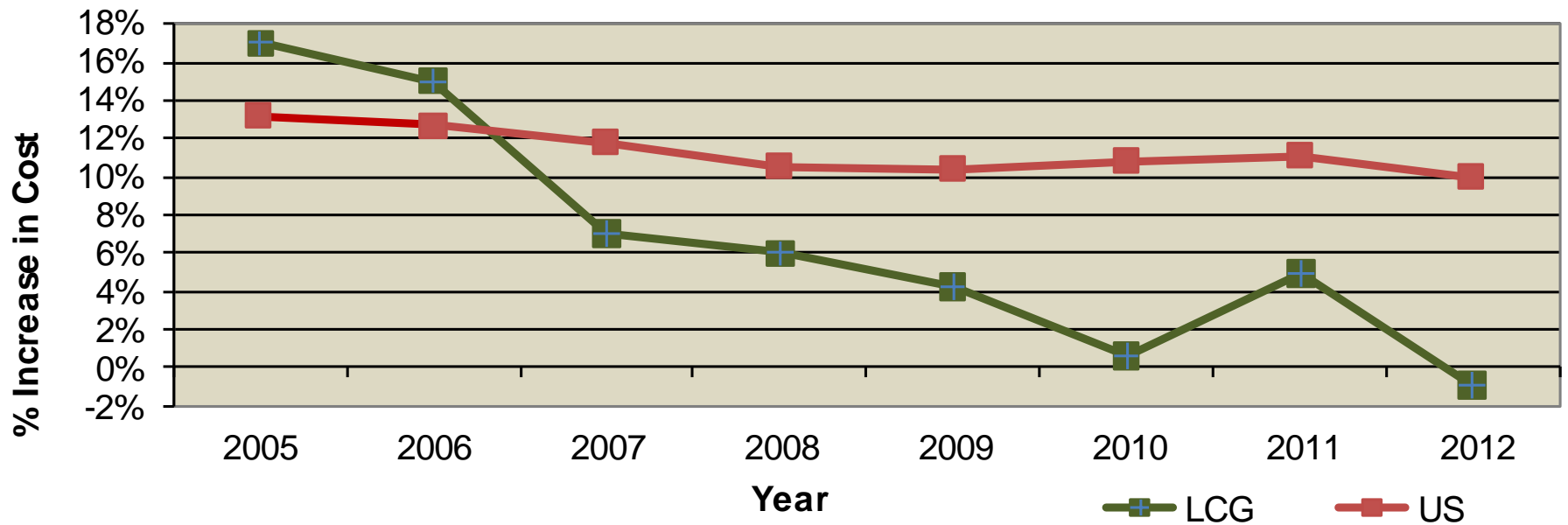
Total Plan Cost



PMPY



Where We Were & Where We Are Now Health Care Cost Trend



Health Care Reality

- **68% of Americans are overweight**
- **70% of chronic diseases are preventable or reversible**
- **Without aggressive action, employer health care costs will increase 50% in the next 5 years with an average annual cost per employee of \$28,500.**
- **5% of health plan members drive 50% of the cost.**



