
Helping Employees Change Behavior Is NOT Rocket Science

Dr. Troy Adams
COO WellSteps

Perspective



1492



1776



Perspective



Perspective



Perspective



Perspective



1492

1776

1886

1927

1973

2015



2004



2005



2006

Agenda

- Defining the problem
- Why behavior change is the solution
- How to program for behavior change

Houston, We Have a Problem



America, We Have a Problem



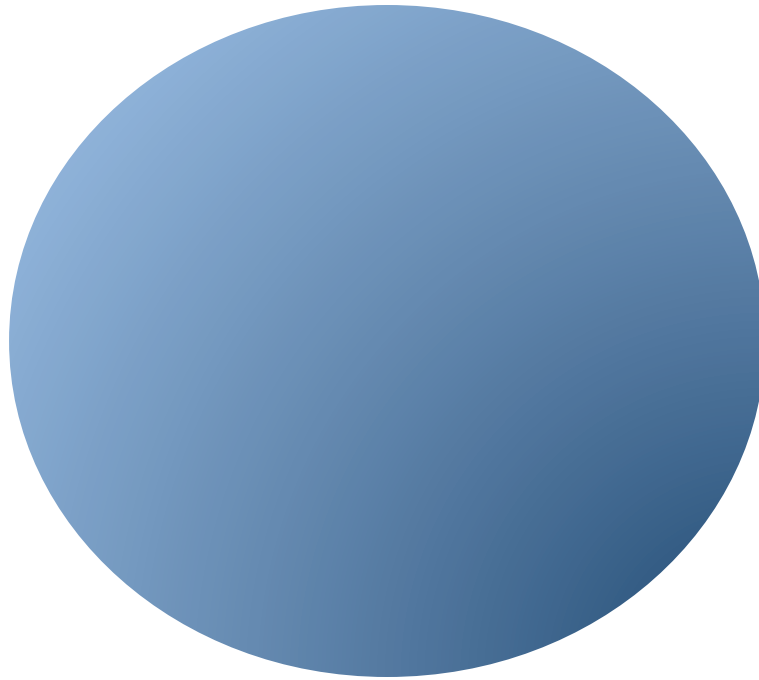
Chronic Disease

A Goal of Most Wellness Programs



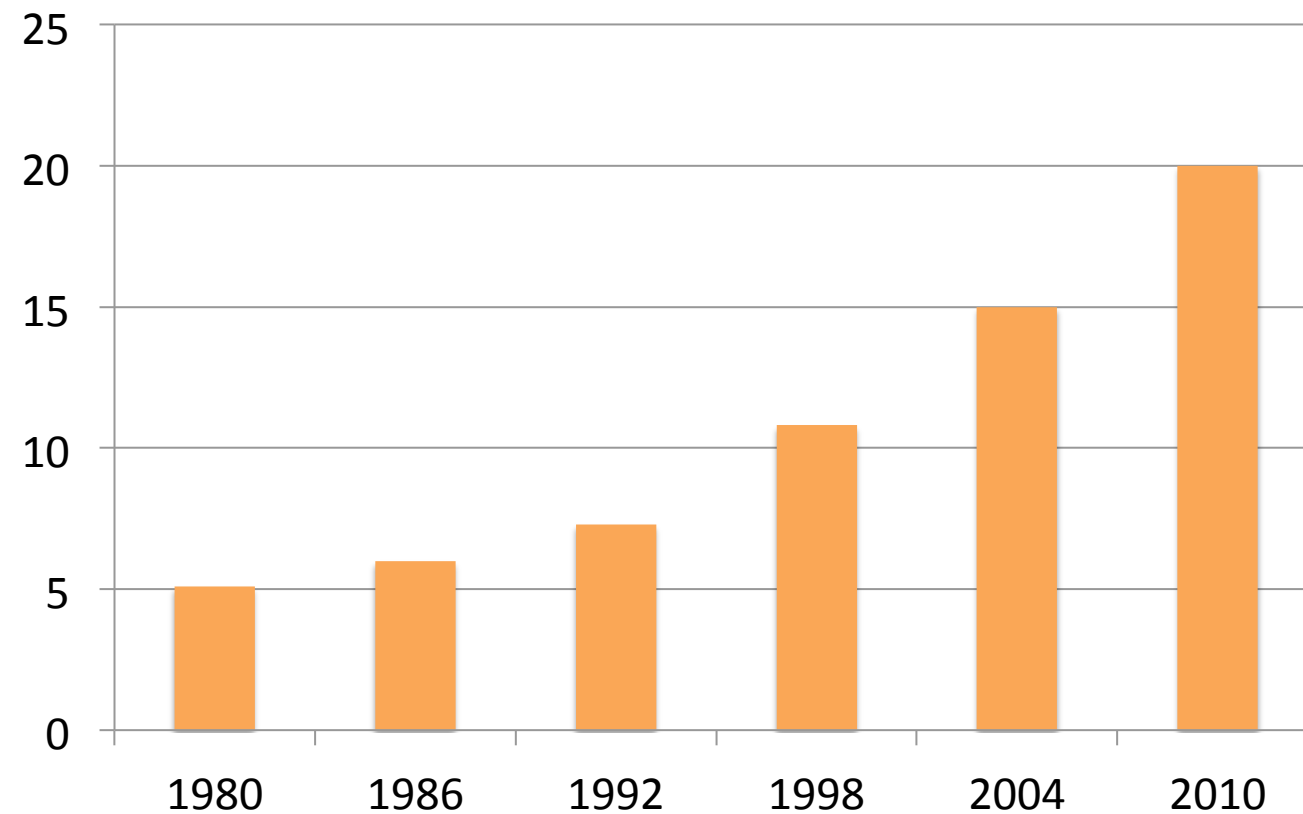
Reduce
Employee-Related
Costs

What Is Driving Cost?

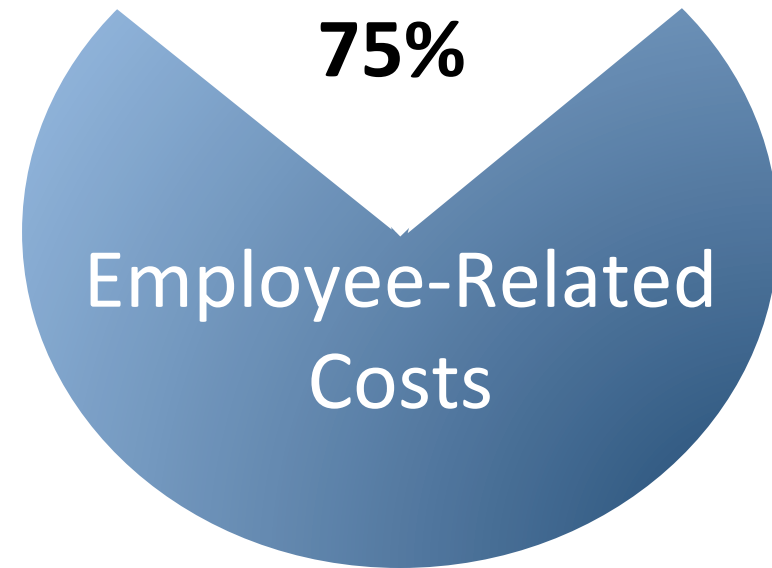


Chronic Disease

Adult Diabetes in the U.S.



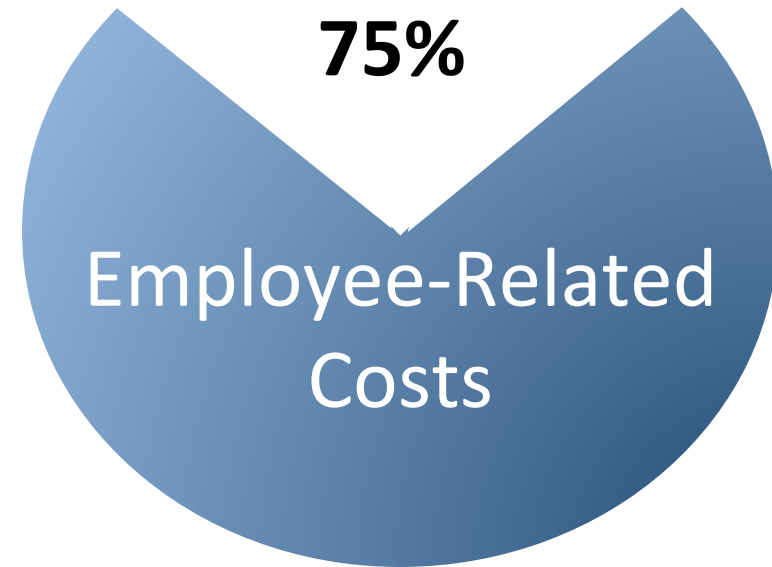
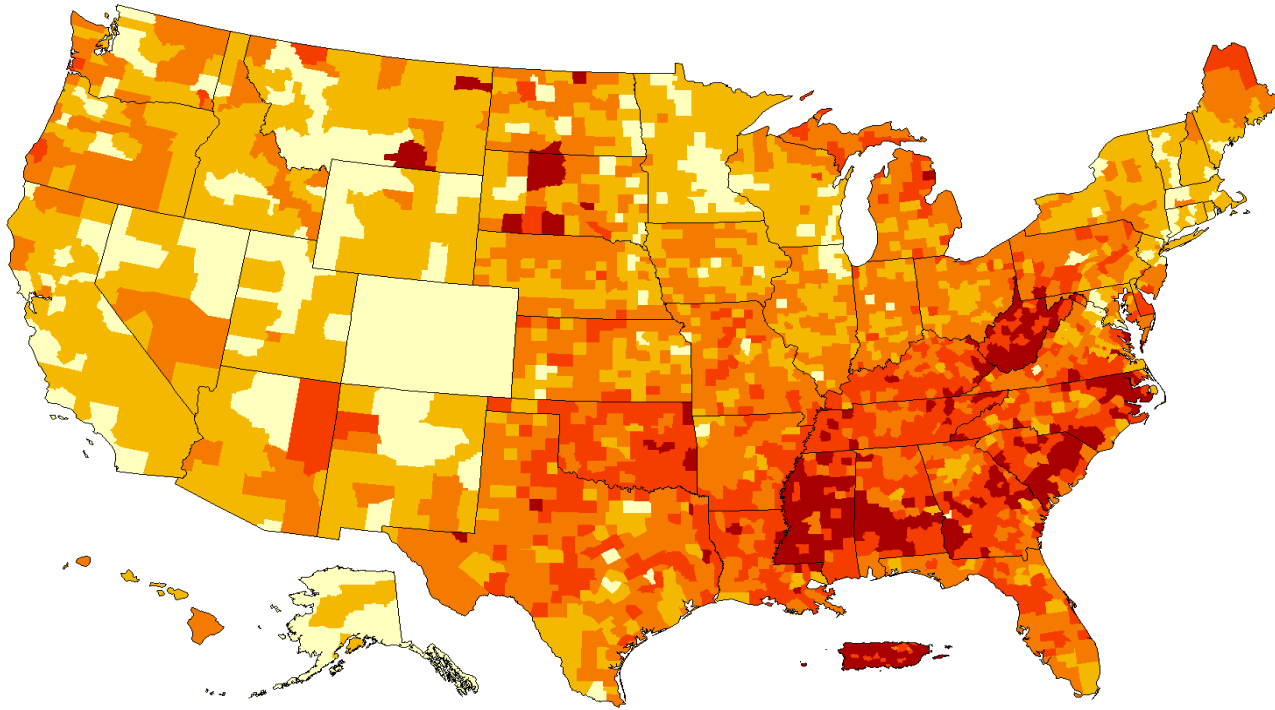
Number in Millions



CDC 2009

Chronic Disease

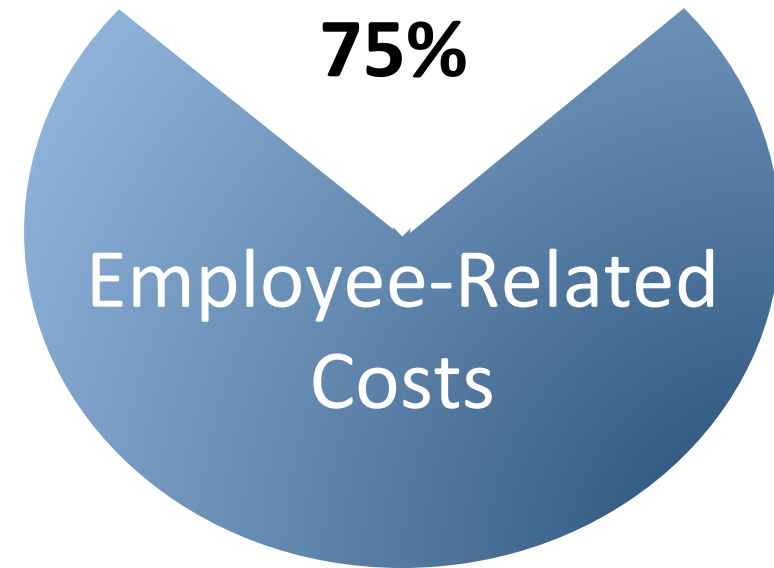
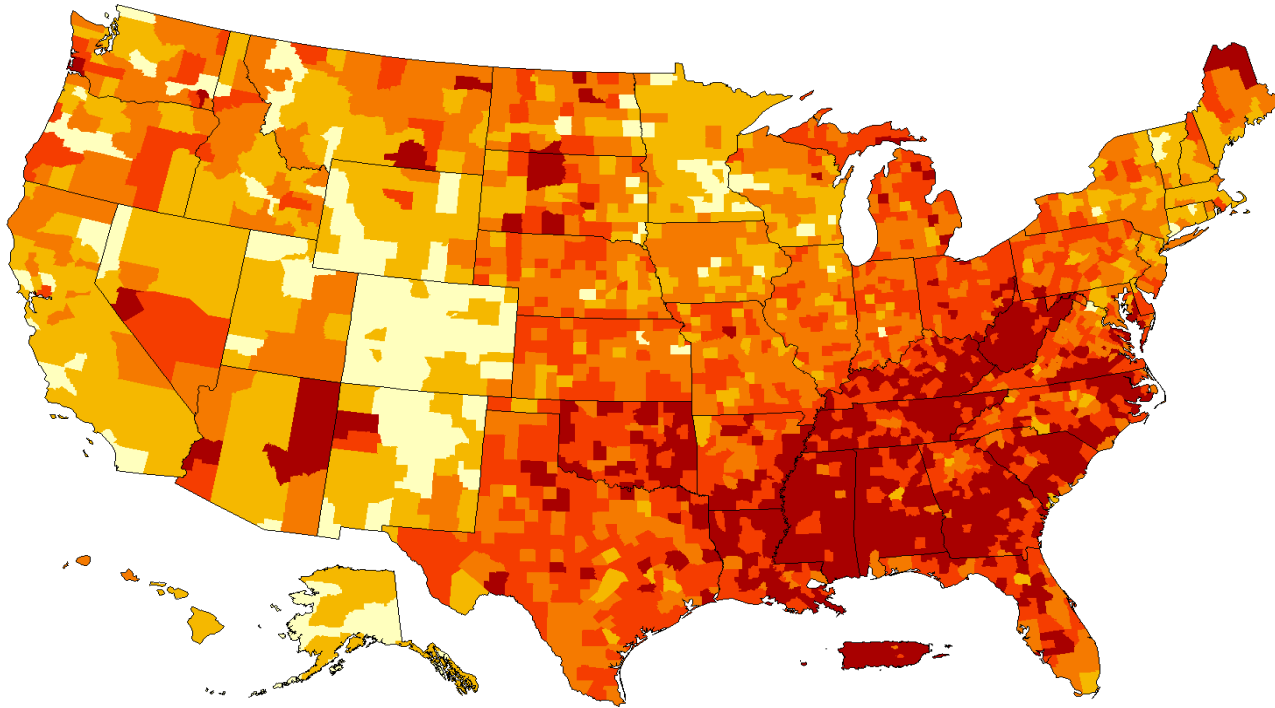
Adult Diabetes 2005



