

Greater Tompkins County Municipal Health Insurance Consortium
Owning Your Own Health Committee
February 17, 2016
1:30 p.m.
Old Jail Conference Rm.

Agenda

1. Call to Order (1:30) Cook

2. Agenda Changes (1:30)

3. Approve Minutes of December 16, 2015 and January 20, 2016 Meeting (1:35)

4. Executive Director's Report (1:40) Barber
 - a. Board of Directors meeting
 - b. Newsletter
 - c. Worksite Wellness (Schiele)

5. Blue4U roll-out (1:55) Cornelius

6. Options to expanding Blue4U benefit (2:15) Barber

7. Committee Goals (2:25)
 - a. Branding/Logo
 - b. "Wellness Ambassadors"
 - c. Other Wellness Initiatives

8. Next Agenda Items (2:40)

9. Adjournment (2:45)

Next meeting: March 16, 2016 (tentative)

Owning Your Own Health Committee

Legislature Chambers

December 16, 2015

1:30 p.m.

DRAFT

Present: Ted Schiele, Don Barber, Debby Kelley, Jennifer Jones, Ashley Masucci, Leslie Moskowitz (arrived at 1:39 p.m.); Bev Chin (arrived at 1:42 p.m.), Beth Miller (arrived at 1:43 p.m.)

Call to Order

On behalf of Mr. Cook who was unable to attend, Mr. Barber called the meeting to order at 1:37 p.m.

Approval of Minutes of September 16, 2015

It was MOVED by Mr. Schiele, seconded by Ms. Jones, and unanimously adopted by voice vote by members present, to approve the minutes of September 16, 2015 as submitted. MINUTES APPROVED.

Executive Director's Report

Mr. Barber provided an update on actions taken since this Committee last met. The Board adopted the Blue4U program as the wellness component for the Metal Level plans and approved the addition of three new participants: Towns of Virgil, Truxton, and Marathon, effective January 1, 2016. The Municipal Cooperative Agreement has been adopted by the Board and the approved by the Department of Financial Services.

Ms. Chin arrived at this time.

He reported on the Recertification process and said of the approximate 2,300 contracts the Consortium has there are 1,208 that have family components. Of those, 57 family members were found to be ineligible and have been removed. This represents 4.2% with an approximate annual savings to the Consortium of \$180,000. Mr. Barber also reported the Joint Committee on Plan Structure and Design has appointed new leadership. Phil Vanwormer has been elected Chair and Jim Bower was selected to fill the vacant labor seat on the Board of Directors (Olivia Hersey remains the other labor representative on the Board).

Mr. Barber reported on the Mission and Vision Statement process and said a number of people provided input that was used to develop a draft Mission and Vision Statement that will be circulated to committees for input with the intent for the Board to adopt at its March meeting.

He stated the Executive Committee has directed him to develop a quarterly newsletter; he will begin with describing what the Consortium is about and will use the newsletter as an opportunity to market the Consortium. He encouraged members to contribute to the content and Mr. Schiele stated he has experience with newsletters and offered to help with this.

Worksite Wellness Program

Mr. Schiele said the Worksite Wellness Coalition held its first meeting in early November and had a good number of people in attendance from approximately six organizations. The next meeting will be January 14th; anyone interested in being on the mailing list should let him know. At that meeting there will be a presentation by Frank Towner about the YMCA and services it

provides. It is also a networking opportunity for people to support one another and efforts to maintain wellness programs at worksites in addition to coming up with new ideas. The Coalition meets on the second Thursday of every other month.

Flu Clinic Update

Ms. Masucci distributed statistics as a result of the 2015 Consortium-funded flu clinics that ProAct administered. There were clinics held at six different locations with a total of 12 hours scheduled with ProAct. There were 220 members who signed up and a total of 243 vaccinations provided at the clinics. This does not include the number of flu vaccines that were obtained at an in-network pharmacy which was new for 2015. The total number of those additional vaccinations was 259 which were processed as a prescription drug claim. There was no cost to the members for these flu vaccinations that included all of the various strengths of vaccines.

Ms. Masucci spoke of marketing and the registration process and said information was provided through the Consortium e-mail and website and information was disseminated to employees by the health benefit clerks. ProAct handled the scheduling of appointments for flu clinics. She said from a help desk perspective the scheduling process was smooth but she did receive feedback that some members missed being able to sign up with their employer.

Ms. Moskowitz suggested that next year there be an evaluation form to provide to members who received the vaccines. She also noted the City Department of Public Works lost a site because it did not meet the minimum numbers to hold a clinic. She asked for a breakdown of the numbers of people who received a flu shot at a pharmacy by entity to see if members took advantage of clinics being offered at different locations. Ms. Masucci said she would look into this and try to get the information at least for the City of Ithaca.

Marketing of Metal Level Wellness Plan (Blue4U)

Mr. Barber said the Towns of Virgil, Truxton, Marathon, Ithaca, Willet, and Caroline, and the Village of Homer and Tompkins County (including TC3), have the wellness component available to them. He asked what role the Consortium should have in promoting or marketing the wellness component.

Ms. Miller said she has a conference call tomorrow with Interactive Health Solutions (IHS) to talk about ways to engage the group and push the program out to members. Because there are a low number of people enrolled throughout the Consortium she said information will be handled on a mailing basis to individuals. Because of the expense IHS has a minimum of 25 enrollees in the program to have someone on-site to perform a blood draw. As she starts to receive information from IHS she will share it with Mr. Barber.

Ms. Moskowitz asked if Mr. Barber was referring to marketing the program to people who have the benefit or to others as well. He responded that in the beginning the attention should be on marketing to those who have the benefit; however, as discussed at the last meeting this is a benefit that could be added to any of the Consortium's plans. Mr. Schiele asked if that would have to go back to bargaining units. Mr. Barber said it would but didn't see any problem because it would be adding a benefit which typically doesn't cause any pushback.

Mr. Schiele spoke of confusion he has witnessed over how this is billed and said at times there has been confusion and misunderstanding over how people are thinking about this. Ms.

