

# REACHING & ENGAGING REMOTE EMPLOYEES

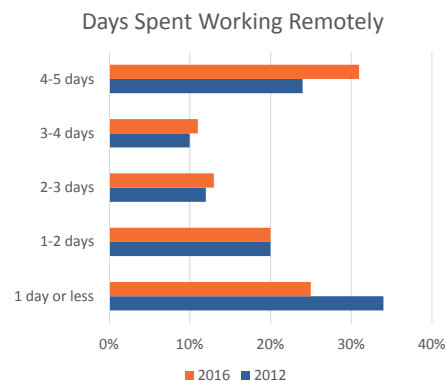
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## More Employees are Working Remotely

- The number of people working remotely is increasing
  - 43% of employed Americans spent more time working remotely compared to 39% in 2012
  - Employees who spent 60%-80% of their time away from the office had the highest rates of engagement



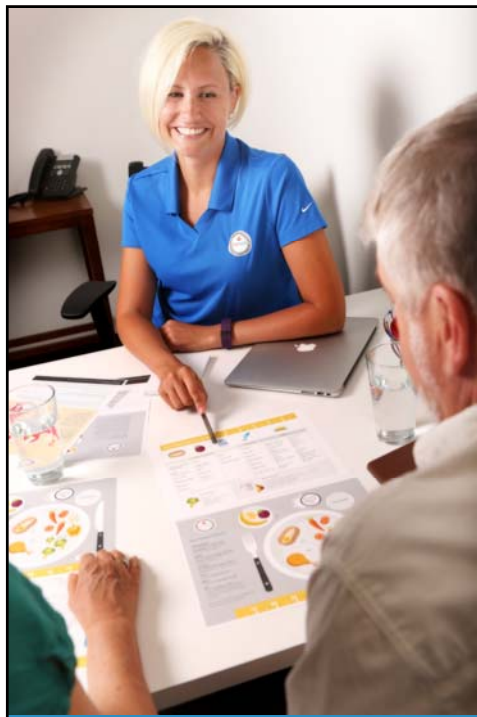
[State of the American Workplace Report](#), Gallup 2017.





## OURHEALTH INCENTIVE AND BIOMETRIC PROGRAM DESIGN

### Best Practices

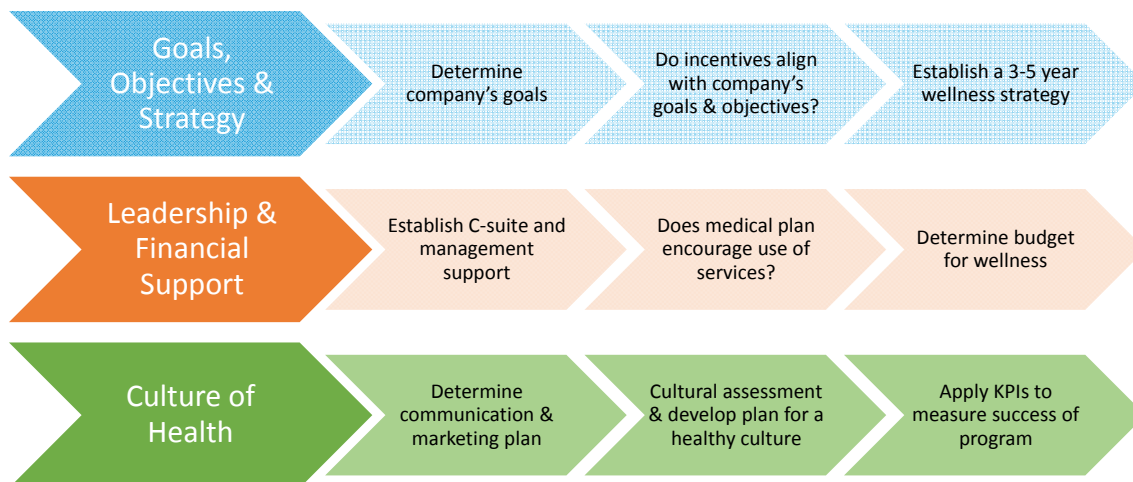


## Making the Organizational Decision

- You made the decision to offer wellness – think about your remote employees
- Sr. Leadership promotion, middle management support
- Develop a 3-year wellness strategy
- Build a culture of wellness
- Communication strategy– be all-inclusive in language



