

A photograph of a large, modern hospital building at dusk. The sky is a mix of blue and orange, with scattered clouds. The building's lights are on, and there are some light trails from cars in the foreground. A red vertical bar is on the left side of the image.

# What works in Corporate Wellness?

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## Definitions and Goals

How does a company define their  
“wellness program?”

What are the company's goals for offering  
wellness services?



# Key Elements of a Successful Program

- Organizational Commitment and Culture
- Incentives to Participate
- Quality Screening and Triage
- Evidence Based Interventions
- Effective Implementation
- Ongoing Program Evaluation

# Organizational Commitment and Culture

- Leadership Support and Participation
- Developing Leaders in Wellness
- Strategic Planning and Plan Design
- Developing a Culture of Wellness



## Incentives- carrots or stick?

- \$ for participation
- \$ based on outcomes
- \$ toward premiums/HRA
- \$ the day of events
- \$ toward compliance
- Prizes/Drawings
- Time off/Flexible workday
- For healthy behavior



# Quality Screenings and Triage

- Biometric screenings  
(Don't forget spouses)
- Health Assessments
- Referral and Follow up
- Health Coaching
- Alternative Goals



## Evidence Based Interventions

- Interventions based on aggregate report
- ESMM Weigh Less
- Best Practice Tool kits
- Tobacco Cessation/Quit Line/NRT
- Health Coaching/Nutrition Counseling
- Collaboration with EAP/Mental Health Resources
- Chronic Disease Management

# Comprehensive Prevention Services

- Data Aggregation and Analysis
- Predictive Modeling
- On-site Clinics
- Prevention Management and Population Health Management

ABC COMPANY Nov 30, 20...

Age	Sex	Rel	Elg	HRA	CS	CM	DM	PM	OM	End Organ	Heart Disease	Diabetes	Hyper-tension	High Cholesterol	Asthma	A1c	BG	BP	LP	BMI	Admits	Days	ER	Exp	Med	Rx	Total
67	M	EE		Y			0		2	HK	+		+	+							2	5	1	23	52,543	2,808	55,351
56	M	EE		Y			6		3	HK	+		+	+											0	2,893	2,893
57	F	EE		Y			3		3	HK		+	+	+											3,662	3,547	7,209
75	M	SP					1		0	HK		+	+	+											2,294	2,564	4,859
64	M	SP	X							HK			+	+	+										304	666	969
55	F	EE	X							HK			+	+	+						7	113	2	18	523,004	24,167	547,171
52	M	EE		Y			1		1	HK			+	+											5,409	3,277	8,686
60	M	EE		Y			1		0	HK	+	+	+	+							4	19	6	7	421,475	5,618	427,094
56	F	EE		Y			2		7	HK		+	+	+							1	2	2	24	29,725	5,372	35,098
51	M	EE		Y			5		4	H	+	+	+	+											4,959	2,374	7,333
76	M	SP	X							H		+	+	+							2	7	1	23	214,832	1,547	216,378
61	F	SP		Y			1		1	H		+	+	+	+										5,816	6,706	12,522
57	F	EE	X							H			+	+	+										256	845	1,101
42	F	EE					0		1	H			+	+							1	3	1	24	7,146	760	7,906
49	F	EE	X				0		2	H			+	+											309	189	498
51	F	SP	X				0			H	+	+	+	+							6	42		16	446,956	0	446,956



# Telemedicine



# Effective Implementation and Alignment

- Multimodal Communication
- Use of technology/trends/what's new?
- Utilization of resources
- Accessibility
- Developing a culture of wellness
  - ESMMNC Healthy Meeting Guide
  - Point of decision prompts
  - Healthier vending/Café options/cost shifting
  - Promotion of Farmers Markets/Fruits and Vegetables
  - Wellness challenges
  - Support biking/walking/AHA National Walking Day
  - Stretch breaks/walking meetings

# Promote the value of healthy living

- Offers choice- but make the healthier choice the easy choice
- Mastery of skills for behavior change
- Fun activities
- Positive interpersonal interactions

van Scheppingen,A et al. Motivations for Health and Their Associations with Lifestyle, Work Style, Health Vitality, and Employee Productivity. JOEM, vol56.5.May,2014.

# On-going Program Evaluation

- Data analysis: Metrics, Claims, Culture
- What's working?
- Survey interests/needs
- Alignment of health plan
- Strategic Planning and on-going evaluation

## 10 year Case Study

- 135 employees at five locations
- C-Suite Support
- Incentives- Participation based
- Baseline screenings
- Health Assessments and Surveys
- Basic Interventions
- Evaluation

# Program Planning and Design

- Strategic Plan Design
- Outcome based incentives
- Health Coaching- off site nurses
- Strategic interventions- MD/pharmacists/nurses
- High Risk Health Coaching/Nutrition Counseling
- Fitness classes/stretching clinics
- Wellness Challenges- new weight loss challenge
- Policy and Culture- safety lunches/tobacco policy
- Annual Evaluations/Surveys
- 2005-2014 expense trends



# Questions?

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