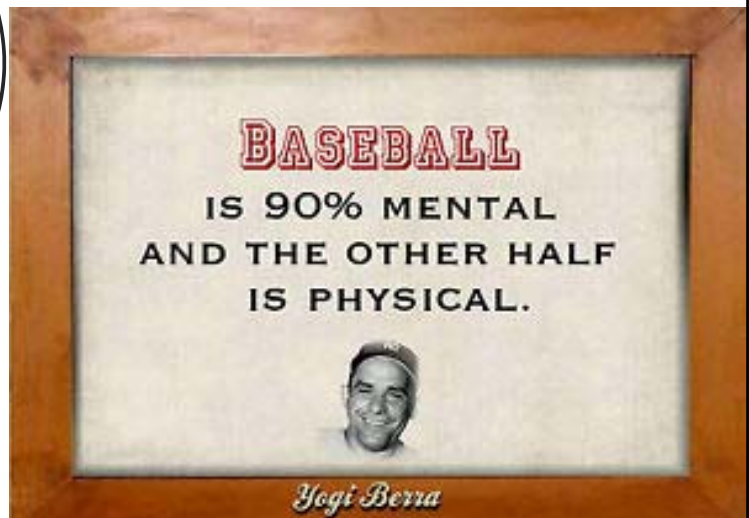


5 Factors and 2 Recommendations for Leading Wellness

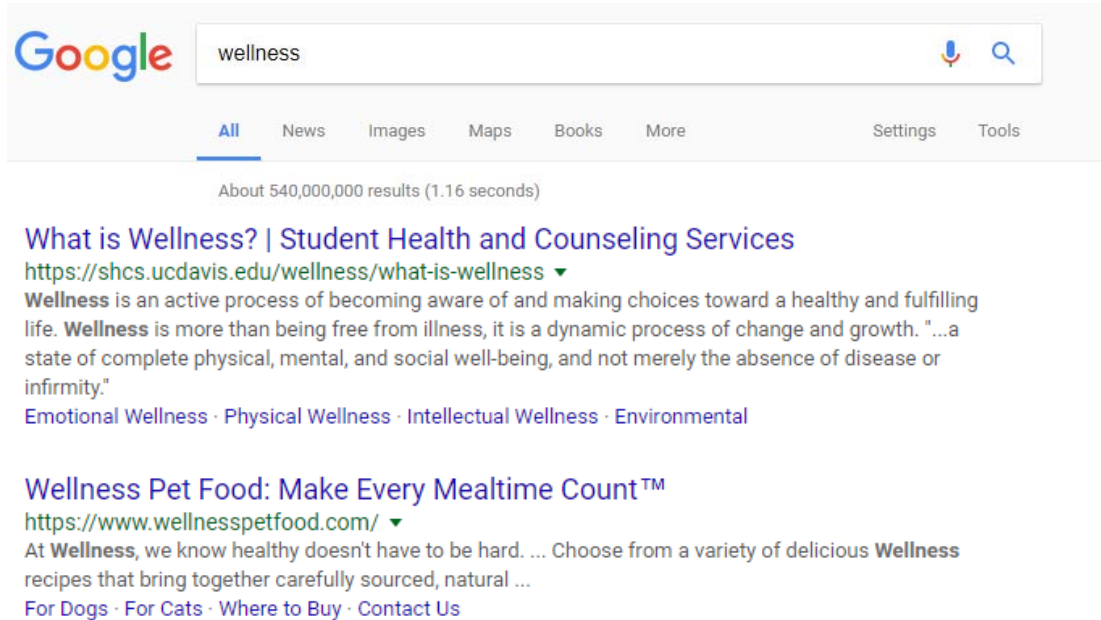


Chuck Gillespie, Vice President
Director of Organizational Health
cgillespie@assuredptrin.com
Phone: 317-694-6906

FACTOR #1 –
NOONE
KNOWS WHAT
WELLNESS IS...



What is.....



A screenshot of a Google search results page for the query "wellness". The Google logo is on the left, and the search bar contains the word "wellness". Below the search bar are tabs for "All", "News", "Images", "Maps", "Books", and "More". The "All" tab is selected. Below the tabs, it says "About 540,000,000 results (1.16 seconds)". The first search result is titled "What is Wellness? | Student Health and Counseling Services" with a URL <https://shcs.ucdavis.edu/wellness/what-is-wellness>. The snippet describes wellness as an active process of becoming aware of and making choices toward a healthy and fulfilling life. The second search result is titled "Wellness Pet Food: Make Every Mealtime Count™" with a URL <https://www.wellnesspetfood.com/>. The snippet states that at Wellness, healthy doesn't have to be hard and offers delicious recipes.

