

13<sup>TH</sup> ANNUAL OHIO

*Employee  
Health &  
Wellness*  
CONFERENCE

# Workshop M

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*Ohio Healthiest Employers*  
**Best-in-Class Wellness Programs ... A  
Healthy Business Council of Ohio Worksite  
Wellness Award Winner After  
Only One Wellness Program Year!**

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**3:00 p.m. to 4:15 p.m.**

## **Biographical Information**

**Shanna S. Dunbar RN COHN-S,  
Certified Health Coach, Certified MHFA Instructor  
Certified TWP / DFWP Provider  
CEO, Workplace Health, Inc.  
Cell: (440) 463-6921 Fax: (866) 688-8247  
shanna@workplacehealthinc.com  
www.workplacehealthinc.com**

Shanna brings over 25 years of occupational health experience to Workplace Health, Inc., specializing in improving the Health & Productivity of employees for the clients she serves.

She is currently directing Health & Productivity programs for corporate clients planning, developing and implementing health promotion programs, including health fairs, disease & care management and wellness coaching programs and is one of the few Certified Intrinsic® Health Coaches in Ohio.

She also has expertise in reducing overall health care costs for clients by developing programs that positively impact the bottom line.

She has been involved with development and implementation of Drug Free Workplace programs since 1988. She is also a nationally recognized speaker. She has been a certified transitional work developer since 2001. She is one of the first to be certified as an instructor of Mental Health First Aid Certification courses in the State of Ohio.

She is certified in Occupational Health Nursing as a Specialist (since 1993) through the American Board of Occupational Health Nursing as well as the current President of the Ohio Association of Occupational Health Nurses. She holds a Certificate in Workers' Compensation Administration and Management and has also been a Case Manager since 1993. Her educational preparation at UCLA in Kinesiology brings a particular expertise in Ergonomics and job analysis.

She has worked with employers in Occupational Health since 1986 and has promoted cost-effective program management in Health & Productivity Promotion, Substance Abuse Prevention, Injury and Illness Prevention, Disability Management, Workers' Compensation Risk Management, Mental Health First Aid, Medical Surveillance and Transitional Work. Her expertise is in teaching companies how they can save money with their health care dollar.

## Biographical Information

**Denise Smith, Manager, Member Experience & Client Services**  
**Certified Corporate Wellness Specialist**  
**MetroHealth System, 5400 Lancaster Drive, Brooklyn Heights, Ohio 44131**  
**440-592-1120 [dsmith2@metrohealth.org](mailto:dsmith2@metrohealth.org)**

Denise began her career in health care marketing and communications with Cleveland Clinic regional hospitals focusing her expertise in service line growth and hospital awareness through media, marketing and communications strategies. At The MetroHealth System, she expanded her responsibilities to include marketing health and wellness solutions for Skyway, MetroHealth's direct to employer products.

In 2016, she earned her corporate wellness specialist certification to bring the award-winning MetroHealth employee wellness strategy to local businesses in NE Ohio. Today, thousands of members have access to unique wellness tools and resources through customized strategies and a sophisticated wellness portal. Denise is also responsible for Skyway client and member customer experience and population health management.

Denise is a graduate of Ohio University with a B.S. in Visual Communication. She is a member of the Society for Healthcare Strategy & Market Development.

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**Liz While, Program Coordinator**  
**Certified Corporate Wellness Specialist**  
**MetroHealth System, 5400 Lancaster Drive, Brooklyn Heights, Ohio 44131**  
**440-592-1122 [ewhile@metrohealth.org](mailto:ewhile@metrohealth.org)**

Liz began her career in health care 29 years ago with The MetroHealth System as a receptionist in The Department of Internal Medicine. Advancing through the system in various roles, she became the Academic and Administrative Coordinator for the Internal Medicine – Pediatrics residency. This led to a management career in Graduate Medical Education ensuring ACGME compliance for 27 programs and 490 residents and fellows. Liz joined the Skyway team in 2015 as the Skyway Coordinator providing project management and building health and wellness solutions for employers.

