Healthiest Maryland Businesses Preliminary Evaluation Results

Maryland Health Quality and Cost Council
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Outline

- Overview of Evaluation
- Background on Maryland
- Results from websurvey, Healthiest Maryland Participants
- Preliminary Results – phone survey benefits managers
- Next steps

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Health of Marylanders

- Comparing Fulltime workers in Maryland vs. US (2009 BRFSS)
  - Very similar to U.S.
  - More likely to never smoke
  - More likely to have a drink in past 30 days
  - Similar Obesity, Exercise in past 30 days
    - Examine by race, age, gender and income shows no patterns.

Evaluation Plan

- Qualitative Phone interview of HR managers
- Analysis of Intake data
- Web Survey of HR managers
- Examine 3 Key Companies:
  - Focus Groups of Employees
  - Claims analysis of Employees
  - Web Survey of Employees
- Challenges:
  - Different stages of implementation
  - Company participation

HMB Intake Data

- Types of Businesses:
  - 30% Health Care and Social Services
  - 13% Professional Services
  - 13% Financial, Insurance
- Firm Size
  - <50 employees- 21%
  - 50 to 99 – 13%
  - 100-249 – 15%
  - 250-749 – 22%
  - 750 + - 29%

HMB Intake Data

- Senior management committed to health promotion (96% strongly agree/agree)
- Health and productivity strategies are aligned with our business goals (77%)
- All levels of management are educated regarding the link between employee health and productivity and total economic value. (76%)

HMB Intake Data

- Incentives support employee responsibility and motivate employees to stay healthy, reduce high risk behaviors, improve clinical measures, and/or adhere to disease management (63%).
- Encourage employee fitness, subsidize gym memberships and/or provide onsite fitness facilities, walking trails, and well lit accessible stairwells (21%).

HMB Intake Data

- Provide healthful food selections in our vending machines/cafeteria (60%)
- Almost all (96%) provide safe clean work environment.
- Employee leadership network supports our health management programs (54%).
- Offer Health Risk Assessments (HRAs) to all employees at least every three years with appropriate follow up and referral (48%).

HMB Intake Data

- Promote primary prevention (77%).
- Provide education about medical consumerism and self-care (63%).
- Provide health risk reduction programs or resources (69%).
- Provide disease management programs and/or resources targeted to conditions with high-cost productivity implications (47%).

HMB Intake Data

- Eighty percent of our workforce has participated in at least two company sponsored health promotion programs within the past three years, including a Health Risk Assessment (HRA) and health improvement or risk reduction program (29%).

What Does This Mean?

- More information needed on programs and implementation.
- Resources needed on:
  - Risk Assessment
  - Incentive programs
  - Education
  - Evaluation

Company A: Less Than 50 Employees

- Program for ~3 years.
- Goal to increase awareness among employees about their heath and to incorporate a healthier behavior in both, work settings and outside the office.
- Offers different options such as HRAs, challenges, healthy living program.
- Incorporates a “points program.” Employees accumulate points throughout the year. Receive financial incentives at the end of the year.
- Wellness committee, which meets on a monthly basis.

Company B:
50 - 99 Employees

- Extension of the services offered by the company.
- Employees were given a survey to know what the employees' interests, biometrics and different type of screenings collected for baseline.
- Each year, pursues different goals and designs between 5-6 programs tailored to achieve the goal.
- Offers financial incentives (between $50-100) for those who enroll and complete different wellness programs, among them, they have "don't gain" and "moving" challenges.

Company C:
100 – 249 Employees

- ~5 years
- Began thru contest for logo for wellness committee
- Evolved to a more comprehensive program that offers once a month wellness seminars.
- Wellness fairs in which employees are tested for cholesterol, glucose levels, BMI, etc
- Created a “wellness scorecard” which is tied to financial incentives.
- Participation is around 95%, and the main programs offered are weight control, stress management and tobacco cessation.

Success Stories

- Kent County Health Department
  - Chester River Health System (health center)
  - Brambles (construction)
  - Gillespie & Son (concrete and masonry)
- Wicomico County Health Department
  - K & L Microwave

Partner Testimonials

- Don Fry of Greater Baltimore Committee called Healthiest Maryland “a win-win for employers and their workforces.”

- According to Craig Thorne at Erickson Living, “I think Healthiest Maryland has a solid foundation which could serve as a great network for many people trying to 'do well' for their company by 'doing good' for their employees.”