What is Wellness? | Student Health and Counseling Services
<https://shcs.ucdavis.edu/wellness/what-is-wellness> ▼
Wellness is an active process of becoming aware of and making choices toward a healthy and fulfilling life. **Wellness** is more than being free from illness, it is a dynamic process of change and growth. "...a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity."
Emotional Wellness · Physical Wellness · Intellectual Wellness · Environmental

Wellness Pet Food: Make Every Mealtime Count™
<https://www.wellnesspetfood.com/> ▼
At **Wellness**, we know healthy doesn't have to be hard. ... Choose from a variety of delicious **Wellness** recipes that bring together carefully sourced, natural ...
For Dogs · For Cats · Where to Buy · Contact Us

Wellness Defined

1. The quality or state of being healthy in body and mind, especially as the result of deliberate effort.
2. An approach to healthcare that emphasizes preventing illness and prolonging life, as opposed to emphasizing treating diseases.



Wellness Defined

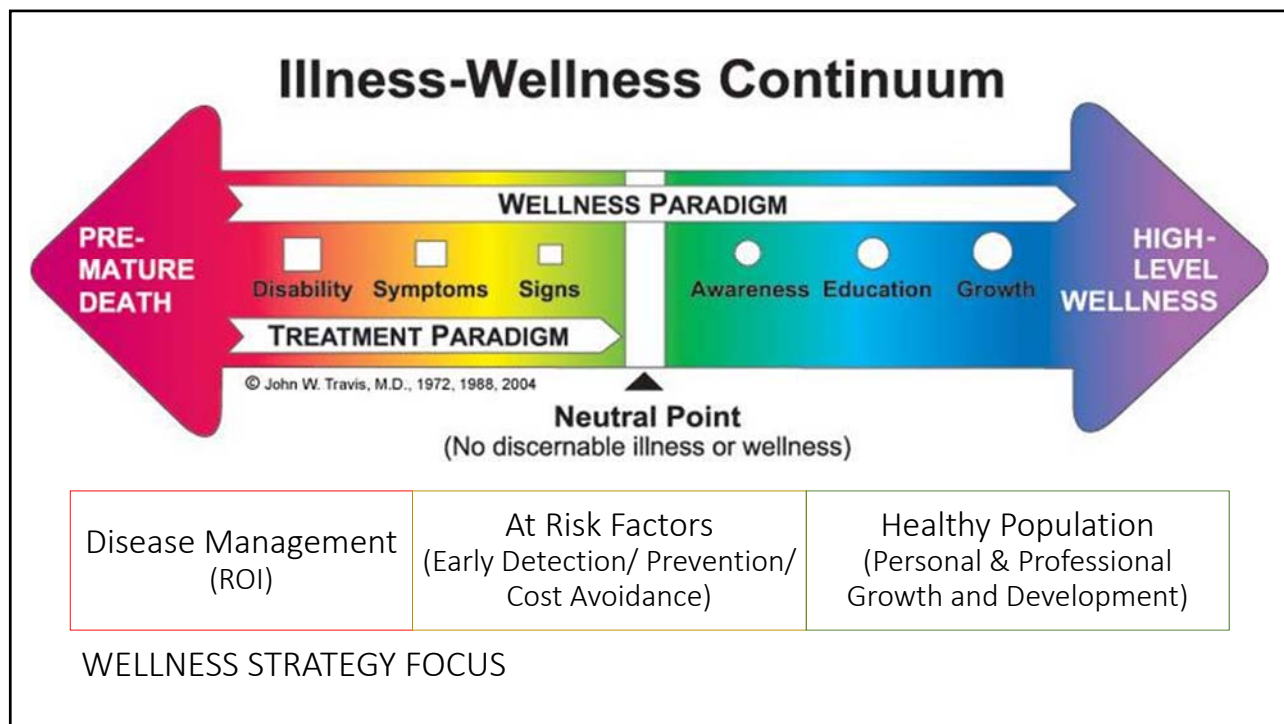
1. Wellness is a conscious, self-directed and evolving process of achieving full potential
2. Wellness is multidimensional and holistic, encompassing lifestyle, mental and spiritual well-being, and the environment



Dr. Halbert Dunn - The "father" of the wellness movement.

EVOLVING FROM HEALTH
TO
HIGH-LEVEL WELLNESS!