Miller noted the program, although available through a Metal Level plan, is a volunteer program. Mr. Schiele said it is important that when it is presented to employees that it be done carefully. Ms. Moskowitz spoke of the importance in promoting to targeted audiences; Mr. Schiele said although he understands targeting a specific audience, having one or two targeted mailings will not be sufficient to make people understand what is available and there needs to be a variety of ways to reach members. He agrees it should be promoted and said the more it can be promoted to everyone the more people who don't have it will ask for it. He spoke to a suggestion that was made to have benefits managers promote the program and said there should be additional promotion and marketing.

Mr. Barber said one of the most effective ways to market something is to sit down with someone and said it may be worthwhile for the Consortium to make sure that benefit clerks for those municipalities that have this benefit are aware and are knowledgeable of it. This could be done in conjunction with IHS as they would be the actual provider of the service.

Mr. Schiele asked what the premium difference would be in adding the wellness component to a premium other than the metal level plans since it is already built into those plans. Mr. Barber said this will be included in the information that will be presented at the Consortium Retreat in May.

Mr. Barber asked Ms. Miller if it is possible for the Consortium to track in aggregate numbers the participation in the Blue4U program. Ms. Miller will ask IHS when she speaks with them.

Following a question by Mr. Schiele if there would be a way for members to explore the Blue4U website to get a sense of the services included Mr. Barber suggested it would be a good idea for the Committee to receive a presentation on the program and suggested at an upcoming meeting that Ms. Miller sign on to the program and show members the website.

Mr. Barber said the Committee recognizes that IHS and Excellus will be pushing this program out to members who have it available and the Consortium will work with benefit clerks to see if they would like any additional information that would help them to become more knowledgeable about the program as they reach out to inform members about the availability of the program.

Committee Goals

The following goals were suggested for the Committee for 2016.

- Increase participation by labor and Board of Directors and train them to be ambassadors back to their organizations;
- Continue with the idea of promoting the culture of preventative health for the well-being of members;
- Discuss and develop a plan for what will be done with the wellness survey results;
- Come up with another preventative health activity;
- Branding: logo and newsletter – input and strategy;

This list will be included in the next agenda for further discussion and refinement.

Owning Your Own Health Committee
December 16, 2015

2016 Meeting Schedule

The Committee agreed to continue meeting the 3rd Wednesday of each month at 1:30 p.m. in 2016.

Next Agenda Items

The following items were suggested for inclusion on the next agenda:

Continued discussion Committee goals

Adjournment

The meeting adjourned at 2:40 p.m.

Respectfully submitted by Michelle Pottorff, Administrative Clerk

Owning Your Own Health Committee

Legislature Chambers

January 20, 2016

1:30 p.m.

DRAFT

Present: Ted Schiele, Don Barber, Leslie Moskowitz, Bev Chin, Ken Foresti (via conference call)

Call to Order

On behalf of Mr. Cook who was unable to attend, Mr. Barber called the meeting to order at 1:35 p.m.

Approval of Minutes of December 16, 2015

Due to low attendance the minutes of the December 16, 2015 meeting were deferred to the February meeting.

Executive Director's Report

Mr. Barber said members received a copy of the draft Mission and Vision Statement that has been circulating for review and called attention to the wording: "The Consortium promotes a culture of preventative health care for the well-being of its members". He stated the Board will consider approving the Mission and Vision Statement at its January 28 meeting.

He reported the Executive Committee has directed him to prepare a newsletter and he will be utilizing resources from Hope Health that Cornell University uses. He will be reviewing and using information from its website that he feels would be useful to the Consortium. He has also met with Marcia Lynch, County Public Information Officer, and a student at the Park School of Communications at Ithaca College and they will be helping to support the effort. He clarified that it will be a Consortium newsletter that will be issued quarterly in both a paper and an electronic format. The overarching goal is to provide a regular communication tool for Consortium to help people become aware of what the Consortium is about as well as an opportunity to provide healthcare tips. He asked for members of the Committee to help prioritize what goes in the newsletter and provide input on how it should be introduced. He will be considering different methods of distribution to ensure the newsletter reaches the greatest number of members possible. Mr. Schiele suggested making the newsletter available in a .pdf format which will allow people to easily print the document.

Mr. Barber reported he will be talking with the Executive Committee about getting more participation on this Committee by labor and the Board of Directors. He announced Ashley Masucci, the Consortium's ProAct representative, has announced she will be leaving the company. At this time a replacement has not been named.

Wellness Survey

Mr. Barber provided an overview of the wellness survey results, stating there were 88 surveys returned from six employers (Tompkins County did not participate). All of the respondents appreciate the value of being well and agreed that wellness depends on their choices. The top five wellness activities that members felt would be of value were (in order): incentives to improve health, activities (fitness classes), diet information, stress management, and biometric screening, and all had at least 50% of the respondents state these are important.

In discussion of which items this Committee could impact Mr. Barber stated diet information could be provided in the newsletter; stress management could be supported by providing information on programs such as the Blue4U program, and biometric screening is provided through the metal level plans and consideration could be given to lobbying that as a benefit for other plans. Mr. Schiele said he had previously asked what the premium change would be as a result of adding this benefit to other plans and Mr. Barber said this will be included in the discussion planned for the upcoming retreat that will focus on premium rate development.

Mr. Schiele questioned if this is something this Committee would try to promote or try to educate municipalities on the value of creating a wellness program which builds a culture of wellness. Mr. Barber said this Committee recommended that each municipality adopt a wellness policy resolution and the Board of Directors then made that recommendation to all of its partners. Mr. Schiele said although that has been passed by the Board it doesn't mean it has been implemented by municipalities and asked what the status of that is. Mr. Barber said he makes this part of his presentation when he meets with municipalities and only about five have adopted a wellness policy.

Ms. Moskowitz said she had envisioned this Committee facilitating a wellness activity that municipalities could take part in and used the flu clinics as example of an effort that was successfully led by the Consortium for its members.

Mr. Barber noted from the survey results the majority of responders recognize the value in knowing biometric numbers and in the City 34 of the 40 responders said they would be interested in getting their numbers at work. The majority of responders were also interested in employer wellness programs. He said he learned that the YMCA will work with worksites to help employers. A role for the Consortium could be to bring wellness stewards together to provide an understanding that the program is available; it would then be up to a municipality to fund a program.