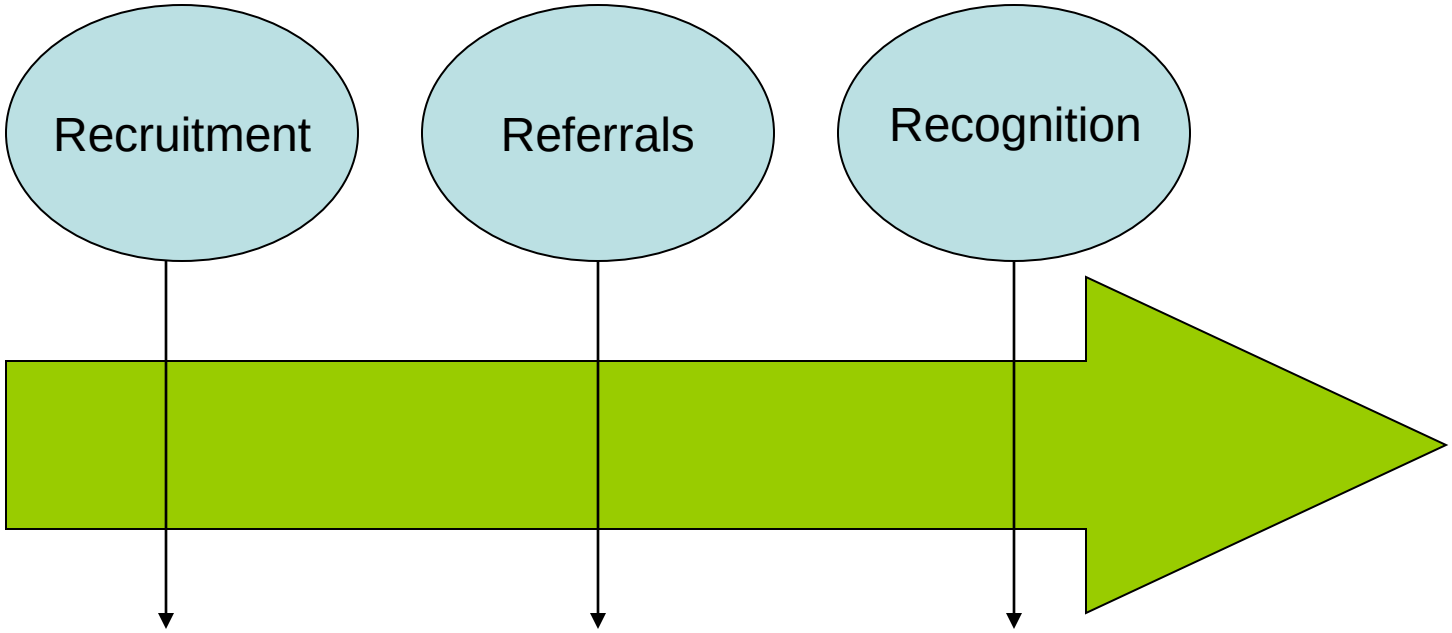
- In the Partnership for Prevention’s Leading by Example guide, Creating Healthy Communities through Corporate Engagement, McCormick and Company’s CEO Alan D. Wilson was quoted, “Our desire is for Healthiest Maryland to lead a successful, state-wide initiative creating a culture of wellness- an environment where we naturally make the healthiest choice.”

Next Steps
Enhance Evaluation

- Conduct web survey comparing participants and matched (size and type of firm) companies.
  - Goal: Compare Healthiest Maryland Businesses to other on wellness initiatives.
- Conduct key company analysis
  - Goal: Examine overall effect of worksite wellness and Healthiest Maryland's impact
  - Focus Groups of Employees
  - Web Survey of Employees
  - Claims analysis

HMB Update

Launched May 19th



Increased awareness of current wellness policies and opportunities for improvement

Resources and support are available to businesses- targeting minority employees

Honoring participating healthy organizations statewide

Improved Health

- Lower obesity rates
- Lower tobacco use rates
- Less CVD deaths

Next Steps
Healthiest Maryland Businesses Programmatic Enhancements

- Increase the recruitment of businesses
  - Hold a Southern Maryland launch
  - Identify additional opportunities for recruitment events

Next Steps
Healthiest Maryland Businesses Programmatic Enhancements

- Enhance technical assistance
  - Ensure a warm hand off between DHMH and supporting organizations
  - Increase number of supporting organizations able to provide technical assistance
  - Provide streamlined resources

Next Steps
Healthiest Maryland Businesses Programmatic Enhancements

- Enhance recognition of Maryland businesses who are leading by example
  - Partner with supporting organizations for recognition events
  - Solicit and disseminate success stories