



Wellness and Prevention Update:

Healthiest Maryland

Maryland Health Quality and Cost Council

Meeting 8: March 1, 2010

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Healthiest Maryland for All

A statewide movement to create a culture of wellness—an environment that makes the healthiest choice an easy choice through statewide policy and environmental change

- Healthiest Maryland Businesses
- Healthiest Maryland Communities
- Healthiest Maryland Schools



Healthiest Maryland Peer-to-Peer Campaign

Recruiting “grasstop” leaders across Maryland to complete an organizational health policy self-assessment

Referring them to appropriate technical assistance

Recognizing Healthiest Maryland partners for success



Evaluation Question #1

Is it feasible and efficient to encourage business leaders to implement workplace wellness programs via business professional organizations and the “bully pulpit” (i.e., Lt. Governor)?



Evaluation Question #2

Are Healthiest Maryland Businesses able to successfully implement workplace wellness policies and practices?



Evaluation Question #3

What is the impact of workplace wellness policies and practices in Maryland businesses on healthcare costs, employee productivity, and employee health?



Healthiest Maryland Businesses Evaluation Design

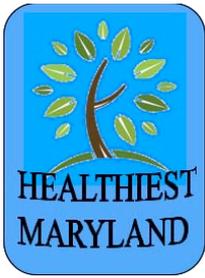
External evaluation in partnership with
academic institution