CDC 2009

Chronic Disease

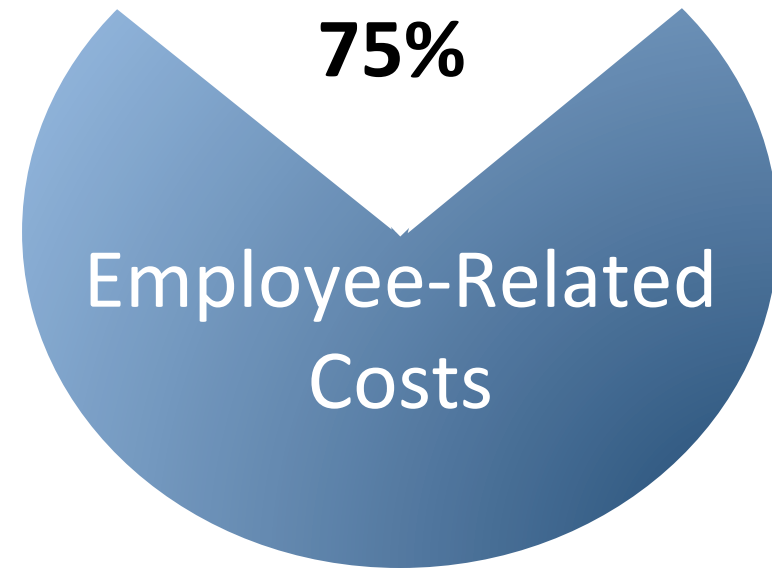
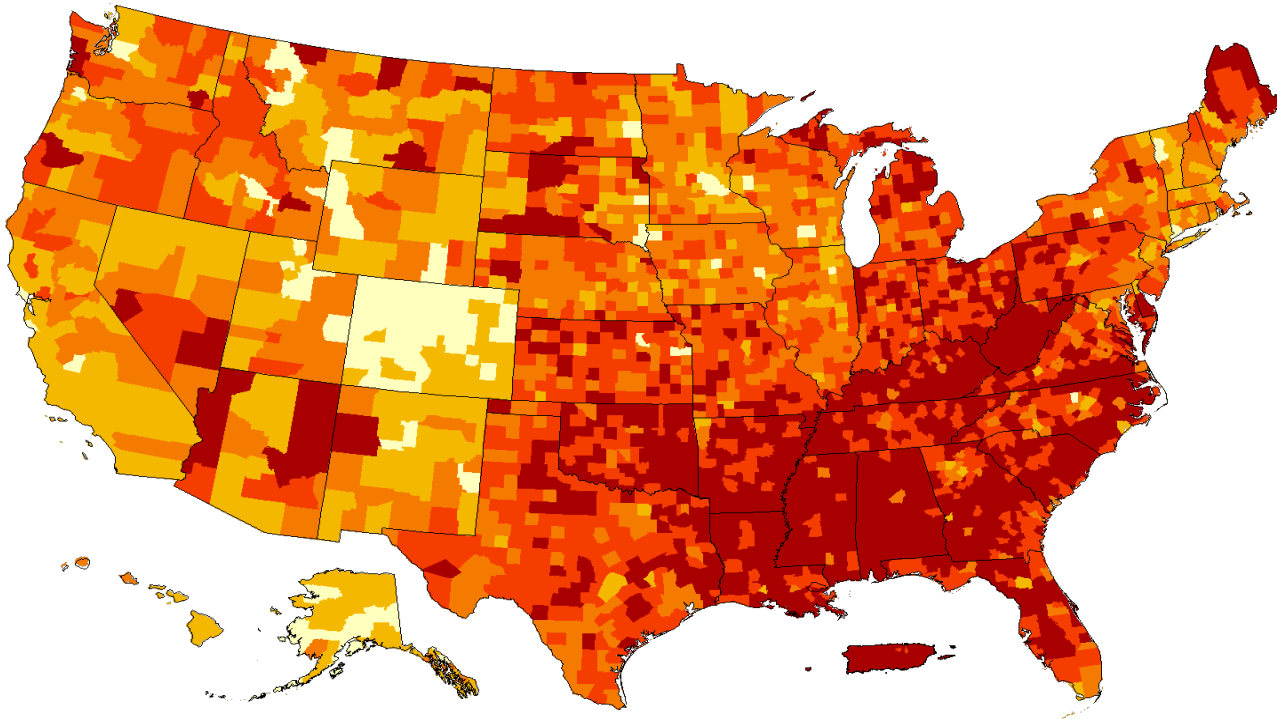
Adult Diabetes 2007



CDC 2009

Chronic Disease

Adult Diabetes 2009



CDC 2009

What Drives Chronic Disease?

Unhealthy Lifestyle

- ✓ Physical Inactivity
- ✓ Poor Dietary Habits
- ✓ Tobacco Use

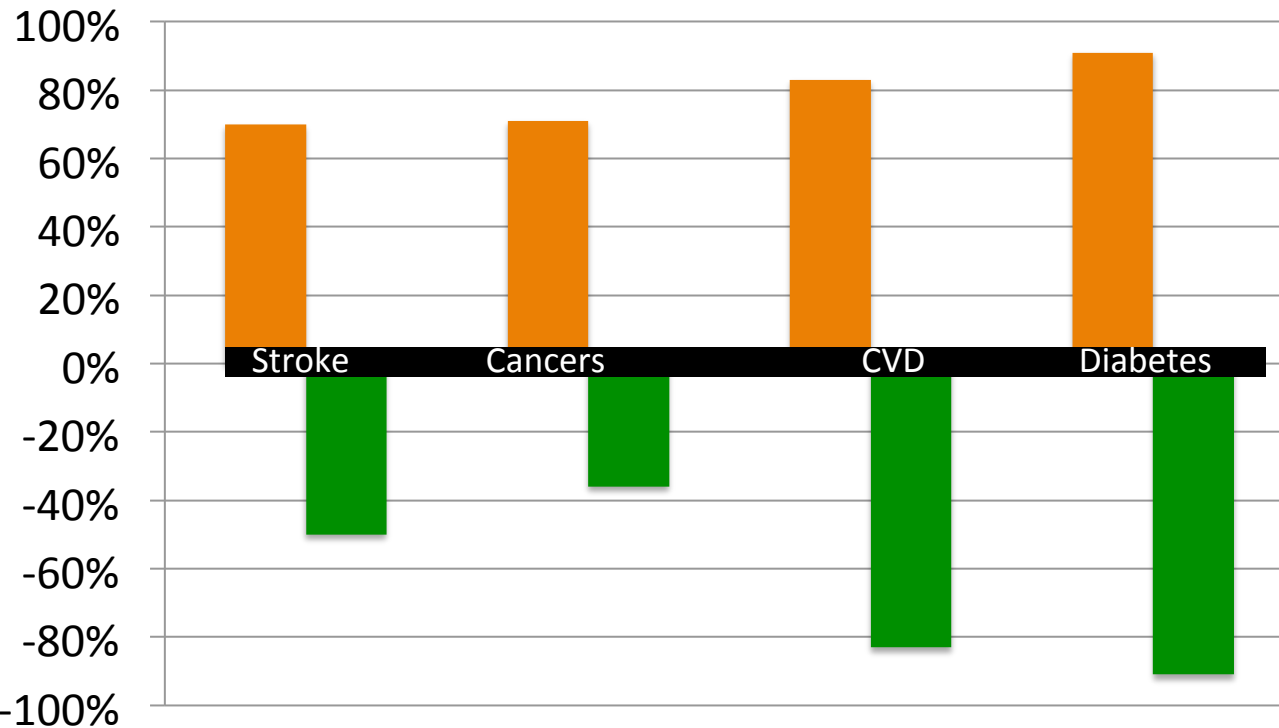


```
graph LR; A[Unhealthy Lifestyle  
✓ Physical Inactivity  
✓ Poor Dietary Habits  
✓ Tobacco Use] --> B((Employee-Related Costs))
```

Employee-Related Costs

What Drives Chronic Disease?

Chronic Disease is caused by *unhealthy* lifestyle



Chronic Disease is prevented by *healthy* lifestyle

Employee-Related
Costs

Changing Lifestyle Behavior Is Key...

But *How* Do You Do It?

QUICKLINKS ▶

RE-AIM

▶ About RE-AIM

What is RE-AIM?

News and Events

Applying the RE-AIM Framework

Frequently Asked Questions

Publications

Presentations

Resources and Tools



About RE-AIM

Reach Effectiveness Adoption Implementation Maintenance

This site provides an explanation of and resources for those wanting to apply the RE-AIM framework. The RE-AIM framework is designed to enhance the quality, speed, and public health impact of efforts to translate research into practice in five steps:

- » Reach your intended target population
- » Efficacy or effectiveness
- » Adoption by target staff, settings, or institutions
- » Implementation consistency, costs and adaptations made during delivery

What's New

Dr. Rabin Dissemination and
Implementation Webinar
February 2015

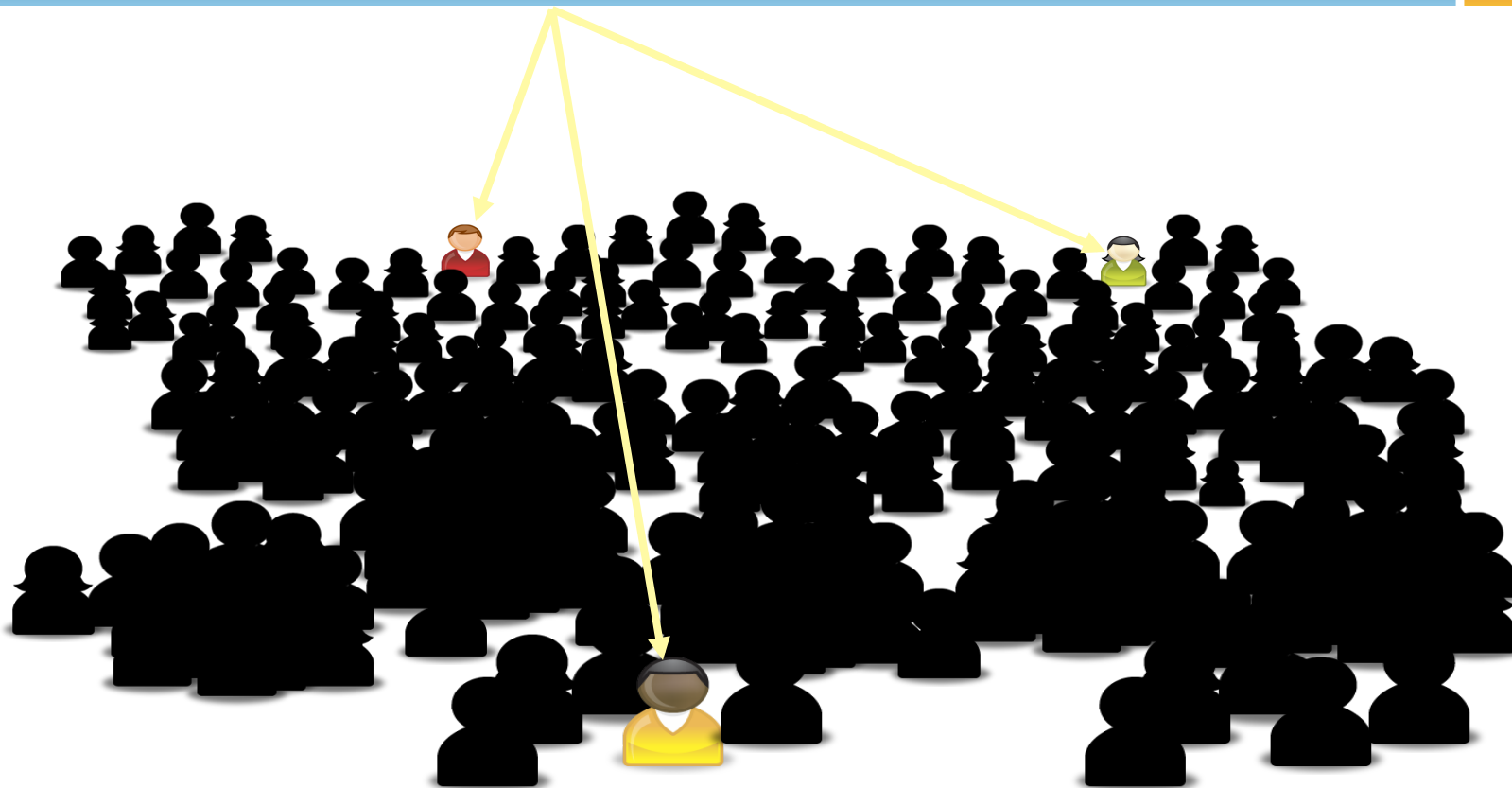
Is RE-AIM Walking the Walk?
January 2015