"a condition of change in which the individual moves forward, climbing toward a higher potential of functioning."



FACTOR #2 – WELLNESS IS NOT A PROGRAM

Plan Versus Strategy

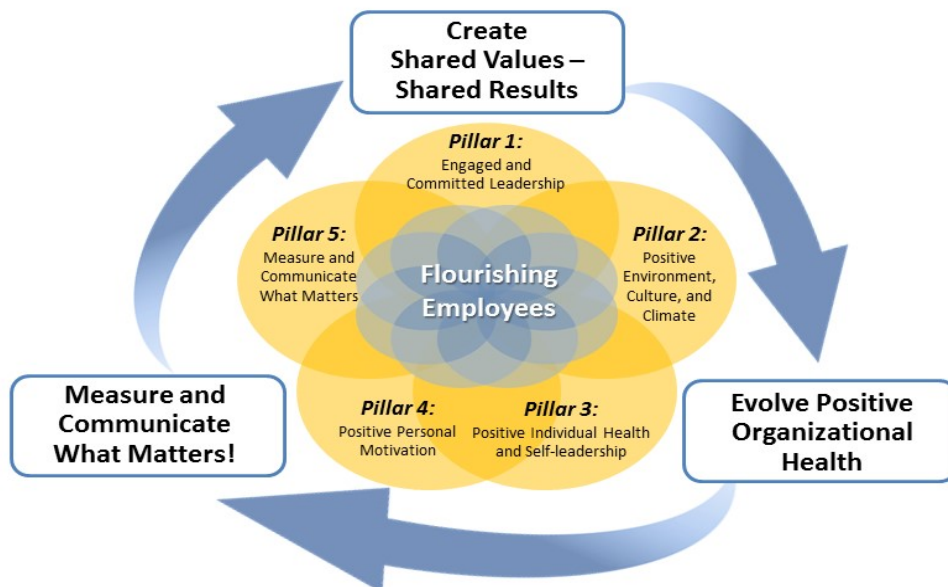
- A **plan** is an arrangement,
- a pattern, a program, or a scheme for a definite purpose.
- A plan is very concrete in nature and doesn't allow for deviation
- A **strategy**, on the other hand, is a blueprint, layout, design,
- idea used to accomplish a specific goal.
- A strategy is very flexible and open for adaptation and change when needed.

“The rationale is that people, if they are in the best of physical and mental shape, will add to the financial value of the company. People are the driver of revenue and core value to the organization.”

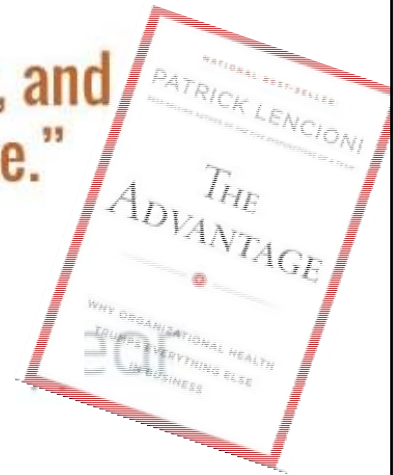
The 2016 Indiana Wellness Summit Keynote Speakers



Building Champion Companies!



“An organization has integrity-is healthy-when it is whole, consistent, and complete, that is, when its management, operations, strategy, and culture fit together and make sense.”



wellness is a core value – not a program



It's not hard to make decisions when you know what your **values** are.

ROY DISNEY

But Yes People, You Still Run Corporate Wellness Programs



Fitness program, Nutrition program, Stress program, Financial program, Sleep program, Volunteering, Get togethers (social), Weight loss, Training, Mentoring, Learning, Onsite health clinic, Health coaching, EAP's, Support networks, Corporate gardens, Mindfulness, Vacation, Work breaks, Policies, Systems, Environment

FACTOR #3 –
WELLNESS
WORKS WHEN
DONE RIGHT!

**IF YOU'RE
GOING TO
DO IT
THEN DO IT
RIGHT**

Levers of Program Success: Pillar 5-Sustainable



WELCOA's 7 Benchmarks of Success

Wellness Council of America (WELCOA)

- Capture senior level support
- **Create a cohesive wellness team**
- Collect data
- Craft and operating plan
- Choose appropriate interventions
- Create a supportive environment
- Carefully evaluate outcomes



FACTOR #4 –
WELLNESS
MUST BE
PROMOTED
CLEARLY

"Let's eat Grandma!"



WHAT?!

"Let's eat, Grandma!"

