

13TH ANNUAL OHIO

*Employee
Health &
Wellness*
CONFERENCE

Workshop H

Well-Being Evolution
**2018 & Beyond Workplace Well-Being
Trends & Best Practices**

11:15 a.m. to 12:30 p.m.



Maddison Bezdicek - MS

Health Strategies Team Leader
Employee Benefits

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About Hylant

Hylant is a full-service insurance brokerage with 14 offices in six states. When this family-owned business was founded in 1935, we made a promise to strengthen and protect the businesses, employees and communities of our client family by embracing them as our own. Hylant offers a full spectrum of business insurance, employee benefits and personal insurance, and is a member of the Worldwide Broker Network.

Toledo Office

811 Madison Avenue
Toledo, OH 43604

Maddison Bezdicek – Health Strategies Team Leader

Industry Experience

As the team leader, Maddison supports the health strategists with technical resources, training, and project management assistance to ensure Hylant offers innovative health & well-being strategy consultation to our clients. She also works with clients to provide worksite health and well-being leadership and assists with the development and execution of thoughtful health and well-being strategies. In partnering with clients to target the many dimensions of employee well-being, align wellness and benefit strategies, and help build a supportive culture of wellness at the worksite, Maddison provides a customized solution to each organization based on their employees' unique needs and values.

Industry Associations

Maddison is currently a member of the Healthy Business Council of Ohio (HBOC) and a WELCOA faculty member.

Education and Accreditations

Maddison earned her bachelor's degree in exercise physiology from the University of Wisconsin – La Crosse and a master's degree in health, physical activity & chronic disease from the University of Pittsburgh. She also maintains a life & health insurance license.

Professional Specialties

- Employee Engagement
- Employer Wellness Compliance
- Health Promotion, Education and Coaching
- Health Insurance
- Weight-Loss Interventions
- Worksite Health Strategy



Rachel E. Crowder - MPH

Health Strategist
Employee Benefits

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Columbus Office

565 Metro Place South
Suite 450
Dublin, OH 43017

Rachel Crowder – Health Strategist

Industry Experience

Rachel is responsible for developing effective population health management strategies for our clients that are focused on improving member lives and employee engagement. She works to leverage plan designs so that we can efficiently mitigate high healthcare cost drivers. Furthermore, Rachel creates a message behind aggregate data to help drive business decisions.

Industry Associations

Rachel currently services as a member of the American Heart Association’s YP Board, and volunteers her time with the Ronald McDonald House and United Way of Central Ohio.

Education and Accreditations

Rachel earned her bachelor’s degree in health services administration from Ohio University in Athens, Ohio and a master’s degree in public health administration from the University of Toledo in Toledo, Ohio.

Professional Specialties

- Business Intelligence
- Health Promotion, Education and Coaching
- Health Insurance
- Process Improvement
- Project Management
- Worksite Wellness



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Workplace Well-Being Trends & Best Practices 2018 & Beyond



Meet the Presenters



Hylant

14
OFFICES
NATIONWIDE

82
YEARS IN
BUSINESS

650+
EMPLOYEES
NATIONWIDE



EDWARD P. HYLANT
Founder



Presenters

Maddison Bezdicek

Health Strategies Team Leader

Toledo, OH



Rachel Crowder

Health Strategist

Columbus, OH



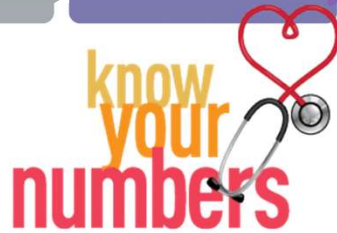
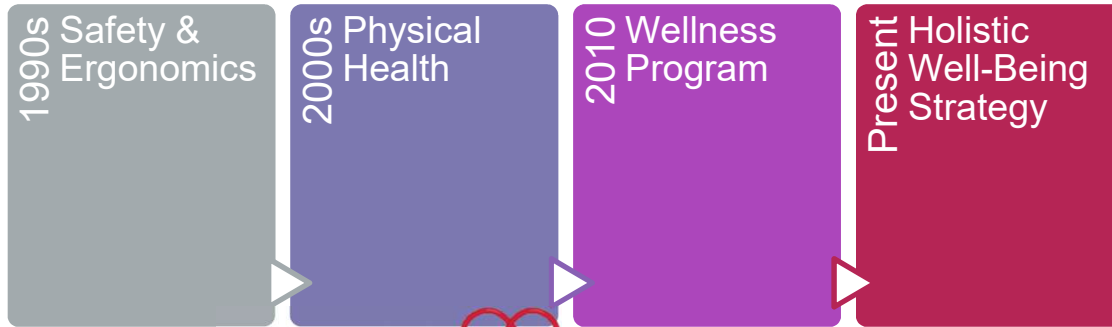