## Implementation & Design Best Practices



## Sample Three-Year Strategy Overview

Year One	Year Two	Year Three
<ul style="list-style-type: none"> <li>Introduce OurHealth services</li> <li>Employee interest survey</li> <li>Set wellness program goals and objectives</li> <li>Cultural assessment</li> <li>Health Risk Assessment</li> <li>Participatory program</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing programming to support culture of wellness               <ul style="list-style-type: none"> <li>8-week group program</li> <li>Lunch and Learns</li> </ul> </li> <li>Use Year One data to set goals for outcomes-based program</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate years One &amp; Two data to determine goals and objectives</li> <li>Outcomes-based program to include spouses</li> <li>Continued wellness programming and initiatives through the year</li> </ul>



## Building a Culture of Health

- Create a way of life in the workplace that integrates a total health model into every aspect of business practice
  - Company policies to encourage everyday wellness activities at work
  - Meet employees where they are:
    - Onsite wellness services
    - Gym reimbursements
    - Wellness time off
- Encourage healthy behaviors and provide information to do so
- Remove barriers – make healthy choices the easy choices



## Building a Culture of Wellness

- Provide opportunities to share experiences related to wellness among peers
- Healthy environment competitions between worksites
- Get employees involved so they believe in wellness
  - Surveys and other opportunities to provide feedback (act on these responses)
  - Involve spouses and dependents
  - Wellness committees / champions



## Wellness Champions

- A group of employees who work together to improve health and culture by:
  - Socially connecting with others
  - Helping to educate co-workers about program offerings
  - Being a “cheerleader”
- Wellness Champions do not need to:
  - Work in benefits or HR
  - Be the epitome of wellness
- They only need to have a passion to improve their own health and wellness

### A study found:

- people who had an immediate family member or close friend who was obese were **57% more likely** to become obese
- people working in small companies were **34% more likely** to quit smoking if one of their co-workers also quit