**PUNCTUATION
SAVES LIVES.**

Treatment and Diagnosis

We know what to do, but we don't do it.

Docs typically tell us what wrong, then tell us to fix it

Metrics tell us the problem, but don't solve the issue

We are good at telling people what to do, not showing them how to do it!



Communicating Properly?



Does my team know I care?

- Do they show up to work?
- Do they know what to do?
- Do they have the tools to accomplish their tasks?
- When they are ready to make a change, are you ready to support them?
- Is there peer pressure to do the right thing?

Recruiting and Retention Efforts

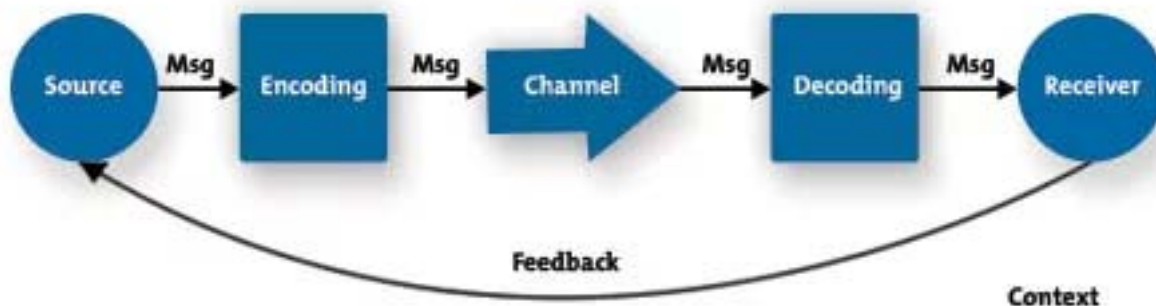
- Do you have a hiring conversation about culture?
- Do you hire "fit" or "function"?
- Do you conduct stay interviews?
- What do employees complain about?
- Do you have high participation rates for wellness/benefits?

**“Train people well enough
so they can leave. Treat
them well enough so they
don’t want to.”**

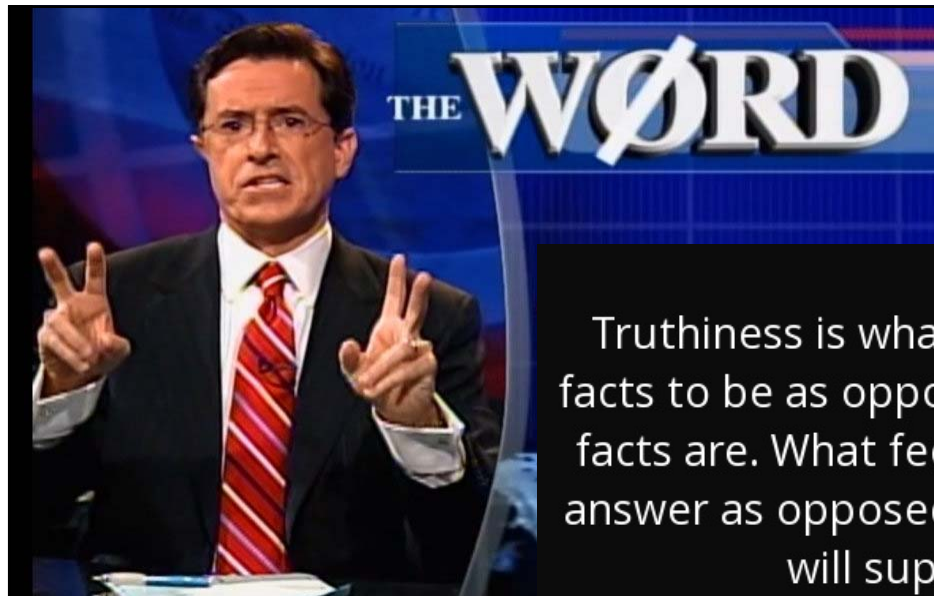
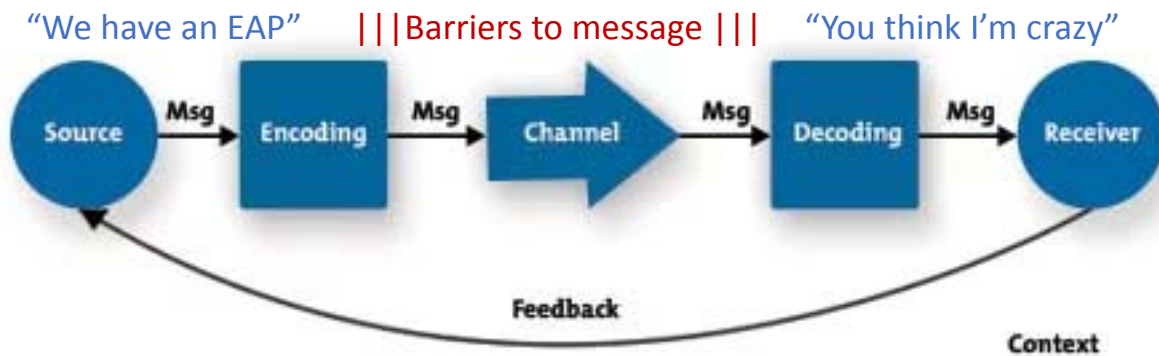
Sir Richard Branson