Galaviz Guest Talk Discussion
December 2014

Reach



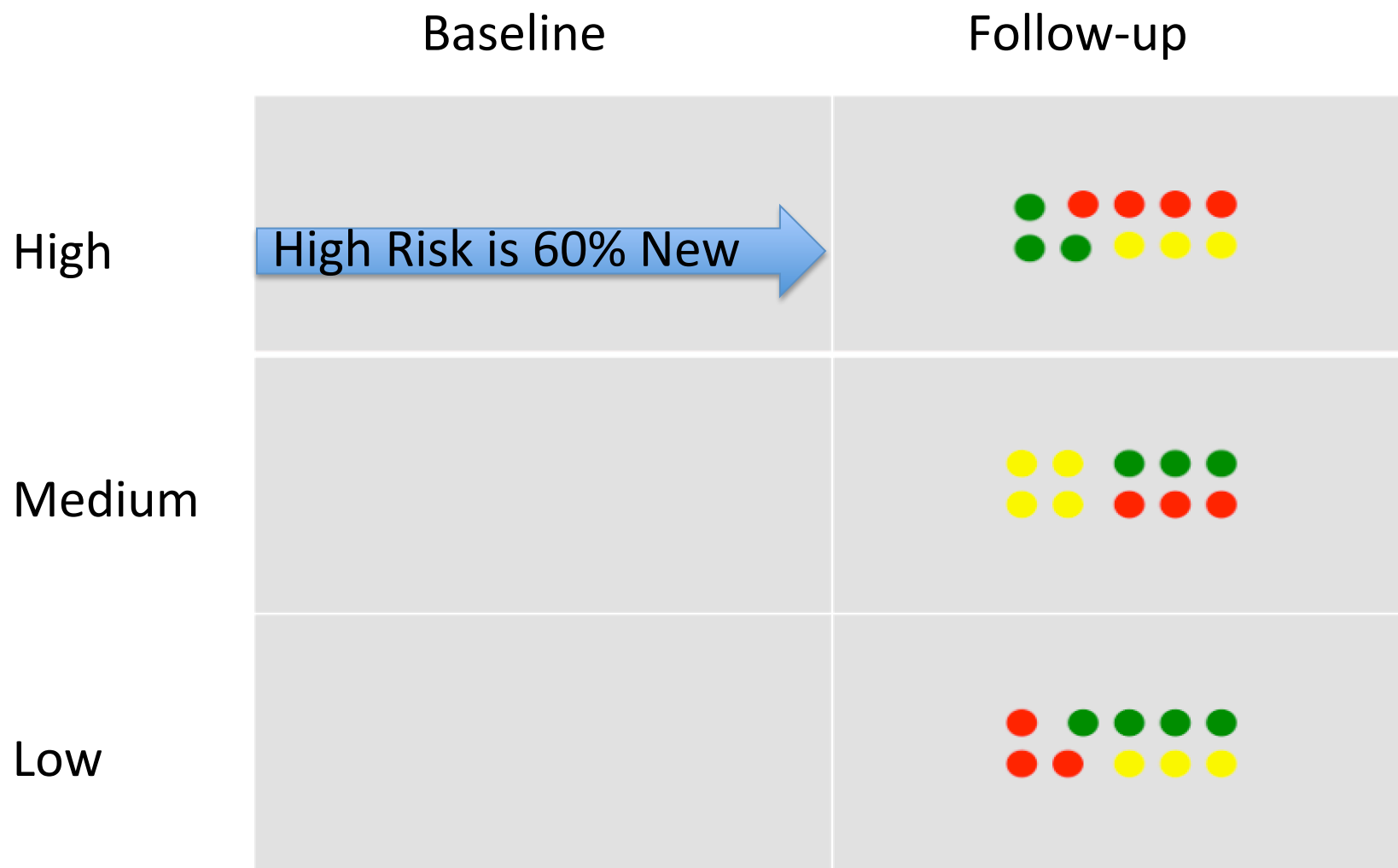
High risk or High cost only



Risk Migration

	Baseline	Follow-up
High		
Medium		
Low		

Risk Migration

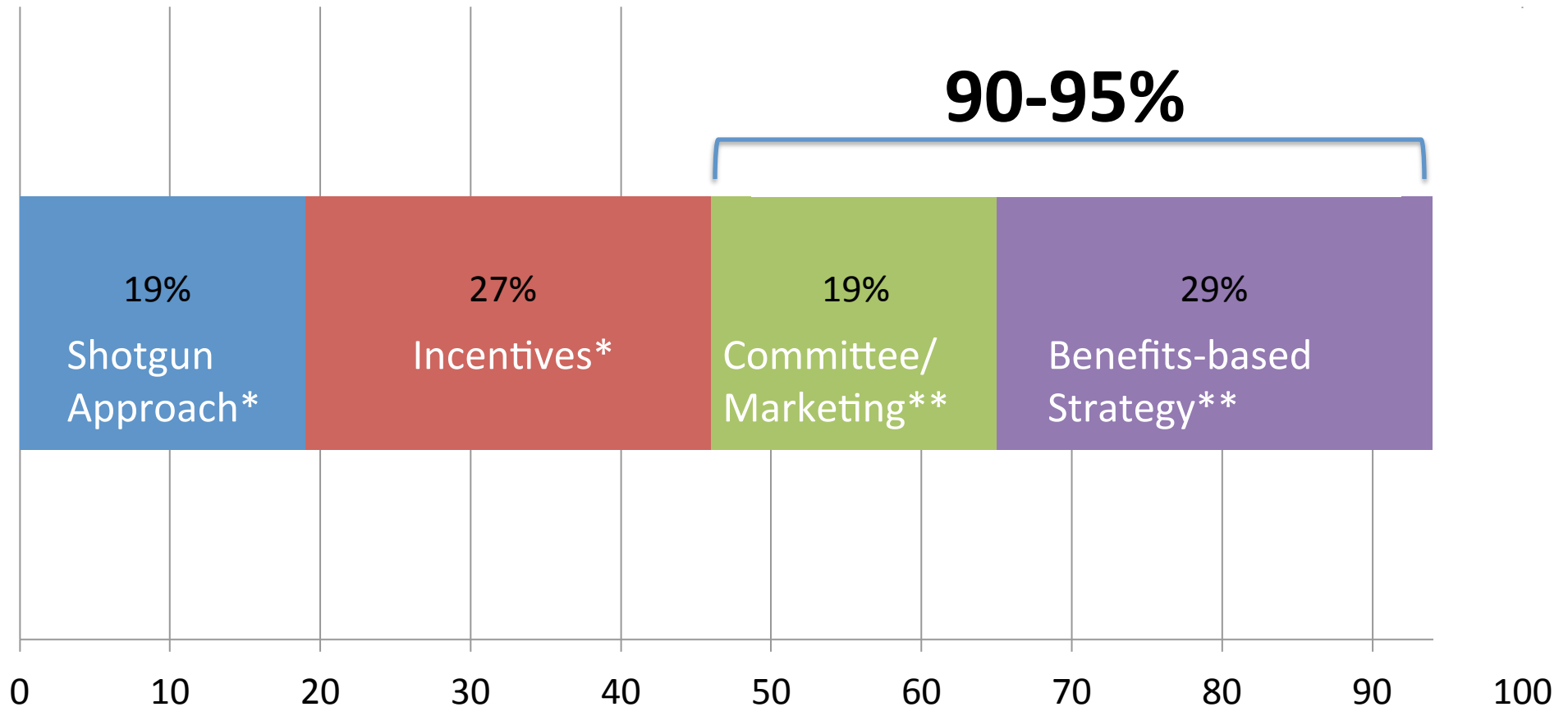


The Beauty of Lifestyle Prescription

Eat healthy food and move

How to Maximize Reach

Participation Percentage



*2011/2012 Staying@Work Survey Report; Towers Watson/National Business Group on Health

**From WellSteps Aggregate Data

Three Steps to Maximize Reach

1. Grab attention
2. What's in it for me?
3. Tell me what to do!

Do you want...

less stress? better grades?
less sickness? better mood?



Go to bed!★

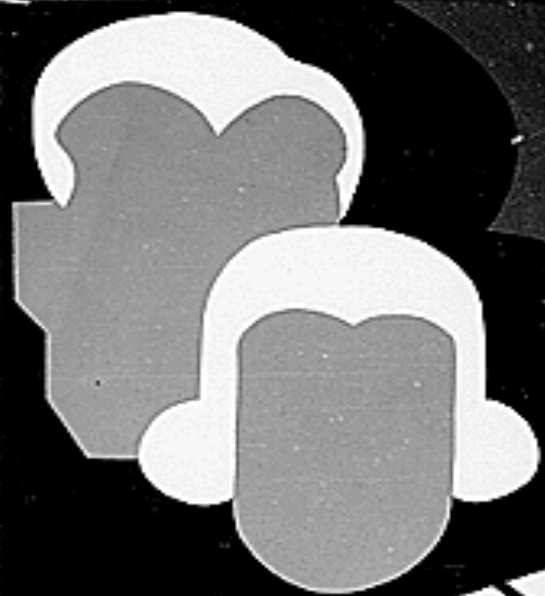
★Getting enough sleep each night improves ability to manage stress, boosts the immune system, sharpens concentration and memory for studying and enhances overall physical and emotional health.

Tips for Better Sleep:

- ★ Keep regular bedtime/waking hours
- ★ Exercise regularly
- ★ Avoid caffeine and nicotine in the evening
- ★ Keep up with schoolwork
- ★ Minimize sleep disruptions with a dark, quiet bedroom (try ear plugs and a sleep mask)

A public service
announcement from
your friends at

 **CAMPUS
HEALTH
SERVICE**
www.health.arizona.edu



CANCER HITS

IN THE PRIME OF LIFE
95 PERCENT OF CASES OF CANCER ARE IN THOSE OVER 35



Vaccines are the safest, most effective way to protect children, teens, adults and seniors against serious disease. They also help stop the spread of highly contagious disease in our schools and community, like whooping cough and the flu. It's easy to find out which vaccines are right for you or your loved ones by calling your doctor or clinic. But for everyone's health and well-being, please don't wait.

Visit www.vaccinateLA.com or call 211. **STAY HEALTHY. VACCINATE.**

Long hair is dangerous

Should the class lecturer consider
a hair style is dangerous, the student
must take precautions stipulated by him.
Students refusing to do so must not
operate a machine or process.



I



**Fruit &
Veggies**



Oral Healthcare Can't Wait™

Save your mouth. Schedule your next dental appointment today . . . and keep it.



Dental Topics & Issues
Oral Care & Health



WHICH SIDE ARE YOU ON?

Instead of THIS

...Eat THIS!





**You
wouldn't
miss
your hair
appointment**

**Don't miss having your cervical screening test.
It only takes a few minutes and **it could save your life.****

Cervical screening is **NOT** a test for cancer. It is a test that aims to look for any changes in your cervix and **prevent** cancer cells forming.

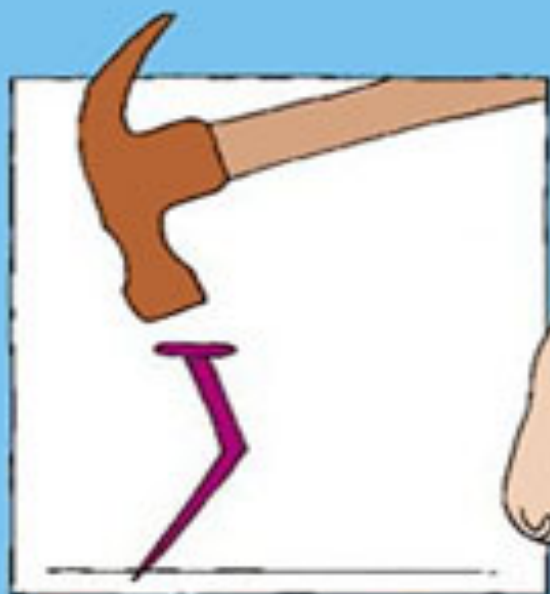
Phone your GP to book an appointment

www.mphds.org

The Air We Breathe



AMERICAN LUNG ASSOCIATION
Affiliate



Is Your Exercise
Doing You More
Harm Than
Good?

Get Your Spine Checked
And Know.





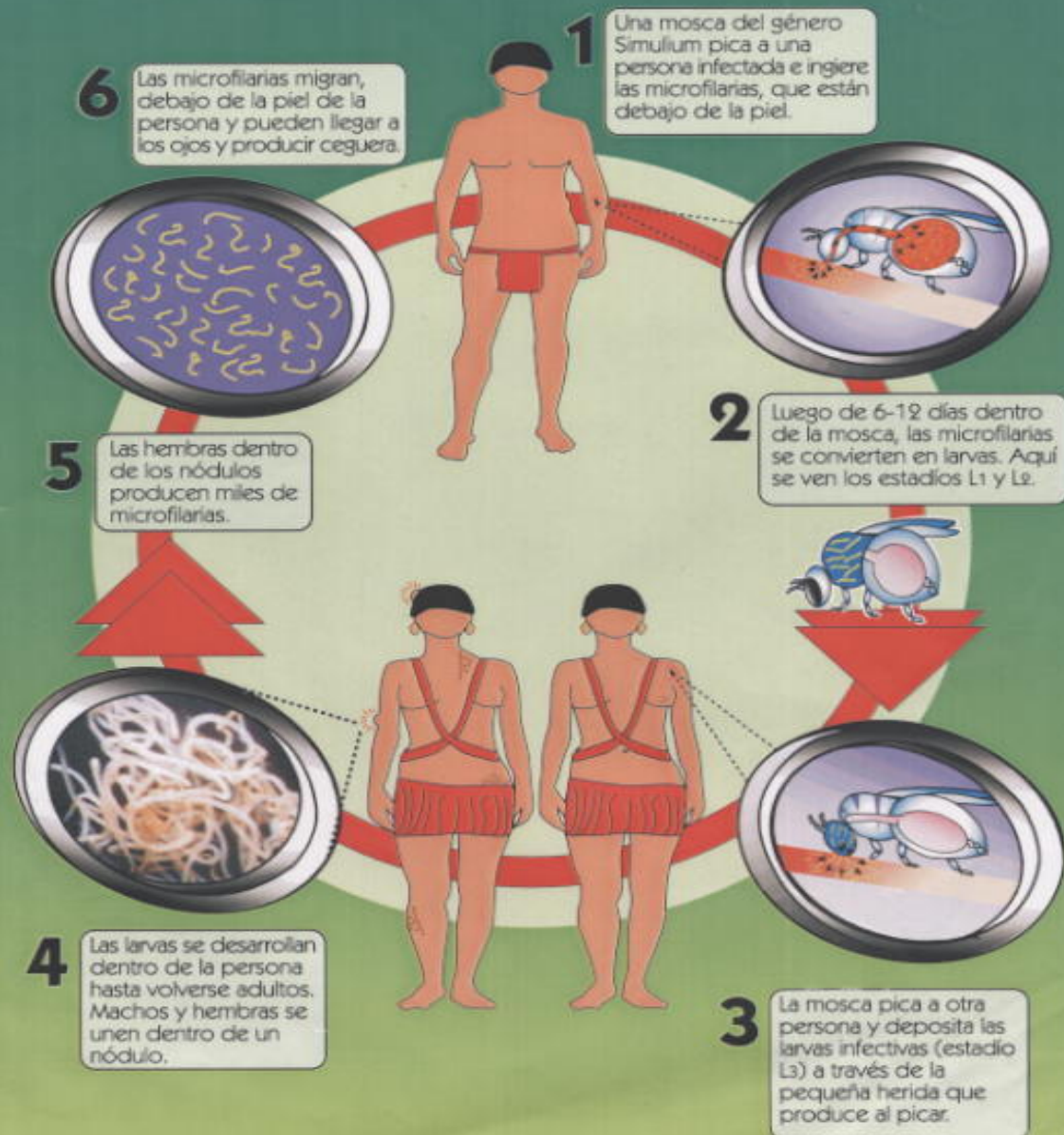
Is your home giving you lung cancer?

**Radon is the leading cause of lung cancer
in non-smokers.
Your home poses the greatest risk. Test your home.**



**www.health.mn.gov/radonad
(800) 798-9050**

¿Cómo se transmite la Oncocercosis?



Improve This Email

Subject line: Annual health screenings

Dear Bob:

As you know, your birthday is this month. Getting your health screenings every year is a good idea for your health.

Reach



How Do You Get Impact?

