



September 2013 Meeting – Breakout Activity Notes

Health Data

Best practices

- Make sure it is anonymous
- Multiple avenues of data collection
- Know where your data is
- Getting already collected data – national numbers
- Know what your data is being used for

Challenges

- Privacy
- Compliance
- Self-reporting honesty
- Trust w/ data
- Good cross section of employees
- Technology

Incentives

Best Practices

- Classes & workshops
- Reimbursements & discounts
- Incentivizing participation
- Team challenges

Challenges

- Tracking
- Motivation
- Attachment of wellness to healthcare for more incentives

Engagement

Best Practices

- Peer to peer motivation & referral
- Creating a wellness committee
- Testimonials – “heart tugging”
- Comprehensive communication strategy
- Tying program to incentives/disincentives
- Kiss format - keep it simple!
- Keep small & have a targeted approach
- Cohesive statement
- Leadership support

Challenges

- Privacy, HIPPA
- Transparency
- Budget – find ways to get free resources
- Information overload – find good resources
- Consider individual perceptions to get



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Culture Shift for Wellness in the Workplace

Best Practices

Positive reinforcement
Incentives
Walking the walk
Success stories/examples
Testimonials
Employee involvement
Having fun
Resources - WELCOA

Challenges

Resistance to change
Leadership buy in
Lack of education
Lack of \$
Fear of privacy invasion

Awareness Campaigns

Best Practices

Leadership support
Perks & incentives
Promo materials
Testimonials
Raffles & prizes
Team building
Using network of professionals
Utilizing freebies
Social media
Survey for follow-up
Claims status evaluation

Challenges

Leadership support
Time
Leadership buy-in
Proving ROI
Implementation - walk the walk
How to implement
Practicality of promo materials
Group activities – off site, remote employees
Lack of interest
Repetition
Resources/budget
Measuring awareness – knowing how & what to measure



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Preventative Self-care

Best practices

Education & motivation
Finding resources for free screenings
Insurance coverage
Resources for the uninsured
Personal stories & testimonials

Challenges

Time
Fear of the unknown
Discomfort
Finances
Time to go to the doctor
Eating healthy
Fix it mentality
Transportation

Worksite Health Screenings

Best Practices

Education
Resources & referrals
Consistency
Dashboard of aggregate numbers
Promotion using multiple outlets
Vendors
Wellness champions
Passports – to see all vendors

Challenges

Space for private screenings
Privacy on results
Alternate times and dates
Liability
Vendor commitment
Cost of events
Participation
Plan of action if anything is discovered
Promotion

Leadership Buy-in

Best Practices

Identify and improve ROI
Show positive data
Do employee interest surveys
Showing successes to leadership
Work with insurance carrier to show changes in claims
Align wellness efforts to company mission

Challenges

Showing & improving ROI
Engagement w/ leadership
Getting in front of leadership
Participation
Budget
Educating leadership
Process of determining ROI
Lack of leadership time