

6/13 - New outlines

5 Mistakes that are Preventing Success in your Wellness Program – 60 minutes

There are several methods being used by employers to offset healthcare costs. The majority of these methods involve shifting the burden from the employer to the employee. The means by which this happens is by implementing higher co-pays, high deductible plans and some are considering defined contribution plans.

While employing the above strategies does shift burden from employer to employee it does not solve the underlying problem; people are consuming more care. They are doing so for two major reasons. First, urgent care and minute clinics, among others, have made services more readily available. Second, the population as a whole has a high percentage of chronic disease and the associated risk factors.

As wellness programs have recently spread rapidly through companies, some are working, but others aren't. Why? This presentation will review the current statistics for employee participation, healthcare cost reductions, and productivity improvements, with a detailed focus on key components that create successful outcomes. Biometric screenings, education, challenges, wearable technology, online-based programs and incentives will drive the discussion.

1. How your company's wellness program results compare to national statistics
2. Easy modifications to improve your existing plans
3. How to avoid simple, expensive mistakes

Timed Outline:

- Intro: 10 minutes
 - o Definition of wellness plan, statistical review of corporations with a wellness plan, statistical review of current health stats, correlation between
 - Increases have stabilized after years of double digit increase
 - Increases in 2017-2018 between 6-7%
 - Increases still out pacing inflation
 - o CPI trending at 1% over the last 12 months
 - o Employers still struggling to absorb costs
 - Key Factors driving increases
 - o Utilization
 - o Cost of services and drugs
- Mistake 1: 5 Minutes
 - o “CEO must be a Champion”
 - o Review of various organization charts of successful wellness plan
 - o Detailed discussion on role of plan champion
- Mistake 2: 10 Minutes
 - o “Plans not tailored to specific company aggregate health stats”
 - o Define means of obtaining aggregate data
 - o Examples of what aggregate reports look like
 - o Methods of employing stats to create a strong plan
- Mistake 3: 5 Minutes
 - o “My company has a portal, therefore I have a wellness plan”

- o Define components of a successful plan
 - o Review what is lacking when just using a wellness portal
- Mistake 4: 5 Minutes
 - o “If you build in, they won’t necessarily come”
 - o Statistical review of plan results with good engagement vs. poor engagement
 - o Review of successful and unsuccessful methods of engaging employees
- Mistake 5: 10 Minutes
 - o “Measuring success based on insurance premiums”
 - o Establish timeline to implement successful plans
 - o Discuss on how and when to measure ROI
- Closing: 5 Minutes
 - o Review mistakes
 - o Brief review on how to prevent mistakes from happening
 - Educating insurance brokers on these methods allows broker to advise their clients and strategies to control cost of health insurance.

Speaker: Jerry Lynch