Methods

- Pre-Post Evaluation
- Case Studies

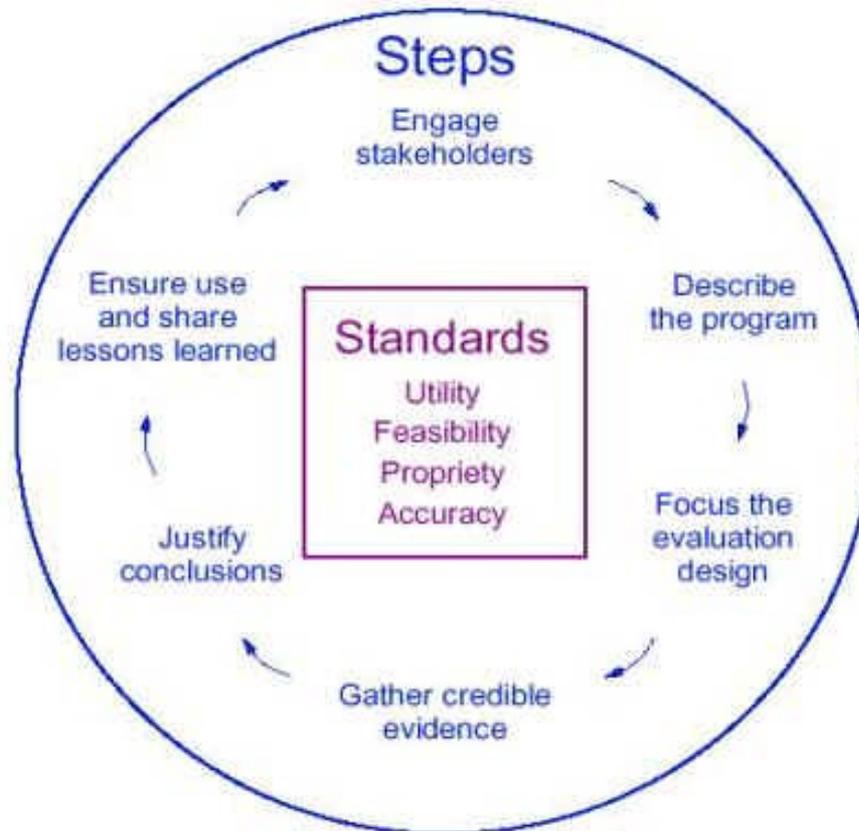
Measurement Tools

- Health Management Initiative Assessment

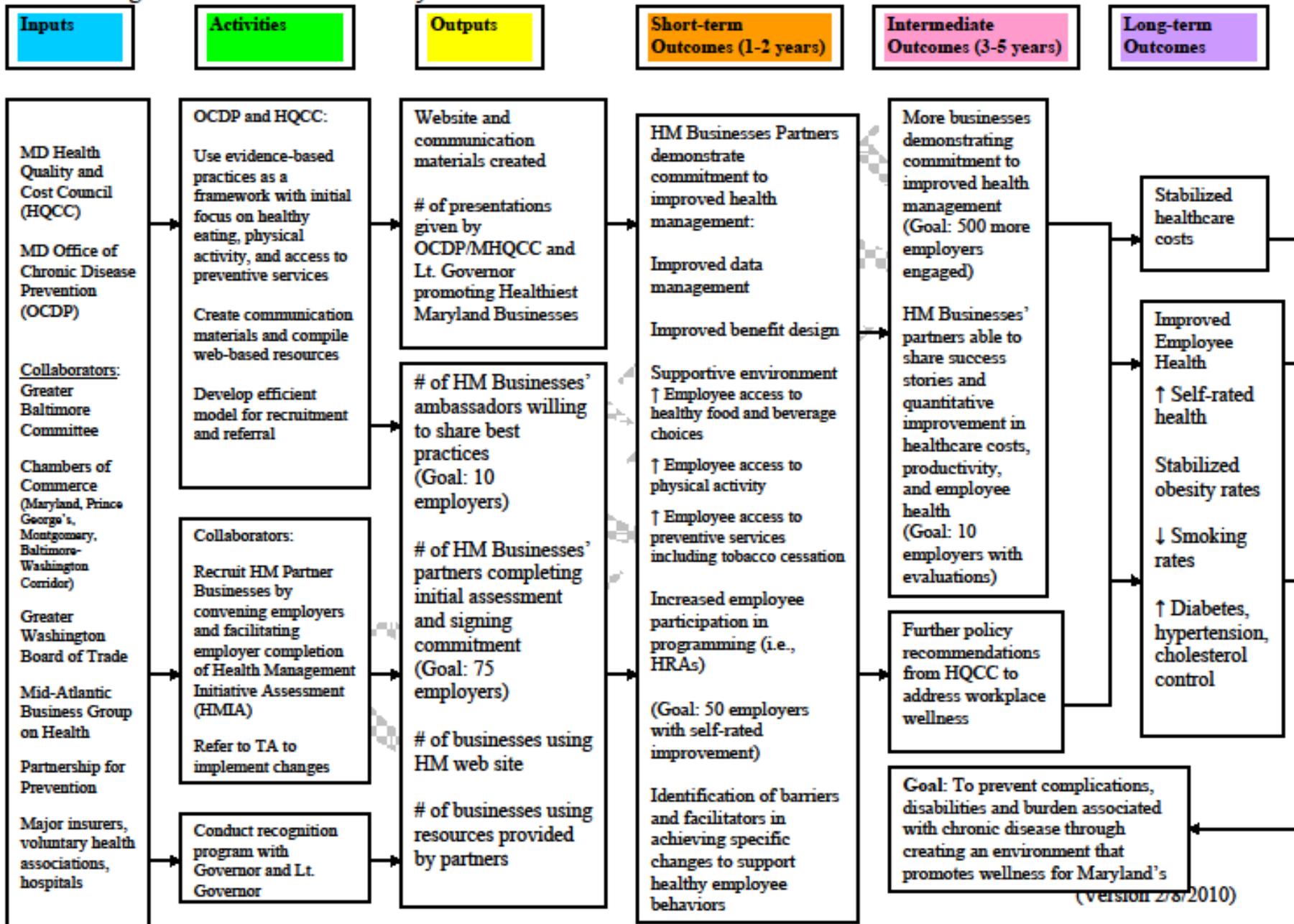


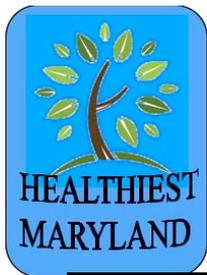
Healthiest Maryland Businesses Evaluation

CDC 6-Step Evaluation Framework



Logic Model for Healthiest Maryland Businesses





Healthiest Maryland Businesses

Summary of Goals

| | |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2010 | 75 businesses (including 10 Ambassadors) 50,000 employees |
| 2011 | 50 businesses with self-reported improvement |
| 2012- 2014 | 500 businesses 10 businesses with comprehensive evaluations of impact on healthcare costs, employee productivity, and health |
| Long-term | Improved Employee Health (↑ Self-rated health, stabilized obesity rates, ↓ Smoking rates; ↑ Diabetes, hypertension, cholesterol control); Stabilized healthcare costs |



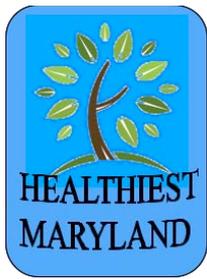
Recruitment of Businesses

Direct recruitment of C-suite

- Governor and Lieutenant Governor
- Ambassadors
- Chambers of Commerce (Greater Baltimore Committee, Greater Washington Board of Trade, Maryland Chambers of Commerce)
- Maryland Hospital Association

Indirect recruitment of C-suite via H.R.