The last question asked related to what challenges workers face when making a commitment to wellness and a large response related to time pressures. Mr. Barber said this may be an opportunity because a lot of things one does for their health doesn't take additional time, it just requires a person to do things differently. A question was asked if the Consortium could negotiate a lower rate with area health and wellness facilities and Ms. Chin said this is very difficult to do. Ms. Moskowitz said over the years people have found the cost of joining a program to be very prohibitive for people joining. It was stated that most plans do not include a reimbursement and Mr. Barber said he has spoken before about value on investment. He thinks this is the kind of language that can be shared with employers because thinking about the value to employees is how this can be sold. The municipal environment is unlike others because employees tend to continue working through to retirement and the employer pays for their health care costs for the remainder of their life.

It was suggested that that the newsletter could promote the Blue4U program. Mr. Barber said the third quarter newsletter will contain information on the metal level actuarial value because all of the metal level plans will change the employee's contribution for 2017. This may be an opportunity to talk about the Blue4U program.

Mr. Barber asked members for input on whether consideration should be given to using Facebook as a marketing tool. Mr. Schiele said he has given thought to this as he is trying to get the Health Department to use a Facebook page. If it is going to be used to promote and build loyalty there needs to be continuous posting of information. He stated that information can

be pulled in from a number of sources and software can be used to pre-load information. Mr. Schiele said one barrier the Health Department has encountered has been establishing who has access to posting information. There was consensus that a Facebook page would be a good way to share information, success stories, and to link members together and should be considered at a later time once the branding process and newsletter has been put into place.

Mr. Barber said the Executive Committee has given its approval to moving forward with developing a new logo for the Consortium and invited members to provide input into a process. Mr. Schiele said the contest was originally built around an entire marketing program but he thinks a contest for a logo would be fine, particularly if accompanied with the Mission and Vision statement. Members of the Consortium could be involved by participating in developing a logo or by voting on logos that had been created. Members favored having members vote on designs with the Board of Directors having final approval. Mr. Barber said he will speak with Kate Clarke to see if this is something Ithaca College students would be willing to work on.

Mr. Barber discussed plans for the newsletter and said preventative health care will be introduced in the first issue. He asked for suggestions for future newsletters. Ms. Moskowitz suggested explaining the role of this Committee, providing general information about what wellness is, and including testimonials or personal stories of an individual's success in becoming healthier. Mr. Schiele suggested including information on the wellness survey results.

Mr. Barber said there are eight municipalities that have adopted metal level plans and he would like to create a conference call with Excellus and benefit clerks to explain the Blue4U program. Mr. Foresti provided information on what information would be exchanged during the call and said he and a representative from Interactive Health would explain a detailed plan for rolling out the program and sharing marketing materials. Mr. Barber will be encouraging benefit clerks to reach out to their employees to make sure they have read the information and to ensure that Interactive Health can make contact with them if they are interested.

Next Agenda

The following items will be included on the next agenda:

Identifying ambassadors at different municipalities;
Continued discussion of the newsletter; and
Committee goals

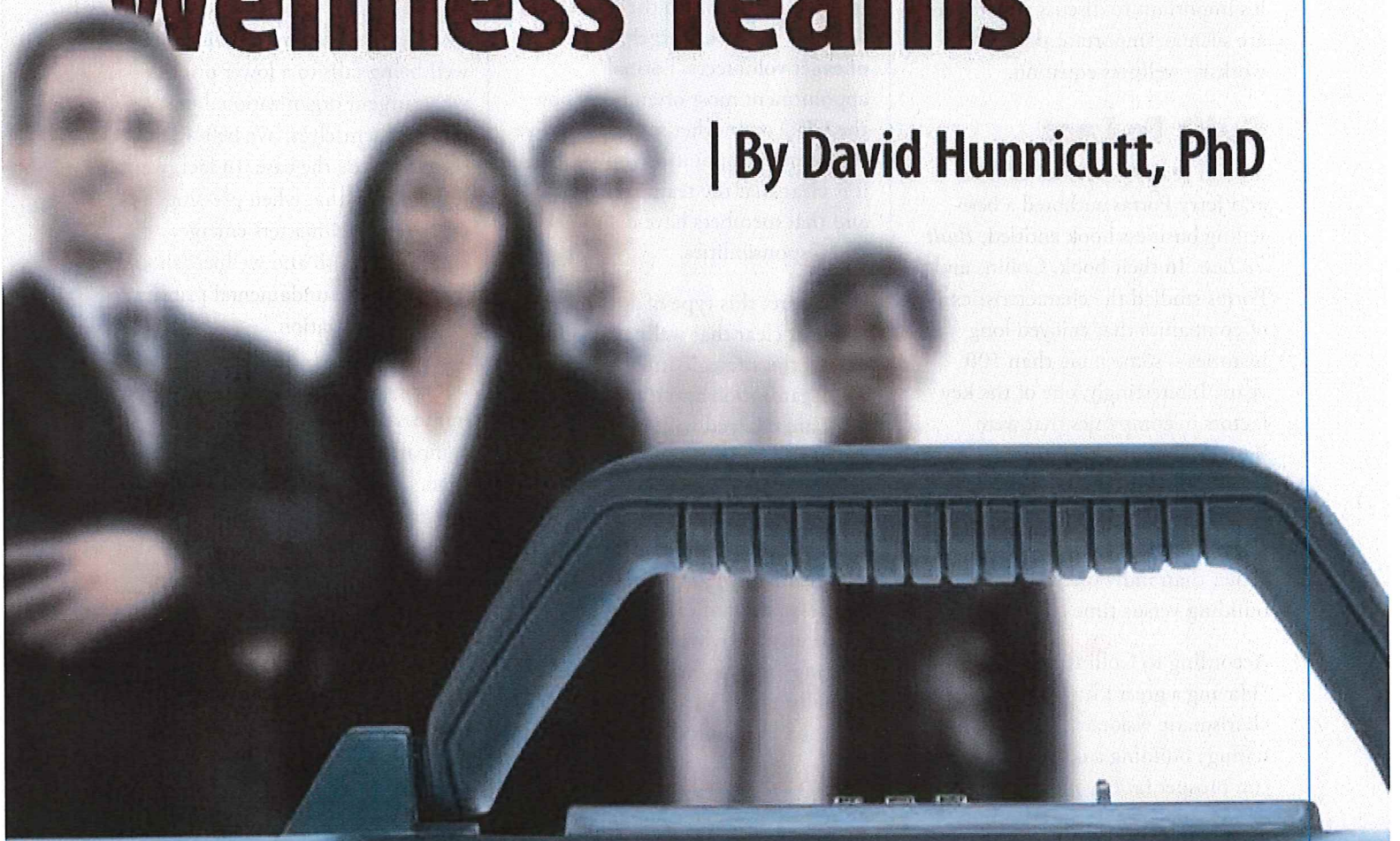
Adjournment

The meeting adjourned at 2:40 p.m.

