

13<sup>TH</sup> ANNUAL OHIO

*Employee  
Health &  
Wellness*  
CONFERENCE

# Workshop D

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*Employee Engagement*  
**Motivating Employees to Improve Their  
Health & Tailoring Your Wellness Program  
to Achieve Maximum ROI**

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

## Biographical Information

**Rich Siegenthaler II, Med, CBP**  
**Vice President, Employer Solutions**  
**DHS Group**  
**6860 West Snowville Road, Cleveland, Ohio 44141**  
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Rich Siegenthaler has been in the HR Benefits and Wellness Industry 25 years. Now serving as Vice President of Employer Solutions, Dynamic Health Strategies, strategic leadership is his passion. Siegenthaler's company(s) have saved his clients millions of dollars since 2008. Siegenthaler and DHS are aggressive in assisting organizations to mitigate risk then leveraging healthcare carriers to reduce costs based upon performance. Siegenthaler sat as the Chair for Governor Taft's Advisory Board on Fitness, Wellness and Recreation responsible for spearheading Smoke Free Ohio. Licensed in Health, Life and Annuities, Siegenthaler has a strong skill set to work with organizations in developing long term group health and wellness strategies.

### EDUCATION

- **Master's Degree of Education:** Ashland University
- **Bachelors Degree of Education:** Ashland University
- **Certified Benefits Professional:** World at Work
- **Licensed Health, Life and Annuities Agent**
- **Ergonomic Certificate Series:** University of Cincinnati, College of Medicine
- **Nutrition Specialist:** ESA
- **Medical Exercise Specialist:** ESA
- **Personal Training and Exercise Prescription Specialist:** ACE
- **Strength and Conditioning:** AAHPRP
- **Post Rehabilitation Specialist:** AAHPRP
- **Certified Health Care Reform Specialist**

### TRAINING

**Leadership Development:** Westfield Group (Change Management, Profit Specialist, Human Resources, Business Development),

**Public Speaking Expert** (Club Industry Conference, National Association of Employee Recognition Conference, Healthy Ohioans Conference, Ohio Schools Conference, Ohio Bureau of Workers Compensation Conference, Cincinnati Bridging the GAP Conference, Ohio Safety Congress, State of Ohio SHRM Conference).

### PHILOSOPHY

"If you are fortunate enough to have your health, you have ZERO excuses but to be the best you can be! Life on this world is precious, go get it.



**Rich Siegenthaler Med, CBP**  
VP Employer Solutions  
Dynamic Health Strategies

**Motivating Employees to Improve Their Health &  
Tailoring Wellness to Achieve Maximum ROI**





# Let's Ask Some Questions Together

**Is healthy good for companies?**

- *productivity?*
- *morale?*
- *reduce risk?*
- *individual self esteem?*
- *energy?*
- *focus?*
- *does it help bottom line?*

**Is there anything negative about improving your health individually and or as an organization?**

# Know the numbers

Employers are well aware of the *growing cost of healthcare*, as most of these *burdens* fall on them.

## Chronic Diseases are a Growing Epidemic

- 75%** Healthcare costs attributed to chronic disease
- 25%** Increase in chronic conditions among working adults over last 10 years

## Controlling Healthcare Costs is a Big Lever

- 50%** Healthcare costs attributed to chronic disease
- 153B** Increase in chronic conditions among working adults over last 10 years