Engaging the Consumer...Changing Behavior



The Initial Investment

Taking the First Step

- Needs Assessment

The Next Step

- Wellness Plan Development



Your Passport to Wellness

- Health Awareness
- Preventive Health Actions
- Healthy Life Habits



Health Awareness – The Foundation

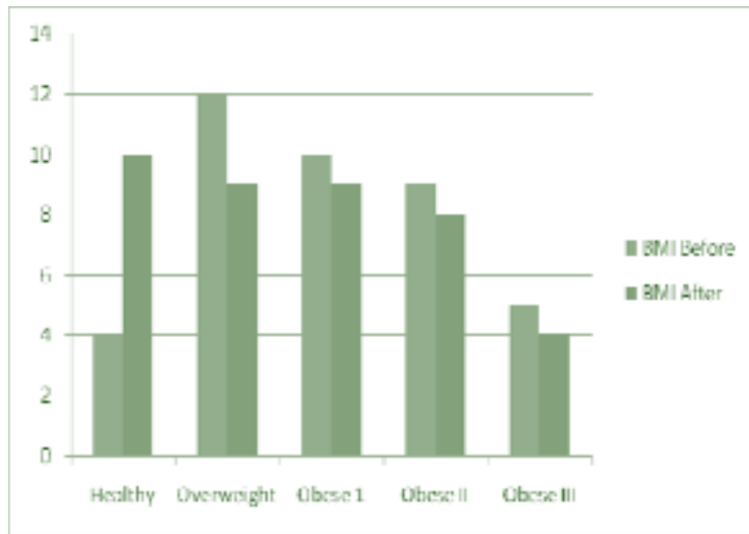
Objective: Engage Employees

- Communication
- Education
- Recognition
- Reward

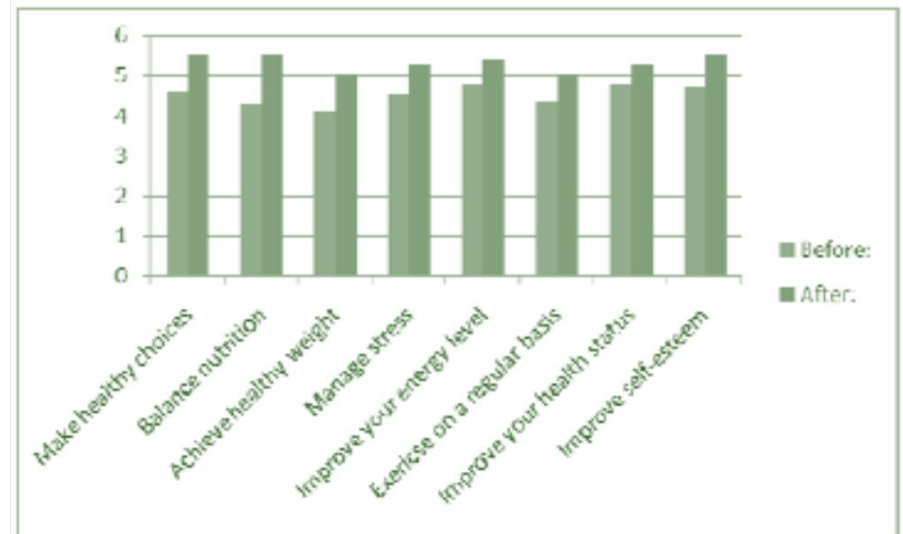


Weigh To Go - Weight Management Program

- 53 employees participated
- 42 employees earned the incentive (attended 80% of classes and completed pre/post surveys)
- Average weight lost: 6 pounds



Change in BMI



Confidence in Decisions and Healthy Habits



A Case For Wellness

2011 Statistics

- 6.7% decrease in ER visits
- Individuals with a risk of weight decreased 7.2%
- HDL cholesterol risk count decreased 51.7%
- 5% increase in employees with total cholesterol <200
- 7% increase in employees with glucose <140
- 4% increase in employees with normal blood pressure
- \$1.2M in projected savings from clinical management programs



“Communicate, communicate and then communicate some more” ~ Bob Nelson

Often it's just when you are getting tired of saying the same thing that the message starts to take hold.

Keep repeating an important message until you start hearing it back from employees.

National Recognition

- AHA Fit-Friendly Gold Award 2008, 2009 & 2010
- AHA Fit-Friendly Platinum Award 2011 & 2012
- Your Passport to Wellness: Employee Benefit News 2009
- Alliance for Innovations Magazine 2008
- International City/County Management Association (ICMA) National Conference 2007
- American City & County Magazine 2006
- The Path to Wellness: A Manager's Guide to Improving Employee Health and Reducing Health Care Costs - ICMA



QUESTIONS?

