Webinar Series – Part Two:
Doing Your Homework:
Using Data & Information to Build a Culture of Health

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Agenda

Introductions and Part One Review

Week Two Objectives

Data Collection

Types of Assessments

Resources

Questions
Part One webinar Review from

• Tom Carter talked about:
  • Rising health care costs are not sustainable
  • Lifestyle and unhealthy behaviors drive costs
  • Most chronic conditions are highly preventable
  • Employee Health impacts your business
  • Employers can impact health
  • The importance of leadership support

• Rebecca from the City of Mountain View:
  • Vision for a healthy city
  • Communication
  • Leadership meetings
Objectives of Webinar 2

• Doing Your Homework: Using Data & Information to Build a Culture of Health
  • Understand the importance of using data to build a successful wellness strategy
  • Learn about the tools and information needed to properly assess your worksite
  • Understand why a “one-size-fits-all” wellness programs does not work
The Evolution of Man

*The Shape of Things to Come*
Trouble Brewing

- 310 Million
- 85 Million
- 100 Million
- 246,900
Types of programs

• Activity-based
  • Annual schedule of activities
  • Not based on data
  • May not reflect health risks or interests

• Results-oriented
  • Use data to design strategy
  • Focus on employee health and productivity
  • Uses assessments and data to identify right strategies and interventions
  • Uses data to drive and measure performance
Collecting Data

• Why is Data Collection important
  • Provides a snapshot of health
  • Monitor health status
  • Communicate health status organization wide
  • Benchmark against other companies or database
  • Measure change and impact
Types of Assessments

• Many types exist
• Four main themes
  • Health Risk Appraisal
  • Culture Audit
  • Employee Interest Survey
  • Environmental Audit

• HERO
  • Health Enhancement Research Organization
  • Nonprofit think-tank founded in 1996
  • Focuses on impact of employee health management on health care costs
  • Use an Employee Health Management scorecard to benchmark companies
Employee Health Risk Appraisal

- Gather information about employee health
- 85-100 questions
- Employee individual health status report
- Employer aggregate report
- Participation requirements
- Incentives and communication
Company-wide Culture Audit

- Assess company’s overall culture
- Looks at how people go about their jobs
- How the culture supports employee health
- How employees perceive and embrace the health and productivity strategy
Employee Interest Survey

- Which health issues matter the most
- Gives employees a say in the strategy
- Helps develop the design of the program
- Gives employees a sense of ownership of the program
- Survey should give a clear statement of why it is being done
- It should be easy to complete and well-designed
Environmental Audits & Policies

• Looks at how the environment supports health behaviors
  • Physical activity
  • Healthy foods
  • Tobacco
  • Stress

• Looks at how the physical environment supports health
  • Computer access
  • Language and literacy issues
  • Shift work
  • Type of work
HERO Assessment

- An online 60+ questionnaire
- Helps organizations learn about best practices in employee health management
- Discover opportunities to improve their own EHM programs
- Reviews 6 key areas of employee health management
  - Strategic Planning
  - Leadership Engagement
  - Program-level management
  - Programs
  - Engagement Methods
  - Measurement and Evaluation
- For more info, go to [http://the-hero.org/](http://the-hero.org/)
- To take the HERO, log on to: [https://mercer.inquisiteasp.com/cgi-bin/qwebcorporate.dll?idx=NPPY5J&linkspons=7](https://mercer.inquisiteasp.com/cgi-bin/qwebcorporate.dll?idx=NPPY5J&linkspons=7)
Summary

- Data is important for a successful wellness strategy
- Assessments exist across a broad range of areas related to workforce health
- Data allows you to engage the right people, at the right time, with the right interventions
- Health risks are important in developing a strategy, but assessing the culture and identifying employee interests must come first
- Communication and incentives help drive participation
- Participation and satisfaction are key elements of a good program, and data can help drive both
- A successful wellness program measures impact religiously
Resources

• Center for Disease Control
  http://www.cdc.gov/nccdphp/dnpao/hwi/programdesign/index.htm#Assessment

• Kaiser Permanente
  https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcecenter

• WELCOA
  http://www.welcoa.org/freeresources/

• Wellsteps
  https://www.wellsteps.com/
Toolkits

• At the KP Resource Center
  https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcecenter

Download toolkits to help create a culture of health:

• **Healthy meetings toolkit**
  Offers ways to integrate simple, healthy habits into your meetings to help employees stay focused throughout the day

• **Wellness committee toolkit**
  Helps you develop a wellness committee to ensure that your team is working toward the shared goal of healthier employees

• **Tobacco-free campus toolkit** can help you encourage a healthier workplace. This comprehensive guide includes planning and implementation tips, a step-by-step action plan, sample materials for you and your employees, and many more resources.
Policy Resources

• CDC
  • http://www.cdc.gov/nccdphp/dnpao/policy/index.html
  • Wellness Policies
    • Nutrition
    • Physical Activity
    • Obesity and overweight

• Leadership for Healthy Communities
  • http://www.leadershipforhealthycommunities.org/

• At the KP Resource Center
  https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcecenter
  • Tobacco Free Worksite policy language, samples
The Road Ahead is Challenging…
But We Can Find A Way

Source: “The Impact of Comorbid Conditions on Workers Compensation Costs,” Coventry Workers Comp Services, 2010
Questions

• Visit http://www.cacities.org/citiesforworkforcehealth

• Flyer, FAQ, and contact info available on the website

• Visit http://www.healcitiescampaign.org and link to “contact us”
Contact Information

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Thank you!