Overview

- Evolution of the Health & Well-Being Industry
- Trends & Best Practices
 - Holistic Approach
 - Disease/Condition Management
 - Leveraging Data
 - Behavioral Health
 - Rewards & Incentives
 - Healthy Work Environments
 - Financial Well-Being
- The Future of Worksite Well-Being

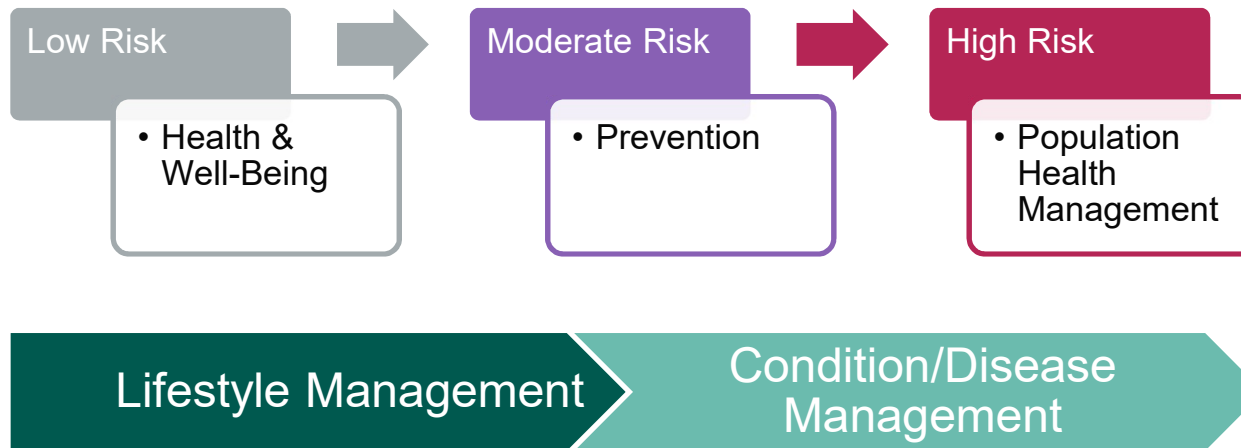


Evolution of Worksite Health & Well-Being



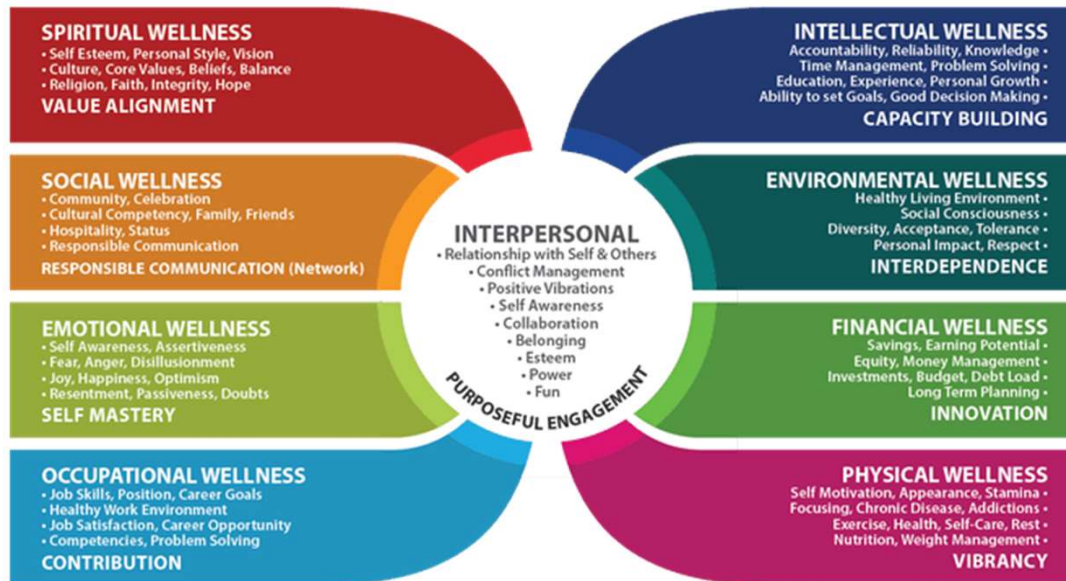


Evolution of Worksite Health & Well-Being





Holistic Approach



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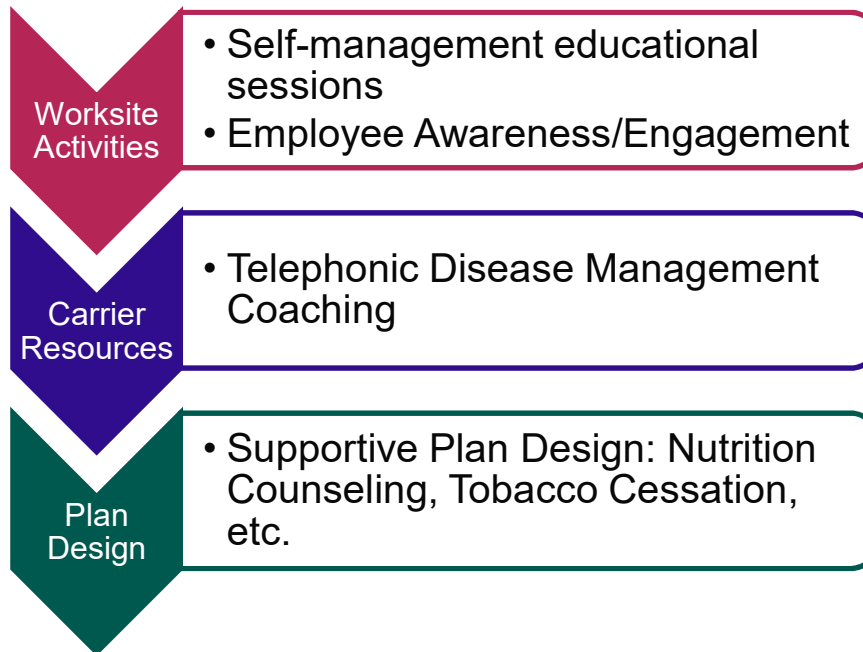
Condition/ Management Disease

- Gaps in Care
 - 86% of healthcare spending in the United States is for people with one or more chronic conditions.-*Centers for Disease Control and Prevention*
 - On average patients spend 20 minutes or less with their PCP discussing their chronic conditions.





Condition/ Management Disease





Behavioral Health

Behavioral Health

- Promotes Well-Being
- Focuses on Behaviors
- Substance Abuse

Mental Health

- Psychiatric Disorders
- Diagnostic and Statistical Manual of Mental Disorders Classification

Worksite Solutions

- Employee Assistance Program
- Medical Plan Design
 - Counseling Services
 - Psychiatric Medications
- Policies
 - Paid Time Off
- Wellness Programs
 - Relevant Lunch & Learns
 - Social Activities





Rewards & Incentives

- Long term incentive strategy
- Trending approaches
 - Charitable giving
 - Tangible merchandise
 - Experiences
- Daily Behavior Rewards
 - Client example

