

# Creating a Culture of Wellness

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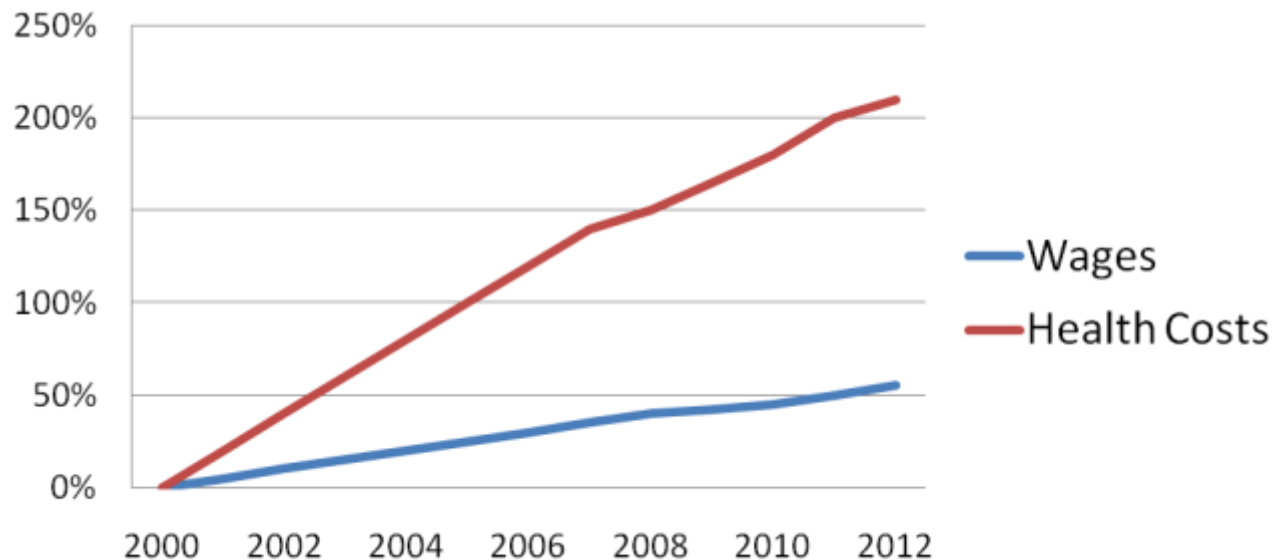
# Choice Hotels

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- One of the largest lodging companies in the world, with ten branded lines (NYSE: CHH)
- More than 6,100 hotels in 30 countries under contract
- Approximately 1,500 corporate and contact center associates

# Why Care about Wellness?

- Trends show health care costs at 8-10%, doubling companies' and associates' expenses every 6 years
- Affordability gap becomes wider



# Why Care about Wellness?

- Americans are aging, becoming less healthy.



75% of American adults will be overweight by 2012



1 in 3 children born after 2000 will develop diabetes by age 50



***70% of chronic diseases are preventable or reversible***

# Why Care about Wellness?

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- High performing companies
  - reward healthy lifestyles
  - have significantly less health care costs
- Wellness is still the best way to control costs and improve productivity

# Strategic View

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Simple goal:

- To help our associates and dependents
  - become smart health care consumers
  - develop healthy habits and lifestyle

# Our Approach

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## *Associate-driven wellness programs*

- Diverse population requires adapted solutions
  - Colorado committee earned state grants
  - North Dakota associates lead interest and support groups
  - Subsidized on-site massage therapy for our busy Contact Center

# Our Approach

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*Integrate wellness innovation into plan design*

- Meeting associates' needs through modifying existing plans
- Making preventive care a priority

# Grassroots Effort

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- Local health event revealed disturbing trend
- Very high blood pressure in a few associates
- Prescription compliance issues uncovered
- Now drugs related to asthma, diabetes, high blood pressure, cholesterol and heart disease are provided for free or at 50% reduction
- Less costly than treatment for adverse health event

# Our Approach

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## *Embed wellness into corporate DNA*

- Every department has a responsibility to promote wellness
- Wide-ranging programs
  - Free weekly fruit delivery
  - Mobilized mammograms
  - Gas gift cards for health screenings
  - Subsidized fitness, weight management and smoking programs

# Success Stories

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- Improvement of health
  - Hypertension cases decreased by 10%
  - LDL cholesterol cases decreased by 20%
- Doubled participation of preventive exams
- Weight Watchers At Work – 6,000 pounds lost
- Diabetes
  - Was ranked 2<sup>nd</sup> in both prevalence and in cost
  - Has dropped to 8th

# Next Step

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- ✓ Created expectation of engagement
- ✓ Established Culture of Wellness

Next up:

- Associate ownership of health and finances  
via *Consumer Driven Health Plan*  
with *Health Savings Account*

# Consumer Driven Health Plan

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- Encourages mindful, informed decisions
- Reward for Participation
- Reward for Outcomes
- Plan Design
  - 100% preventive coverage
  - Evidenced based drugs outside of deductible

# Total Health Management

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- Goal of reducing health risk factors
- Specifically targeting those most at risk
- Hands-on engagement via health advocacy program with risk-focused health coaching.

# How do we define success?

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- Are we providing the resources needed for our associates to care for their health?
- Are our associates engaged in health management programs?
- Are we moving the needle in regards to claims, to productivity, and to our associates' health?