In 2017, she earned her corporate wellness specialist certificate to educate and provide employer groups with wellness solutions and wellness strategies.

She is a graduate of Indiana Wesleyan University with a B.S. in Management. Currently an MBA candidate from Baldwin Wallace University in Health Care Administration.

# Best-in-Class Wellness Programs: A Healthy Ohio Award Winner After Only 1 Wellness Program Year!

**Shanna Dunbar, BSN RN COHN-S**

President

WHI

**Denise Smith, CCWS**

Manager, Member Experience & Client Services

MetroHealth Skyway Health Solutions

**Liz While, CCWS**

Program Coordinator

MetroHealth Skyway Health Solutions





# Objectives

- Starting a new wellness program
- Implementing strategies
- Developing partnerships
- Opportunities and challenges
- Exciting results



# APPLYING FOR THE AWARD

# 2017



## Healthy Worksite Award Application

\*Note: formerly an Ohio Department of Health award

Healthy Business Council of Ohio Regions



[www.healthy.ohio.gov](http://www.healthy.ohio.gov)



## COMPONENTS

- Leadership
- Assessing Health Related Problems
- Wellness Program Components
  - Tobacco
  - Nutrition
  - Physical Activity 2017
  - Mental/Emotional Health

# COMPONENTS

## Wellness Screening

- Biometrics
- BP
- Body Composition
- Skin Assessment

## Health Services

- Flu Shots
- Ergonomic Assessments
- Disease Management

**THE SMALL BUSINESS STORY:**  
**HKM DIRECT MARKET**  
**COMMUNICATIONS**



# HKM Overview



## Your Success. Our Mission.

Helping you be successful is the cornerstone of our relationship with you.

We start by being good listeners, investing time to understand your company, values, needs and goals. Then we'll work with you to craft an effective plan for your campaign or project.

We just don't want to earn your business; we want to become your marketing partner. We promise thoroughness, commitment, integrity and personal attention, driven by the desire to see you succeed.

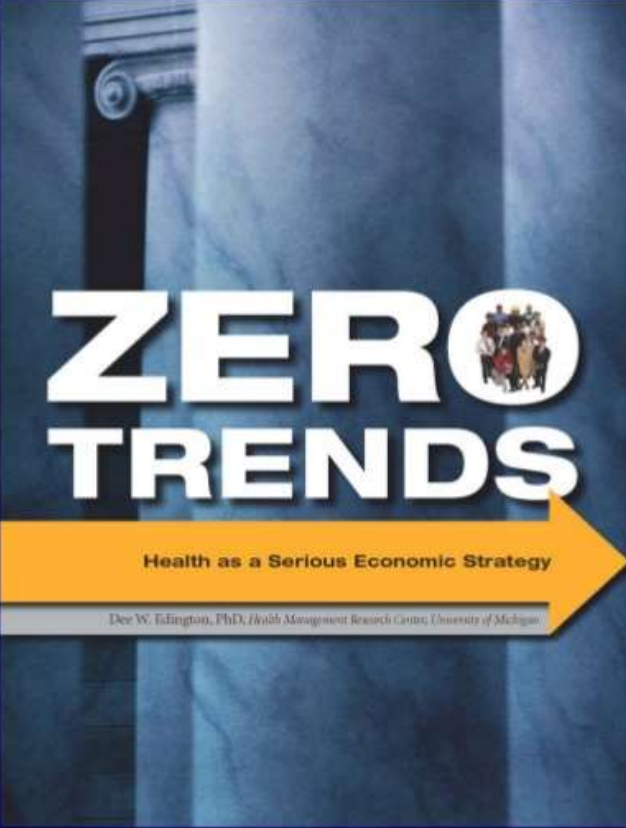
That's our mission—and we're proud to stand behind it.