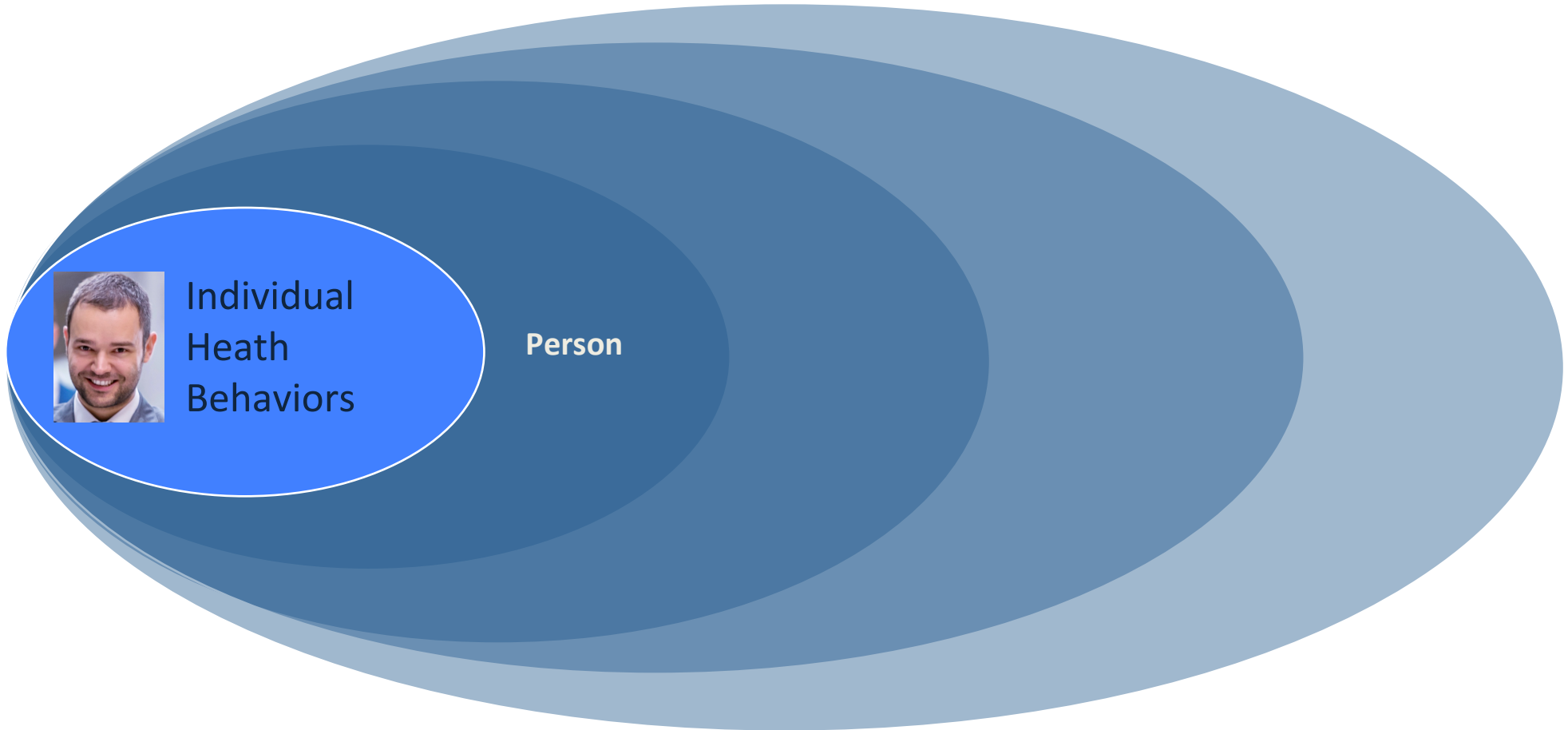
Forces That Influence Behavior?