How Are You Communicating?



What Do Employees Actually Hear?



Truthiness is what you want the facts to be as opposed to what the facts are. What feels like the right answer as opposed to what reality will support.

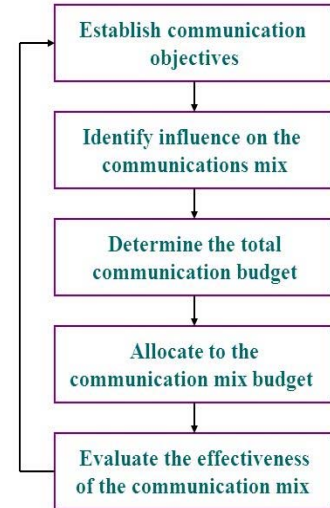
— Stephen Colbert —

Budget & Plan
Appropriately

Marketing: Real People, Real Decisions

Developing a Communications Plan

- **Communications plan:** A framework that outlines the strategies for developing, implementing, and controlling the firm's communication activities.
- **Target audience:** a highly segmented group of people who receive and respond similarly to marketing messages.
- **Objectives:**
 - create awareness
 - inform the market
 - create desire
 - encourage trial
 - build loyalty



FACTOR #5 –
WELLNESS IS
ABOUT A LIFE
WORTH
LIVING

"The wise don't expect to find life
worth living; they make it that
way." — Author Unknown

4 Questions To Ask

1. Do you want to make a change?

They may love their bad habits, and nothing you say or do will change it

2. What is your why?

If there is not a personal reason, their “why,” then change will not occur

3. Are you ready to make the change?

Until you are ready, change will not occur

4. Are you ready today!!

To get started, you have to be mentally ready to go, now!

The 5th Question

5. How can we help?

RECOMMENDATION
#1
SIMPLIFY

*Simple can be harder than complex:
You have to work hard to get your
thinking clean to make it simple. But
it's worth it in the end because once
you get there, you can
move mountains.*



Steve Jobs



Measure what you
can control



Soeren Mattke: Senior Scientist;
Managing Director, RAND Health Advisory
Services; Professor, Pardee RAND Graduate
School

“Focus on coordination of care, diabetes management and smoking cessation. Those are your biggest health care cost factors. You do not need a health metric tool at your workplace to tell you that. Spend the money on solutions to the issue”



The top 10 medications by number
of monthly prescriptions are:

Medication

1. Synthroid, 21.5 million
2. Crestor, 21.4 million
3. Ventolin HFA, 18.2 million
4. Nexium, 15.2 million
5. Advair Diskus, 13.7 million
6. Lantus Solostar, 10.9 million
7. Vyvanse, 10.4 million
8. Lyrica, 10.0 million
9. Spiriva Handihaler, 9.6 million
10. Januvia, 9.1 million

For Treatment of

Hyperthyroid
Cholesterol
Asthma
Acid reflux/Heartburn
Asthma
Diabetes
ADHD/Binge eating
Fibromyalgia
COPD
Diabetes

**You have people taking these drugs,
why do you need more info to focus
on diabetes, asthma and
hypertension?**

Wellness is not hard

Physical – “Do One Better”

Social – “Meet the New Employee”

Financial – “Pay Off Credit Cards”

Community – “Volunteer”