## Unhealthy Population Decreasing Productivity

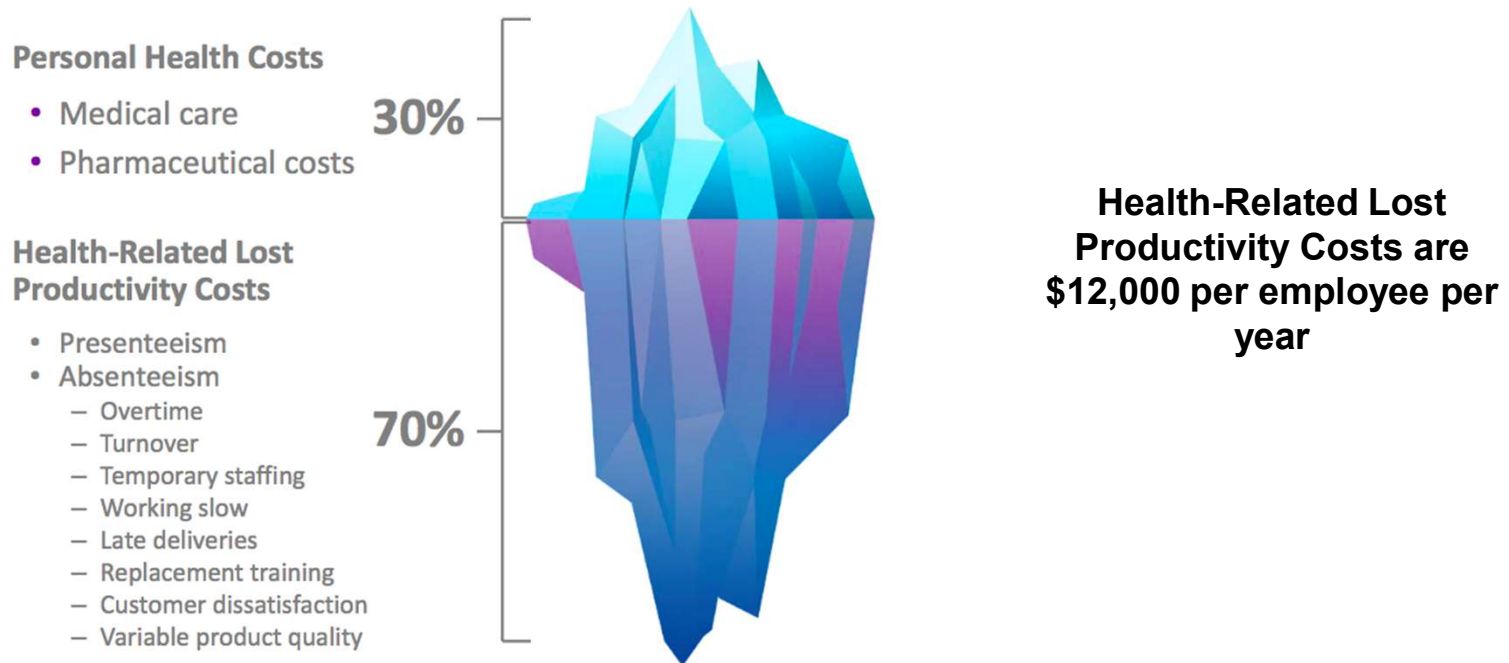
- 69%** Adults obese or overweight
- 450M** Number of additional days missed by employees with Chronic conditions

## Large Percent of Costs are Considered Waste

- 30%** US Healthcare spending is waste, meaning services that are delivered in error/fraud or are unnecessary and do not positively impact the health of the individual

# Organizational costs are higher than direct medical costs

## Full Cost of Poor Health to Employers<sup>1</sup>



# WorldatWork Report March 2016

*481 partnering organizations responded*

97% offered employer sponsored healthcare

74.2% offered employer sponsored wellness programs

-	Health Related	72%
-	Work-Life Balance	72%
-	Safety/Prevention	72%
-	Stress Related	81%
-	Skill Building	53%
-	Retirement Related	63%

*“Nearly three-quarters (74%) of organizations are increasing or considerably increasing their well-being offerings in the next two years.”*




# What do employees care about MOST?

1. **MONEY**
2. **Benefits** (*promise of protection*)
3. **How they perceive they are valued by their organization**
4. **Working conditions** (*safety and security or peace of mind*)

*There are many other things we could add to this list, however, these are the BIG 4!*