Forces That Influence Behavior

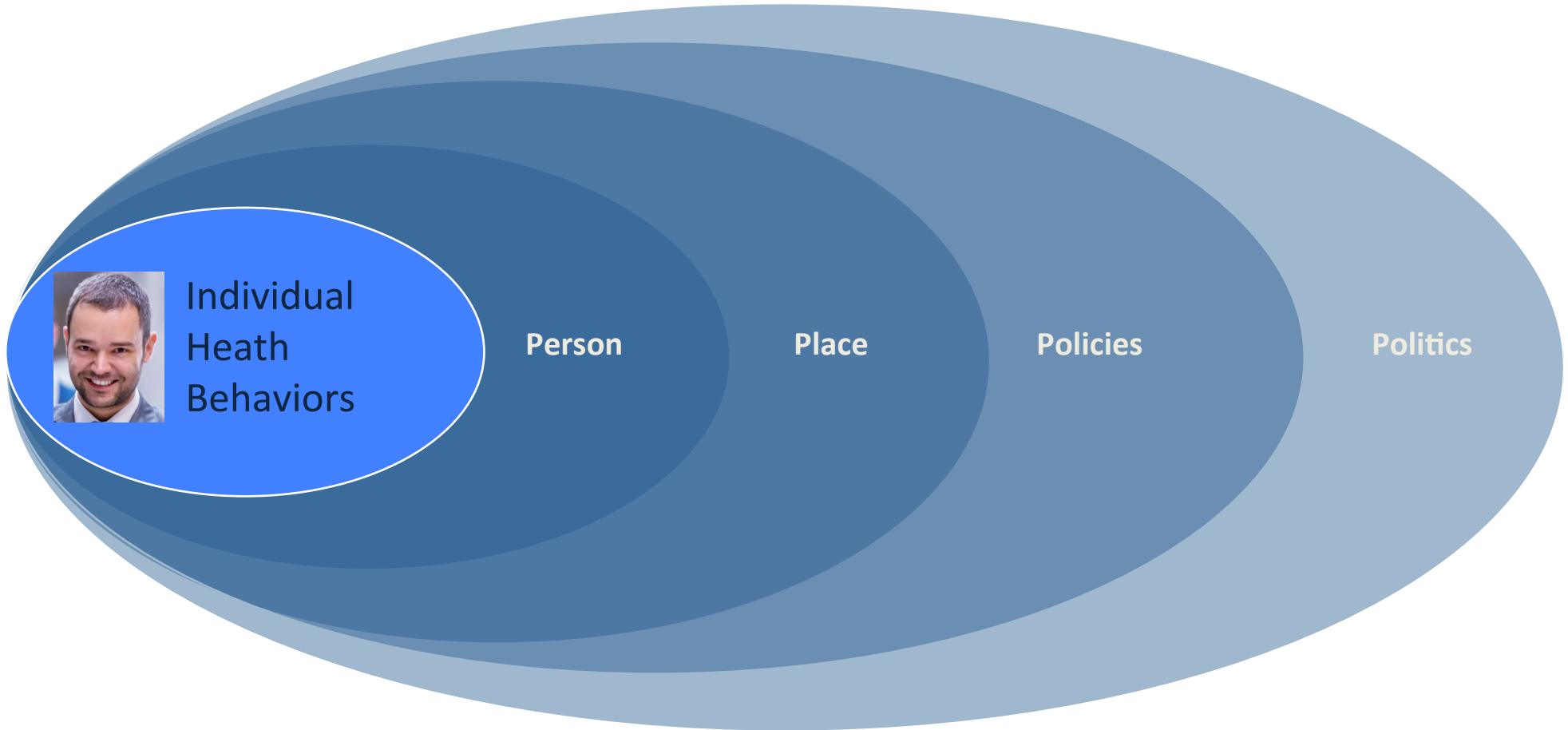


Individual
Health
Behaviors

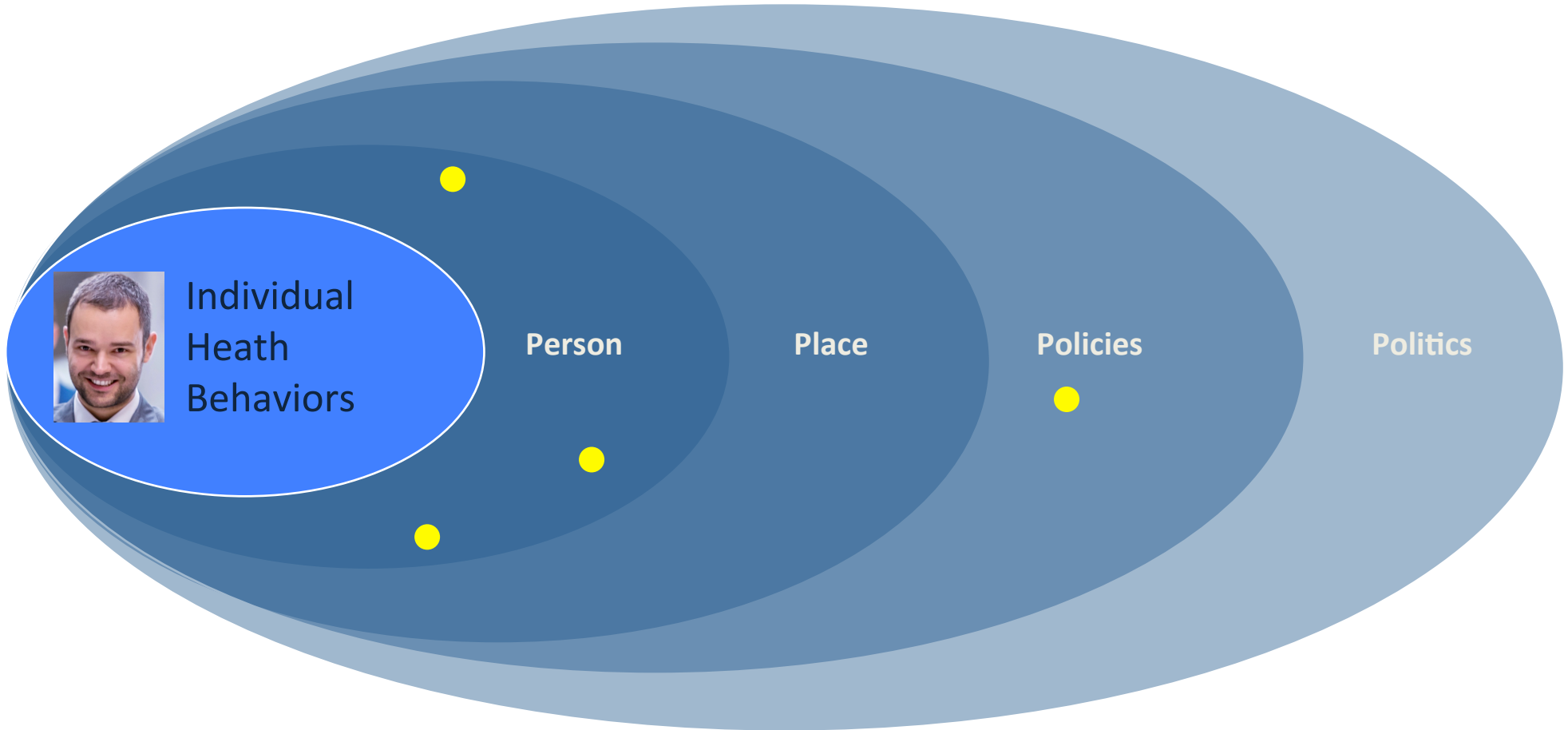
Forces That Influence Behavior



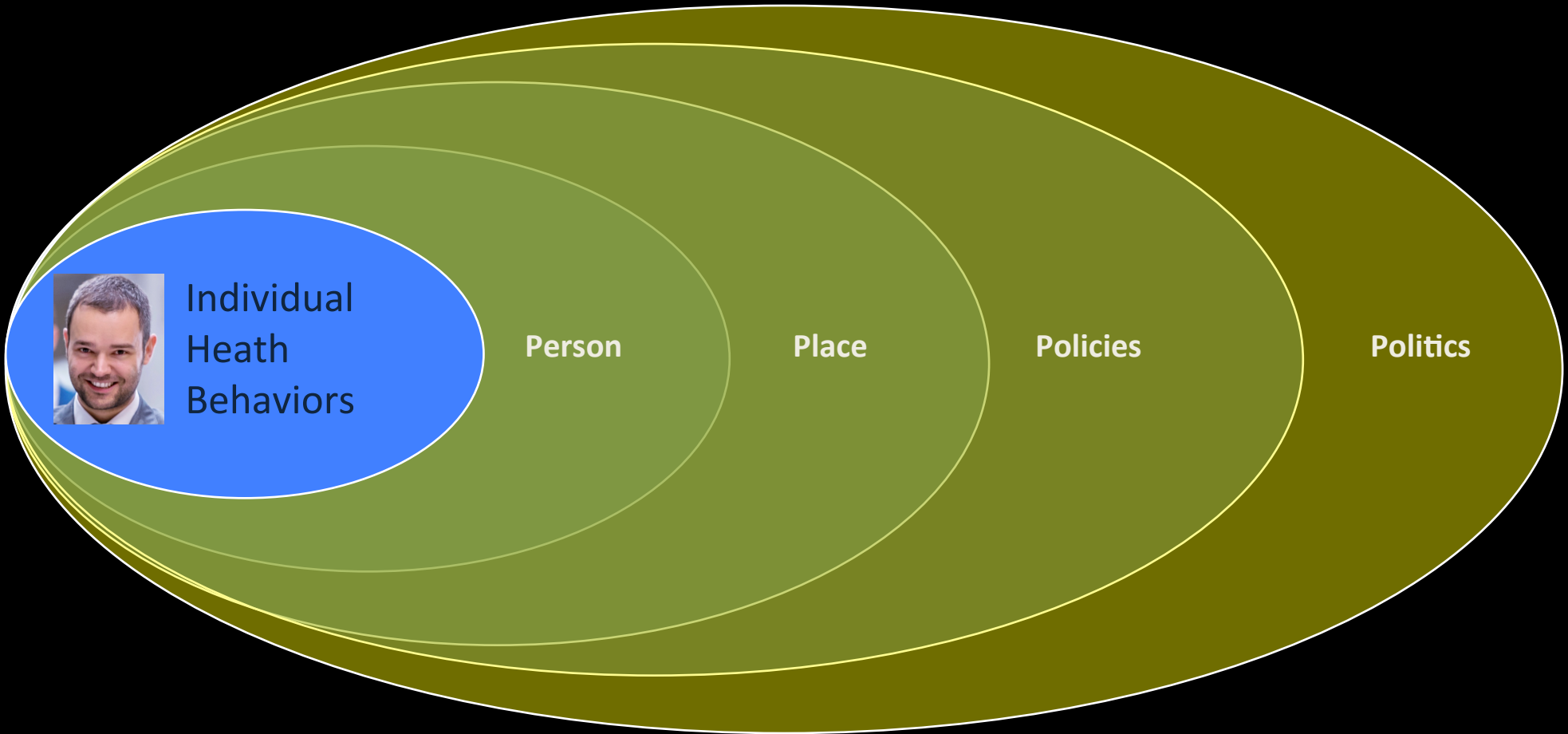
Forces That Influence Behavior



Forces That Influence Behavior



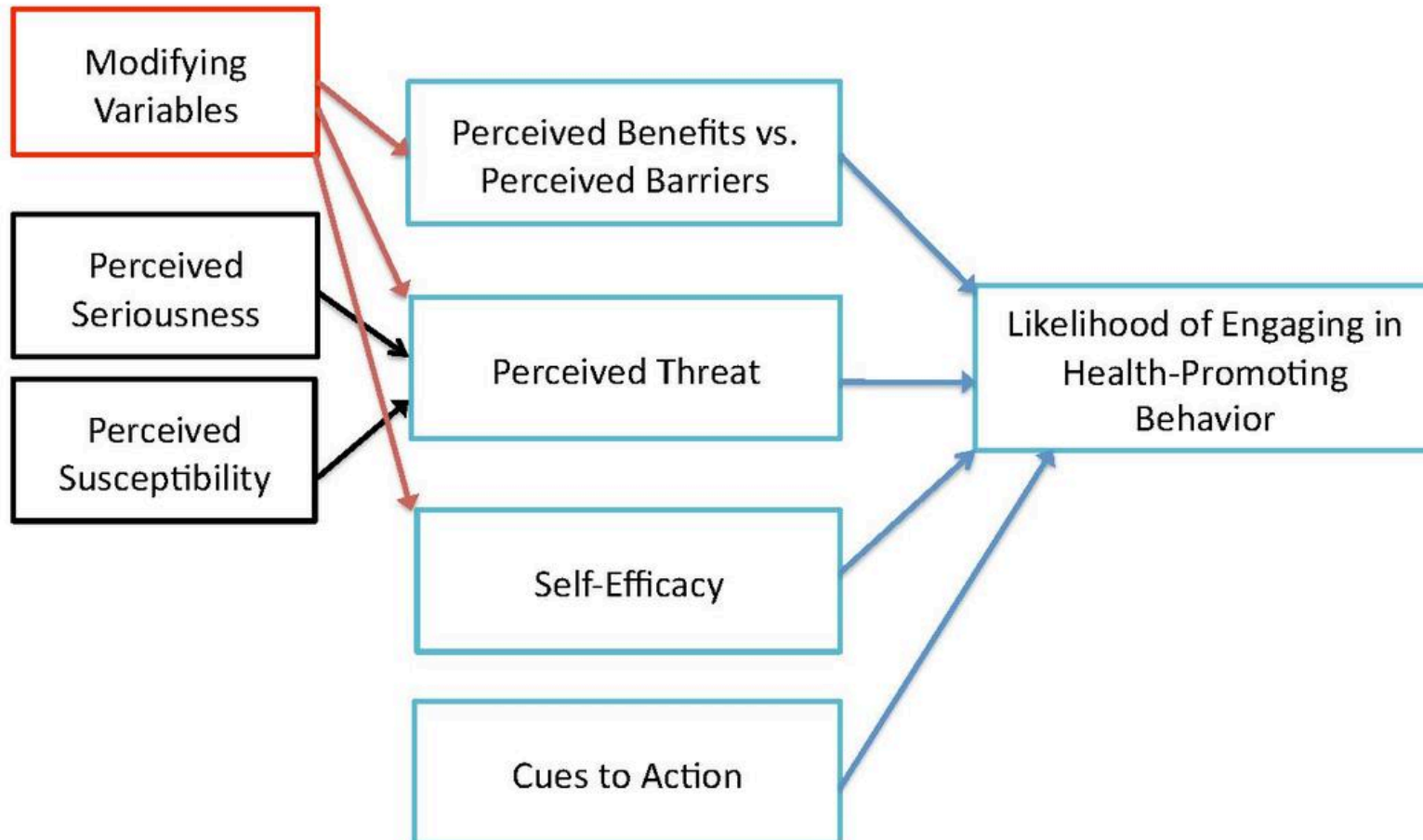
A Comprehensive Solution

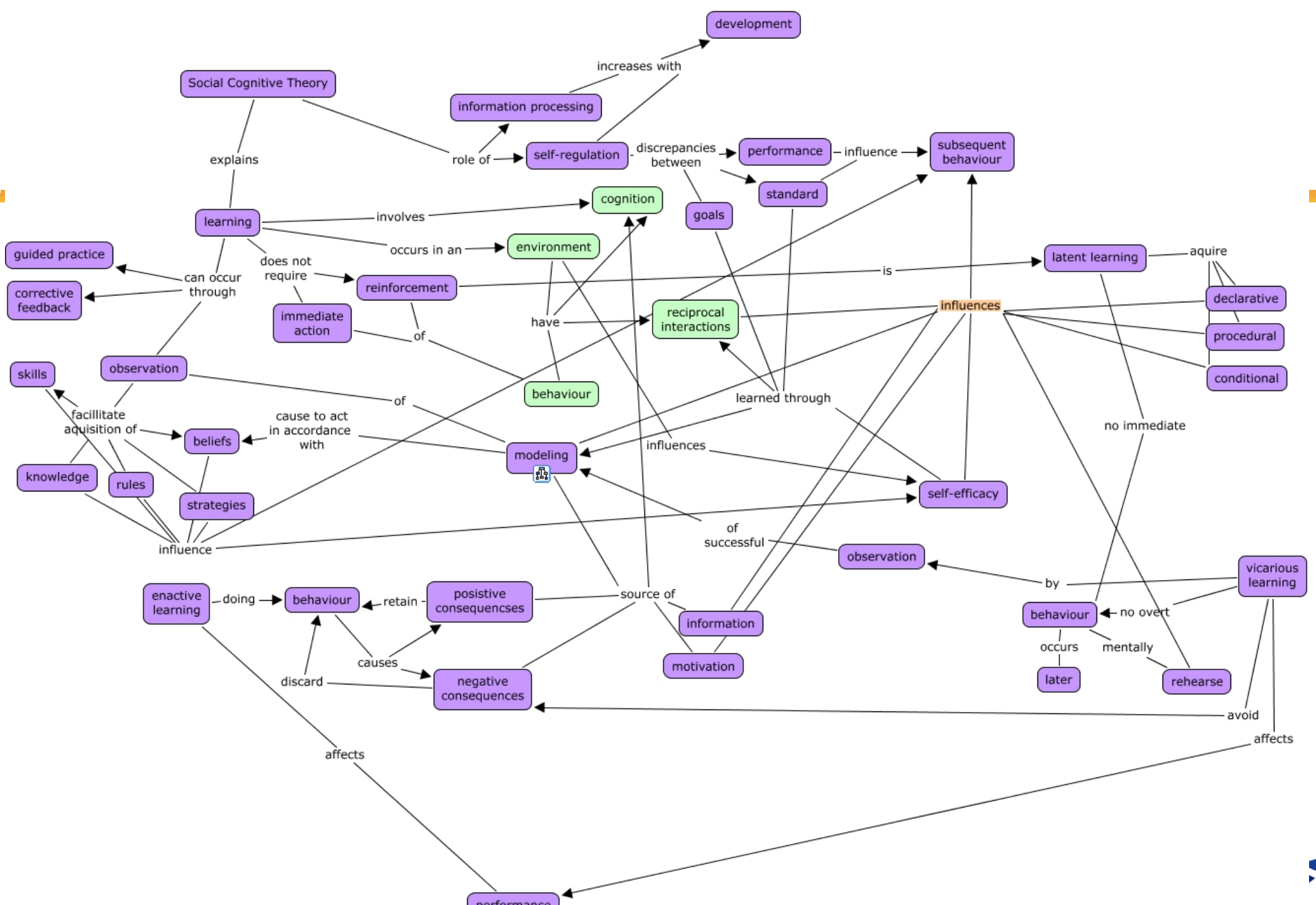


Building Comprehensive to Get Impact

Models of Behavior Change

The Health Belief Model





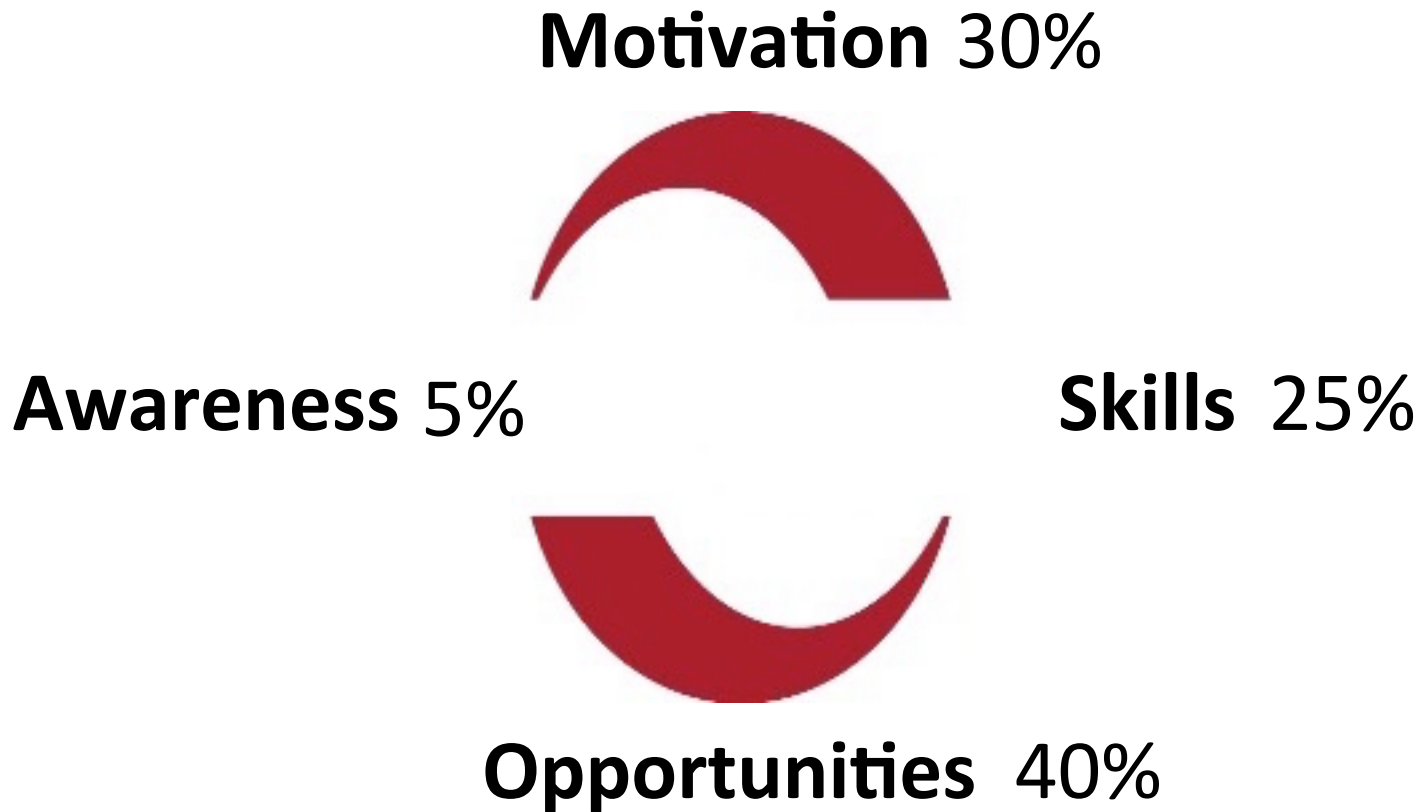
Changing Behaviors

Dr. Michael O'Donnell

Presents A New Way To Think
About Behavior Change

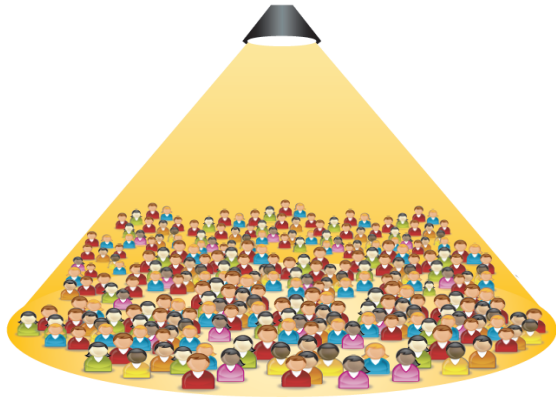


A Simple Way to Do This...



Break

Effective Wellness Programs



Reach

1. Grab attention
2. What's in it for me?
3. Tell me what to do!



1

Awareness



- Biometric Screening
- HRA
- Flyers
- Posters
- Health fairs
- Books
- Payroll stuffers
- Web portals
- Lunch and learns
- Newsletters

Personal Health Assessment


Please answer each question accurately so we can better help you improve your health.

12345678

SUBMIT

< PREVIOUS

NEXT >



What was your Blood Pressure when it was last checked?

Normal is 119/79 or lower, Borderline is 120/80 to 139/89, High is 140/90+

Normal

Borderline High


High

Not sure

Never had it checked

< PREVIOUS

NEXT >



Motivation



- Internal
- Benefits-based
- External

Praise and Recognition



AGAINST ALL ODDS

Five people who faced their health battles head-on – and offer hope for others BY HEATHER MILLAR

THE MAN WHO DIDN'T GET DIABETES

THE SUBJECT: Michael Pettit, West Jordan, Utah

THE DIAGNOSIS: Pre-diabetic

THE PROBLEM: A lifetime of bad eating habits

Michael Pettit didn't realize that he might soon be seriously ill. He'd been heavy for most of his adult life – 260 pounds on his 6-foot frame. He wasn't worried about that. That kind of girth seemed to run in his family. He did notice that he was huffing, puffing, and sweating more at his job repairing machines that make medical devices. His ankles and knees ached all the time. He didn't have much energy and had stopped dating. He figured he was just getting old.

On June 18, 2002, Pettit's employer, BD Medical, a medical equipment maker, held a health fair at its plant in Sandy, Utah. Pettit decided to get his blood checked. He was shocked at the results: Not only were his cholesterol, triglycerides, and blood pressure high, but his blood sugar was so elevated he was considered pre-diabetic. The numbers were dangerous. "They said that if I didn't make changes in my lifestyle, I could become diabetic," Pettit recalls. "That scared me."

Pettit signed up for a weekly class on diet and exercise that had been arranged by his employer. He met with a care manager to set personal goals. During one class, his care manager filled a drinking glass one-third with sugar to show how much sweetener the average soft drink contains. "I was shocked at how much sugar was actually in the soda," Pettit says. "That helped me change my mind about what I eat. I started doing the diet."

Pettit stopped going to fast-food restaurants and stopped eating the super-size meals he'd been ordering six or seven times a week. He also quit getting the 64-ounce soft drinks and jumbo candy bars he'd been buying on his way to work. He limited his diet to 1,800 calories a day, eating store-bought turkey sandwiches and granola bars and making salads at home. He worked out for as much as an hour each day in a company exercise center.

Nine months later, Pettit had lost 50 pounds, dropping to 210. He traded in his 42-inch pants, which had been tight, for 38s. His joints stopped aching. He felt more energetic. After a year, Pettit got his blood tested again. Everything – cholesterol, triglycerides, blood sugar, blood pressure – had dropped dramatically. He had kept diabetes at bay. "They couldn't even tell it was the same person, the sugar had dropped so much," Pettit says proudly.

Pettit's care manager, Marilyn Barlow, says the physical changes were just the beginning. "Michael's whole demeanor changed," says Barlow, who works for Intermountain Health Care in Utah, a subcontractor for BD Medical. "He was living at home with his parents. He has since bought his own home. He's dating, which he wasn't doing."

Pettit doesn't argue with Barlow's conclusion. "I'm happy," Pettit says. "I'm keeping the weight off, keeping the diabetes and blood sugar in check. I feel good about that."



"They said that if I didn't make **changes** in my lifestyle, I could become diabetic. That scared me."



Taylor Bown

WEIGHT
LOSS
CHAMPION

The URS/PEHP

WELLNESS

Champion

“ I attribute my
SUCCESS
to finding
something active I
ENJOY DOING
and eating
SMARTER,
not ‘dieting.’ ”

Lost
50 lbs!!!



