



14TH ANNUAL OHIO

*Employee
Health &
Wellness*
CONFERENCE

Workshop A

Ohio Healthiest Employers --
Best-in-Class Wellness Programs
– Large Organizations Alliance
Data Systems and Case Western
Reserve University

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

Biographical Information

Justin Zink, Director, External Relations
Ohio Chamber of Commerce, 34 S Third St., Suite 100, Columbus, OH 43215
614-228-4201 jzink@ohiochamber.com

Justin Zink serves as Director of External Relations at the Ohio Chamber of Commerce. Prior to becoming a member of the Ohio Chamber team, Justin started JEZ Consulting where he advised corporate and political clients on political strategy and crisis communications. Before returning to Ohio, Justin managed several federal & state political campaigns and worked in state government relations for the American Gaming Association which represents the Casino industry in Washington, D.C. Justin resides in Columbus with his girlfriend, Katelyn and 7-month old goldendoodle, Percy.

Lindsay Madaras, MA, LivingWell Manager, Human Resources
Alliance Data, 3085 Loyalty Circle, Columbus, OH 43219
(614) 729-4941 lindsay.madaras@alliancedata.com

Lindsay brought her creativity and passion for health and wellness to Alliance Data in May of 2013 and was charged with building a wellness culture from the ground up. The result was LivingWell, an award-winning program that now includes three on-site Fitness Centers, an on-site Health Center, and an array of health and wellness programs offered to the organization's 8,000 associates across 15 U.S. locations, as well as its office in Bangalore, India. Along the way, Lindsay helped the organization evolve to a point where wellness programs are offered on paid time in its call centers, a company-wide tobacco free campus policy is in place, and innovative practices such as "calm spaces," nursing mother rooms, and stress management podcasts are the norm. Lindsay leads a dedicated team that works to positively impact the lives of Alliance Data associates by providing them with a variety of interactive tools and resources that they can utilize on their journey to healthy living. In addition to LivingWell, she also oversees "Your Voice Matters" — Alliance Data's associate engagement program —and is responsible for driving the organization's strategy for maintaining a best-in-class associate experience.

Before entering the wellness industry, Lindsay spent time working in New Orleans as a Graphic Artist —an experience that provided her with an eye for marketing and design that she regularly uses in her current role. Upon returning to Ohio, she spent over five years at the "Stress & Health Lab" at The Ohio State University Wexner Medical Center, where she helped conduct a study looking at the positive effects of yoga for breast cancer survivors. During her time at the lab, she helped support "Your Plan for Health," the faculty/staff wellness program at Ohio State. This experience jumpstarted her pursuit of a career in corporate wellness.

Lindsay received her Bachelor's Degree from Kenyon College in 2006 and obtained her Master's Degree in Health & Exercise Science from The Ohio State University in 2012. She is currently on a quest to run a marathon on every continent (six down, one to go—Antarctica!).

Biographical Information

**Elizabeth Click, DNP, ND, RN, CWP
Medical Director & Assistant Professor
Case Western Reserve University
10900 Euclid Avenue, Cleveland, OH 44106
216-368-5790 erc10@case.edu**

Elizabeth is the Medical Director at CWRU and an Assistant Professor at the Frances Payne Bolton School of Nursing. She created and directs the university's faculty and staff wellness program and provides strategic support for the development and implementation of benefit designs, health care cost management initiatives, and clinical programs to positively impact population health. Prior to joining the CWRU faculty, Dr. Click managed the wellness training program at The Progressive Corporation in Cleveland, Ohio and was a faculty member within the College of Nursing at the University of Tennessee, Memphis. Dr. Click received her undergraduate degree from the College of Wooster and her Doctor of Nursing Practice degree from CWRU.

LivingWell

at Alliance Data Card Services



Lindsay Madaras, MA

Aug. 20, 2019



AllianceDataSM

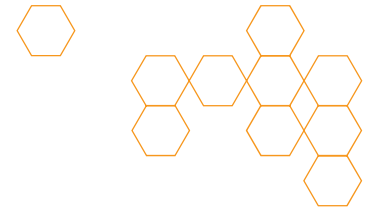


A LEADING GLOBAL PROVIDER OF DATA-DRIVEN MARKETING AND LOYALTY SOLUTIONS



Plus... 
Bangalore, India!