1	Experiential rewards Creates memories and stories. Has the highest perceived value regardless of actual cost.
2	Tangible merchandise Promotes sustained engagement because members "save up" for trophy-value and utility items.
3	Charitable giving Members allocate their incentive currency to charities for effective emotional fulfillment.
4	Premium differentials The classic "orange stick." Often framed as, "Premiums have risen for our company. To avoid paying \$25 extra per month, do X."
5	HSA Contributions Better than cash, but can feel contradictory as they reward more health-care funds to the healthiest employees.
6	Merchant gift cards Better trophy value than cash cards (but not by much).
7	Cash and cash-equivalent gift cards The least creative and most expensive option.



Healthy Work Environment

- **Employee Surveys**
- **Office/Site Space**
 - Cleanliness
 - Ergonomics
 - Lunch/Vending Options
- **Health Benefits**
 - Medical Care
 - Prescription Coverage
- **Policies**
 - Safety Protocol
 - Paid Time Off



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Financial Well-Being

- The Stats
 - 78% of Americans live paycheck to paycheck
 - 49% spend time at work on their personal finances
- Let's go beyond retirement planning
- The goal is to change daily spending habits
- Multi-generational approach





The Future of the Industry & Worksite Well-Being

- Health & Well-Being Industry
 - Wellness company mergers
 - Data driven needs
- Worksite Well-Being
 - The need for meaningful motivation
 - A culture of well-being
 - The caring approach