## Sample Marketing and Communication Plan

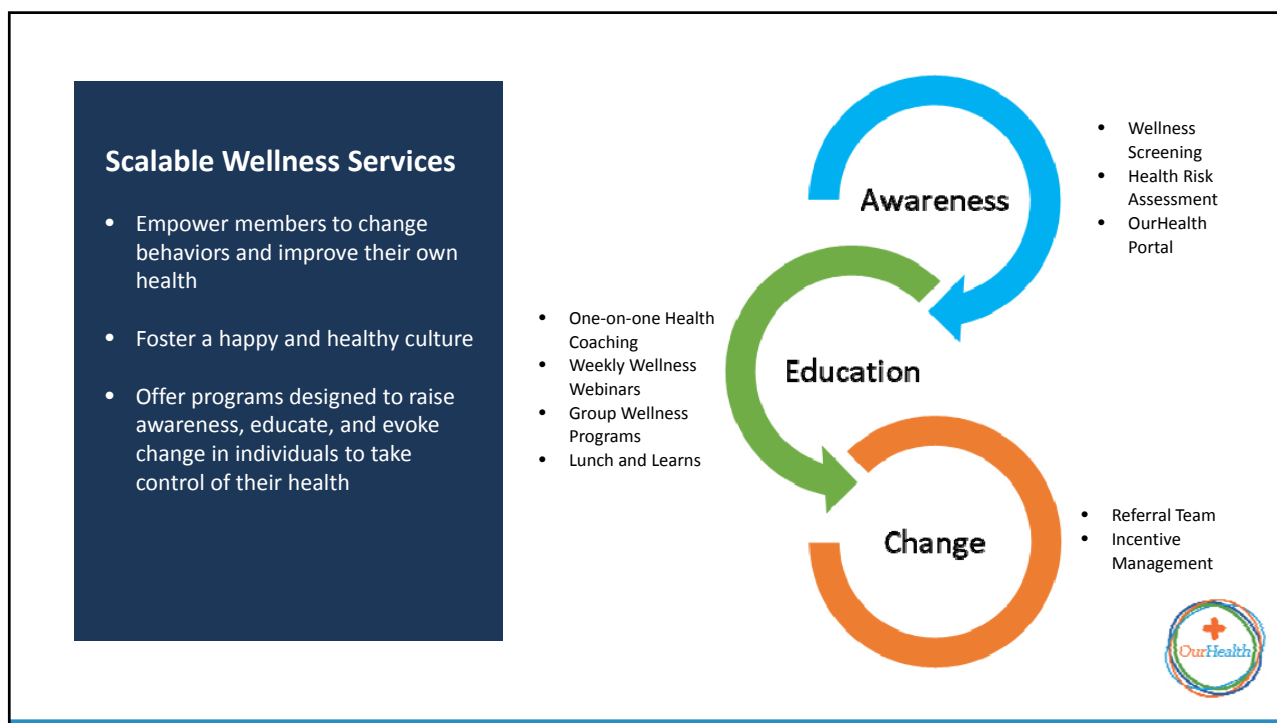
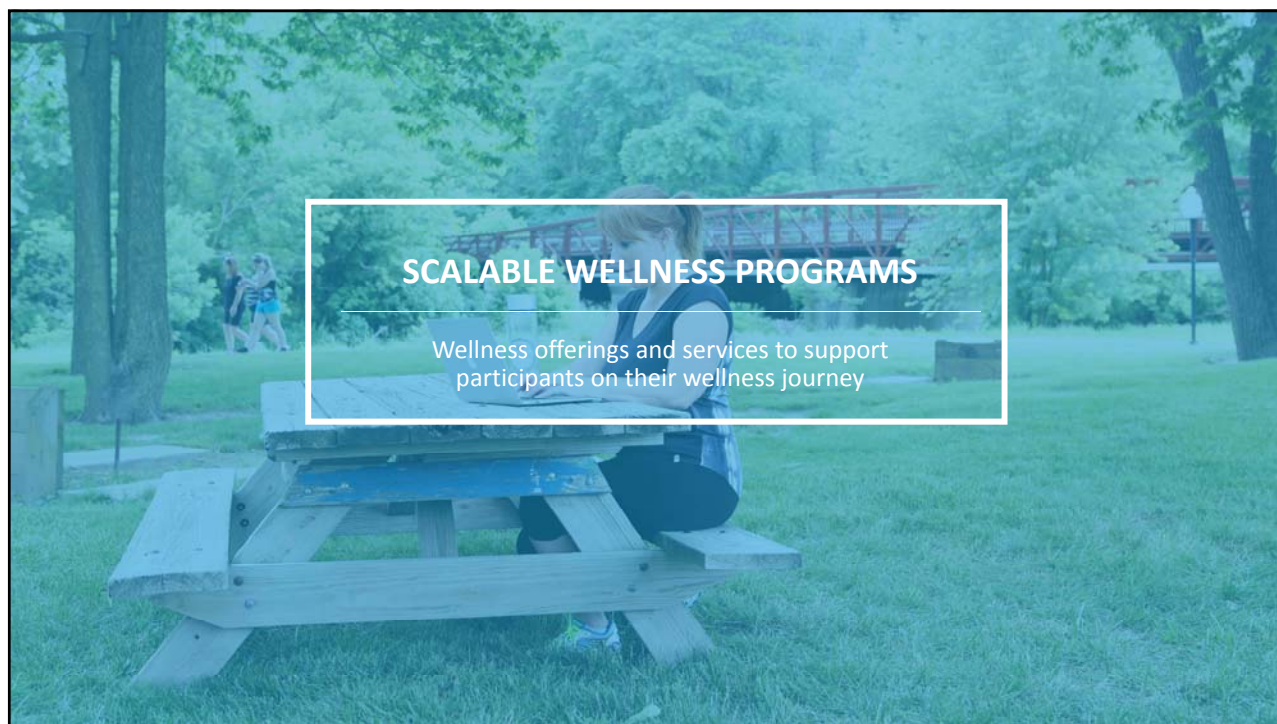
- Include remote populations in your communication plan
- How will you tailor your communications to these populations?