Respectfully submitted by Michelle Pottorff, Administrative Clerk

The 10 Secrets Of Successful Worksite Wellness Teams

| By David Hunnicutt, PhD



**WELLNESS TEAM
CONFIDENTIAL**

When it comes to building results-oriented wellness programs, teams are a big part of the equation. In fact, teams comprise the second critical benchmark of success in the Well Workplace process. In this article, we'll share the 10 secrets of successful worksite wellness teams.

But before revealing these 10 secrets, it's important to discuss why teams are such an important part of the worksite wellness equation.

Built To Last

Several years ago, James Collins and Jerry Porras authored a best-selling business book entitled, *Built To Last*. In their book, Collins and Porras studied the characteristics of companies that enjoyed long histories—some more than 100 years. Interestingly, one of the key factors in companies that were literally “built to last,” was a reliance on teams rather than on individuals. Collins and Porras referred to the phenomenon of investing in teams rather than individuals as clock building versus time telling.

According to Collins and Porras, “Having a great idea, or being a charismatic visionary leader is ‘time telling’; building a company that can prosper far beyond the presence of any single leader and through multiple product lifecycles is ‘clock building.’”

Not surprisingly, we found that teams are also a critical part of the longevity factor in results-oriented worksite wellness programs. After studying successful wellness initiatives for the last 20 years, there's no question that the great ones rely heavily on teams.

The 10 Secrets Revealed

Secret #1: Team Members Are Formally Appointed

The first secret of successful worksite wellness teams is that team members are formally appointed to serve. This is in stark contrast to the idea that wellness teams are largely comprised of eager volunteers. Formal appointment most often occurs by the CEO or another senior executive. By formally appointing individuals, it is clear that the team is important and that members have definite roles and responsibilities.

To be sure, this type of appointment makes it clear that wellness is a key part of the strategic functioning of the organization and that those who serve are charged with overseeing the health and well-being of the employee population—despite any other priorities which may emerge. Indeed, when a company's wellness team is made up of volunteers, the wellness program can often fall to the wayside when other “more pressing” matters boil up. By formally appointing wellness team members this will never be the case.

It's also worth mentioning that while most people who are appointed to the wellness team are excited and eager to serve in this vital capacity, it's important to understand that this is not always the case. Indeed, it has been our experience that formal appointment sometimes means recruiting individuals who most likely would not have come forth voluntarily. Nevertheless, formal appointment is the first secret of any successful worksite wellness team.

Secret #2: Team Members Have Wellness Written Into Their Job Description

In addition to formal appointment, the second secret of successful wellness teams is that their members have health promotion responsibilities written into their job descriptions. In so doing, there is nothing left up to chance. Too many times, employee health and well-being falls to a lower priority when urgent organizational matters present themselves. We believe this should not be the case. In fact, we feel strongly that when pressing organizational matters emerge, employee health and wellness should still remain a fundamental priority for the organization.

For example, we have heard a number of horror stories where companies went through turbulent waters and, as a result, the wellness program was jettisoned. But isn't this the time that wellness is most needed within an organization? By having wellness responsibilities written into a team member's job description, there will be no possibility for confusion as to what the priority is at the individual or organizational level.

Please don't misunderstand the intent here. Our experience has been that successful wellness teams have members who have health promotion as a part of their job description. We are not implying that wellness team members need to have full-time responsibilities for wellness. They should however, have some part of their time allocated to protecting the health and well-being of the organization's most valuable asset.

Secret #3: The Wellness Team Is Promoted Throughout The Organization

The third secret of successful worksite wellness teams is that the group as a unit is widely promoted throughout the organization.

This is important for several reasons. First, by promoting the wellness team, all employees will see that worksite wellness is an organizational priority—so much so that a team of people has been appointed to address this topic.

The second reason is so that employees will see that these individuals are there to help, support, and assist them—not identify the unhealthy so that they can be terminated. Effective promotion of the team ensures not only who serves, but what approaches the team is taking to advance health within the organization.

Finally, regular promotion of the wellness team is critical as it gives team members a sense of importance in that their roles are made known to the organization at large. This helps not only in keeping present members engaged, but also creating a desirable profile for others so that they may aspire to one day be appointed to this team.

By regularly and effectively promoting the wellness team, organizations can take enormous strides in ensuring that team members feel important and, at the same time, employees at all levels support and believe in the group's efforts.

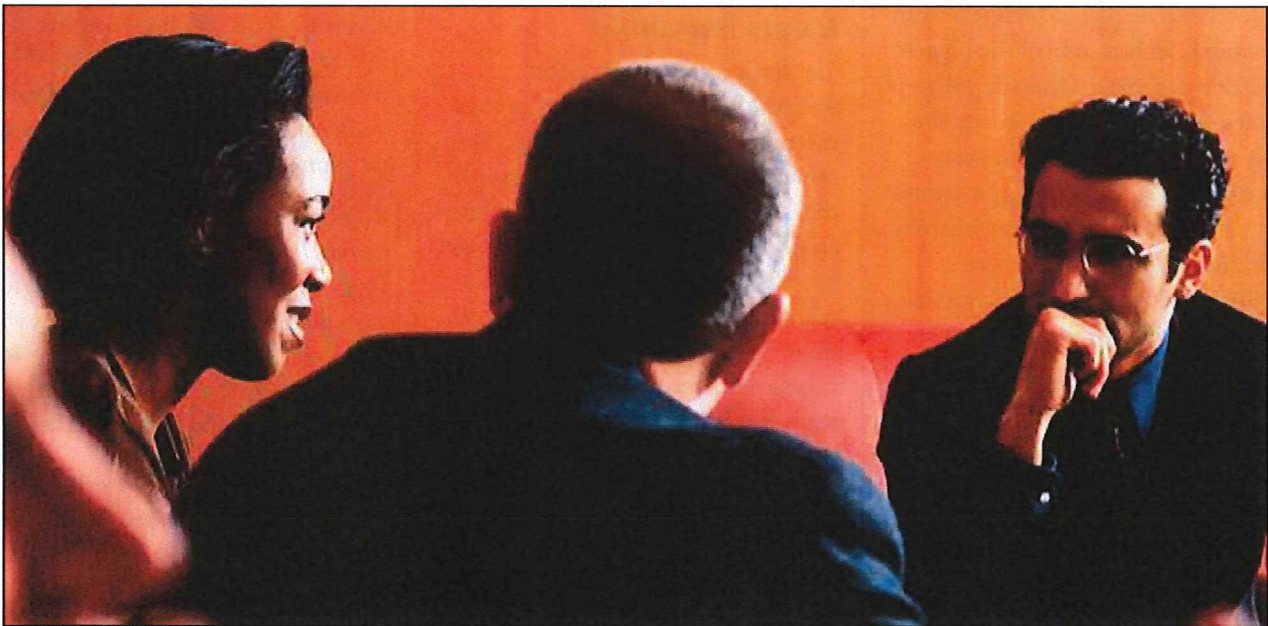
Secret #4: The Wellness Team Has Strong Leadership