# What do employers care about MOST?

1. **MONEY/Profits**
  2. **EMPLOYEES/Employee perception**
  3. **Mitigation of risk**
  4. **Company longevity/Shareholders/Strength in marketplace**
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*There are many other things we could add to this list, however, these are the BIG 4!*

## Do we truly understand the correlation between wellness and the mitigation of risks/costs?

- 50% of Ohio workers are now 45 or older
- As we age, we increase our personal risk for illness and injury
- There is a direct correlation between health/injury and BOTTOM LINE
- You need to manage your most valuable resource and asset
- Ohio BWC stated the wellness grant program, if successful, could morph itself into a direct WC Rebate for those organizations doing wellness effectively!
- BWC, Anthem, Aetna, MMO and UHC have made it clear, if you are an organization over 50 lives, your utilization is the most critical factor for rate increase!

## WC Cost: Obesity & Aging Effects

Weight Category	BMI	Claims*	Lost Days*	Medical Cost (\$)*	Indemnity Cost (\$)*
Underweight	<18.5	5.5	41.9	\$7,109	\$3,924
Rec. Weight	18.5 – 24.9	5.8	14.2	\$7,503	\$5,296
Overweight	25 – 29.9	7.1	60.2	\$13,338	\$13,569
Obese (Class I)	30 – 34.9	8.8	75.2	\$19,661	\$23,633
Obese (Class II)	35 – 39.9	10.8	117.8	\$23,373	\$34,293
Obese (Class III)	≥40	11.7	186.6	\$51,091	\$59,178

Age Group (yrs)	Claims*	Lost Days*	Medical Cost (\$)*	Indemnity Cost (\$)*
15-34	7.4	35.3	\$9,811	\$7,820
35-54	7.3	53.7	\$15,578	\$17,517
>55	7.0	100.5	\$20,443	\$23,991

\*Cum. per 100 FTEs over the 7-yr study period

Source: Ostbye et. al. Obesity and Workers' Compensation. Arch Intern Med. 2007; 167(8).

# Why is this important?

- **\$5 of every \$6** spent on health care is paid for by someone other than the person receiving the care:
  - *Insurance Companies*
  - *Employers*
  - *The Government (Medicaid and Medicare)*
- **75%** of Health Care Spending is BEHAVIORALLY RELATED & 60% can be CONTROLLED
- Aging Workforce (*50% of Ohio Employees are over 45*)
- HealthCare is the #2 expense for organizations
- Obesity and Workers Comp (*increase in claims 1.5-2, increase 3-13 time away from work, increase cost of claim 2.8-11*)
- HealthCare Reform has emphasized wellness AND has provided protection for organizations who engage properly

**So what does this all mean  
when devising an integrated  
wellness strategy ?**

**EMPLOYERS this is for  
YOU!**

# Where is Wellness Going?

## Technology

- Wearables (FitBit, Garmin, MoveBand, etc)
- Scalability (Smart Phone Accessibility)
- Compliance and Tracking

## Data Analytics/Measurement

- You cannot prove what you do not measure
- You have to understand the claims data to move the needle

## Convenience/Incentive Strategies (*Please understand Incentive*)

- People are busy/Systems
- People care about ME
- Incentive Malls

## Voluntary Benefit Structure

## Health Coaching

ROI is relative to YOU and YOUR Company. You define what ROI means to your organization