### INCENTIVE COMMUNICATION PLAN

The incentive plan outlined below is intended to drive engagement and utilization through a series of targeted communications for the 2017 incentive period.

Date	Message	Channel	Audience	From
Early August	Internal kick off- welcome to incentives, look out for details from OurHealth coming soon	Email/ internal channel	Everyone eligible	CLIENT
Early August	Incentive overview, how to schedule, how to fill out HRA	Email	Everyone eligible	OurHealth
Late August	“Early bird gets the worm”	Posters, handouts, desk drop	Everyone eligible	OurHealth
Mid September	There’s still time to earn your incentives- focus on HRA	Postcard mailer, OurHealth portal	People who haven’t completed	OurHealth
Mid September	“Checkpoint” Have you completed your incentives- Services Overview highlighting Flu Shots, RX (primary care vs acute)	Internal channel	People who haven’t completed	CLIENT
Late September	You can still earn your incentive	Email	People who haven’t completed	OurHealth
Mid October	Last reminder	Email	People who have not completed	OurHealth







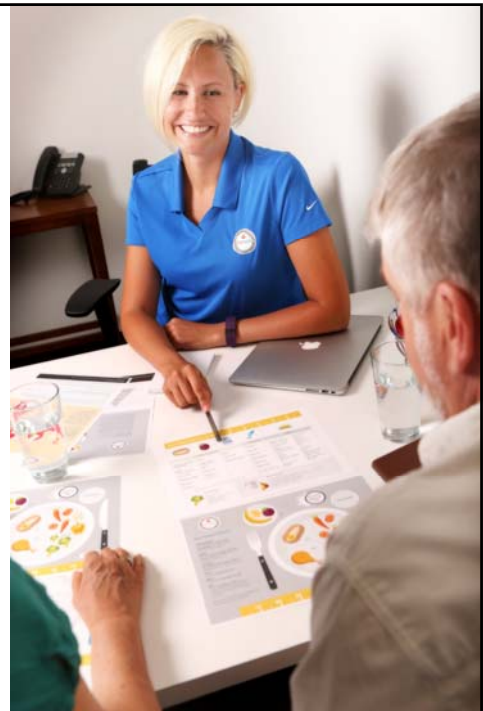
## Wellness Screenings

- Gives a clear picture of physical health, including:
  - Cholesterol
  - Blood pressure
  - Hemoglobin A1c
  - Height, weight, body mass index
  - Waist circumference
- Provide and communicate alternate methods for remote employees
  - Onsite screening events
  - Local lab locations
  - Physician forms
- Online access to results, explanation of risk, and wellness activities available to improve



## Health Coaching at OurHealth

- Health coaches don't make it easy by giving participants the answers
- Health coaches facilitate self-discovery
- Health coaches assist with:
  - Increased self-awareness
  - Achieving personal health & wellness goals
  - Creating sustainable behavior change
  - Increasing self-confidence and self-efficacy



## Quarterly-Themed Well-Being Program

- Delivered via interactive webinars
  - Group chats
  - Surveys
  - Polling questions / quizzes
  - Engagement score
- Live and recorded events
- Includes guest speakers / experts
- Promotes other products and services
- Actionable mini-challenges
- Fun, relevant topics