*Robert A. Durham*     *Scott J. Durham*

**skywell**

**WHI**  
Improving Employee Health

# ZERO TRENDS: 5 Pillars



**Vision for Zero Trends**

Zero Trends was written to be a **transformational approach** to the way organizations ensure a continuous healthy and high performing workplace and workforce

**Based upon 175 Research Publications**

University of Michigan Health Management Research Center  
Copyright 2009



## Pillar #1: Senior Leadership - Engaged & Committed



- President had major health issue
- Wanted to bring wellness to his employees
- Created wellness strategy:
  - On-site access to wellness coaching
  - Sophisticated wellness portal linked with providers and health plan

# The HKM Vision for a Culture of Health



**WELLNESS:  
Your Success is Our Mission!**

# Goals Developed

- Personal Goals for Employees
  - Program participation
  - Know your numbers
- Long-term Business Goals
  - Engaged, happier employees
  - Year-over-year improvement in biometric measures and risk profile
  - Maintain/reduce costs and utilization
  - Lower absenteeism/Increase productivity



# Take Home Tip #1 - a portal is not a plan

## Develop a strategic plan tailored to your employees

- Survey to know preferences
- Form a wellness committee to drive the program forward
- Mission – states purpose
- Goals – what you want to achieve
- Written plan with variety on all levels
- Timeline – variety throughout the year
- Budget – incentives, events, activities
- Baseline for measurement – claims, health risk assessment, biometrics, etc.

# Partnerships

- **Key participants:**
  - President
  - Human Resources Manager
  - Wellness Coach/Occupational Health Nurse
  - SkyWell Team at MetroHealth
  - Wellness Committee
- **Focus on:**
  - Strategy
  - Customized challenges and activities
  - Incentives
  - Metrics needed – HRA, biometrics, claims data
  - Health plan involvement for population health management

# Skyway Integrated Network

- Skyway provided direct contract with HKM
- All employees have access to the MetroHealth System integrated network
- Population Health Management provided for better experiences and outcomes
- Leads to cost savings and better coordination of care
- Skyway team works closely with wellness coach and provides needed wellness services ie biometric screenings, flu shots, health aware meetings and data reporting etc.

# Population Health Management

- A Team Effort:

Employee identified as needing a physician or appointment by wellness coach on-site



Skyway team provides personal assistance with exclusive phone number to call or via email



Specially trained staff assists with preferences for employee

- Employees can also use MyChart online for same needs
- Employees visited personally if in hospital
- Employees with chronic disease contacted by care coordinator
- Utilization data monitored for optimal system navigation

# PILLARS #2 - 5



## **Pillar # 2:** Operations Leadership – Align the Wellness Program with the Vision

- Brand and market the wellness initiative
- Team with medical provider and onsite wellness coach
- Increase communication around wellness initiative
- Maintain a consistent message



# Wellness Strategy Developed

- Focus On Healthy Lifestyles through education
  - Annual health fair with biometric screenings
  - Flu shot clinic
  - Tobacco cessation programs
- Encourage wellness engagement with SkyWell portal
- Target more efficient utilization of health care resources
- Provide tools and strategies ~
  - Health aware meetings
  - Portal workshops
- Promote prevention and early detection (annual physicals at no cost) and wellness credit



## Pillar #3: Self-Leadership - Create Winners

Follow the Engagement Model:

1. Biometric screening +
2. ID PCP/Annual physical exam +
3. Health Risk Assessment (HRA) +
4. Health Coaching = Education