The fourth secret of successful wellness teams is strong leadership. In fact, in many instances, the quality of the team leader is often

the key ingredient in creating a healthy and functional team. Specifically, strong leadership is characterized by vision, energy, altruism, a spirit of inclusiveness, and a desire to help others.

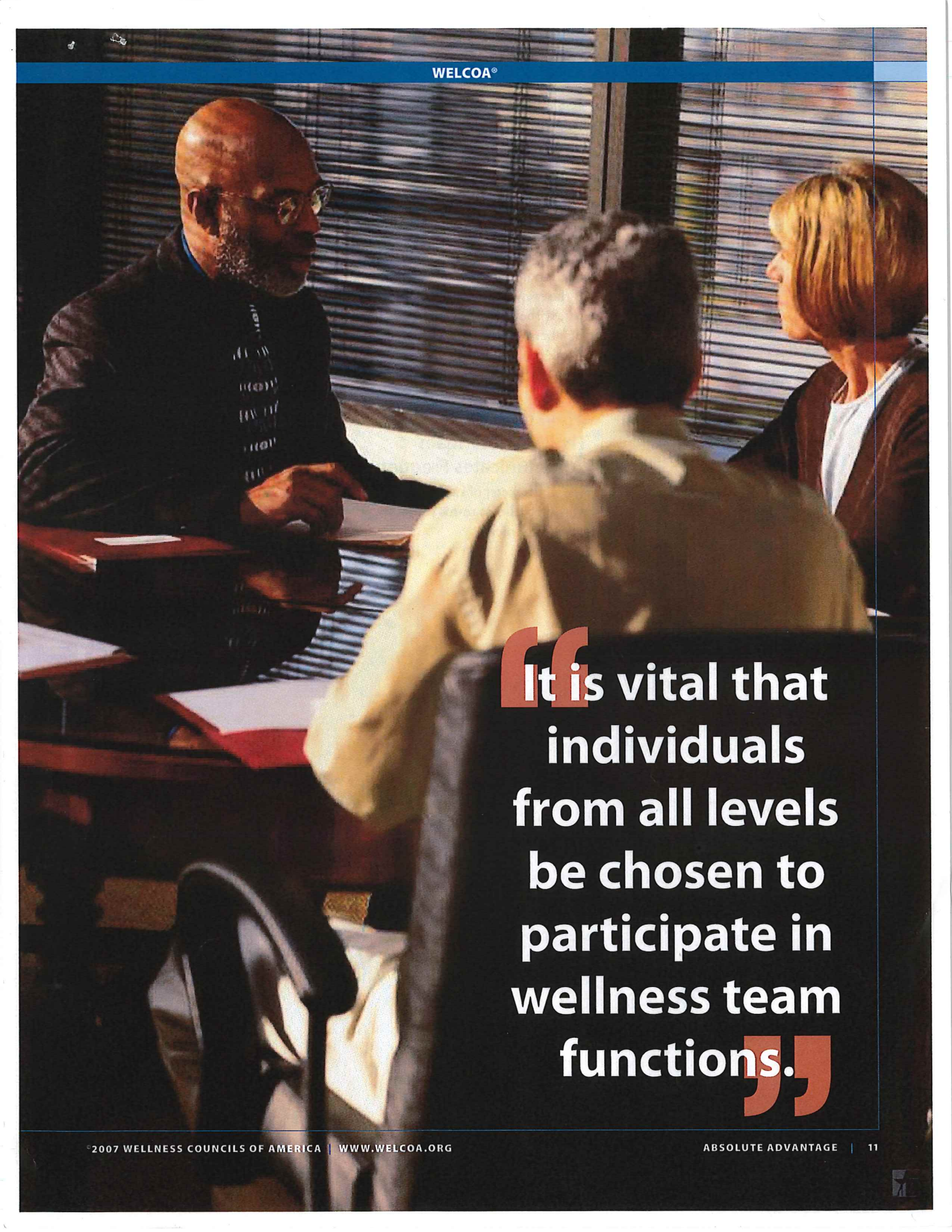
Believe it or not, when it comes to developing an organizational wellness team, this is one ingredient that is routinely overlooked. In fact, we have witnessed serious struggles within organizations when leadership was not clearly established from the start. However, once this element was put into place, the team was able to work effectively and cohesively.

When looking for a team leader, it is important to note that the individual doesn't necessarily have to have a background in health. They must, however, be able to establish an agenda, manage a variety of different personalities, define priorities, meet goals and deadlines, motivate others, and communicate effectively with all of the organization's constituents.



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“It is vital that individuals from all levels be chosen to participate in wellness team functions.”

Secret #5: The Wellness Team Includes People From Different Areas And Levels

The fifth secret of successful worksite wellness teams is diversity. By diversity, we mean that the team includes people from many different areas and levels throughout the organization. For example, it is important to have formal representation from core strategic areas such as human resources, benefits, safety, occupational health, finance, information systems, operations, and organized labor just to mention a few. To further encourage broader representation, many companies are choosing to include their insurance providers and benefits administrators as well.