Find Purpose



Get Moving



Fuel Up



Recharge



Find Purpose

### Topic: Living Life with Purpose

January	February	March
<b><u>Living Life with Purpose Campaign</u></b> <ul style="list-style-type: none"> <li>• Posters</li> <li>• Weekly E-mails</li> <li>• Portal blogs</li> </ul>	Week 1 <b>Webinar:</b> Finding Purpose in Relationships  <b>Challenge:</b> Keep a gratitude journal specific to your relationships	Week 5 <b>Webinar:</b> Finding Your Balance  <b>Challenge:</b> Complete balancing life roles worksheet
	Week 2 <b>Guest Presenter:</b> Effectively communicating with older adults	Week 6 <b>Guest Presenter:</b> Life Coach – Bringing Happy Back
	Week 3 <b>Webinar:</b> Finding Purpose in your Career  <b>Challenge:</b> Complete personal strengths worksheet	Week 7 <b>Webinar:</b> Finding Your Purpose
	Week 4 <b>Guest Presenter</b>	Week 8 <b>Concluding Email Campaign</b>



## Get Moving

Topic: Movement as Medicine		
April	May	June
<b><u>Movement as Medicine Campaign</u></b> <ul style="list-style-type: none"> <li>Posters</li> <li>Weekly E-mails</li> <li>Portal blogs</li> </ul>	Week 1 <b>Webinar:</b> Exercise to prevent chronic diseases <b>Challenge:</b> Complete physical activity worksheet	Week 5 <b>Webinar:</b> Health risks of sitting <b>Challenge:</b> Add 20 minutes of physical activity to your day
	Week 2 <b>Guest Presenter:</b> OH Provider – Exercising safely with pre-existing conditions	Week 6 <b>Guest Presenter:</b> Chair / office exercises
	Week 3 <b>Webinar:</b> Exercising with arthritis and osteoporosis <b>Challenge:</b> Complete exercise barriers & action plan worksheet	Week 7 <b>Webinar:</b> Functional Exercise
	Week 4 <b>Guest Presenter</b>	Week 8 <b>Concluding Email Campaign</b>



## Fuel Up

Topic: Holistic Eating		
July	August	September
<b><u>Nutrition as Medicine Campaign</u></b> <ul style="list-style-type: none"> <li>Posters</li> <li>Weekly E-mails</li> <li>Portal blogs</li> </ul>	Week 1 <b>Webinar:</b> Holistic nutrition: Eating for mind, body, and soul <b>Challenge:</b> Fruit & veggie challenge	Week 5 <b>Webinar:</b> Packaged food dangers & reading food labels (2018 changes) <b>Challenge:</b> Limit packaged foods
	Week 2 <b>Guest Presenter:</b> Nutrition expert: Plant Based Diets	Week 6 <b>Guest Presenter:</b> Mindfulness expert: Mindful Eating
	Week 3 <b>Webinar:</b> Fad Diets <b>Challenge:</b> Water challenge	Week 7 <b>Webinar:</b> Tips to eating holistically
	Week 4 <b>Guest Presenter:</b> Nutrition expert: Food sensitivities and allergies	Week 8 <b>Concluding Email Campaign</b>

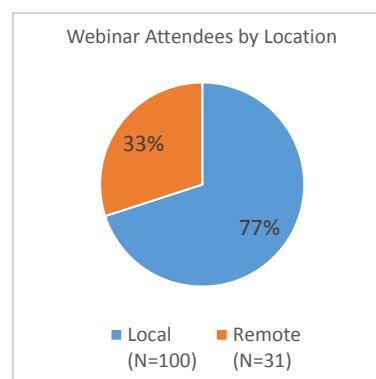
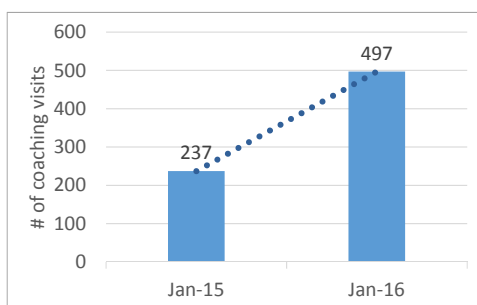