High Touch



# Wellness Program Details



## 2016 Wellness Program

Level 1 (Complete all 4 required items below to earn 8 points and \$50)	
<b>New Online Health Assessment (HA) via MetroHealthy Portal</b> <ul style="list-style-type: none"> <li>Register for and log into the portal (<a href="https://metrohealthy.metrohealth.org">https://metrohealthy.metrohealth.org</a>) to complete this short, confidential questionnaire for 2016.</li> </ul>	<b>1 point</b>
<b>Primary Care Provider (PCP) Identification</b> <ul style="list-style-type: none"> <li>Complete a PCP form available in the wellness office and turn in for credit.</li> </ul>	<b>1 point</b>
<b>Biometric Screening</b> <ul style="list-style-type: none"> <li>Screening must include Lipid Profile, Blood Glucose, Waist Circumference, Height, and Weight).</li> <li>Schedule with your PCP or sign up to have this completed during HKM's on-site event (July 20, 2016 and August 10, 2016).</li> </ul>	<b>4 points</b> 1 pt. per measurement
<b>Wellness Meeting Sessions with Shanna</b> <ul style="list-style-type: none"> <li>Meet for two meeting session to complete a personal, 6-week challenge in one of the following areas:                             <ul style="list-style-type: none"> <li>Active Lifestyles- Keep track of your activity</li> <li>Nutrition Program- Track your water intake, fruits and veggies, or food</li> <li>Tobacco Cessation- Take an approved tobacco cessation program</li> <li>Stress Management- Learn and practice techniques to help manage your stress</li> </ul> </li> <li>One meeting must be completed by <b>October 31, 2016</b>. The other must be completed by <b>March 31, 2017</b>. Both sessions must be at least 8 weeks apart.</li> </ul>	<b>2 points</b> 1 pt. per meeting



# Wellness Program

Level 2 (Complete all of Level 1 and 4 items below to earn an additional \$25)

<b>Blood Pressure Monitoring</b> <ul style="list-style-type: none"> <li>Get your blood pressure checked up to two times at an on-site quarterly event.</li> </ul>	<b>1 point</b> May be done for up to 2 pts.
<b>Flu Vaccine</b> <ul style="list-style-type: none"> <li>Get your flu vaccine at an on-site clinic (October 20, 2016) or on your own.</li> </ul>	<b>1 point</b>
<b>HKM Health Fair</b> <ul style="list-style-type: none"> <li>Date TBD.</li> </ul>	<b>1 point</b>
<b>Health Awareness Meeting</b> <ul style="list-style-type: none"> <li>Attend up to two meetings that will be scheduled bi-monthly with varying topics.</li> </ul>	<b>1 point</b> May be done for up to 2 pts.
<b>Community Activity Event</b> <ul style="list-style-type: none"> <li>Participate in up to two community events of your choice and bring your proof of participation to the wellness office for credit.</li> </ul>	<b>1 point</b> May be done for up to 2 pts.



# Wellness Program

Level 3 (Complete all of Level 1 and 1 item below to earn an additional \$25)

<b>Annual Physical with Blood Work</b> <ul style="list-style-type: none"><li>Exam may be with your PCP or another specialist. On site biometric screening may be used for blood work.</li></ul>	<b>1 point</b>
<b>Dental Check-Up or Cleaning</b>	<b>1 point</b>
<b>Vision Exam</b>	<b>1 point</b>
<b>Mammography or Prostate Exam</b>	<b>1 point</b>
<b>Colonoscopy</b> <ul style="list-style-type: none"><li>For those over 50 years old.</li></ul>	<b>1 point</b>

# Wellness Program

Level 4 (Complete 2 of the items below to earn 2 points and \$25)