WHAT IS LivingWell?

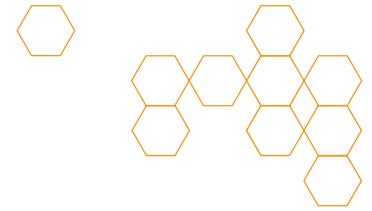


LivingWell is a program tailored to the **health and wellness** needs of Alliance Data card services associates.

- ❖ Eat Smart
- ❖ Move More
- ❖ Well at Work
- ❖ Self-Care



Deliberately Different



No incentive
portal

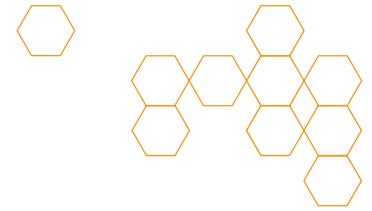
Events occur on
paid time



Leadership
buy-in

Utilize associate
opinion data

EAT SMART



WW Partnership
Healthy Food Subsidy
On-site Fresh Markets
7 Under \$7
Free Fruit Fridays
EatWell Series
Healthy Cooking Workshops



Homemade Hummus

Ingredients:

- 2 cans chickpeas, plus about ¼ cup of the liquid (to make creamier hummus)
- 2–3 tablespoons tahini
- Juice of 1/2 lemon
- 2 quick shakes of garlic powder
- Sea salt (to taste)
- 2 tablespoons olive oil

Instructions:
Place all ingredients in a food processor and begin to blend. Slowly add two tablespoons of olive oil while blending. Process until creamy. If the hummus is too thick, add a tablespoon or two of water until the desired consistency is reached.

Perfect hummus tip:
Remove the skins from the chickpeas prior to blending. You can do this by gently pinching each chickpea until the skin slides off. This will make the texture of the hummus creamier.

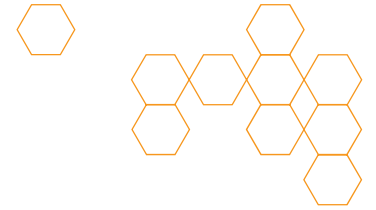
 **LIVING Well**

Recipe submitted by:
Nedi Lehr, Easton

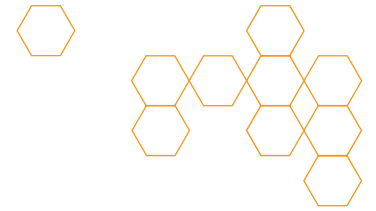


MOVE MORE

- On-site Fitness Centers
- \$300 Fitness Reimbursement
- Walking Workstations
- Bike to Work Events
- On-site Fitness Events
- Step Challenge
- Walking Paths / Routes
- Fitness Kits / Microbursts



WELL AT WORK

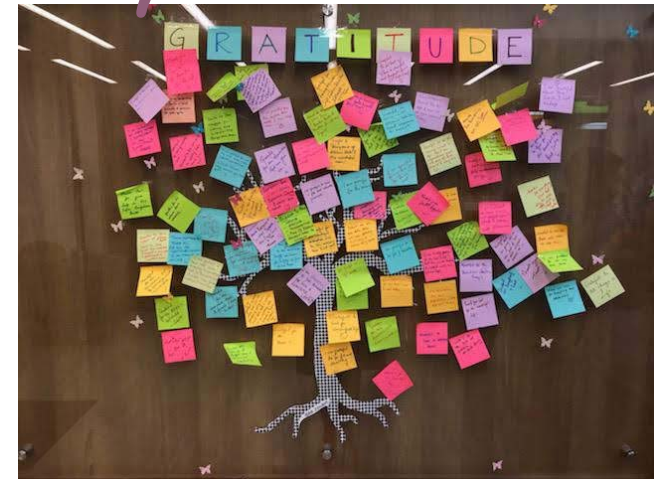


Ergonomics
Nursing Mothers Rooms
Milk Stork Partnership
Gratitude Month
On the Spot Award
Health Hero Recognition



Living with

Gratitude



SELF-CARE

Dollars & Sense
On-site Flu Shots
Health Center
Tobacco Cessation
Mobile Mammography
Health Checks
“Take Notice” Campaign
Stress Management
Employee Assistance Program
Sleep Challenge



Financial Coaching Day



Domestic Wellness
Life at home can be better.