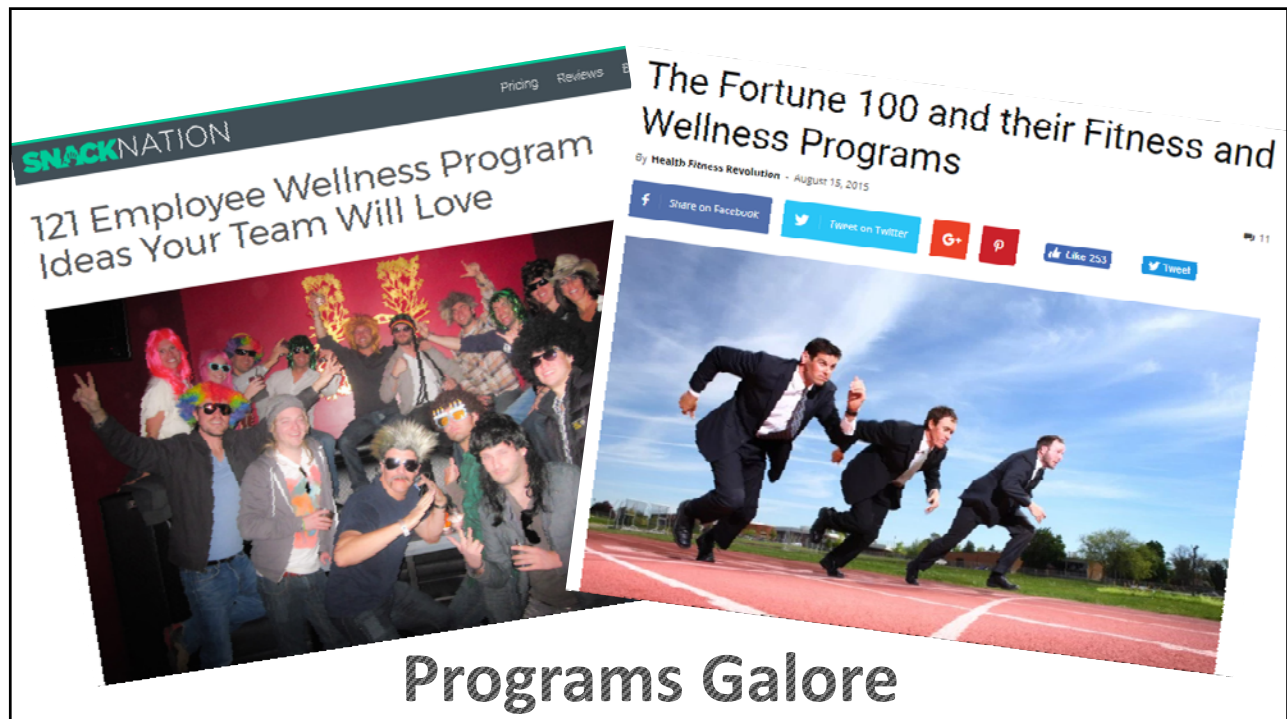
Purpose – “Find Your Why”