<p><b>Walk to Myrtle Beach Challenge (June 20 – August 28, 2016)</b></p> <ul style="list-style-type: none"> <li>Teams of four employees will be established with the goal of each team to walk 800 miles. Individually, each employee should walk 200 miles. If individually you meet or exceed the 200 mile goal, your name will be entered into a drawing to win a week-long vacation at a condo in Myrtle Beach. Other prizes will be awarded. Sign up required by <b>June 15, 2016</b>.</li> </ul>	<p><b>1 point</b></p>
<p><b>101 Ways to Wellbeing Challenge (September 12 – November 6, 2016)</b></p> <ul style="list-style-type: none"> <li>You will receive an easy to read book with action steps for health and happiness. Pick 5 one page articles to incorporate into your life that will improve your well-being and discuss with Shanna. The articles cover many aspects of wellbeing including healthy eating, physical fitness, emotional and mental health, being safe, social and community health, illness prevention and financial health.</li> </ul>	<p><b>1 point</b></p>
<p><b>Holiday Weight Maintenance Challenge (November 21, 2016 – January 16 -17, 2017)</b></p> <ul style="list-style-type: none"> <li>This challenge is to maintain (or lose) weight during the holiday season. \$10 is required to participate and at the end of the challenge will be split among those participants who do not gain weight. Two weigh-ins required. HKM will add a \$10 bonus for all who succeed.</li> </ul>	<p><b>1 point</b></p>
<p><b>Nutrition Challenge (January 23 – March 5, 2017)</b></p> <ul style="list-style-type: none"> <li>Details TBD.</li> </ul>	<p><b>1 point</b></p>

# Wellness Portal

- HRA
- Wellness Report
- Mobile App
- Steps to Success
- Points Tracking
- Connect Devices
- Workshops/Videos
- Health Activity Logs
- Exercise/Fitness Tools
- Nutrition/Recipe Tools
- Resources



The screenshot shows the HKM Direct Market Communications Wellness Portal. At the top, there is a navigation bar with links for Health, Wellness, Exercise, Nutrition, Community, and Reference. Below the navigation bar, there are four main content areas: Health Assessment (showing a checklist of conditions like Anemia, Asthma, Diabetes, etc.), Portal Activity Logs (showing two people running), Portal Food Log (showing a food log with a camera icon), and Portal Workshops (showing a woman smiling). A large banner for the 'Healthy Path NEW MOBILE App' is prominently displayed, with a 'Click here for details' link. Below the banner, there are several smaller sections: 'Connect A DEVICE' showing various fitness trackers, a 'Daily Tip' box with advice on managing expectations, a 'Daily Fruit & Veggie Tracker' showing 0 servings of fruit and vegetables, a 'Need Help? Contact Us at 440-592-1121' button, an 'UPDATE YOUR POINTS' button, and a 'healthy recipes' section with images of food.