Take notice. Get help.



Emphasis on Stress Management



Stress Management Menu



THE CALM SPACE

An innovative space made just for you





Thank you!

lindsay.madaras@alliancedata.com

Creating a Culture of Health – One University's Experience



ELIZABETH CLICK, DNP, ND, RN, CWP
MEDICAL DIRECTOR, CWRU
AUGUST 20, 2019



The Vision - Creating a Culture of Health & Wellbeing at CWRU

- A campus environment that supports the health and well-being of faculty and staff to maximize quality of life and productivity and to help control health care costs.



Health Matters

- Make it easy to adopt a healthy lifestyle and foster well-being at CWRU
 - Culture
 - Daily environment
 - Policies
- “Big 4”: tobacco, nutrition, physical activity, stress management.



Best Practice Guidelines



- **WELCOA** – Wellness Council of America
- **HERO** – Health Enhancement Research Organization
- **7 Key Benchmarks of Success**
 - Capturing Senior Level Support
 - Creating Cohesive Wellness Teams
 - Collecting Data to Drive Health Efforts
 - Crafting an Annual Operating Plan
 - Choosing Appropriate Interventions
 - Creating a Supportive Health Promoting Environment
 - Measuring and Evaluating Program Outcomes

1. Capture Senior Level Support



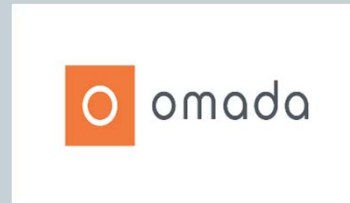
John F. Sideras

2. Create Cohesive Wellness Teams



- **Health Advisory Committee**
- **HR & Benefits**
- **Wellness Manager**
- **Wellness Champions**
- **Healthy Department Initiative**

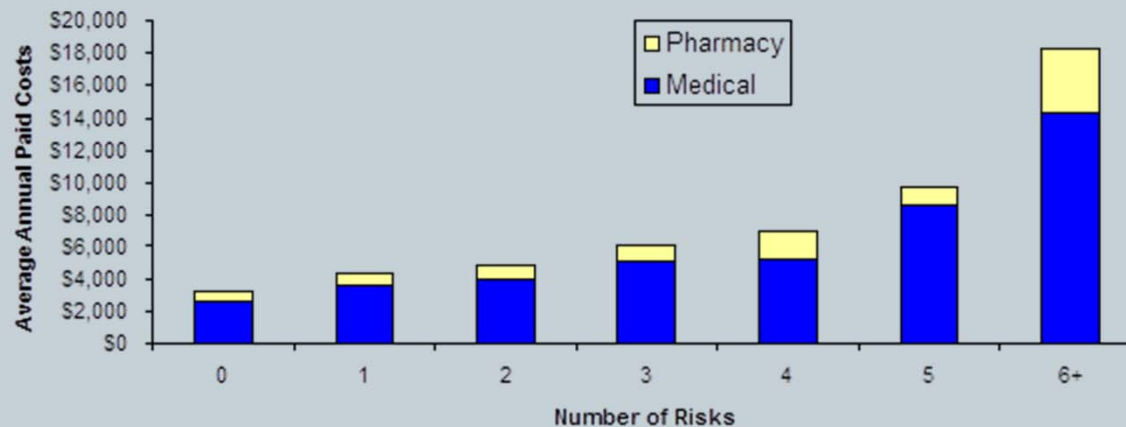
3. Collect Data to Drive Health Efforts



Costs Follow Risks (2013-2014)