- Mid-Atlantic Business Group on Health
- Insurance Providers



Healthiest Maryland

Health of workforce drives health of business

Return on Investment (ROI) \$3.50 to \$5.81
savings for \$1.00 cost

Well-known benefits include:

- Reduced health care costs
- Reduced employee absenteeism
- Increased employee productivity
- Improved employee morale & retention



Healthiest Maryland

Business Case - ABC Company

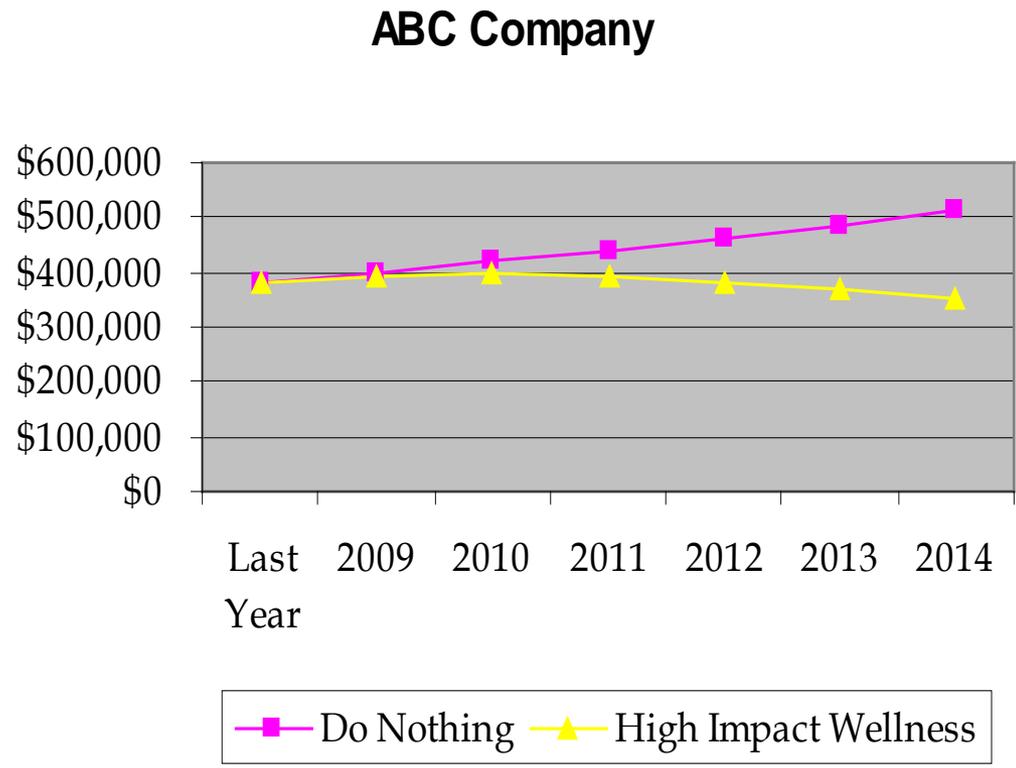
- Current Costs \$381,100
- Employees 100
- Cost Increase 5%
- Smoking 17%
- Obese 26%
- Smoking Target 14%
- Obese Target 23%



Healthiest Maryland

Business Case - ABC Company

| Year | Do Nothing | High Impact Wellness Program |
|-----------|------------|------------------------------|
| Last Year | \$381,100 | \$381,100 |
| 2009 | \$400,155 | \$392,655 |
| 2010 | \$420,163 | \$396,538 |
| 2011 | \$441,171 | \$390,115 |
| 2012 | \$463,229 | \$383,370 |



ROI calculator from Wellsteps:
http://www.wellsteps.com/resources/resources_tools_roi_cal_health.php



Referral to Resources

Healthiest Maryland web site, Chambers of Commerce, Mid-Atlantic Business Group on Health, Ambassadors will provide online resources and refer to

- Accredited wellness programs (NCQA, URAC)
- Voluntary health associations



Recognition

- Press release in April 2010 (soft launch) acknowledging Healthiest Maryland Ambassador businesses
- Employee Health and Fitness Day Healthiest Maryland event on May 19th (proposed launch)
- Capital for a Day