In addition to having broad representation from various areas throughout the organization, it is also necessary to have individuals at all levels participate in wellness team functions. In fact, one of the biggest mistakes organizations make when it comes to wellness teams is that they only include executives from the upper echelon. In so doing, it creates an “us vs. them” impression whereby frontline employees think that wellness is only something reserved for the organization’s elite.

To counter this impression, it is vital that individuals from all levels be chosen to participate in wellness team functions. This means that frontline employees and senior executives will be seated next to each other as co-members of the organization’s wellness team. Oh, and by the way, it’s essential not to exclude middle managers as they are generally the catalyst to adoption.

It is also worth mentioning that it’s generally not a requirement that all members of the team be in perfect health. By including individuals of different health status, the organization takes important steps toward embracing individuals at all levels of the wellness continuum.

Before closing out this secret, we should take an opportunity to address a commonly asked question: “How big should the wellness team be?” Interestingly, there is no right answer to this question. However, we recommend that the wellness team be big enough to be representative of the organization as a whole, but small enough to be manageable. Specifically for large companies, it’s not uncommon to have wellness teams that range in size from 14-20. In smaller companies, four to seven will usually suffice.

Secret #6: The Wellness Team Meets Regularly

The sixth secret of successful worksite wellness teams is that they meet regularly. By regularly we mean monthly or bi-monthly. However, as the wellness imperative grows within an organization, it is not uncommon for teams to meet every other week. Although there is no set timeframe that will determine overall success, it has been our experience that teams that meet less than monthly generally have agendas that aren’t urgent and priorities that don’t get accomplished.

An interesting observation that has emerged in monitoring successful wellness teams is the reality that cohesive and well-functioning teams definitely have a rhythm. And this rhythm is established

and nurtured through regular face-to-face meetings. Certainly it is unreasonable to think that every team member will make it to every meeting. However, it is not unreasonable to think that the vast majority of team members will take part—especially if it’s written into their job descriptions.

Secret #7: The Wellness Team Has A Formal Agenda

The seventh secret of successful worksite wellness teams is that they have formal agendas which drive their meetings. Plain and simple, agendas focus and clarify the group’s collective consciousness. Without an agenda, the team will struggle at some point in their existence and, more likely than not, team members will lose interest.

When establishing an agenda, it is important to make sure that all members of the team are at some point meaningfully involved in the execution of it. Without routine and regular involvement from all members, the team will struggle and could ultimately get sidetracked with personnel issues.

To be effective, the agenda should be developed well in advance of the upcoming meeting and circulated to each member ahead of time. This will allow team members to have time to review, prepare and think through each item before coming together.

Make no mistake; developing an agenda for each meeting is a critical part of the overall success of a results-oriented wellness team. And, by meeting regularly, agendas can be brief and manageable rather than bogged down with dozens of items and not enough time to get through them.



Secret #8:
The Wellness Team
Keeps Minutes

The eighth secret of successful worksite wellness teams is that they keep meeting minutes. To many, taking and managing minutes from the meeting often seems like a nuisance task. However, thoughtful minutes will be extremely useful to record and monitor the team's activity and progress.

Meeting minutes should be circulated shortly after the conclusion of the meeting, and also

should be representative of what happened during the team's time together. To be even more effective, some companies will send out the meeting minutes with the agenda for the next session.

In addition to providing a useful record of the team's progress, meeting minutes will be essential in the event of team turnover. In fact, without meeting minutes, new members will struggle to discern the team's position on wellness and its immediate and long-term priorities.

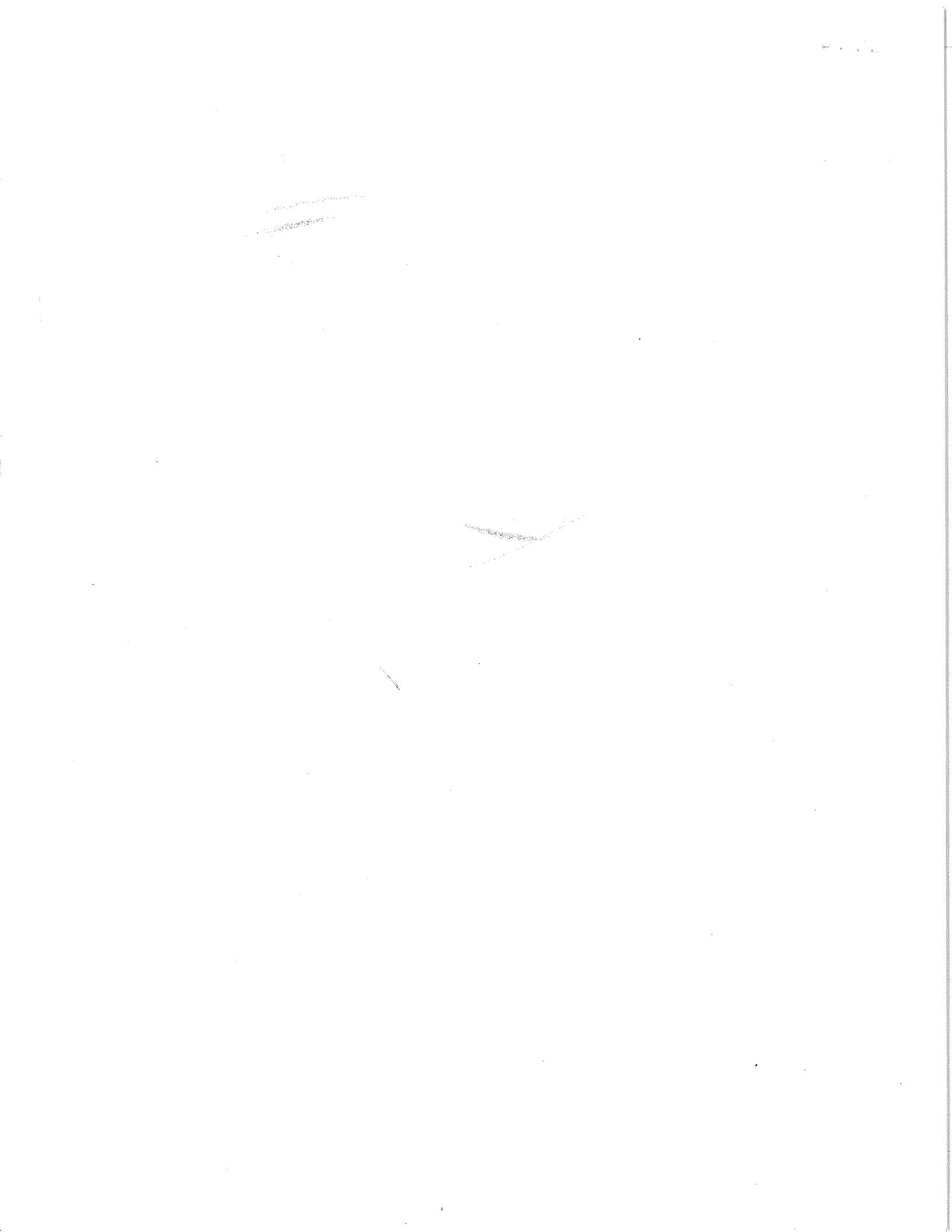
Secret #9:
The Wellness Team
Communicates Frequently

