

Maximizing your wellness program

Establishing a wellness program or enhancing your current wellness offerings with the addition of initiatives around obesity management may help make employees healthy and more productive.

Use this interactive guide to review your wellness program and see what types of obesity-related initiatives could be a good fit at your organization.



Wellness initiatives

This guide is broken out into 3 levels of initiatives:

LEVEL

1

This initiative doesn't require much work by your wellness committee. Many of these items can be easily incorporated or implemented into your existing program.

LEVEL

2

Typically requiring some planning, these programs could also require collaboration with your health plan, pharmacy benefit manager (PBM), or employer benefit consultant (EBC). However, they may also have a greater impact on your employees.

LEVEL

3

Ultimately requiring the most planning to be implemented successfully, these initiatives will most likely necessitate collaboration with your health plan, PBM, or EBC. These initiatives are likely to have the greatest impact on your employees.

Program parameters

Select the wellness program parameters below to establish what kind of program you currently have or would like to have.



Data collection process

- Require a digital health risk assessment (HRA) at the start and end of the program
- Send out an employee crowd sourcing survey to determine what your employees would like to see in a weight-loss program
- Offer on-site biometric screening
- Offer off-site biometric screening
- Contract a third party, like your EBC, to analyze and collect all data from the program and link your results to cost

LEVEL **1**

LEVEL **2**

LEVEL **3**



Competition

- No competition
- Company-wide competition: employee vs employee
- Company-wide competition by team (ie, account department vs finance department, or northeast branch vs southwest branch)



Participation

- Only employees who opt in
- Only qualified employees
- Everyone

Program parameters (cont'd)



Incentives

- No incentives
 - Prizes unrelated to health care contributions
- Insurance premium reductions for enrollment only
 - Contributions to flex spending account for enrollment only
 - Contributions toward medical deductible for enrollment only
- Outcomes-based insurance premium reductions
 - Outcomes-based contributions to flex spending account
 - Outcomes-based contributions toward deductibles

LEVEL **1**

LEVEL **2**

LEVEL **3**



Data collection throughout program

- No data collection other than starting and ending HRA form
 - Scale set-up in a designated office or area where employees weigh themselves and send their results to the program coordinator
- E-mailable or printable templates that employees can fill out with their results and email or hand in to the program coordinator
- Digital diary: Password-protected portal, accessible via your organization's intranet, for employees to record their results over time (ie, diet, activity, weight loss)
 - Mini on-site clinic with health care professionals (HCPs) available to measure employees' results over time

Program parameters (cont'd)



Presentation of results

- Compare and analyze starting and ending HRAs and/or employee scale results to determine return on investment (ROI) and create a short PowerPoint presentation
- Compare and analyze the results of the HRAs/scale results and/or surveys/template results to determine ROI and create a short PowerPoint presentation
- Compare and analyze the data for the HRAs/scale results and/or survey/templates or the digital diary results to determine ROI and create a short PowerPoint presentation
- Publish a case study, leveraging your benefits manager, PBM, and EBC to help collect data from the start and end of the wellness program to determine ROI

Visit NovoNordiskWORKS.com for an interactive benchmarking tool that can help measure the success of your program

LEVEL **1**

LEVEL **2**

LEVEL **3**

Program components

Select any of the following initiatives you believe would make your wellness program an even greater success, regardless of whether they are labeled Level 1, Level 2, or Level 3. Components can be mixed and matched to work specifically for your organization and/or branch.



Activities and events

- Training courses/seminars on healthy living
- Kick-off event/health fair to introduce the program
- Personal health coaches and/or nutritionists available digitally^a
- Coaching/nutritionist telephone hotline^a
- Internal influencers: a team of motivational employees that can work to keep participants on track
- Monthly or bi-monthly group meetings to discuss best practices, challenges, etc
- Personal health coaches and/or nutritionists available on-site^a
- Kick-off event/health fair with HCPs to complete BMI screenings

^a Consider collaborating with your health plan on this initiative, as they may have recommendations or coaches readily available.

LEVEL **1** LEVEL **2** LEVEL **3**

Program components (cont'd)



Awareness collateral and giveaways

- Email templates
- Posters
- E-blasts

- Water bottles
- Portion plates
- Other: _____

- Intranet/digital advertising



Tools/literature

- Print pieces distributed throughout the program (healthy living tips, education, etc)

- Emails rolled out throughout the program (healthy living tips, education, etc)

- Printed table-tent/desk calendar
- Digital calendar that includes tips, goals, etc
- Interactive digital training modules

LEVEL **1** LEVEL **2** LEVEL **3**

Program components (cont'd)



Work environment

Small changes: walking meetings, taking the stairs

Vending machines/snack revamp^a

Fitness equipment lending library (ie, free weights, resistance bands, etc)^a

On-site group exercise offerings (ie, yoga, pilates)^a

Walking and/or standing desks available in a designated office or area^a

Cafeteria revamp to offer healthy options and encourage better eating (possibly by subsidizing healthy choices so employees pay less)^a

Off-site prescribing HCPs that are part of the wellness program and are willing to prescribe anti-obesity medications (AOMs)

On-site obesity clinic with prescribing HCPs that are willing to prescribe AOMs

^aWork with your colleagues to find vendors who can assist you with this initiative.

LEVEL 1

LEVEL 2

LEVEL 3

Program parameters

Congratulations, you have completed the selection portion of this interactive guide. Based on what you've chosen, here are the parameters of your wellness program:



Data collection process



Competition

Program parameters (cont'd)



Participation



Incentives

Program parameters (cont'd)



Data collection throughout program



Presentation of results

Program components

Based on what you've chosen, your maximized wellness program will include the following:



Activities and events



Awareness collateral and giveaways

Program components (cont'd)



Tools/literature



Work environment

Consider working with your EBC, health plan, or PBM to start implementing these initiatives to enhance your wellness program today.

Interested in learning more? Visit www.NovoNordiskWORKS.com