- **Number of Risk Factors vs. Average Health Care Costs**

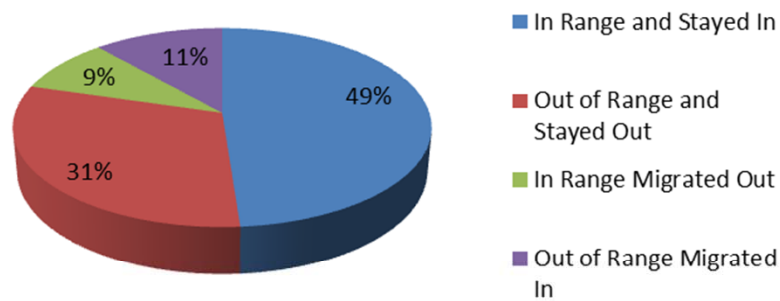


Wellness Programs Reduce Elevated Health Risks

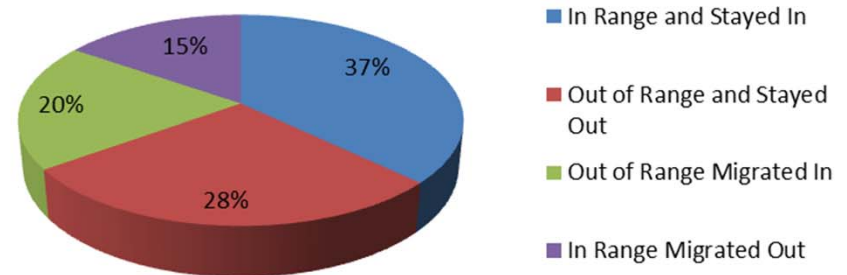
(2014-2016 CWRU Cohort)



Total Cholesterol (≤ 199 mg/dL; N=1,555)



Blood Pressure (≤ 119 over ≤ 79 ; N-1,557)



4. Craft an Annual Operating Plan

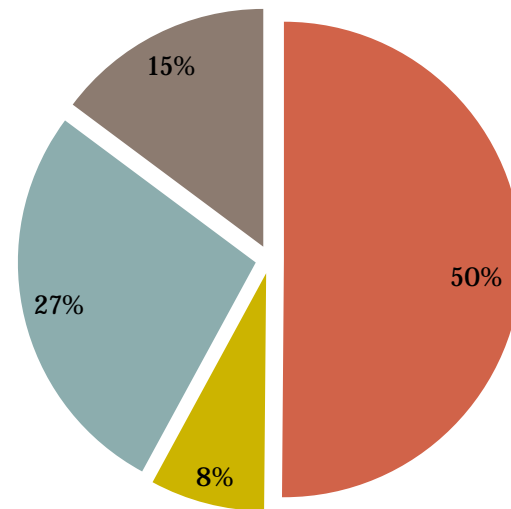


- **Multi-Year Plan**
- **Incentive Plan Design**
- **Annual Goals**

Health Insurance Overview



- Four plans
- 85% of faculty/staff enrolled



Fall Wellness Activities



- Complete:
 - Health Risk Assessment
 - Biometric Screening
 - Tobacco Attestation form
- Qualify for \$25 monthly premium incentive.
- Voluntary participation



Wellness Incentive Options

- Monthly Premium Incentive

- Reported as “Earnings” in monthly or bimonthly paychecks
- Provided to those completing fall activities and who have elected university medical insurance

- Program Incentive

- \$100 for one program completed
- \$100 for second program completed
- Payable via paycheck at year end

Wellness Program Incentive



- Annual Participation Opportunities:
 - Tobacco Cessation programs
 - Stress Management programs
 - Weight Management/Nutrition programs
 - Physical Activity programs
 - Financial Well-being
 - Community Well-being

5. Choose Appropriate Interventions



Programs – Onsite & Online

- **Stress Management**
 - S.M.A.R.T.
 - Mindfulness
 - Meditation
 - Online Relaxation Exercises
- **Nutrition**
 - Nutrition 101
 - Intro. to Functional Nutrition
 - Plant-Based Nutrition
 - Weight Watchers
- **Tobacco Cessation**
 - Quitline (1-800- QUITNOW)
- **Financial Wellness**
- **Physical Activity**
 - Workstation Workout
 - Healthy Backs & Bodies
 - Fitness Coaching
 - Health Trails
 - Yoga for the Office
 - Onsite Rec Centers
- **Community Well-being**
 - Books@Work
 - Sustained Dialogue
 - Crafters@Case
- **Other**
 - SelfHelpWorks
 - Flu Shots

6. Create a Supportive Health-Promoting Environment



- www.case.edu/wellness
- Facebook
- Monthly wellness newsletter
- *The Daily* – university newsletter
- Manager/Supervisor support