## Take Home Tip #2 - what is tracked improves

### Develop metrics including VOI (value on investment)

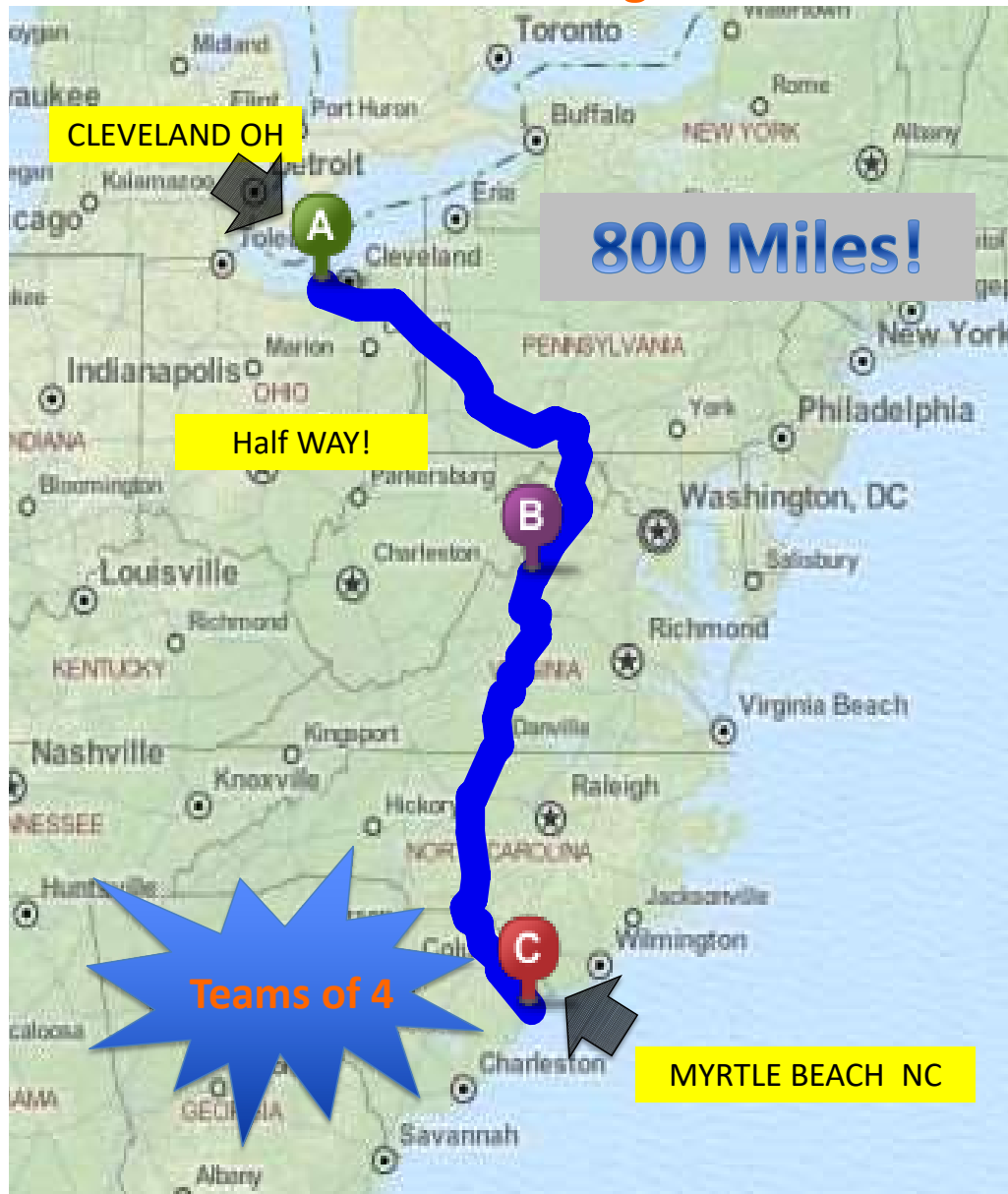
- Participation – to develop awareness and engagement
  - Leader/manager involvement
  - Wellness committee
  - Champions to share success stories
- Satisfaction surveys
- Future:
  - Absenteeism
  - Productivity
  - Claims costs
  - Outcomes measures/biometrics results

## HKM Walk to the Beach Program JULY – OCT.

Gave  
Pedometers  
to  
Participants

Participation  
was  
incentivized

Drawing for 1  
week resort  
stay



Drawing for  
tickets to  
Indians Game

All 15 teams  
made the  
800 miles  
(8 teams went  
100 miles)

One person  
walked 1000  
miles on her  
own!

skywell

SIGN UP TODAY!!!! –

WHI  
Improving Employee Health

## Other Challenges/Points Opportunities

- Blood Pressure checks by wellness coach on-site
- Holiday Weight Loss Challenge
- Health Talks by MetroHealth Clinical Professionals
  - stress, know your numbers
- Flu shots
- Biometric screenings

## Pillar # 4: Incentives - Reward Positive Actions

- CASH!!!
- Attendance at select events rewarded during work hours
- Resort Lodging!
- iPads
- Raffles prizes



 Rewards!

