



14<sup>TH</sup> ANNUAL OHIO

*Employee  
Health &  
Wellness*  
CONFERENCE

# Workshop C

---

*Best Practices - Creating  
a Culture of Wellness  
that Works*

---

9:45 a.m. to 11:00 a.m.

## Biographical Information

**Tajuan Stoker, MBA, President/CEO, RedeemWell**  
**PO Box 651, West Chester, OH 45071**  
[tstoker@redeemwell.com](mailto:tstoker@redeemwell.com)      **513-849-8700**

Tajuan began his career in the health promotion and wellness field in 2001 while working for TriHealth in Cincinnati, OH as a Health and Wellness Coordinator. Tajuan quickly figured out that the corporate industry was an environment that needs engaging wellness programming to encourage lifestyle change. He progressed further into the corporate wellness industry by accepting a role as the Wellness Program Manager for Luxottica Retail (Lenscrafters, Pearle Vision, etc.) in 2005. While at Luxottica, Tajuan was in charge of coordinating and overseeing the organizations health/wellness program; serving as advisor to all departments on safety, quality and risk management relating to health and wellness for close to 60,000 employees.

Tajuan joined the Kroger Company in 2008 to become the Benefit Manager of Health & Productivity. Tajuan's primary responsibilities were the development, implementation, delivery, measurement and reporting of divisional and company-wide health management and improvement strategies designed to impact the health and lifestyle behaviors of over 325,000 employees and their dependents.

After spending some time with Kroger, Tajuan took on a leadership role in 2010 as the Director of Wellness Services at Reid Health in Richmond, IN. Tajuan combined his years of wellness knowledge to develop the vision and strategic planning necessary to provide the organization with highly integrated community, patient, corporate and employee Health & Wellness services.

Tajuan is currently the President/CEO of RedeemWell. Tajuan created RedeemWell to offer unique and simple wellness approaches for employers. Furthermore, Tajuan wanted to create a company that would provide unbiased professional wellness expertise amongst a crowded wellness vendor industry. RedeemWell strives to help employers become healthier, stronger and more productive.

Tajuan is a graduate of the University of Cincinnati with a Bachelors in Health Promotion and Education and received an MBA in Health Care Management from Indiana Wesleyan University.

---

**Michael Ritzi, Senior Advisor – RedeemWell**  
**PO Box 651, West Chester, OH 45071**  
[mritzi@redeemwell.com](mailto:mritzi@redeemwell.com)      **513.536.8850**

Michael started his career as an Athletic Trainer for the Cincinnati Reds organization, managing and treating player injuries and developing their strength and conditioning programs. In 2000, he began working for the TriHealth Hospitals in Cincinnati and managed their employee health and wellness programs, and helped develop programs for external customers throughout the greater Cincinnati area. Then in 2012 he joined St. Elizabeth Healthcare in Edgewood Kentucky as their Wellness Manager, where he worked in their Corporate Wellness and Business Health areas. Next, Michael spent 4 years as Humana's Clinical Operations Manager, managing their Personal Health Coaching and Community Health Education department.

Michael joined RedeemWell in early 2018 as their Senior Advisor. Michael's primary responsibilities for RedeemWell include providing wellness advisory services, overseeing the health coaching program, and creating health education and communication plans for clients. In addition, he also contributes to the sales, marketing, and online portal departments.

Michael is a graduate of the University of Cincinnati, and received his Bachelor's degree in Health Promotion and Education/Sports Medicine.



# Creating a Culture of Wellness that Works

Tajuan Stoker, MBA - President  
Michael Ritzi - Senior Wellness Advisor

# Tajuan Stoker, MBA

President/CEO

- ▶ Bachelors Degree in Health Promotion and Education from the University of Cincinnati
- ▶ MBA in Health Care Management from Indiana Wesleyan University
- ▶ Health and Wellness Specialist, TriHealth
- ▶ Wellness Program Manager for Luxottica Retail (Lenscrafters, Pearle Vision, etc.)
- ▶ Benefits Manager of Health and Productivity for the Kroger Company
- ▶ Director of Wellness Services for Reid Health
- ▶ President/CEO of RedeemWell



**REDEEMWELL**  
HEALTHIER. STRONGER. MORE PRODUCTIVE.

# Michael Ritzi

Senior Wellness Advisor

- ▶ Bachelors Degree in Health Promotion and Education/Sports Medicine from the University of Cincinnati
- ▶ Athletic Trainer for the Cincinnati Reds Organization
- ▶ Wellness Manager for TriHealth and St. Elizabeth Hospital Systems
- ▶ Clinical Operations Manager for Humana
- ▶ 20 Years as a Health Coach
- ▶ Senior Wellness Advisor for RedeemWell

## About RedeemWell

- ▶ Created RedeemWell to cover the gap in the wellness industry of unbiased professional wellness expertise.
- ▶ We create a unique experience for each of our clients.
- ▶ Our advisors have years of experience in creating and implementing wellness programs that produce results.
- ▶ We have partnered with a variety of organizations across several industries, helping them develop effective, engaging, and sustainable wellness programs and become healthier, stronger and more productive.

