

# Obesity management programs

## Case studies and best practices

As health care costs continue to rise, some employers have found innovative ways to lower total health care costs, increase worker productivity, and promote better morale.

**Take a look at these 5 case studies that demonstrate effective ways to manage obesity:**

<b>Global financial firm</b>	Third-party insured with nearly 4,900 employees <sup>1</sup>
<b>National care provider</b>	Self-insured with more than 6,000 employees <sup>2</sup>
<b>Financial services organization</b>	63,500 employees worldwide (27,000 in the United States) <sup>3</sup>
<b>Manufacturing company</b>	Nearly 9,000 employees across the United States and Canada <sup>1</sup>
<b>Media and marketing agency</b>	Approximately 3,000 employees <sup>4</sup>



# Global financial firm

A third-party insured, global financial firm with nearly 4,900 employees<sup>1</sup>

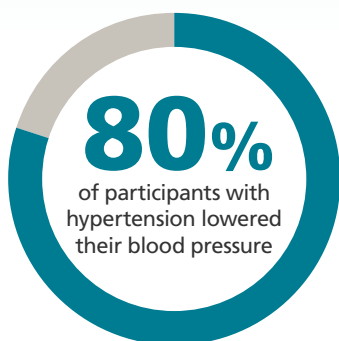
## BACKGROUND

This organization started becoming concerned with rising health care costs and was looking for an innovative way to both control costs and improve employee morale.<sup>1</sup>

## DETAILS<sup>1</sup>

- Biometric screenings and online health risk questionnaires
- Health and wellness seminars
- Healthy eating program
- Nurse hotline
- “Take the stairs” campaign
- Work your way to a 5K walk/run
- Increased number of healthy food options in cafeteria

## RESULTS<sup>1</sup>



Emergency room visits decreased



Preventive care visits increased



The organization saved \$111 per employee in 2009, \$261 in 2010, and the trend has continued upward<sup>1</sup>



# National care provider

A self-insured national provider of occupational, urgent, and wellness care services with more than 6,000 employees<sup>2</sup>

## BACKGROUND

This organization had a need for an engaging and effective wellness program that included easily accessible medical services, to reduce workforce health care costs.<sup>2</sup>

## DETAILS<sup>2</sup>

- \$260 premium reduction for completing a health risk assessment and biometric screening
- New corporate wellness center
- Education challenge
- 100-day “live healthy” challenge
- Health coaching program
- Expanded coverage to include 100% preventive care

## RESULTS<sup>2</sup>

Average BMI reduction of



Employees collectively lost

**8,846**  
pounds

and recorded

**4,105,360**  
minutes  
of activity

After 4 years, this employer has seen a total of \$178,166 in savings<sup>2</sup>



# Financial services organization

A financial services firm with 63,500 employees worldwide (27,000 in the United States)<sup>3</sup>

## BACKGROUND

Internal research at this organization suggested that overall workforce health would translate to higher performance.<sup>3</sup>

## DETAILS<sup>3</sup>

- Incentivized participation through flexible spending account contribution
- Annual health-risk assessment (HRA), including Work Limitations Questionnaire
- Free onsite biometric screenings
- Free preventive screenings
- Free support programs, such as onsite coaching and nutritional counseling

## RESULTS<sup>3</sup>



Expanded across the globe and tailored to be culturally relevant to different areas

Now offering **chronic disease intervention** to employees in the United States for conditions, such as:



Diabetes



Migraines



Asthma

The firm saw annual estimated productivity savings of \$483 per participating US employee<sup>3</sup>



# Manufacturing company

A manufacturing company with nearly 9,000 employees across the United States and Canada<sup>1</sup>

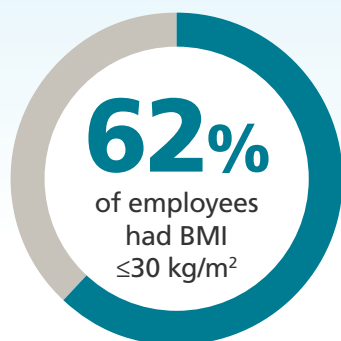
## BACKGROUND

Leaders at this employer consider tobacco use, obesity, high cholesterol, and hypertension as the most common health risk factors among employees. They decided they needed to make their workforce healthier and reduce health care costs.<sup>1</sup>

## DETAILS<sup>1</sup>

- Financial penalty for nonparticipation in annual wellness screenings
- Subsidized gym memberships
- Weight-loss challenge
- Nurse hotline
- Nutritional information provided for vending machine selections
- Healthier food choices in break room and vending machines

## RESULTS<sup>1</sup>



**78%**  
of employees  
met the **LDL**  
**cholesterol goal**

**82%**  
of employees  
met the **blood**  
**pressure goal**

**63%**  
of employees  
had **normal**  
**glucose**

Employees lost a total of 16,000 pounds<sup>1</sup>

LDL=low-density lipoprotein.



# Media and marketing agency

A media and marketing company with approximately 3,000 employees<sup>4</sup>

## BACKGROUND

The company's new CEO wanted wellness to be a part of his legacy and needed to combat rising health care costs.<sup>4</sup>

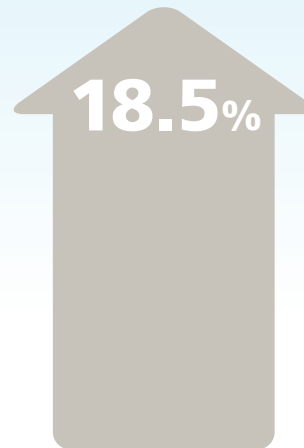
## DETAILS<sup>4</sup>

- \$500 reduction on medical plan for earning 1,000 "wellness points"
- LiveHealthy campaign
- Nutrition education
- Medical self-care assessment
- Nurse hotline
- Health risk assessment/wellness screening
- Customized health and financial wellness website

## RESULTS<sup>4</sup>

Employees lost  
**21,000 pounds**

Percentage of employees in the high-risk category decreased from  
**13% to 4%**



2004-2006

The increase in annual health care costs per employee has slowed



2006-2011

Since 2006, there has been an estimated \$10 million savings, with a \$4:\$1 return on investment<sup>4</sup>

Interested in learning more? Visit [www.NovoNordiskWORKS.com](http://www.NovoNordiskWORKS.com).

**References:** **1.** RAND Corporation. Workplace wellness programs study: case studies summary report. <http://www.dol.gov/ebsa/pdf/workplacewellnessstudysummary.pdf>. Published April 2013. Accessed April 4, 2014. **2.** Concentra. Client case study. <http://www.concentra.com/-/media/files/concentra-wellness-case%study-vf.pdf>. Accessed April 4, 2014. **3.** Integrated Benefits Institute. IBI employer case study: American Express. 2009. **4.** Wellness Council of America. A WELCOA case study: Meredith Corporation. 2014.