The ninth secret of successful worksite wellness teams is that they communicate

frequently. Remember, if established appropriately, the wellness team is the epicenter of health within the organization. By communicating frequently, the wellness team has a unique opportunity to educate and inform the rest of the organization about their health and the specific individual and company-wide priorities that surround this initiative.

Initially, it is not uncommon for wellness teams to spend time developing and communicating the organization's overall wellness philosophy. In addition, the team must communicate specific information as to how each and every employee can get involved. Many times teams overlook this basic approach to communication. In so doing, they severely





underestimate what it takes for people to embrace wellness within the organization. And without proper communication, the overall acceptance rate for wellness within the organization will remain low.

To counter this, successful wellness teams communicate frequently.

Secret #10: The Wellness Team Participates In Continuing Education

The final secret of successful worksite wellness teams is that they

participate in continuing education. Because team members come from many areas of the organization, it is important to think about a continuing education agenda. This agenda will ensure that team members are sufficiently educated with respect to worksite wellness and employee health improvement.

Ten years ago, this was a nightmare for existing wellness teams because continuing education opportunities did not exist. Today, much has changed, and continuing education opportunities are plentiful. Specifically, continuing education

opportunities can take the form of guest experts who present to team members. This is both a cost-efficient approach to continuing education and a great way to keep the wellness team meetings fresh and different.

In addition to in-service presentations, wellness teams can also attend conferences. Conferences may be local, regional, or national, and may encompass half-days, full-days, or multiple days. With the advancements in telecommunications, many teams have contracted with national experts to deliver important content via the phone and/or Internet—the learning takes place in the comfort of their own facilities.

It's also not uncommon for team members to receive subscriptions to wellness publications that can help them advance their understanding of workplace health and productivity management.

Whatever the form, it's critical that teams establish a learning agenda for all of their members if they expect to be successful.

The 10 Secrets

Worksite wellness initiatives can improve health and contain costs. However, in order to be effective, health and productivity management initiatives need to be built properly. At the core of the process is the idea of developing a cohesive team. By implementing the 10 suggestions highlighted in this article, you will take important strides to building a best-in-class wellness program. ★



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Suggested Citation: Hunnicutt, D. (2007). *10 Secrets Of Successful Worksite Wellness Teams*. WELCOA's *Absolute Advantage* Magazine, 6(3), 6-13.

By communicating frequently, the wellness team has a unique opportunity to educate and inform the rest of the organization about their health and the specific individual and company-wide priorities that surround this initiative.



Welcome

We're excited that you are taking part in the Blue4u comprehensive wellness program sponsored by your employer (or your spouse's employer) through Excellus Blue-Cross Blue Shield (BCBS) and Interactive Health. Interactive Health is the premier wellness company, with a 20-year track record of empowering individuals to take control over their health.

Returning Users

User ID: (Forgot User ID?)

Password: (Forgot Password?)

[Sign In](#)

[I can't remember my User ID or Password](#)

First Time Here

Congratulations! You're about to take the first step on a journey to better health. Think of this website as your personal resource to help you make informed decisions leading to a healthier lifestyle and achieving your wellness goals.

[Learn More](#)

New Users

Please enter your Patient or Sponsor code:

[Start](#)

If you do not know your Patient or Sponsor code, please refer to the program marketing provided to you. Or, you may contact us between the hours of 9:00am - 6:00pm (Central) at (800) 840-8100 and select Option 1.

11

HEALTHY LIFE

Food mood
sleep & rest exercise

Healthy Eating on a Budget

Eating healthy doesn't have to be expensive. This presentation will cover tips to make healthy choices while staying within your budget. You will discover how much you could be saving, get tips for making healthy, low cost meals, tips and tricks

Date: September 17, 2015
Time: 12:09 PM Central

A recorded version of the presentation will be made available. View Webinar Archive

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Upcoming Webinar

Metabolic Syndrome

Symptom Checker

What is Metabolic Syndrome?

Learn More

Not feeling 100%

Click here to check your symptoms.

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Lab Report - April 20, 2015

Imprimir Informe de Laboratorio

Test Name	In-Rng	Out-Rng	Unit of Measure	Reference Range
Cholesterol, Total	165		mg/dL	100-199
Triglycerides		198	mg/dL	0-149
HDL Cholesterol	47		mg/dL	>39
According to ATP-III Guidelines, HDL-C >59 mg/dL is considered a negative risk factor for CHD.				
VLDL Cholesterol Calc	40		mg/dL	5-40
LDL Cholesterol Calc	78		mg/dL	0-99
Comment:	N/A			
T. Chol:HDL Ratio	3.5		ratio units	0.0-4.4
T. Chol:HDL Ratio				
Men Women				
1/2 Avg Risk	3.4 3.3			
Avg Risk	5.0 4.4			
2X Avg Risk	9.6 7.1			
3X Avg Risk	23.4 11.0			
Glucose, Serum	180		mg/dL	65-99
Please note	SPRCS			
The date and/or time of collection was not indicated on the requisition as required by state and federal law. The date of receipt of the specimen was used as the collection date if not supplied.				
Please read the rest of your packet for important guidelines based upon areas of improvement for your health.				