# Wellness Plan

- ▶ Choosing the right wellness plan for your associates impacts their health, and the health of your business.
- ▶ The average wellness plan is often too generalized and isolated to make a real difference.
- ▶ Creating a wellness plan specifically designed for your company's needs, goals and culture produces results.



# Creating a Culture of Wellness



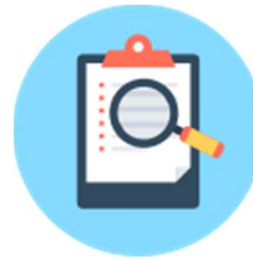


# 3 Step Process



# 1 - Assessment

- ▶ Organization Culture
- ▶ Claims information
- ▶ Biometric Data
- ▶ Associates Needs
- ▶ Current Wellness Plan
- ▶ Wellness Trends
- ▶ Historical Success



# 3 Step Process

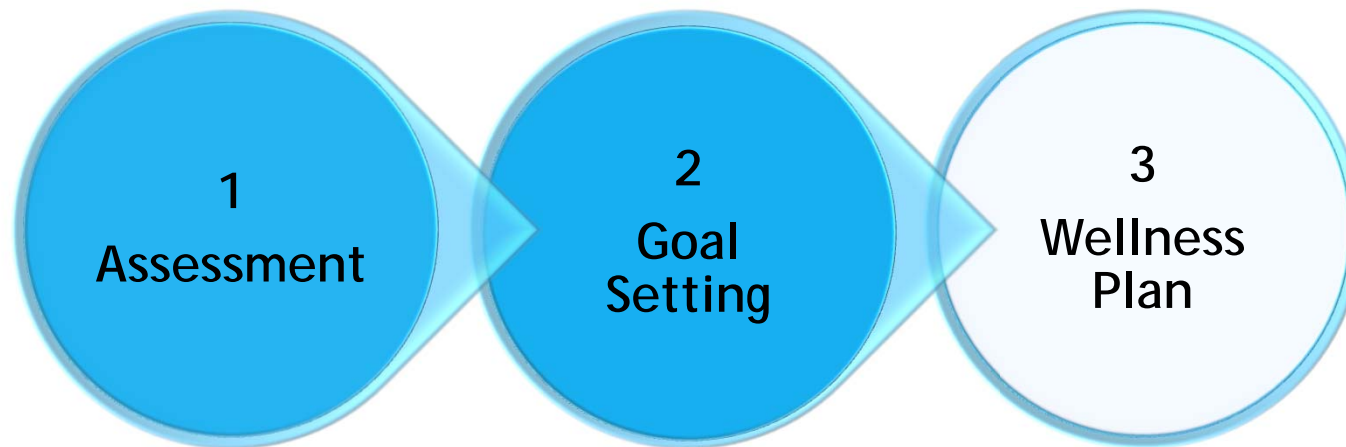


## 2 - Goal Setting

- ▶ Mission Statement
- ▶ Desired Outcomes
- ▶ Engagement Strategies
- ▶ Company Goals
- ▶ Culture integration
- ▶ Short-term
- ▶ Long-term



# 3 Step Process



# 3 - Wellness Plan

- ▶ Multi-Year Plan
- ▶ Internal Team
- ▶ Platform/Tools
- ▶ Core Programming
- ▶ Communication plan
- ▶ Benefit Design
- ▶ Reporting/Review
- ▶ Vendors/Partners



# Results



- ▶ A Culture of Wellness
- ▶ Better healthcare consumers
- ▶ Healthier employees
- ▶ Enhanced company image and recruitment
- ▶ Decreased medical spend
- ▶ Decreased lost time, absenteeism, presenteeism
- ▶ Improved engagement and productivity
- ▶ Simple, easy, fun wellness programs



# Selecting the Right Partner for You





# How do you know if you currently have the correct wellness partner?



## ▶ What we hear:

- We have been with them for years, they know us
- It's the service recommended through our medical plan provider
- We don't know
- 5 years ago we saw an immediate increase in our participation numbers
- We did an RFP and they had all the bells and whistles
- Our broker recommended them
- One of my colleagues from another organization told us about them
- At the time, we just needed to offer something



# Wellness is not easy

- ▶ Multiple steps needed in order to create a successful program.
- ▶ One of the most difficult steps:
  - Selecting a partner or deciding to do it on your own. There can be ups and downs with both, here are a few:
    - On your own:
      - ❖ Very time consuming
      - ❖ Lack of experience
      - ❖ Could save you money in the short-term
      - ❖ Easy to get distracted
      - ❖ Could be more expensive on your own
      - ❖ Many give up and waste time
      - ❖ Depending on who is leading your wellness program may dictate your results
      - ❖ Privacy concerns



# Wellness is not easy, cont'd.

- With a partner:
  - ❖ Better results in the future
  - ❖ Less time consuming
  - ❖ Should have more experience
  - ❖ You should be their number 1 priority
  - ❖ Could save you money
  - ❖ Initiatives should be implemented in the appropriate time frame
  - ❖ Planning will be easier for you
  - ❖ Fewer concerns regarding privacy
  - ❖ Able to partner with Safety committees and integrate wellness approach
  - ❖ Overall less risk