Does the Culture of Health at CWRU support Health of Employees? Part 1

Policies Support Health



Environment Supports Health

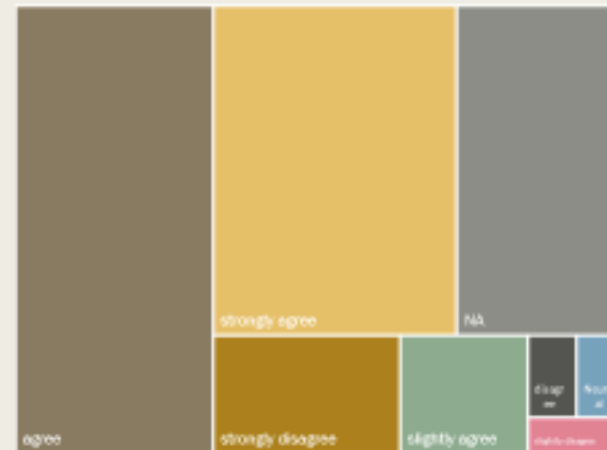


Does the Culture of Health at CWRU support Health of Employees? Part 2

Manager Supports Wellness Program



Manager Cares About My Health



Programmatic Partnerships



- 1-2-1 Fitness Center
- Onsite Recreation Centers
- Bon Appetit
- EAP – Impact Solutions
- Health Plans
- Program Vendors/Contractors
- Other CWRU wellness events



Policies



- Tobacco Free Campus
- Healthy Vending
- Healthy Catering



 CASE WESTERN RESERVE UNIVERSITY EST. 1826

Make The Right Choice

Healthy food selections can be purchased from this AVI vending machine!

HEALTHY FOOD CRITERIA:

- 400 or less calories
- No more than 35% calories from fat
 - No more than 15 grams of fat for a 400 calorie item
- Contains zero grams of trans fat
- No more than 10% calories from saturated fat
 - No more than 4 grams of saturated fat for a 400 calorie item
- No more than 35% of calories from total sugars and a maximum of no more than 15 grams of total sugars in the item
- No more than 480 mg of sodium per package