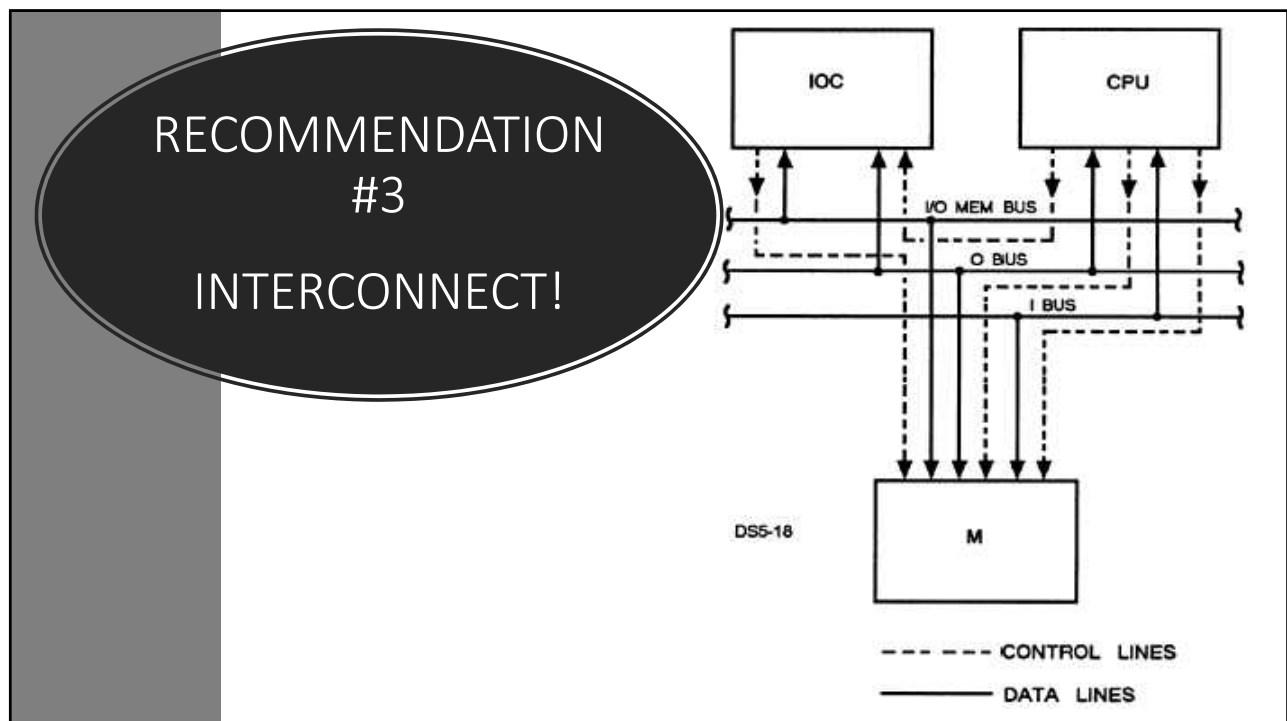
RECOMMENDATION
#2

STEAL IT, BUT THEN
MAKE IT YOURS

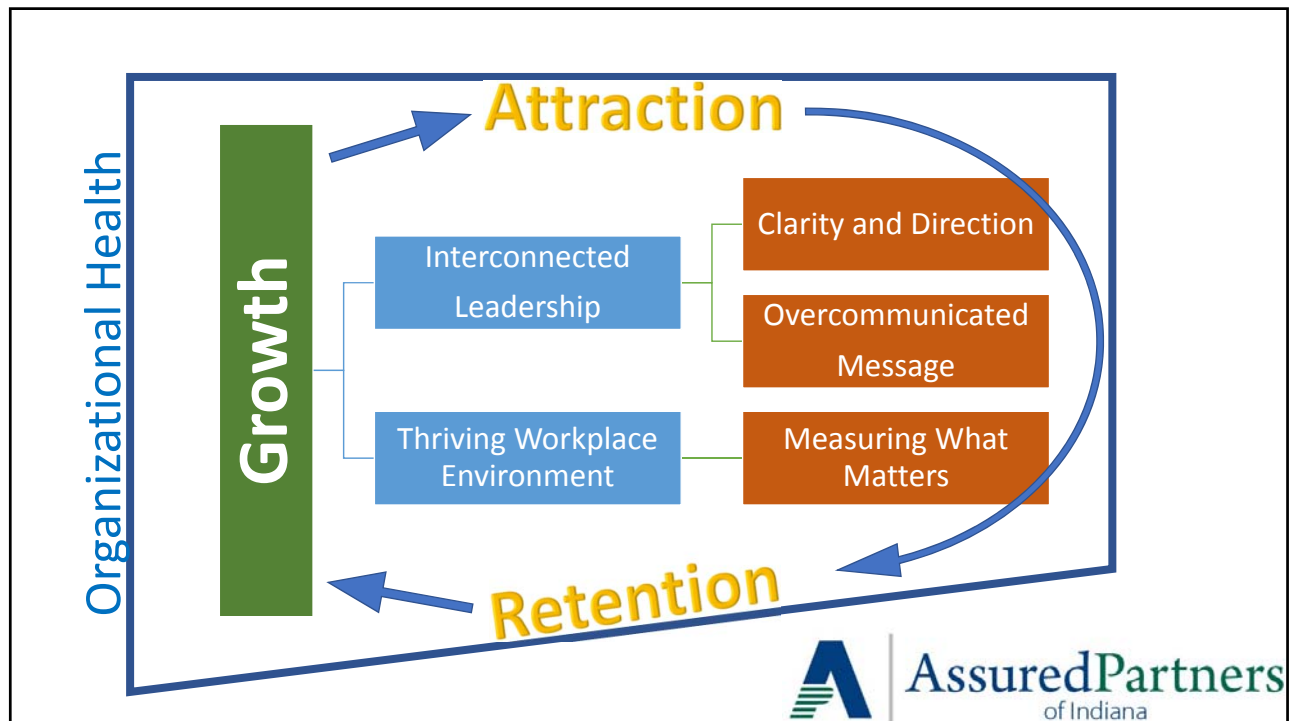
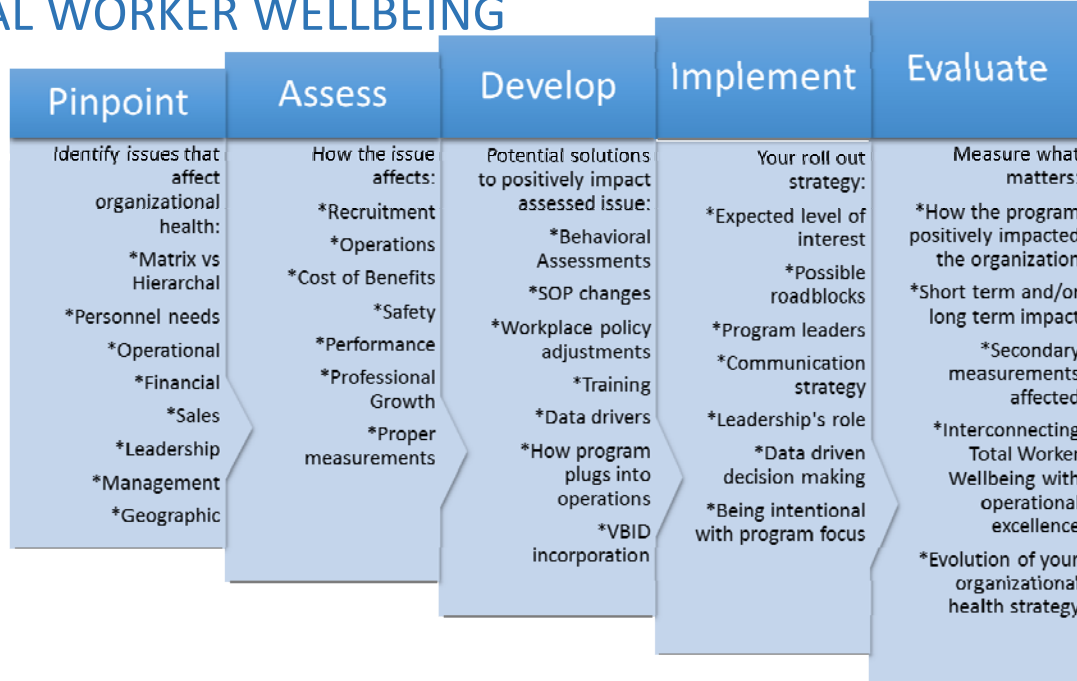
**Those
who do
not want
to imitate
anything,
produce
nothing.**