# Selecting Wellness Partners

- ▶ Do we need a wellness partner?
  - How do you know?
    - ❖ Are you finding it difficult to establish clear goals for your wellness program?
    - ❖ Have you been trying for years but producing the same undesirable results?
    - ❖ You or someone in your department has taken on the responsibilities of wellness but you don't have the time to do it effectively.
    - ❖ You or someone else on your team has implemented a few good initiatives and that is your wellness program.
    - ❖ You have not written/established a strategic wellness plan.
    - ❖ You feel like the money you are spending on wellness is not impactful so you are wondering if you should cut back or add more.
    - ❖ If these questions that I asked above are overwhelming you right now or the thought of wellness is overwhelming.
    - ❖ You just don't know where to start.



# What type of Wellness Partner do I need?

- ▶ **Wellness advisors** - helps you assess your organizations needs for a wellness program/plan, establish short- and long-term goals, gives a non-bias recommendation of additional wellness partners that may be needed, create a strategic wellness plan, focuses primarily on wellness but knowledgeable of multiple industries, coordinate all wellness services and often able to provide additional services such as online wellness platforms, data collection, health coaching, event planning, incentive program planning, etc.
- ▶ **Online Platform provider** - creates a home for your wellness program, houses incentive details, challenges, historical documents/submissions (biometrics/reimbursement forms); private (PHI)
- ▶ **Activity Coordination/Delivery** - assist with planning health fairs, educational series, incentive awarding, provide health coaching, etc.
- ▶ **Physical Health-** EAP, Exercise and Relaxation, Dieticians, etc.
- ▶ **Healthcare Plan Provider-** Focuses on helping clients find and keep the lowest price and best quality health benefits.



# How do you manage these partners to ensure that initiatives are properly developed and implemented?

- ▶ Get a partner that has years of first hand experience in the industry and ask them to lead the oversight of all wellness partners
- ▶ Make sure they have no bias for or against the other partners so that everyone is focused on your goals
- ▶ Assign a representative within your organization to be a part of the wellness management process
- ▶ Understand clearly what each partner is bringing to the table
  - Avoid overlap of services
- ▶ Establish clear and precise goals early on, don't waste time

## How do you manage these partners to ensure that initiatives are properly developed and implemented, cont'd.

- ▶ Team approach - each part contributes to the overall strategy so the employee experiences a seamless process
- ▶ Communication - all partners must commit to consistent communication with the larger wellness team and wellness lead
- ▶ Review - reporting on and reviewing results regularly to measure effectiveness and identify opportunities for improvements
- ▶ Ongoing Adjustments- make sure your partners are making adjustments to their offerings to accommodate a changing workforce



# Your Wellness Approach

- ▶ Should be uniquely made by you and your wellness partner
  - Fine to use the same type of products or services as others but they must be implemented to address the lifestyle concerns of your population
- ▶ Your wellness partner should encourage feedback from your population before any tools are implemented
- ▶ Your wellness partner should assist you with ongoing efforts to gather feedback from your population
- ▶ Should never be one-sided
- ▶ Be careful not to develop a program that tries to tackle everything by only using your wellness partners
  - Create homegrown approaches





# Case Study 1- Short Term Results

- ▶ AEG firm with just over 950 employees,
- ▶ Created an overall wellness approach that included a 1-year strategic plan (2019)
- ▶ Provided an Onsite Wellness Advisor at 15 hours a week, online wellness portal
- ▶ Based upon the needs of the organization, the following services were introduced to their population:
  - Wellness Advisor included as a partner for wellness, benefits, claims, vendor management, culture, internal communications
  - Health Coaching/2019 Educational series of emphasizing culture of wellness
  - Wellness Portal serves as home for biometric results, fitness reimbursement process
- ▶ Current savings from changes of 50k, projected 2020 of 200k, more to come based on benefit design decisions still being made
- ▶ Received Healthiest Employer of Dayton award for 2019

# Case Study 2- Long Term Results

- ▶ Medium size hospital with just over 3'500 employees
- ▶ Created an overall wellness approach that included a 3-year strategic plan
- ▶ Developed strong communication plan so that all employees understood that wellness is everyone's responsibility
- ▶ Based upon the needs of the population, the following services were key to improving the lifestyle of their population:
  - EAP
  - Wellness Portal as a central hub for educational information and activities
  - Health Coaching/Lifestyle Management Program
  - Onsite Wellness Personal
  - Partnership with HR on Incentives for Healthy Behavior
- ▶ Overall Benefit Savings over \$1 million after 3 years
- ▶ Multiple cases of serious chronic conditions caught at an early stage to give individuals an opportunity to treat their conditions and live a healthy life

# Questions



**REDEEMWELL**  
HEALTHIER. STRONGER. MORE PRODUCTIVE.



# REDEEMWELL

HEALTHIER. STRONGER. MORE PRODUCTIVE.

Redeemwell.com   513-849-8700   info@redeemwell.com



**REDEEMWELL**  
HEALTHIER. STRONGER. MORE PRODUCTIVE.