# Final Thoughts

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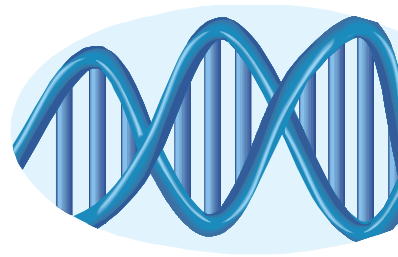
- Wellness is a positive force within Choice
- We owe it to ourselves and our families to make wellness a part of our lives

# My Wellness Connection

Roberta Murray, RN,COHN-S  
Manager Disability & Wellness  
TE Connectivity

# Wellness at TE Connectivity

At TE we strive to make Wellness part of the Company's "DNA"



Considering TE's population of over 30 locations and 12, 000 employees, this is a daunting task!

We developed a core model flexible enough to meet individual location needs and goals.

# Due Diligence on Assessing the Health Risks

- Analyze medical claims, STD claims, Workers Compensation claims, EAP reports, results from HealthPath® Assessment and Health Risk Screening
- Review and strategize on *measurable* programs to address health risks of the population
- Develop a team to deliver messages and educate employees
- Gain committed support from all vendors
- Measure success of programs and adjust if needed

# Results of Analysis



**“If more than 50% of the population is obese, then I’m not overweight, I’m average!”**

# TE Benefits Strategy

Benefit plans are consistently reviewed to ensure they continue to meet a core set of objectives.

**Choice**

**Value based**

**Shared responsibility**

**Wellness**

**Cost effective**

**Compliance**

# Strategy for Wellness Programs



**“What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?”**

# Strategy for Wellness Programs

## Tactics to achieve goals

- Rewards increased to \$250 per person
  - Include spouses/domestic partners in Healthy Point\$ Tracker
  - Increase reward for DM \$200
  - Include wellness in vendor PGs
  - Reward WCs for conducting 6+ lunch seminars
  - Staywell “NutriSum” program
  - Instill wellness culture via robust communication plan
  - Promote Biometric Screening for 2011
  - Senior leadership support
- Continue 2010 strategy PLUS:
    - Management commitment to wellness via performance measures
    - Considering medical premium discount split between HPA and biometric screening completion (10% for each)
    - Considering providing medical premium discount only if both HPA and biometric screening completed (20%)

# TE Wellness Mission Statement

TE is committed to helping employees and their families evaluate, maintain and improve their physical, mental, and financial health. Our goal is to create an engaged, healthier and more productive workforce, and our responsibility is to provide the tools and resources to make this happen on a global basis.

# What Has Made *My Wellness Connection* Successful?

Dedicated “Wellness Champions” at every TE location!

## All Employees

Annual Health Risk Screening

Health Advocate

Weight Watchers®

Annual Flu Vaccine

American Heart Association Programs

## Medical Plan Participants Only

Annual HealthPath® Assessment

Disease Management

Lifestyle Management

Health Coaching

Robust Incentive Program  
(Healthy Point\$ Tracker)

4-year below-market trend for health care costs!

# 2011 Wellness Goal

2011 Wellness Program Goal =  
Lower TE employees' Average BMI by 1 Point

- Partnering with Weight Watchers; TE will pay 50% of the cost for certain Weight Watchers services for all employees
- Working with Canteen Services to stock vending machines with 25% healthy options
- Partnering with the American Heart Association (AHA) to motivate all employees to join the “American Heart Walk” or a walking challenge
- Constructing walking trails and onsite gyms at many TE locations
- Offering 100% coverage for annual physicals, age appropriate screenings, and immunizations for medical plan participants
- Providing results to TE’s Disease Management and Lifestyle Management vendors in order to reach out to those employees who may be in need of assistance

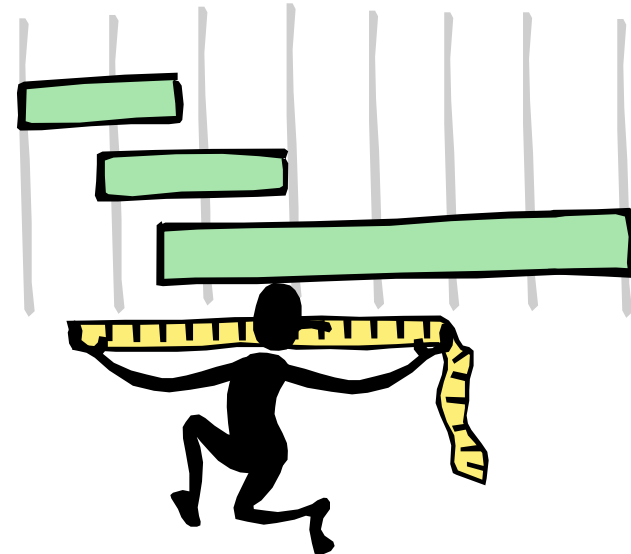
# Healthy Point\$ Tracker

Both employees and covered spouses/domestic partners can earn up to \$250 for the healthy things they do every day!

- Gym Membership/At-Home Fitness
- Set and track a Health Goal
- Annual Physical Exam
- Annual Dental Exam
- Annual Eye Exam
- Annual Flu Vaccine
- Enroll in a Disease Management program (for those identified)
- Enroll in a NextSteps® program (for those identified)
- Complete Health Center Quizzes online
- Mammogram/Prostate Screenings (for those over age 40)
- Attend onsite lunch & learns (for employees only)
- Participating in HealthPath® Assessment (HPA)
- Contact a Health Advisor to review your HPA
- Participate in a Health Risk Screening

# Measurable Outcomes

- Reduced medical costs
- Utilization of 24-Hour Nurse Line service increased
- HealthPath® Assessment has increased
- 2010 Health Risk Screening
- Increase in utilization of “Healthy Point\$ Tracker” incentive program
- Decrease in health risks when an employee completes a Lifestyle Management program
- Increase in recommended exams/immunizations
- Volunteer Wellness Champions



# Effort is 360°