Recharge

Topic: Financial Recharge		
October	November	December
<b>Recharge Campaign</b> <ul style="list-style-type: none"> <li>Posters</li> <li>Weekly E-mails</li> <li>Portal blogs</li> </ul>	Week 1 <b>Webinar:</b> Health & Wealth  <b>Challenge:</b> Complete the financial wellness worksheet – What was your score?	Week 5 <b>Webinar:</b> The Cash-Only Diet  <b>Challenge:</b> Use only cash for the next two weeks for everyday expenses.
	Week 2 <b>Guest Presenter:</b> Financial expert (retirement savings and well-being)	Week 6 <b>Guest Presenter:</b> Financial expert (credit/loan cautions)
	Week 3 <b>Webinar:</b> Get Financially Fit  <b>Challenge:</b> Complete the budget worksheet	Week 7 <b>Webinar:</b> Shedding Debt Weight
	Week 4 <b>Guest Presenter:</b> Financial expert (healthy budget)	Week 8 <b>Concluding Email Campaign</b>

## Webinars Engage Remote Employees

- In 4 months, webinars engaged 131 individual
- 269 webinars were viewed
- 33% of attendees were remote employees
- Wellness engagement increased 110%





## Diabetes Care Program

STANDARD PREVENTIVE CARE + CERTIFIED DIABETES EDUCATOR + LIFESTYLE MANAGEMENT TOOLS

### Standard Preventive Care

- Annual physical
- Annual foot exam
- Semi-annual A1c test

### Certified Diabetes Educator

- Personalized self-management plan with CDE (unlimited sessions – telephonic)
- Triggered CDE outreach
- Virtual diabetes education course

### Lifestyle Management Tools

- Bluetooth glucometer
- Test strips & lancets
- Fitbit
- 12-month diabetes magazine subscription
- ADA cookbook
- Text and e-mails



## Qualifying Criteria and Rewards

- To qualify for the program, they must:
  - Be diagnosed with diabetes and A1c  $\geq 7\%$   
or
  - Referred by a provider
- To earn rewards, participants must complete:
  - Annual physical with foot exam
  - Semi-annual A1c test
  - CDE self-management plan
  - Diabetes education course
  - Monthly sync of Bluetooth glucometer



## Local / Onsite Wellness Services



## Incentives – Program Design

	Incentive Description	Description
<b>Awareness</b>	Health Risk Assessment (HRA)	Complete HRA & receive wellness report
	Biometric Screening	Clinic, onsite, outside provider, lab
	Results Review	Annual physical or post-screen consultation
<b>Wellness</b>	Health Coaching (telephonic or in-person)	Achieve wellness goal
	Complete quarterly Well-Being Program	Attend interactive webinars & engage in mini-challenges
	Gym Reimbursement	Provide attendance report
	Local Weight Management Programs (i.e. Weight Watchers)	Achieve % of weight loss
	Condition-specific programs	Meet program requirements
<b>Preventive</b>	Flu shot	Receive annual flu shot
	Annual physical	Complete annual physical
<b>Culture</b>	Wellness Champion	Volunteer to be a wellness champion and promote wellness within your worksite
	Complete community wellness event	Walk/run events, volunteer, etc.
	Employee interest survey	Complete wellness survey



## Increase Accessibility to Quality Care

- Access to multiple primary care clinics
- No build-out required (saving dollars)
- Clinic shared with other employers/patients
- Employers of any size can increase accessibility for:
  - Mobile employees
  - Remote employees
  - Spouses and dependents