## Wellness Champion

- Employee challenged herself to walk 1,000 miles during Walk to Myrtle Beach Challenge
- Took bus to work
- Lost 40 pounds



## Take Home Tip #3 - Communication is Key

### Develop fun communications

Use photos and videos  
Wellness portal to assist

### Use a variety of media

Depends on your culture and industry  
Digital and traditional media



## **Pillar #5: Quality Assurance – Allow Outcomes to Drive the Strategy**

- The journey is just getting started, with a long way to go
- Biometric, HRA and medical claims data drive program offerings
- Need more supervisor engagement  
(40% stated ‘direct my supervisor has never discussed or encouraged participation’)



**THIS**



**NOT THAT**





**THIS**



**NOT THAT**



## **Take Home Tip #4 – You can't tell people to be well**

### **Offer Reward/Recognition**

Doesn't have to be expensive

Understand what your employees want

### **Intrinsic Motivation**

Employees get to choose

Tools and resources in the portal or online

Health coaching



**WELLNESS:**  
**Your Success is Our Mission!**



## **Wellness Program for HKM Employees**

Meet with Health Coach twice\*

Set a goal ~ monitor progress

Participate in a 6-week program\*\*

**Come to the kick-off meeting to learn more!**

**Monday, September 28: 10:00 am/1:00 pm/3:00pm**

**IN THE PENTHOUSE**

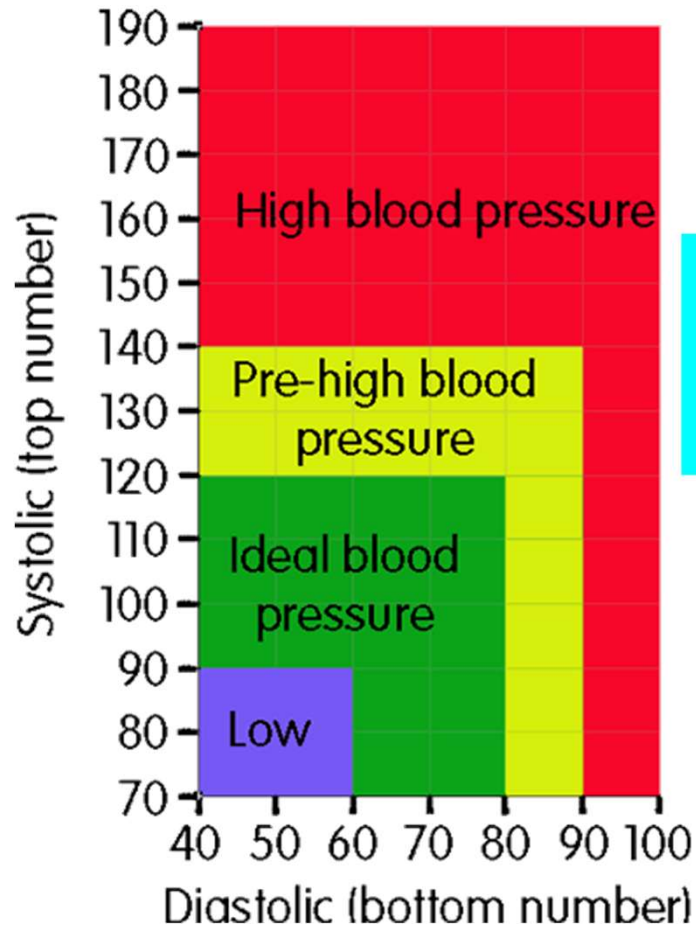
\*\*Programs include: Weight Loss, Active Lifestyle, Stress Management, Tobacco Cessation, DASH Nutrition Program, MetroHealthy program.....

# Calendar of Events

WinCalendar	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Jul 2016	3	4 week 3 HOLIDAY	5	6	7 OHN here 1-5	8
	10	11 OHN here 11-4 week 4 12:30 and 2:30 Health AWARE - Biometrics		13	14	15
	17	18 OHN here 11-5 Week 5 2p Wellness Team Mtg	19	20 8-10AM BIOMETRICS	21	22
	24	25 OHN here 11-4 Week 6	26	27	28	29
	31	1 OHN here 11-5 Week 7	2	3	4	5