# K.I.S.S. Keep It Simple Stupid

**Set a MAP:** *Let the employees SEE*

**Set a PLAN:** *Measure Everything!*

**Communicate it to your employees** *Through your partner!*

**Let them take** *OWNERSHIP and ACCOUNTABILITY*

**Provide them the resources** *to SUCCEED!*

**Make it** *CONVENIENT and SENSIBLE*

**True Incentives:** *MONEY*



## **A1. Wellness: Infrastructure and Resources: “*Forget about doing it yourself*”**

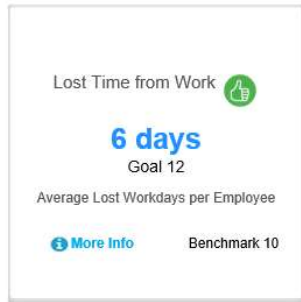
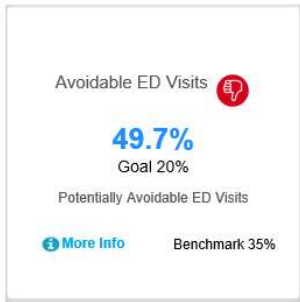
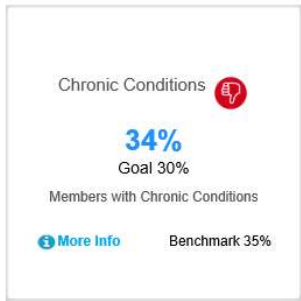
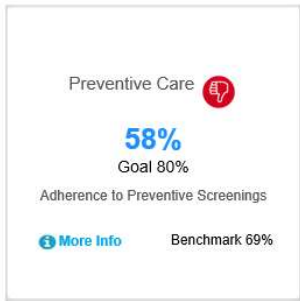
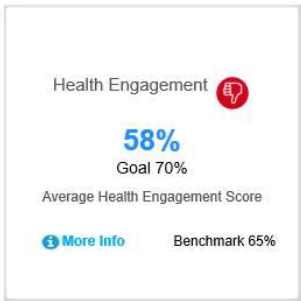
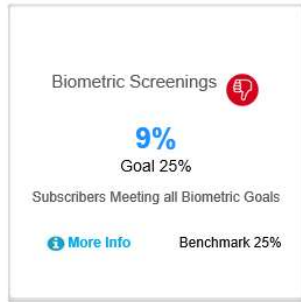
- 1. Compliance**
2. Time
3. Resources
4. Follow Through
5. Relationship with broker/carrier/vendor
6. Confidentiality and Trust
- 7. Measurement**
- 8. Analytics**

***Select a wellness partner that meets your organizational needs***

# What key metrics should I focus on?

- Financial
- Program Participation
- Health Risks
- Biometric Screenings
- Employee Health Engagement
- Utilization
- Gaps in Care
- Chronic Conditions
- Avoidable ED Visits
- Lost Productivity
- Lost Work Time





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# TRY THIS

**Health Plan Design:** *You need a strong broker/health insurance consultant*

**Wellness Partner:** *You need to have a partner who understands health insurance, attached to your broker and has credibility with the health insurance carriers while delivering metrics/analytics*

**Workers Comp Partner:** *You need to have a partner who understands the meaning of mitigation of risk and values wellness*

**COMPLIANCE is Key:** *Do not try to do it yourself in the era of healthcare reform and what may become repeal and replace.*

***Together, which includes YOU, we reduce risk and costs LONG TERM while improving the bottom line and most valuable asset***

## **A2: Integrated with Benefits and Safety**

1. Benefits are a **POWERFUL** entitlement/attraction/retention tool that provide **“Promise of Protection”**
2. Safety creates **“Peace of Mind”**
3. Both work together to cost you **“thousands/millions”**
4. The common denominator for costs regarding both health insurance and safety/injuries is **“PERSONAL WELLNESS AND BEHAVIOR”**

***It is time for employees to help/assist/partner/earn their benefits because they are the link to higher costs!***

## **A3: Impact Your Most Valuable Asset**

- 1. Care for what your employees care about**
  - *incentive based, tied to benefits, tied to what they do daily*
- 2. Care about your numbers**
  - *go where the data tells you to go and watch the numbers turn in your favor*
- 3. Care about compliance if you want to do wellness right**
  - *pick the right partners as discussed*
- 4. Care about perception**
  - *confidentiality and trust are what destroys most every “internal” wellness program.*

# Thank you!

**Rich Siegenthaler:** *VP, Employer Solutions*

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