Benefits-based Incentives

- Premium Differential
- Lower Co-Pays/Deductibles
- HSA/HRA/FSA Contributions
- Paid Time Off

External





Skills (and Tools)

- Know how to prepare healthy food
- Have the tools to prepare healthy food

THE
STOP & GO
GROCERY GUIDE



By **Steven G. Aldana, PhD**
with Monique Hess, MS

Beverages		Serving	Calories	Total fat (gm)	Saturated fat (gm)	Trans fats (gm)	Cholesterol (mg)	Sodium (mg)	Carbs (gm)
7-UP Lemon Lime Soda		244ml	100	0	0	0	0	25	26
A&W Cream Soda		244ml	130	0	0	0	0	45	32
A&W Diet Caffeine Free Root Beer		355ml	0	0	0	0	0	100	0
A&W Diet Root Beer		240ml	0	0	0	0	0	70	0
A&W Root Beer		254ml	120	0	0	0	0	45	32
AMP Energy Drink		240ml	110	0	0	0	0	65	29
AMP Overdrive Cherry Energy Drink		240ml	110	0	0	0	0	70	29
Apple & Eve Apple Juice from Concentrate		248ml	110	0	0	0	0	5	26
Barq's Root Beer		355ml	160	0	0	0	0	70	45
Big Red Cream Soda		230ml	100	0	0	0	0	20	25
Big Red Soda		360ml	150	0	0	0	0	30	38
Bolthouse Farms C Boost Tropical Fruit Juice Smoothie		230ml	152	0	0	0	0	15	36
Bolthouse Farms Carrot Juice		244ml	70	0	0	0	0	150	14
Bolthouse Farms Green Goodness Juice		240ml	140	0	0	0	0	25	33
Caffeine Free Coke		240ml	100	0	0	0	0	35	27
Caffeine Free Diet Coke		355ml	0	0	0	0	0	40	0
Caffeine Free Diet Pepsi		355ml	0	0	0	0	0	35	0
Caffeine Free Pepsi		240ml	100	0	0	0	0	20	28
Campbell's Tomato Juice		240ml	50	0	0	0	0	680	10
Canada Dry Ginger Ale		244ml	90	0	0	0	0	35	25
Capri Sun Assorted Juices		200ml	70	0	0	0	0	15	19
Cherry 7-Up Cherry Lemon Lime Soda		244ml	100	0	0	0	0	25	26
Cherry Coke		240ml	100	0	0	0	0	25	28
Cherry Coke Zero		240ml	0	0	0	0	0	30	0
Citrus Mountain Dew		240ml	110	0	0	0	0	0	31
Code Red Mountain Dew		244ml	110	0	0	0	0	70	31
Coke Classic		240ml	100	0	0	0	0	35	27
Coke Zero		355ml	0	0	0	0	0	40	0
Daily's Little Hugs Assorted Drinks		244ml	35	0	0	0	0	90	8
Diet 7-Up Lemon Lime Soda		240ml	0	0	0	0	0	30	0
Diet Cherry Coke		355ml	0	0	0	0	0	40	0
Diet Coke		240ml	0	0	0	0	0	30	0
Diet Coke with Lime		355ml	0	0	0	0	0	40	0
Diet Coke with Splenda		355ml	0	0	0	0	0	40	0
Diet Dr Pepper		240ml	0	0	0	0	0	35	0
Diet Mountain Dew		355ml	0	0	0	0	0	50	0
Diet Mountain Dew Code Red		355ml	0	0	0	0	0	40	0
Diet Pepsi		240ml	0	0	0	0	0	25	0
Diet Pepsi Max		355ml	0	0	0	0	0	35	0

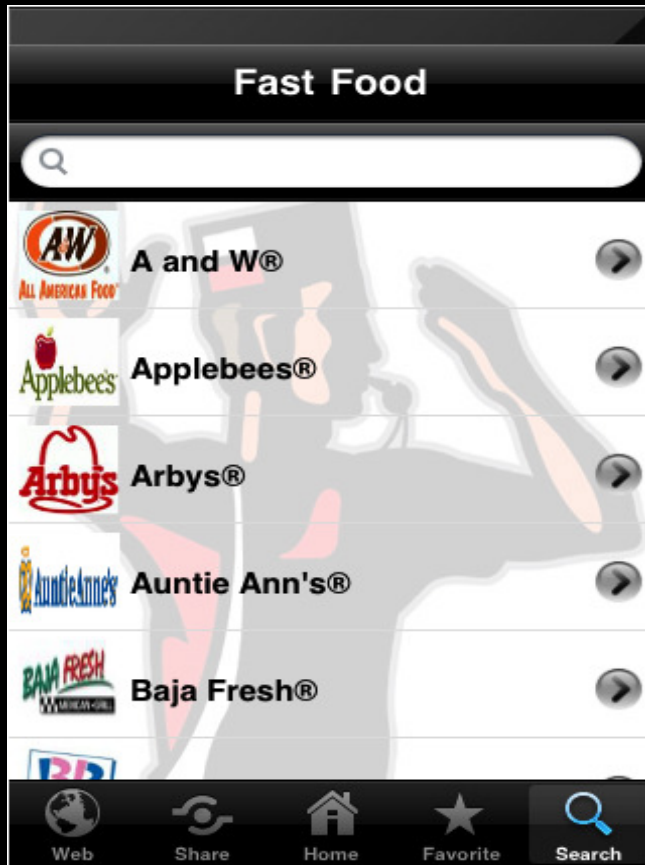


- Know which fast foods to choose
- Have a tool to help you choose healthy fast food

THE
STOP & GO
FAST FOOD NUTRITION GUIDE



By Steven G. Aldana, PhD
author of the bestseller
The Culprit and The Cure



www.wellsteps.com/apps

- Learn to schedule time for activity
- Have tools to enable activity



Other Tools

- Gym pass
- Exercise clothing
- Fitbit
- Recipes
- Nurse hotline



Opportunities (and Others)

- Making the healthiest choice the easiest choice
 - Smoking policy
 - Healthy cafeteria food
 - Prompts to use the stairs
 - Snack bowl bans
 - Stretch Breaks

Stairway Prompts



Stairway Prompts



The image consists of three side-by-side panels showing an elevator door with yellow doors. Each panel has a different prompt on the door. The left panel says 'Feeling cramped?'. The middle panel shows a group of people crowded inside the elevator. The right panel says 'Take the stairs.'.

Feeling cramped?

Take the stairs.



- Support from Others
 - Spouses, partners, friends, co-workers
 - Support from leadership





Wellness Committee and Coordinators





Being active
has never been easier!

You will feel and look
better than ever.

When you finish, you
could win a **\$50 gift card!**

Join us for **Move It!**

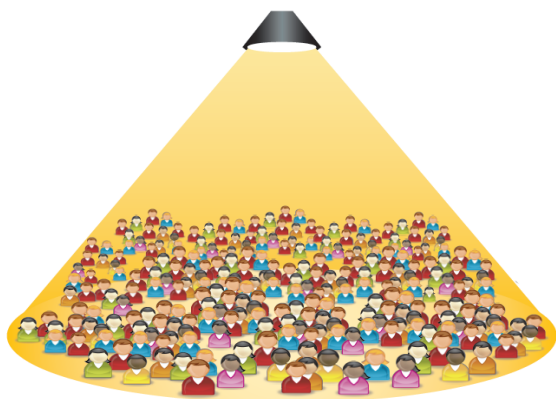
Register at wellsteps.com/welcome

Already registered? We will contact you.

Starts:



A Review of How To Do Wellness

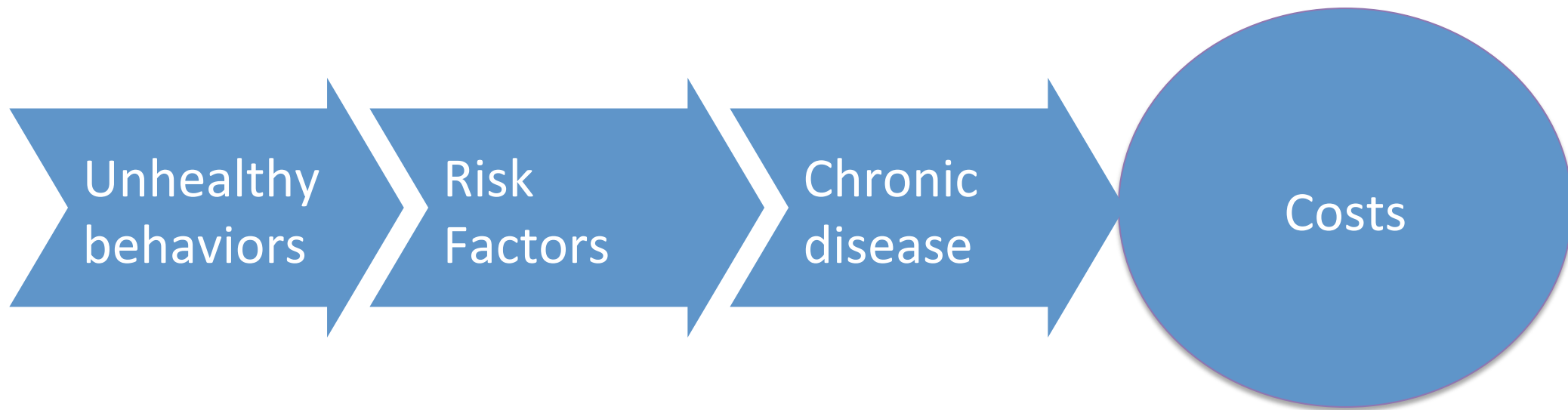


Reach

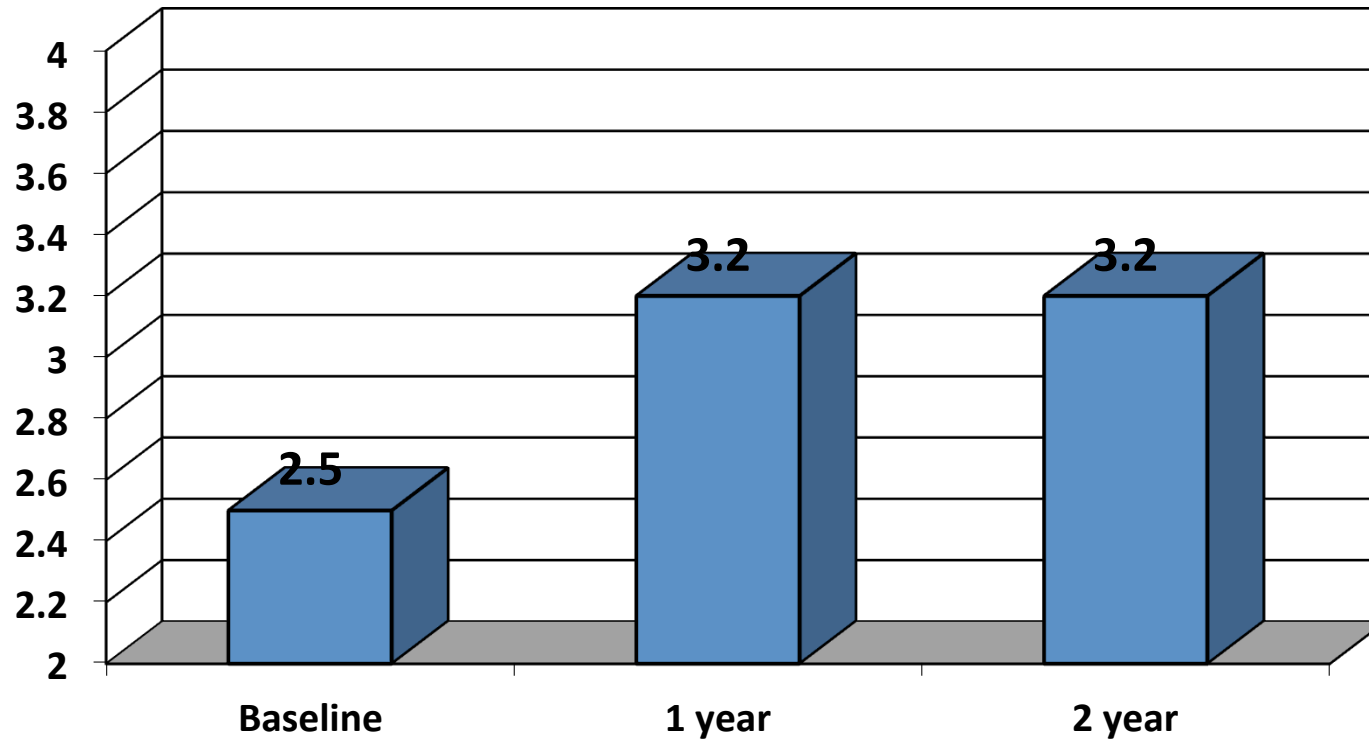
1. Grab attention
2. What's in it for me?
3. Tell me what to do!



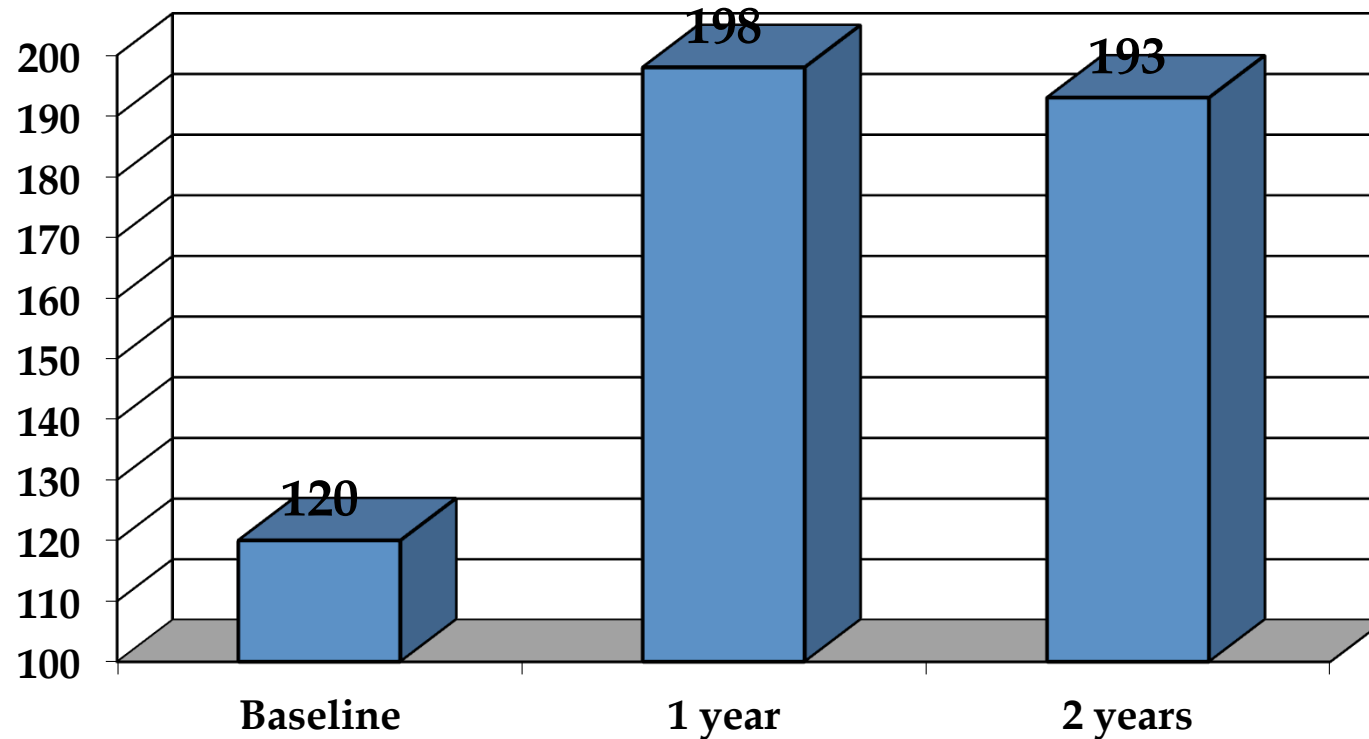
Does Wellness change behavior?