**WELLNESS:**  
Your Success is Our Mission!



**In wellness office**

**Get your BLOOD PESSURE Checked**

**Monday, August 15 2- 4pm**

**(Earn 1.0 wellness credit)**

**Risk Factors**


- Obesity
- Alcohol abuse
- Smoking
- Unhealthy diet
- Sedentary lifestyle





# Newsletter

2018 July Sun Safety

SUN	MON	TUE	WED	THU	FRI	SAT
1  Start this month focusing on your health goals. Write your three new health goals below.	2 	3 	4  Wear sunglasses with UV protection to guard your eyes from harmful sun rays.	5 	6  Break up your exercise into 10 minute increments to ensure you fit it in your schedule. <a href="#">Learn more here.</a>	7 
8  Try healthy alternatives to give your favorite dishes a new twist. <a href="#">Start with this healthy recipe.</a>	9 	10 	11 	12 	13 	14 
15 	16 	17  Drink water to stay hydrated during the hot summer months. <a href="#">Learn more here.</a>	18 	19 	20 	21  Write down something you are grateful for every day this month.
22 	23  Wear a wide brimmed hat to protect more of your skin from the sun.	24 	25 	26  Wearing the right pair of shoes is crucial to starting a walking regimen. <a href="#">Learn more here.</a>	27 	28 
29  Did you meet your health goals this month? Check them to the right.	30 	31 	Three ways I can focus on my health this month: 1. 2. 3.			

2018 July Sun Safety

## Sunscreen 101

Getting through the summer will involve sunscreen - lots and lots of it. But as you smear it onto your skin, you may have some qualms. Learn how to best protect your skin with the tips below:

- **Check the SPF for UVB protection.** The Sun Protection Factor (SPF) number indicates how well a sunscreen protects against ultraviolet B (UVB) rays. If you'd normally get a sunburn in 10 minutes, an SPF 15 extends that by 15 times. So you could last 150 minutes before burning. How high of an SPF do you need? SPF 15 or higher is recommended.
- **Look for UVA protection.** The SPF doesn't tell the whole story - it only refers to protection against UVB rays. Ultraviolet A (UVA) rays pose their own risks. So make sure the label on your sunscreen states that it has UVA, broad spectrum, or multi-spectrum protection.
- **Look for water resistance.** Keep in mind that these products are not water-proof. They will still wear off. But, they will last longer than typical sunscreens.
- **Reapply regularly.** A few dabs in the morning will not last the whole day. Follow the directions on the bottle for reapplying - especially after you've been sweating or in the water.
- **Wear sunscreen on cloudy days.** UV rays are strong enough to burn your skin on cloudy days.

Source: WebMD.com



## Take Home Tip #5 – Don't recreate the Wheel

### Provide resources

- Partner with wellness resources
- Find out what you have already
- CDC, American Heart, Diabetes Assoc. online
- Local hospitals for health speakers
- Webinars
- Bring in healthy vendors
- (ie Vitamix, Pampered Chef, local markets, Tupperware, vending machines)



# RESULTS & SUCCESSES

## RESULTS

- 100% (who answered survey) 'likely' or 'very likely' to participate in the wellness program next year
- 94% (who participated) 'satisfied' or 'very satisfied' in the wellness program
- 89% said that the wellness program has been helpful in developing or maintaining healthy behavior

## Employee Satisfaction Survey -

“Nice to have someone to talk to about my goals”

“ I live a healthier lifestyle”

“Good to get one-on-one help”

“I exercise more regularly”

“I am more effective dealing with my stress”

# SYNERGY



 MetroHealthy SKYWELL

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## In Summary REMEMBER.....

### Pillars

#1 Leadership

#2 Align program with vision

#3 Self-leadership – create/recognize winners

#4 Reward Positive action

#5 Allow outcomes to drive strategy

- Ok to ‘Not get worse’
- Think about the synergy of high tech with high touch



## Reasons for Success

- Leadership
- Strategy
- Choices for employees
- All employees could participate
  
- Future thoughts:
  - Engaging family members
  - Engaging supervisors in wellness
  - Health talks as webinars



# Healthy Ohio Worksite Bronze Winner



# Happier, Healthier Employees





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