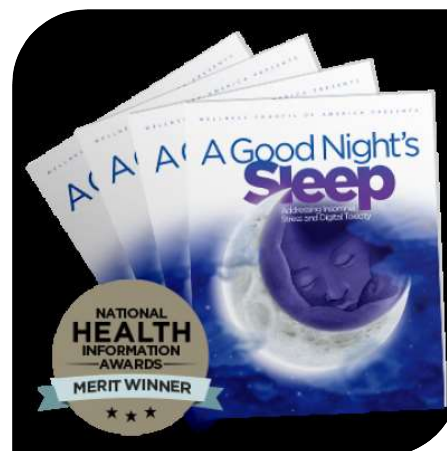
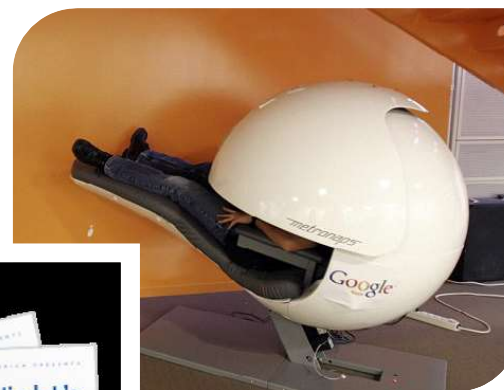
Genetic Testing





Getting Serious about Sleep

- Education
 - Habits
 - Environment
 - Sleep Studies
- Resources
- Incentives





Personalized Well-Being Platforms

limeade®



Vitality®



The Future of the Industry & Worksite Well-Being

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Questions?



Thank you!



TOP 10 HEALTH & WELL-BEING TRENDS

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2018

The world of health and well-being is evolving by the minute. New technology, enhanced ways to engage employees, progressive concepts around work-life balance and the work environment come to mind when we think about emerging trends. Hylant Health Strategies reviewed countless surveys and news articles to pull together our [Top Ten List of Health and Well-Being Trends for 2018](#).

Leveraging Data

Employers who invest and utilize data analytics can better identify health risks and tailor their health and well-being program to decrease the occurrence of costly risk factors. Leveraging data also helps these employers be in a better position to determine the success of their health & well-being programs and measure impact.

Mental Health Focus

It's no secret that mental health affects employees just as much -and in some cases more - than physical health. Poor mental health results in lower productivity, absenteeism and low job satisfaction. While mental health can also be hard for employers to gauge, the trend in this area involves a shift to an emphasis on educating employees on mental health and providing the resources they may need.

Disease Management

Employers are beginning to help employees manage chronic disease--and it's a smart decision since 85% of healthcare dollars are spent on chronic and mental health conditions and 59% of Americans have at least one chronic condition, according to the CDC. There is also evidence that shows that chronic disease management program can improve outcomes in people with diabetes, hypertension, anxiety, and depression.

Genetic Testing

With the rising interest of DNA testing, employers are starting to offer kits at a subsidized rate to their employees. The goal of this benefit is to empower employees to understand more about their health and to be able to treat a potential disease before it may be diagnosed. It's important to ensure and communicate that individual employee data will not be shared with any external vendors or partners to ensure confidentiality and privacy.

Getting Serious About Sleep

A study from RAND Corporation found that sleep deprivation leads to lower productivity levels and a higher risk of mortality. Employers are attacking sleep deprivation head-on through sleep awareness and education programs, as well as incentive programs that track an employee's sleep habits to provide rewards for achieving set sleep goals. We also expect to see more employers making room for on-site nap rooms and sleep pods to give employees a break and productivity boost.

Holistic Approach

We will start to see a shift in initiatives and goals to support a holistic approach to well-being. While a comprehensive approach can be harder for employers to monitor than physical health, it is just as essential to focus on all aspects of well-being that impact employees. A holistic approach focuses on the full spectrum which may include mental, social, financial, career, community and physical elements.

Healthy Work Environment

Creating a healthy work environment can be defined in different ways but ultimately there are four aspects to consider including a supportive workplace, health and well-being focus, physical environment & safety concern, and workplace culture. We know that a healthy work environment can help or hinder daily behaviors and that making the "healthy choice the easy choice" can have a positive impact on employees health habits.

Personalized Well-Being

Employees want personalized experiences in their health and well-being programs instead of a one-size-its-all solution. Employers are recognizing that every person's journey to health is unique. To create a more personalized experience, we will see the use of digital platforms to help employees determine specific goals and activities based on their health status, interests and preferences.

Financial Well-Being

Financial well-being is more than just providing information on your 401(k) plan. Real financial well-being is about true behavior change and a holistic program will focus on real issues like saving, reducing debt, and budgeting in addition to saving for the long term. Consider ways to reach employees at any age whether they are saving for a house, paying off student loans or even starting at square one to take control of their finances.

Daily Behavior Rewards

Traditional incentive programs often offer rewards once a year based on a single event or initiative. As technology improves and the need for true behavior change becomes evident, employers are partnering with vendors to reinforce healthy habits such as healthy food choices at the grocery store and fitness center check-ins. These activities are verified through apps and digital health platforms.