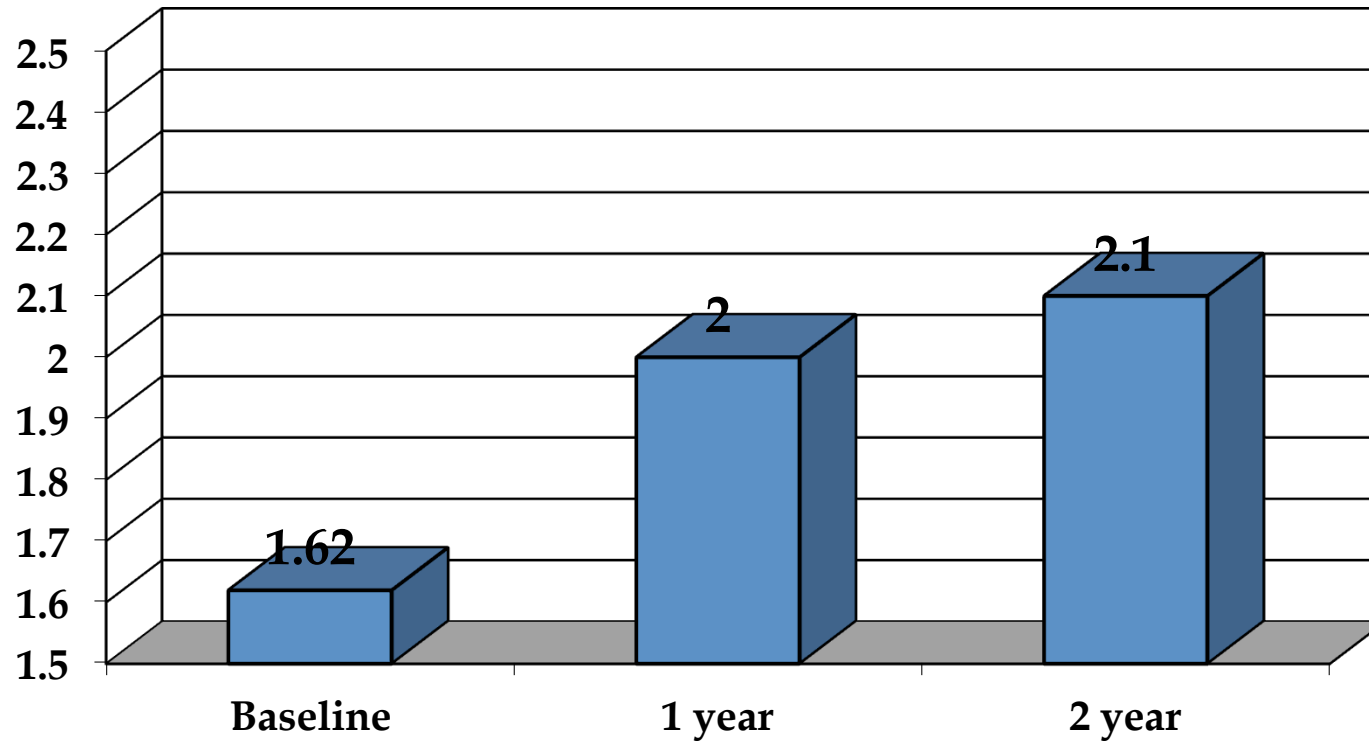
Days of Exercise per Week +23%



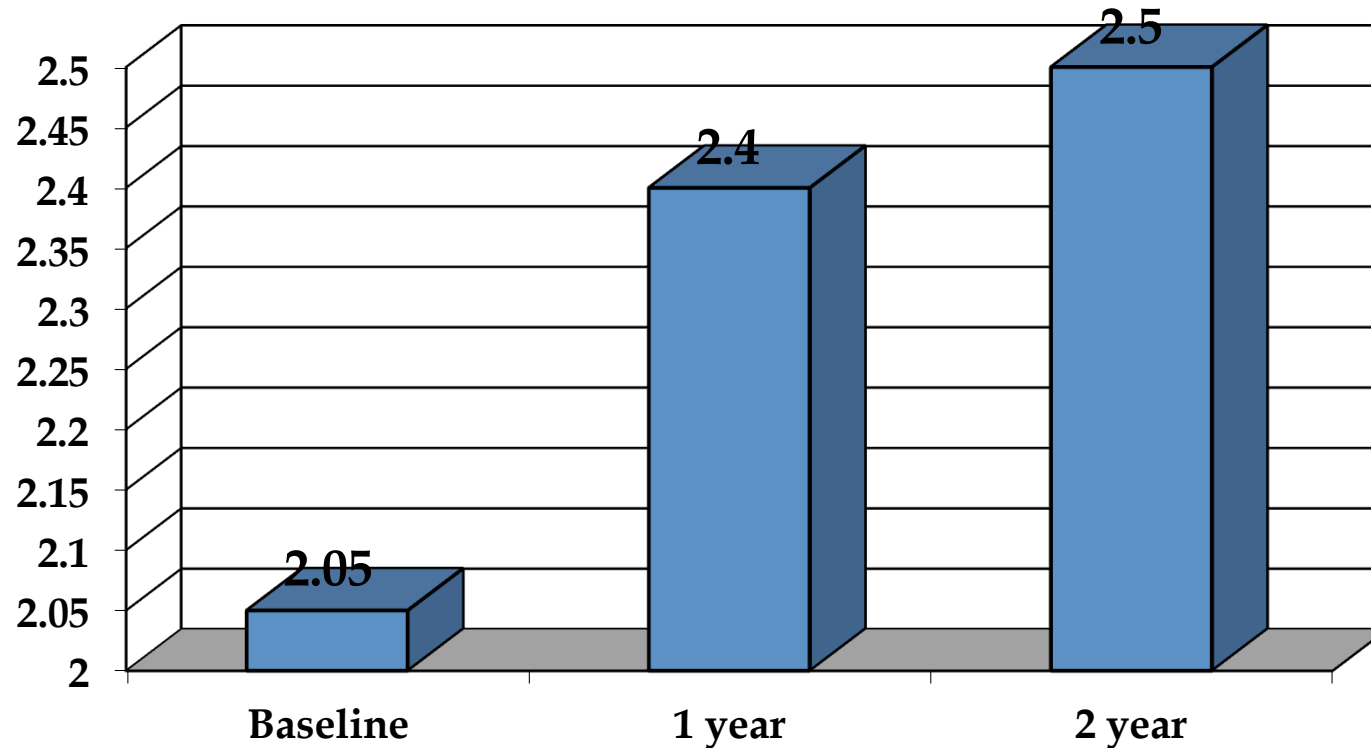
Minutes of Exercise per Week +53%



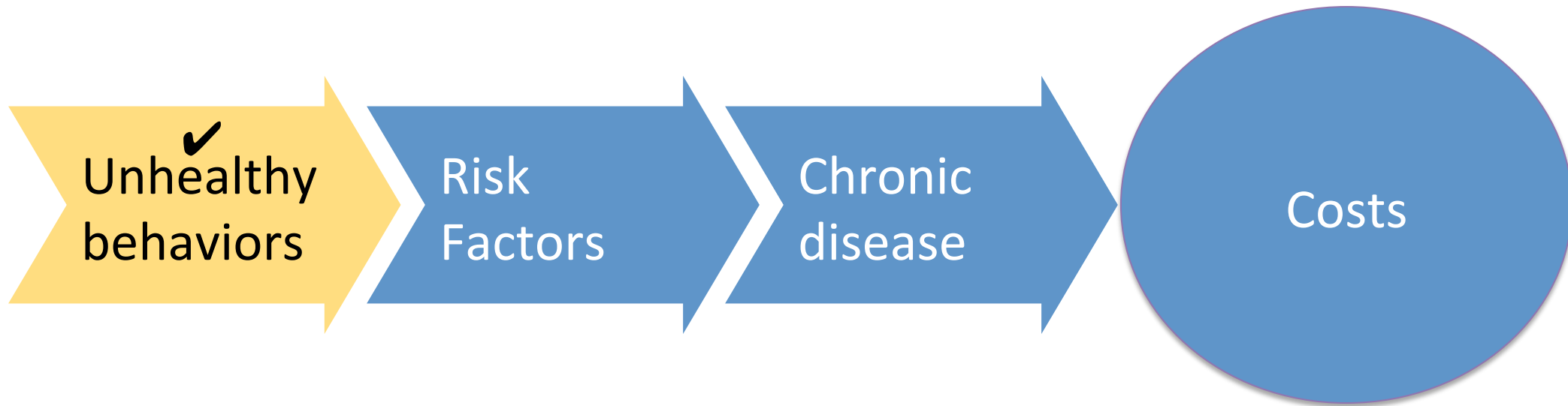
Fruit Servings per Day +15%



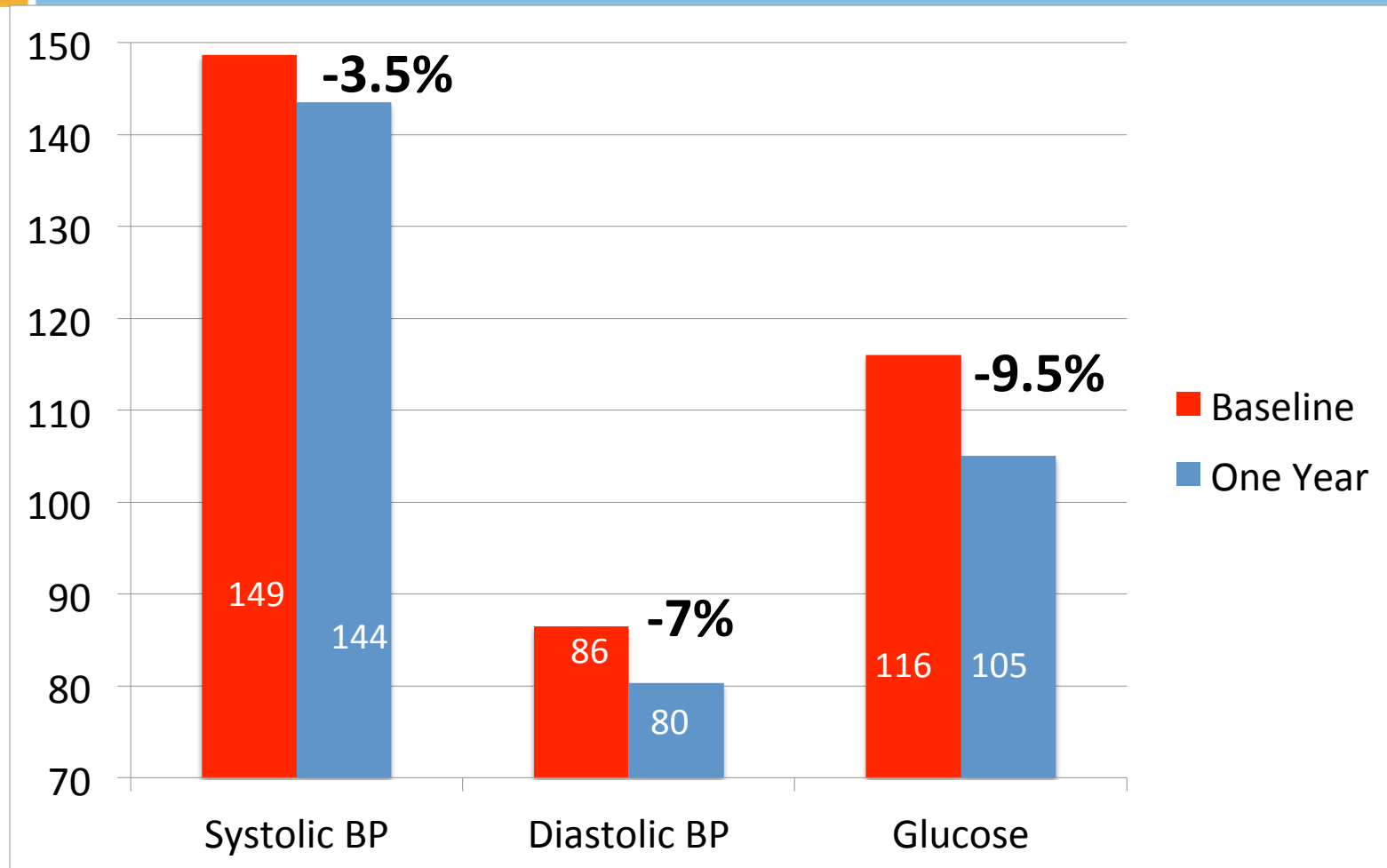
Vegetable Servings per Day +9%



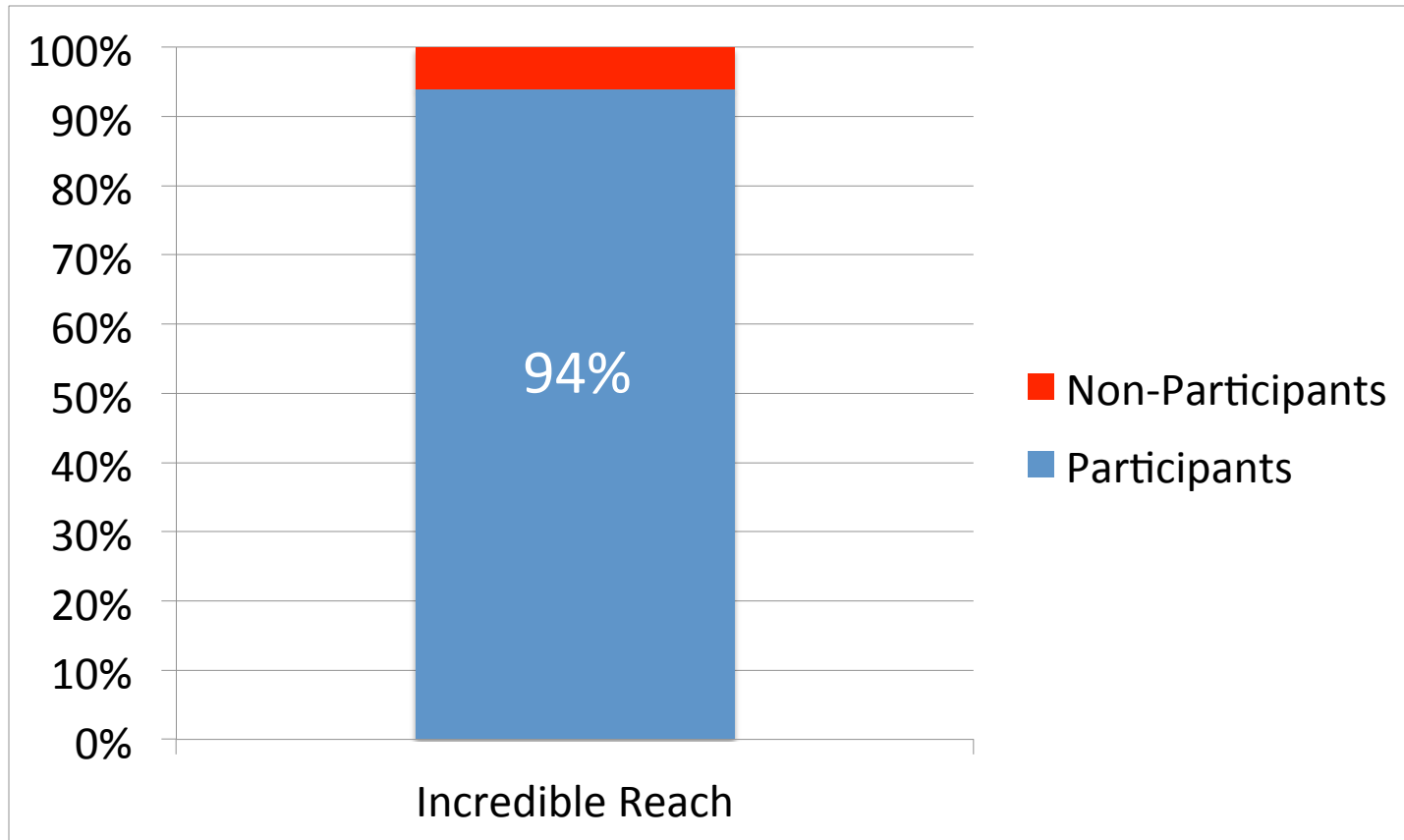
Does Wellness change behavior?



