

# Healthways

Delivering Well-Being within a Well-Being  
Company

December 15, 2011

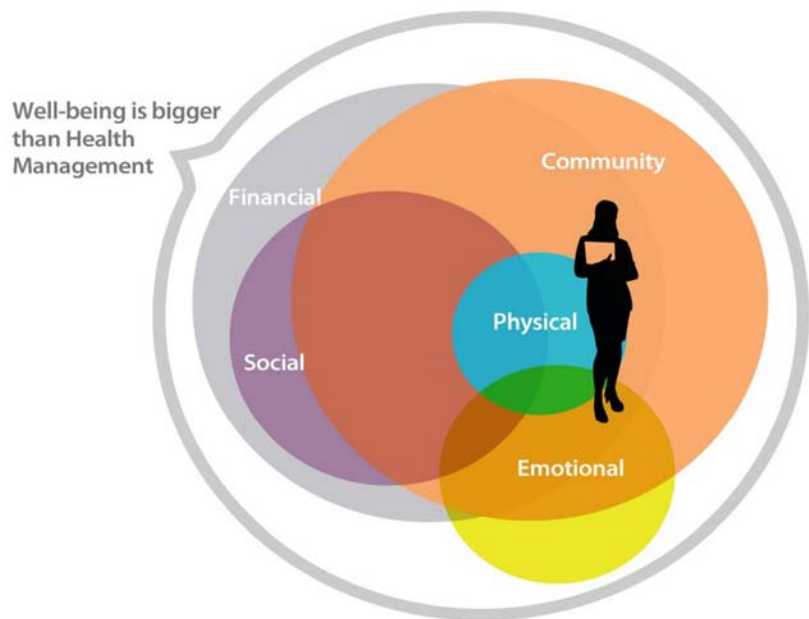
## Our Mission



**Organizational**  
**Healthways Well-Being Purpose...to be universally  
acclaimed for having created a healthier world, one person  
at a time.**

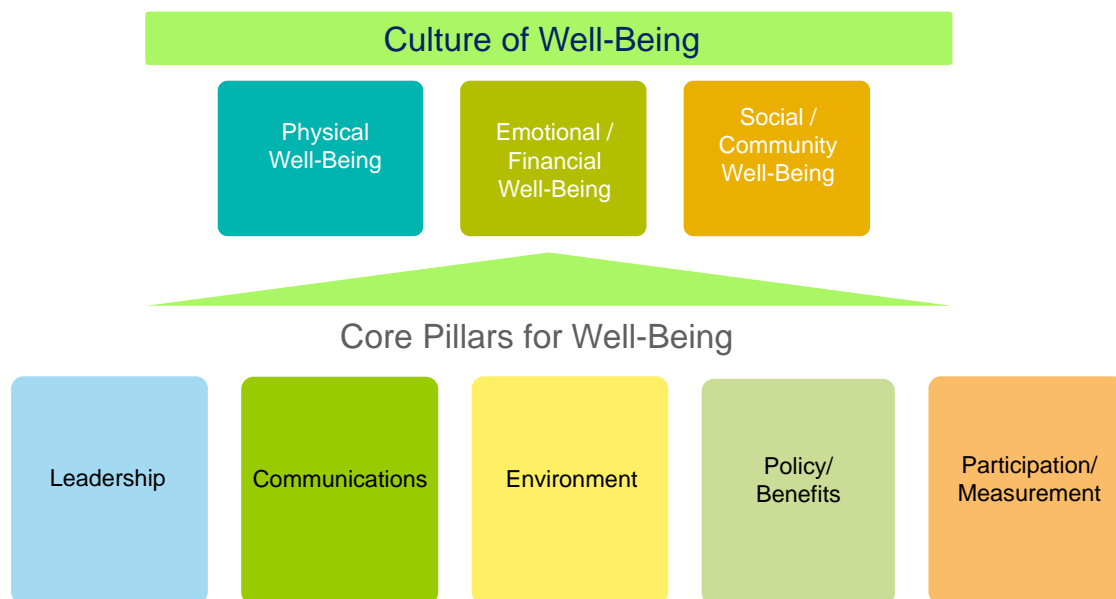
**Internal**  
**Healthways Well-Being Purpose...to create a community  
that inspires each colleague to live their best life.**

# More Than Physical Health



Individuals ● Experts ● Environments ● Relationships

# Building Culture of Well-Being



# Leadership



- “Leading Well-Being” Leadership Training
  - Manager/Supervisor training on the importance of well-being for their themselves, their direct reports and the company
- Individual performance objectives around improving their well-being
  - Drives conversation between manager/supervisor and colleague
- Leaders pressured to participate and role model well-being behaviors
  - Track leadership participation

# Communications



- Ask your employees through focus groups and surveys
- Development of Well-Being Ambassadors at each location
  - Ambassadors are excellent at helping develop the culture
- Use multiple modalities
  - E-mails, desk drops. Posters, videos, text, Facebook, telephonic, etc.
- Identify the influencers in your populations
  - Working with Activate Networks to identify influencers and actively engage them to influence well-being at their locations

# Environment



- Easy Choice is the Healthy Choice
- Remove barriers
  - Onsite massage, fitness classes, ballroom dancing, gardening, health coaching, showers, bikes, ping pong, kickball, volleyball, ultimate Frisbee, self defense training, etc.
  - 80-90% healthy eating options
  - Workout Wednesdays – wear workout gear to work
- Non-tobacco campuses
- Assess all locations for consistency of culture

# Policies & Benefit Programs



- Engaging employees in their health through programs and plan designs
  - Full replacement Health Savings Account – on average colleagues earn \$1,200 in incentives into these accounts
  - Prevention always covered at 100%
  - Encouraging utilization of Employee Assistance Programs (EAP), Paid Time Off (PTO) and Health Advocacy programs
- Policies and corporate values support a culture of well-being
  - Time away from work policies support well-being
  - At least one value needs to be well-being based (encourage well-being improvement to be a business objective)

# Data Measurement



- Using data to focus resources
  - Devote your limited resources to the locations or areas that you can make the greatest long term impact
- Create scorecards or dashboards that are engaging to senior leadership and the organization
- Define the measures you want to affect (nicotine utilization, BMI, Blood Pressure, Cholesterol, Glucose, etc.)
  - Realize requires long term investment
  - Work environment has a significant impact (engagement)
  - Initial focus is participation

# Healthways Outcomes



- Flat medical/pharmacy trend over last 3 years
- Nicotine utilization decreased 30% (7% of our population utilizes tobacco products)
- At risk for cholesterol decreased 26%
- At risk for high glucose decreased 37%
- At risk for weight decreased 4% (despite increasing average age)