AVI FOODSYSTEMS®
THE FAMILY DIFFERENCE IN HOSPITALITY SERVICES

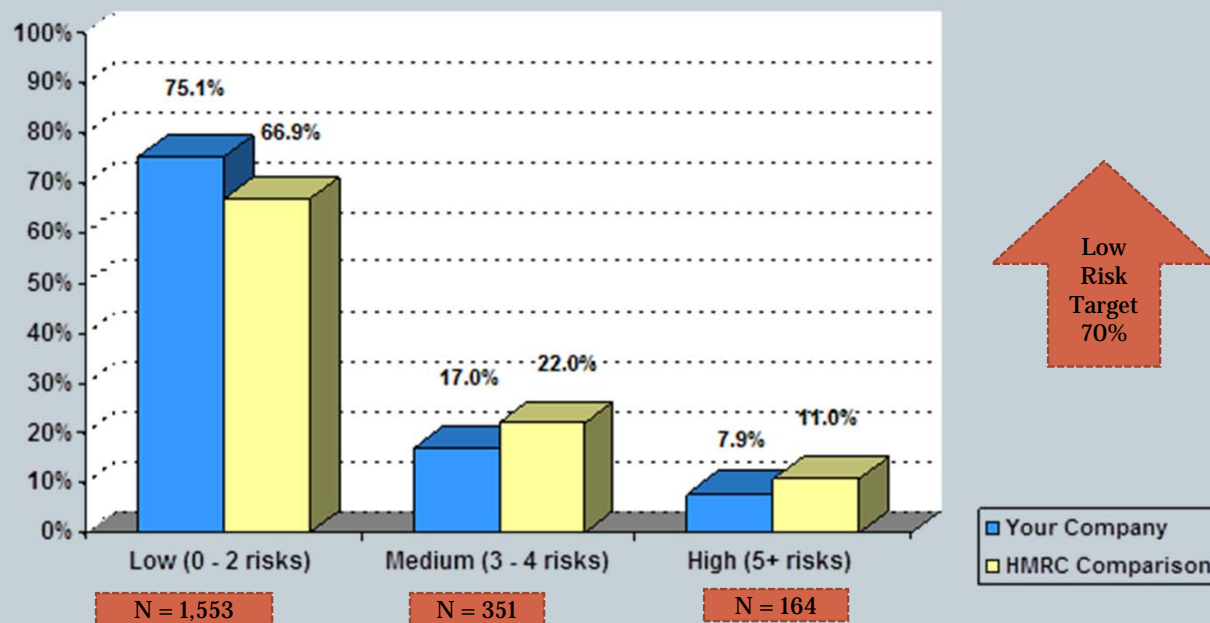
7. Measure & Evaluate Program Outcomes



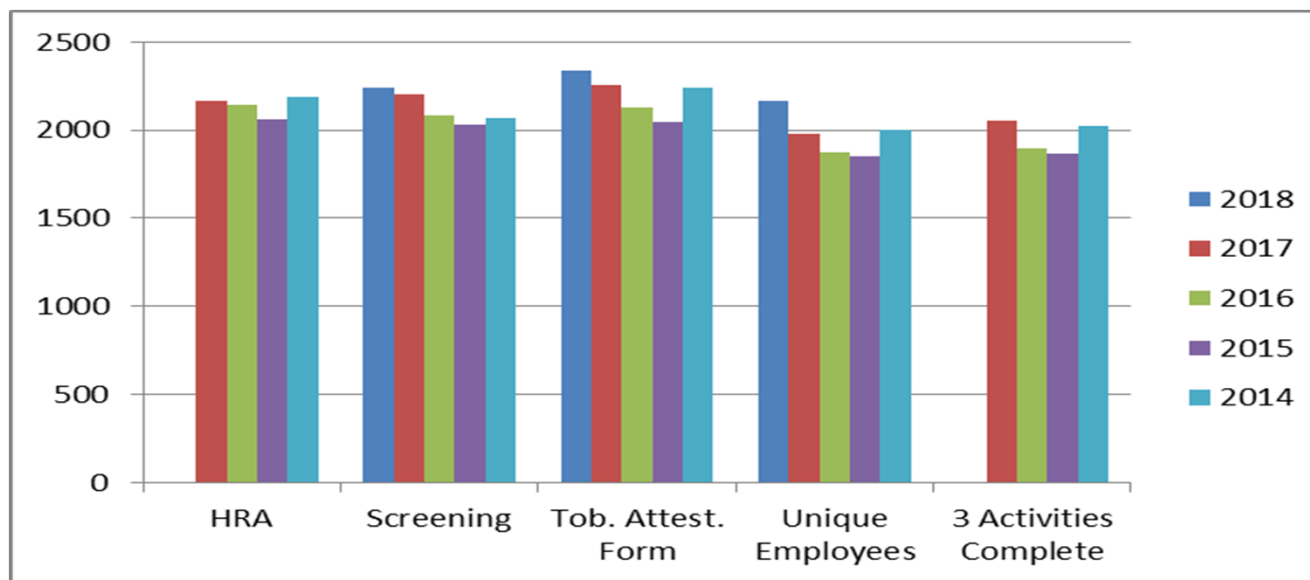
Keep Healthy People Healthy (early cohort)



