The Art And Science of Building a "Zero Trends" Workplace Wellness Program

Dr. David Hunnicutt
28th Annual Wellness In The Workplace Conference
The Genius of Michael Larson

On May 19, 1984, history was made at CBS by a man who showed how successful you can be if you just pay attention.
Michael Larson’s Gift To Us

1. Identify the right moves
2. Execute the understanding
In his book, Zero Trends: Health as a Serious Economic Strategy, Dee Edington covers the underlying problems of escalating healthcare costs and low productivity, and the data-driven evidence for the business case. He looks at the objectives of company-sponsored health management programs, their impact on health-care costs, and their five fundamental ingredients... This book is ideal as a roadmap for business and health plans and practitioners of health promotion programs.
It’s All About Execution

The new priority for business leaders, health plan administrators, and wellness practitioners is executing this new knowledge base.
7 Execution Priorities

1. Capture CEO and Senior Level Support and educate them on their roles and responsibilities
2. Create Cohesive and Engaged Teams
3. Collect The Right Health Data
4. Craft and Breathe Life Into Your Operating Plan
5. Choose And Deliver Dynamic Interventions
6. Create Supportive Cultures
7. Carefully Evaluate Outcomes

©2009 Wellness Council of America ★ www.welcoa.org
This information cannot be reproduced in any form or stored in a retrieval system without the expressed written permission of WELCOA.
Priority #1

Capture CEO and Senior Level Support and educate them on their roles and responsibilities
Move To Improve

Workplace wellness programs that incorporate goal-setting and receive management support are twice as likely to improve employee activity levels as merely providing information to employees on the health benefits of exercise.
Defining Healthy Leadership

Developing A Results-Oriented Wellness Program

The Tests Of Leading A Healthy Company

By David Hunnicutt, PhD
Senior Level Boot Camp

CEO sold on the concept of wellness…

- Desire was to build a best-in-class wellness initiative.
- Established a business case for the organization.
- Challenged senior-level staff to lead by example.
- Initiated mandatory 8-week wellness orientation.
- Identified key executives at risk for health problems.
- Ultimately, transformed senior level attitudes.
Executive Coaching
Priority #2

Create A Cohesive And Engaged Wellness Team
Setting Expectations

If you want to create cohesive and engaged teams, it’s essential that you set crystal clear expectations.
Assess Team Strengths

★ Thinkers
★ Achievers
★ Relators
Dialogue vs. Discussion

Priority #3

Collecting The Right Forms Of Data To Drive Your Health Management Initiative
Quantifying Data Collection

1. Does the organization administer a personal health assessment?
2. Does the organization administer an employee interest survey?
3. Does the organization administer a health culture audit?
Segmenting By Risk Status

- **Low Risk**: 60% (0-2 High Risks)
- **Moderate Risk**: 25% (3-4 High Risks)
- **High Risk**: 15% (5+ High Risks)
Dee’s BHAGs

“If you want to have confidence in your data and, ultimately in your program, PHA participation rates should be around 90%.”

“In an ideal world, I think you have to get 70-85% of your employee population to be at low-risk.”

—Dee Edington, PhD
Priority #4

Carefully Craft And Breathe Life Into Your Operating Plan
Elements of a Comprehensive Operating Plan

- Vision statement
- Goals and objectives
- Timelines for implementation
- Roles and responsibilities for completion of objectives
- Itemized budget
- Appropriate communication strategies
- Evaluation plan
Repeat After Me...

A good plan today is better than a perfect plan tomorrow.
Priority #5

Choose And Deliver Dynamic Interventions
Graphic Content Advisory!

AUDIENCE ADVISORY

EXPLICIT USE OF THE “F” WORD
Physical Activity & Health

- Osteoporosis
- Prevention of Weight Gain
- Diabetes Mellitus
- CHD
- Stroke
- Musculoskeletal Injury

Risk of "Disease" vs. Activity

©2009 Wellness Council of America  www.welcoa.org
This information cannot be reproduced in any form or stored in a retrieval system without the expressed written permission of WELCOA.
Live Longer, Live Better

“By walking 30 to 45 minutes on most—preferably all—days of the week, you will delay the onset of disability by 10 to 12 years.”

—Dr. Steve Aldana
The Mantra

“Wellness is something we do with and for people… It’s not something we do to them.”
Priority #6

Creating A Supportive Environment
“This is going to sound strange coming from me, but THE most important piece of advice I would give business and health leaders is to, first and foremost, carefully craft a corporate vision for health and well-being and to articulate it throughout the organization.”

—Dee Edington
Corporate Culture Defined

- Technically, culture comprises an organization’s climate and its’ widely shared values, norms, behaviors, and assumptions.

- Culture comes down to a common way of thinking, which drives a common way of acting on the job—it is usually implicit and unspoken and can mean the difference between success and failure and joy and drudgery.
Made to Stick

If we can’t make difficult concepts simple, stick a fork in us ‘cause we’re done.

Why Some Ideas Survive and Others Die

MADE to STICK

Chip Heath & Dan Heath
A Quick-Inventory of Culture

★ Physical Activity
★ Tobacco Use
★ Nutrition/Weight Management
★ Workstation/Ergonomics
★ Alcohol/Drugs
★ Stress Management
★ Organizational Benefits
★ Organizational Policies

©2009 Wellness Council of America ★ www.welcoa.org
This information cannot be reproduced in any form or stored in a retrieval system without the expressed written permission of WELCOA.
Metanoia!

The Wellness Councils of America Presents...
A WELCOA Expert Interview

Food For Thought
An Inside Look At Food Psychology And The Unconscious Factors Causing People To Overeat

Brian Wansink, PhD
Director, University of Illinois Food and Brand Lab

Mindless Eating
Why We Eat More Than We Think

Brian Wansink, Ph.D.

©2009 Wellness Council of America - www.welcoa.org
This information cannot be reproduced in any form or stored in a retrieval system without the expressed written permission of WELCOA.
Priority #7

Consistently Evaluating Outcomes
Developing A Data Dashboard

✅ Participation
✅ Participant Satisfaction
✅ Risk Factor Status
✅ Modifiable Healthcare Costs

ABC Company Data Dashboard

1. High-Risk To Low-Risk
   The first section of your data dashboard should be an overview of your employee population concerning what percentage is considered to be at high-risk, moderate-risk, and low-risk.

2. Modifiable Healthcare Expenditures
   The second section of your data dashboard should be a summary of the modifiable healthcare costs your organization is incurring.

3. Participation Rates
   The third section of your data dashboard should present the participation levels as it relates to your company's health promotion initiative.

4. Participant Satisfaction
   The fourth section of your data dashboard should communicate the percentage of employees who are very satisfied and/or satisfied with your company's wellness program offerings.
7 Execution Priorities

1. Capture CEO and Senior Level Support and educate them on their roles and responsibilities
2. Create Cohesive and Engaged Teams
3. Collect The Right Health Data
4. Craft and Breathe Life Into Your Operating Plan
5. Choose And Deliver Dynamic Interventions
6. Create Supportive Cultures
7. Carefully Evaluate Outcomes
“It’s 2030…you see a country where the collective population is older than that of Florida today. You see a country where people in wheelchairs will outnumber kids in strollers. You see a country with twice as many retirees but only 18% more workers to support them. You see a country with large numbers of impoverished elderly citizens languishing in understaffed, overcrowded, substandard nursing homes…”

—Laurence Kotlikoff