Salvador Dali





TOTAL WORKER WELLBEING



To Be a Healthy Organization:

- Clear Mission/Vision
- Outstanding Communication
- Leadership Focus on Total Worker Wellbeing
- Supervisor Training for “Soft Skills”
- Intentional Hiring Process
- Robust New Hire Orientation
- Fair Treatment of Employees
- Competitive Compensation Package
- Good Benefit Design
- Understanding of Job/Purpose for Being at Work

Organizational health is the
single greatest competitive
advantage in any business

Patrick Lencioni



AssuredPartners
of Indiana

Why Organizational Health Matters!



AssuredPartners
of Indiana

Requires a Look at the Whole Picture

- Employee Benefit and Workers Compensation Alignment Strategies
- Employer Policy/Handbook
- Positions with High Job Turnover
- Hard to Hire Specialty Positions
- Communication Strategy
- Revenue Opportunities
- Expense Reduction Opportunities
- Stay Interviews
- Engagement Strategies
- Career Pathing



OK, CHUCK
NOW WHAT??



TAKE ACTION!

- Continue to strive for having a great/better wellness strategy
 - How do we become better at it?
 - Is your wellness strategy affecting attraction and retention?
- If you measure it – do something with the information.
 - What are you measuring and why?
 - Is it focused on employee health and well-being, absenteeism, and developing potential?
- If you measure it and do not use the information - quit measuring it.
 - Employees hate when you ask them for input and don't communicate how info is being used – if at all!
- Focus on developing a positive employee experience – best way? Make sure your people are engaged at work and in their community.

TAKE ACTION!

- Wellness strategy alignment with company culture
- Measurements match mission
- Know your audience

Attract – On Board – Train/Educate – Communicate!

Project Manage – Measure – Evolve – Retrain/Educate!

Communicate - Project Manage – Measure – Evolve!

Repeat Over and Over = ORGANIZATIONAL HEALTH!!



AssuredPartners
of Indiana

Chuck Gillespie, Vice President
Director of Organizational Health

cgillespie@assuredptrin.com

Phone: 317-595-7321

Drive + Focus = Results

Workplace wellness drives human potential



ABOUT THE NEXT
EVOLUTION OF WELLNESS