Risk Status



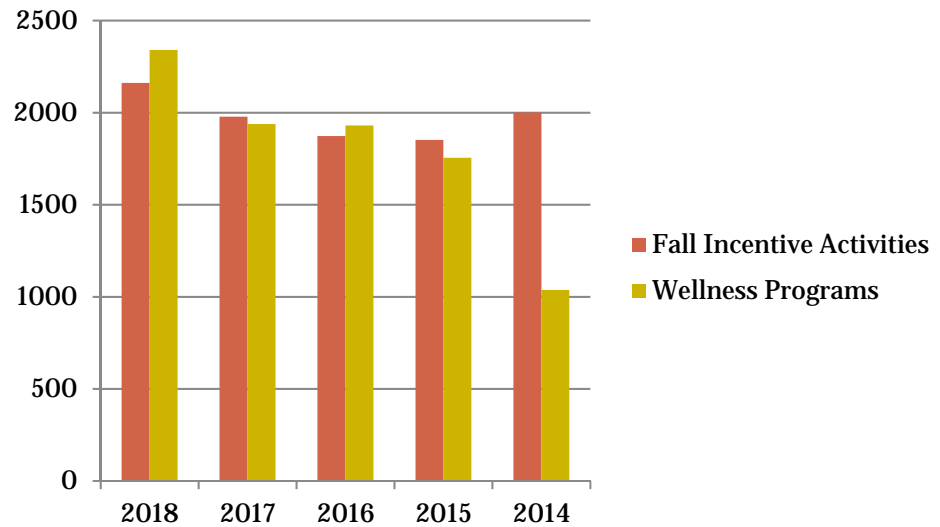
Wellness Premium Incentive Activities



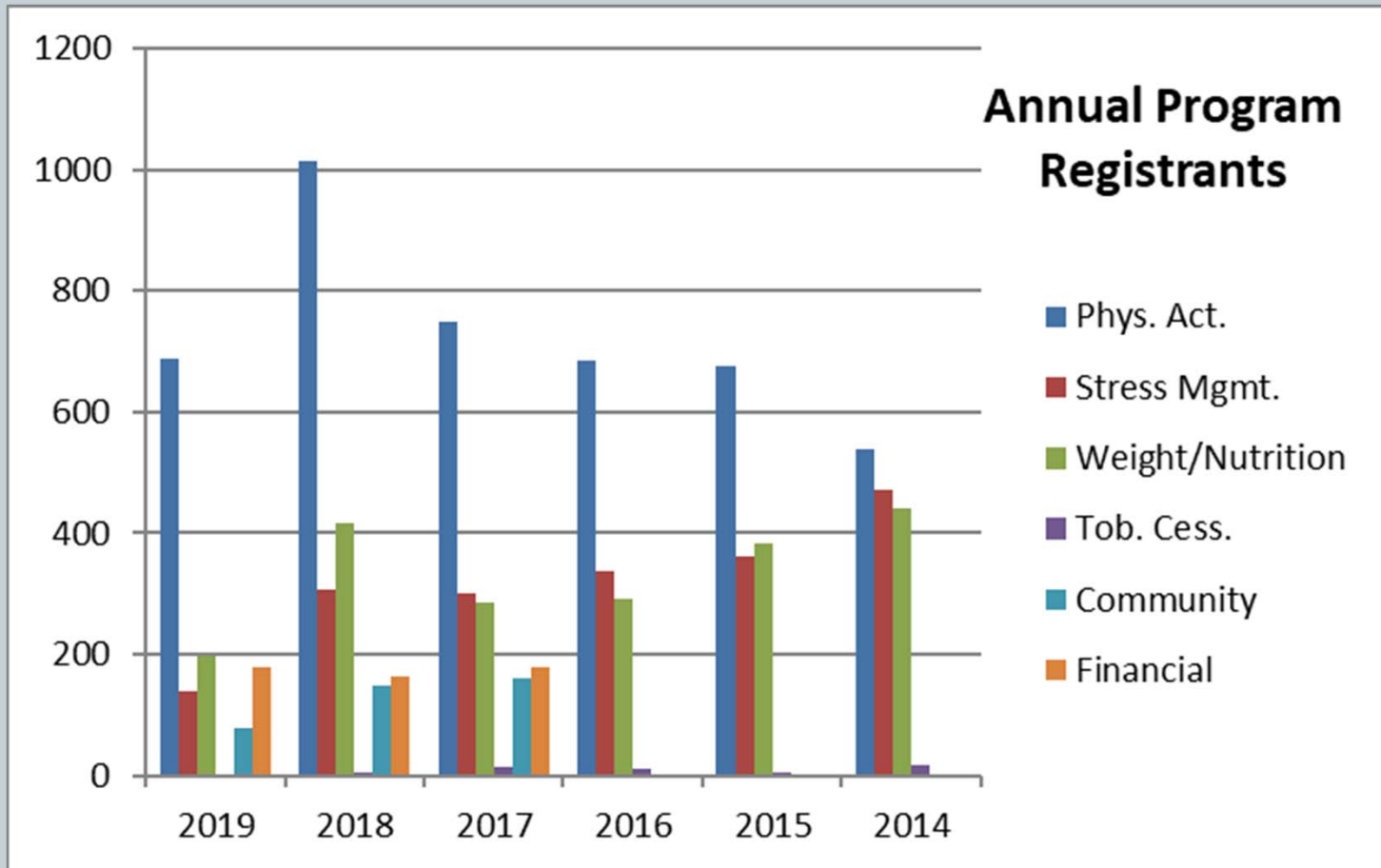
Wellness Program Engagement



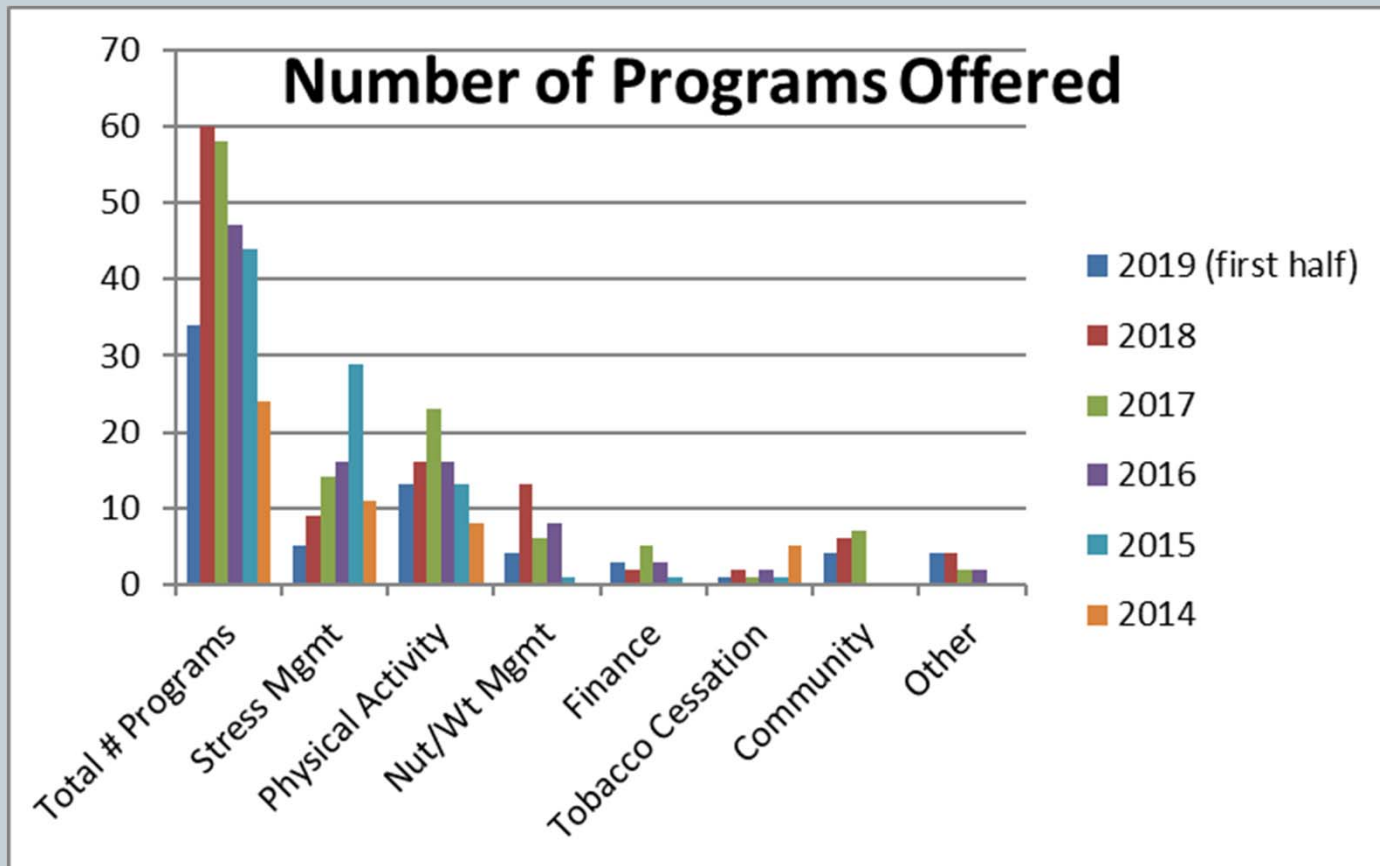
2019 = 64%
of Benefits-
eligible Faculty &
Staff



Wellness Program Incentives



Wellness Programs



Questions?



- Elizabeth Click, DNP, ND, RN, CWP
 - (216) 368-5790
 - erc10@case.edu
- *It's all about your health.*
- *Make the moment healthy!*
- *It's about what you are doing now!*