- Every lab test is saved and archived on the website for easy viewing and printing.
- Labs can easily be sent to the members doctor



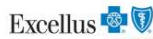
Health Coaching Programs

Condition Specific Programs

- Better Nutrition
- Diabetes Prevention & Control
- Getting a Goodnight's Sleep
- Managing Cholesterol
- Managing Blood Pressure
- Personalized Fitness
- Weight Management
- Smoke Free for Life
- Stress Management & Personal Wellbeing
- Spanish – Eight Weeks to Wellness
- Why Managing Your Medication Matters



Typical program length 6 to 12 weeks (30 minute sessions)



Private Health Information is Protected



INTERACTIVE HEALTH INFORMATION PRIVACY STATEMENT

Latest Revised Date: March 3, 2015

THIS PRIVACY STATEMENT DESCRIBES HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION

Interactive Health Solutions, Inc. d/b/a Interactive Health (and its subsidiaries Health Solutions, Inc. and Health Solutions Services, Inc. individually and collectively referred to as "Interactive Health") respects that you have entrusted us with your health information, and we are committed to safeguarding all the information you supply—including personal information, results of biometric screening tests, and information in your health evaluation. This Statement sets forth Interactive Health's obligations and your rights in accordance with the Health Insurance Portability & Accountability Act and its amendments ("HIPAA"), the Health Information Technology for Economic and Clinical Health Act and its amendments ("HITECH"), and the regulations issued under these Acts, but does not imply that Interactive Health is necessarily acting as a Covered Entity as defined by HIPAA. In most instances, Interactive Health receives and shares your "Protected Health Information" ("PHI") as a Business Associate and in accordance with a Business Associate Agreement. If you participate in a wellness program or disease management program ("Program") as a member of a Health Plan, the Health Plan's Notice of Privacy Practices is also applicable to your PHI. When you receive health care services from a third-party, such as laboratory testing services, the laboratory's Notice of Privacy Practices may apply to your PHI. All capitalized terms not otherwise defined in this Privacy Statement will have the meanings assigned to them under HIPAA. References to "us", "we" and "our" refer to Interactive Health.

OUR COMMITMENT TO PROTECTING HEALTH INFORMATION ABOUT YOU

Interactive Health has policies and procedures in place to protect the privacy and security of your personal information including your PHI. Interactive Health uses a combination of physical, electronic, and procedural safeguards in accordance with applicable Federal and State laws. To use the Interactive Health website or mobile device accessible applications you will create your own password protected account. Data transfer, storage, and integrity are secured and transmitted via secure encryption technology, regular data backups, and key code authentication. Interactive Health also limits access to your PHI to employees, contractors and agents who need the data to do their jobs or provide their services.



Questions?

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We've taken wellness to a whole new level
The individual

excellus.com/blue4u

Become a Member and schedule your health evaluation!

A tutorial

Brilliant Performance. Proven Results.

Getting Started ...

Go to www.excellus.com/blue4u

Blue4U - Health Awareness & Preventive Care Program

Blue4U is a voluntary program (powered by Interactive Health Solutions, Inc.) that offers a proven health and wellness program to help you learn more about your current health, your health and wellness. Plans:

1. Completing a health plan
2. Participating in a work health evaluation in a confidential state of the art done at your workplace. Or

Click here to start your registration process

At personal Health Report: Results of your screening will be mailed directly to you and can even be shared to your physician by request.

- Access to private health management website that contains information on symptoms, disease, treatments, on-line health consultants and more!
- HealthyAges Courses For Life: Lifestyle coaching courses - One-on-one confidential coaching done for the telephone with a Masters Degree Health Professional

Click Here to Sign Up

This program may not be available to individual plan members or employer groups. Members can verify if this program is available to them by contacting their employer group benefits administrator.

Getting Started ...

Enter your Sponsor Code here; click the "Start" button.

The communications provided by Interactive Health will include the correct Sponsor Code for you.

First-time user?
Click here to learn more about Interactive Health -OR-

If you are a current member,
sign in here.

First-time users ...

If you clicked on "Learn More" you will also be able to register from this page using the Sponsor Code that was provided in the communications from Interactive Health.

Personal Information

Provide your name, email address*, date of birth, gender and the last four digits of your Social Security Number. This information is required for identification purposes.

*A valid email address is required to register online.

Personal Information (continued)

Enter your home address, city, state and Zip Code, and at least one phone number - preferably a cell phone. Click the "Continue" button.

Account Set-up

You are now ready to create your **User ID and password**. Confirm the password.

Create your own security question – one that has an answer you will be likely to remember.

Enter the answer to your security question here, and confirm. Click the "Continue" button.

Interactive HEALTH

Confirm & Complete Registration

This page is a recap of the information you just entered. If edits are needed, click the edit icons where shown.

It is important that all of the information in this section is correct.

Review the Terms and Conditions and check the box. This is required to complete the registration. Click the "Complete Registration" button.

Interactive HEALTH

Schedule Your Health Evaluation

You are now registered and are on the Home Page. To schedule your appointment, click where indicated.

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Health Evaluation Registration (continued)

You will be asked to review your information one more time.

Identify yourself. If you are the employee, check this box. If your spouse/domestic partner is eligible to participate, you need to register first; then your spouse/domestic partner can register under his/her own user ID and password*.

Review the Terms and Conditions as it relates to the health evaluation. Agree to the terms and conditions by checking the box, and then click on "Save and Continue".

*Spouses/domestic partners need to go through the same initial registration process as the employee to set up their own account.

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If you are the Spouse or Domestic Partner ...

Spouse/domestic partner, click here.

This box will appear. Enter the name of the employee to whom you are related, his/her birth date and the last 4 digits of his/her Social Security Number. Then click on the magnifying glass.

The site will search for the employee. When the correct person is found, click the check box to confirm. If the correct person was not found, stop and call Member Services at (866) 270-5441 for assistance.

Interactive HEALTH

Select the location for your appointment

The on-site location (or locations) that are available to you will appear here on the front tab. If evaluations will be held at multiple sites, the locations will be listed in alphabetical order.

Interactive HEALTH

Confirmation

Health Evaluation Confirmation

Print Confirmation

Appointment Information

Wednesday - January 20, 2016 @ 9:10 AM

Your Company
1000 Working Road
West Chester, OH 43081

From this page you can print your appointment confirmation and/or add it to your calendar. If you need to change your appointment date or time, call **1-800-840-6100**.

We look forward to seeing you!

Brilliant Performance.
Proven Results.

Interactive
HEALTH