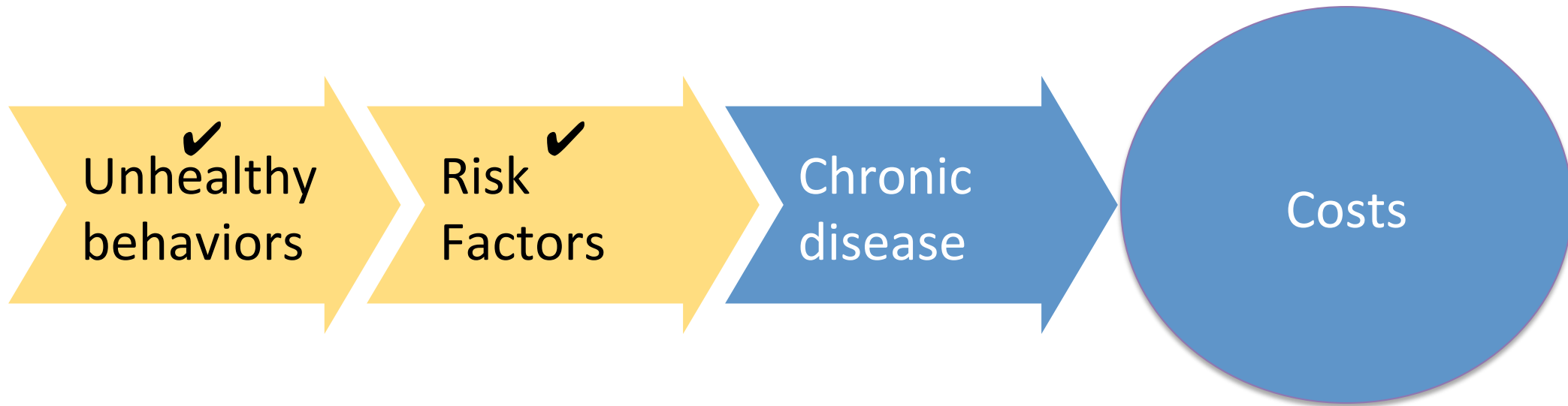
Does Wellness change risk?



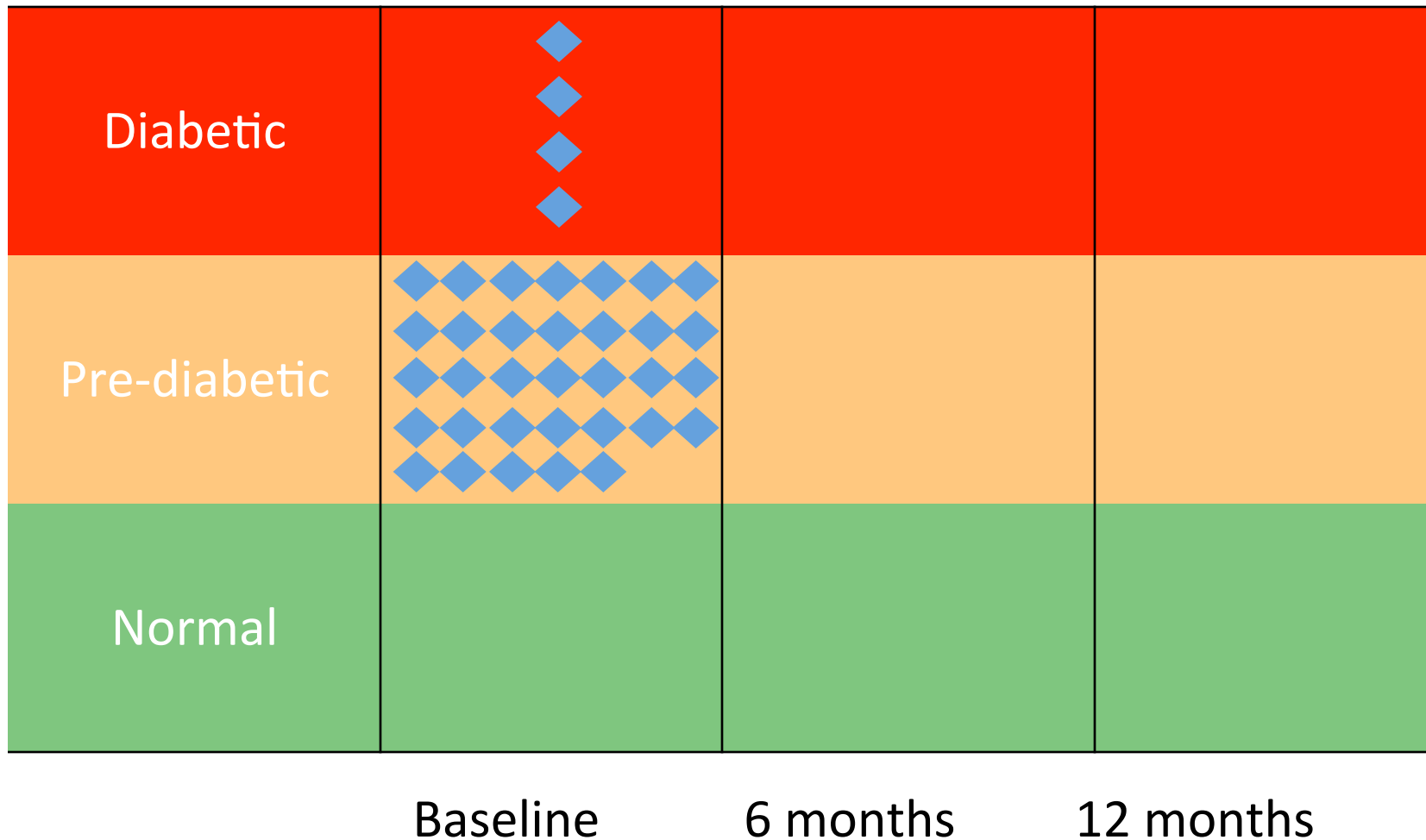
The Really Good News



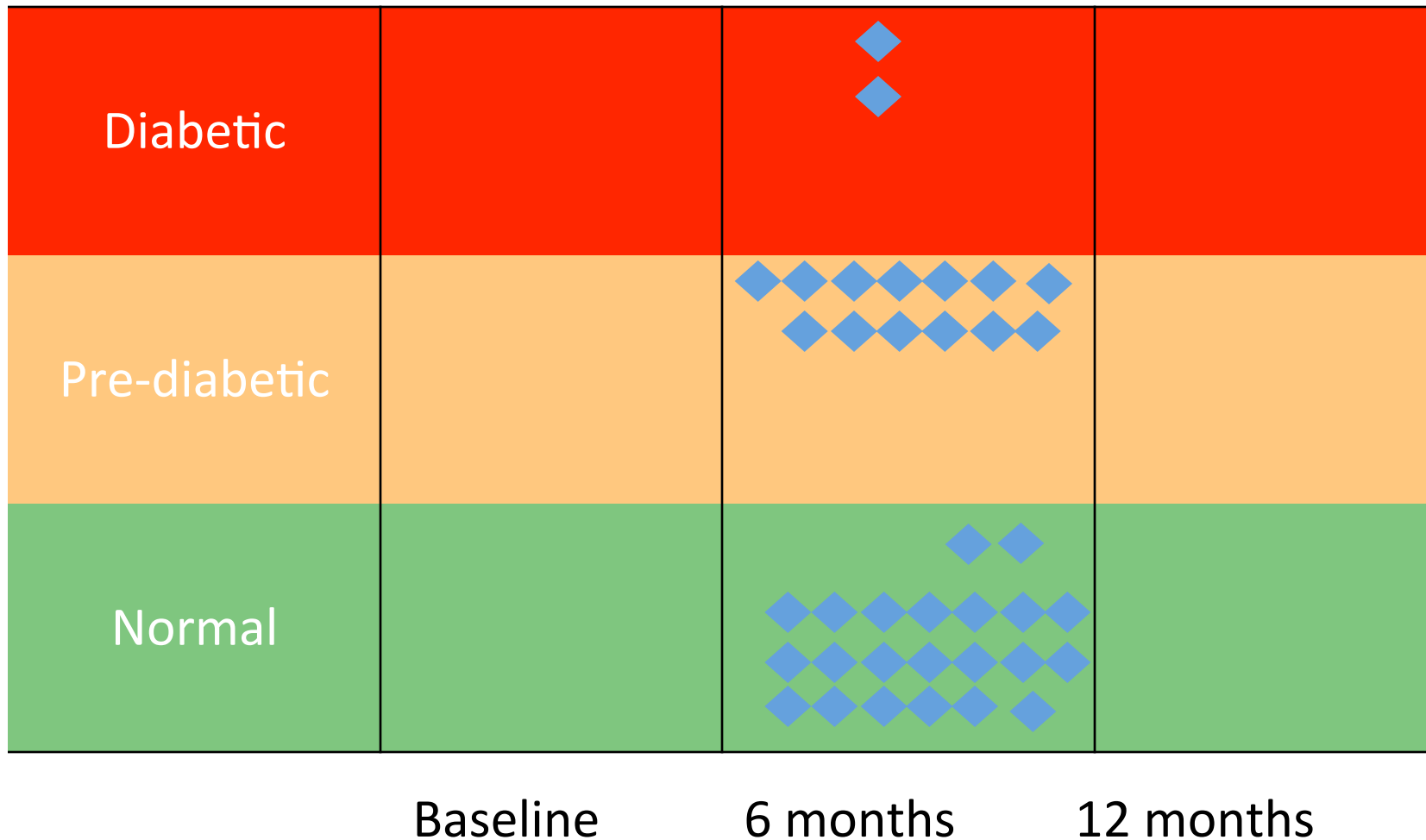
Does it change risk?



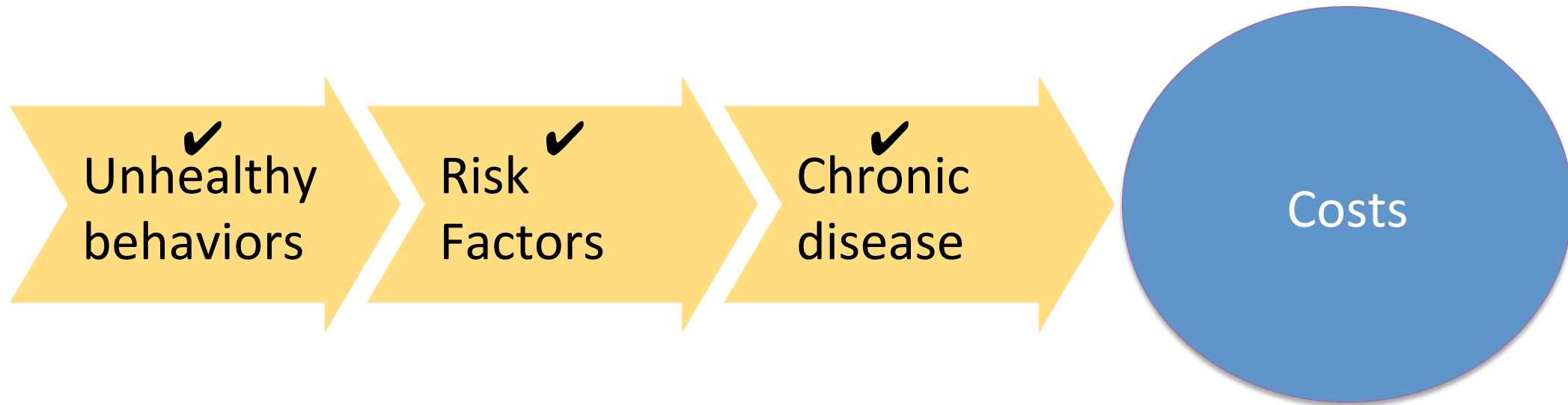
Does Wellness impact chronic disease?



Does Wellness impact chronic disease?



Does Wellness impact chronic disease?



Does Wellness impact cost?



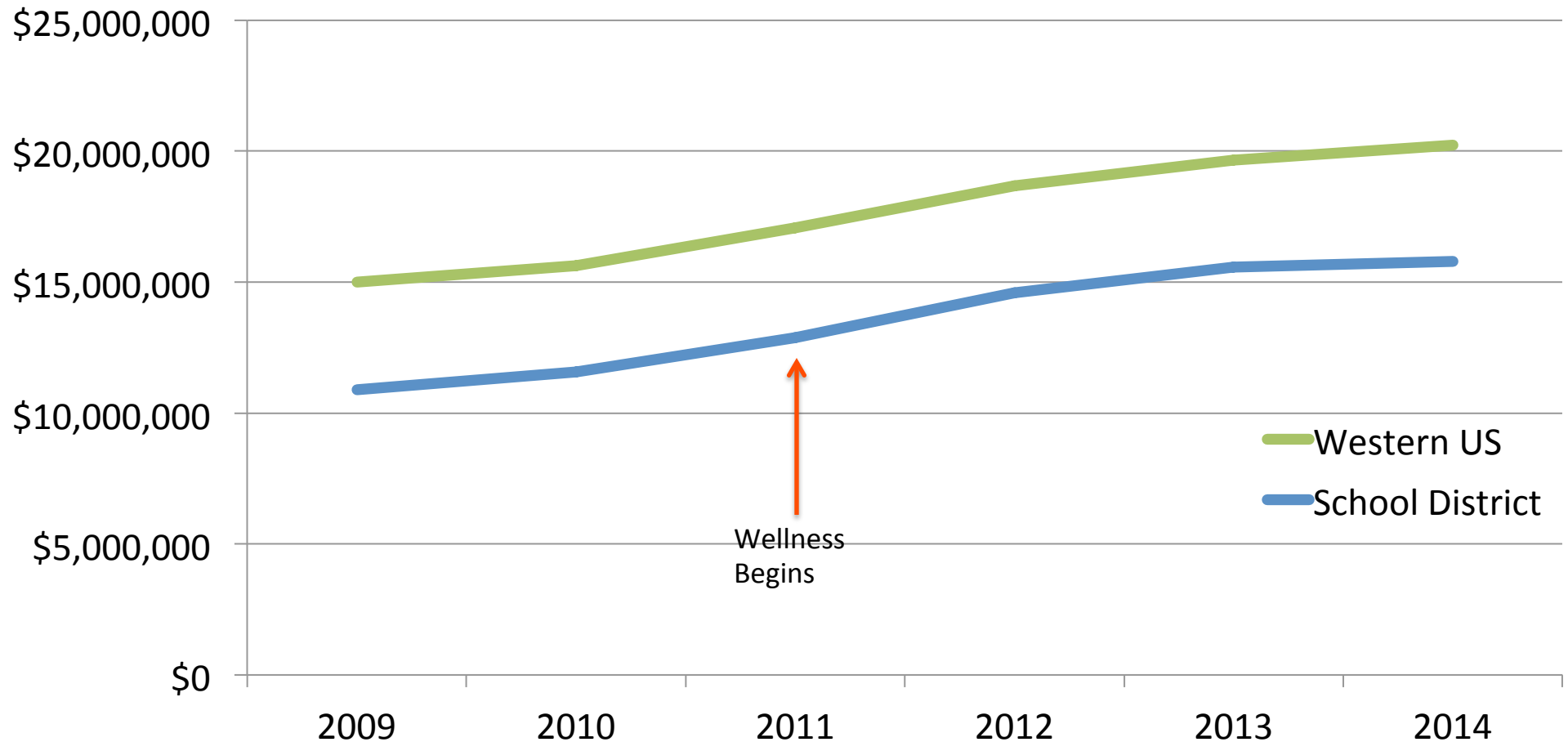
The Data

- 6 years of claims
- Personal Health Assessment
- Biometric screening
- Employee eligibility
- Wellness program participation

The Process

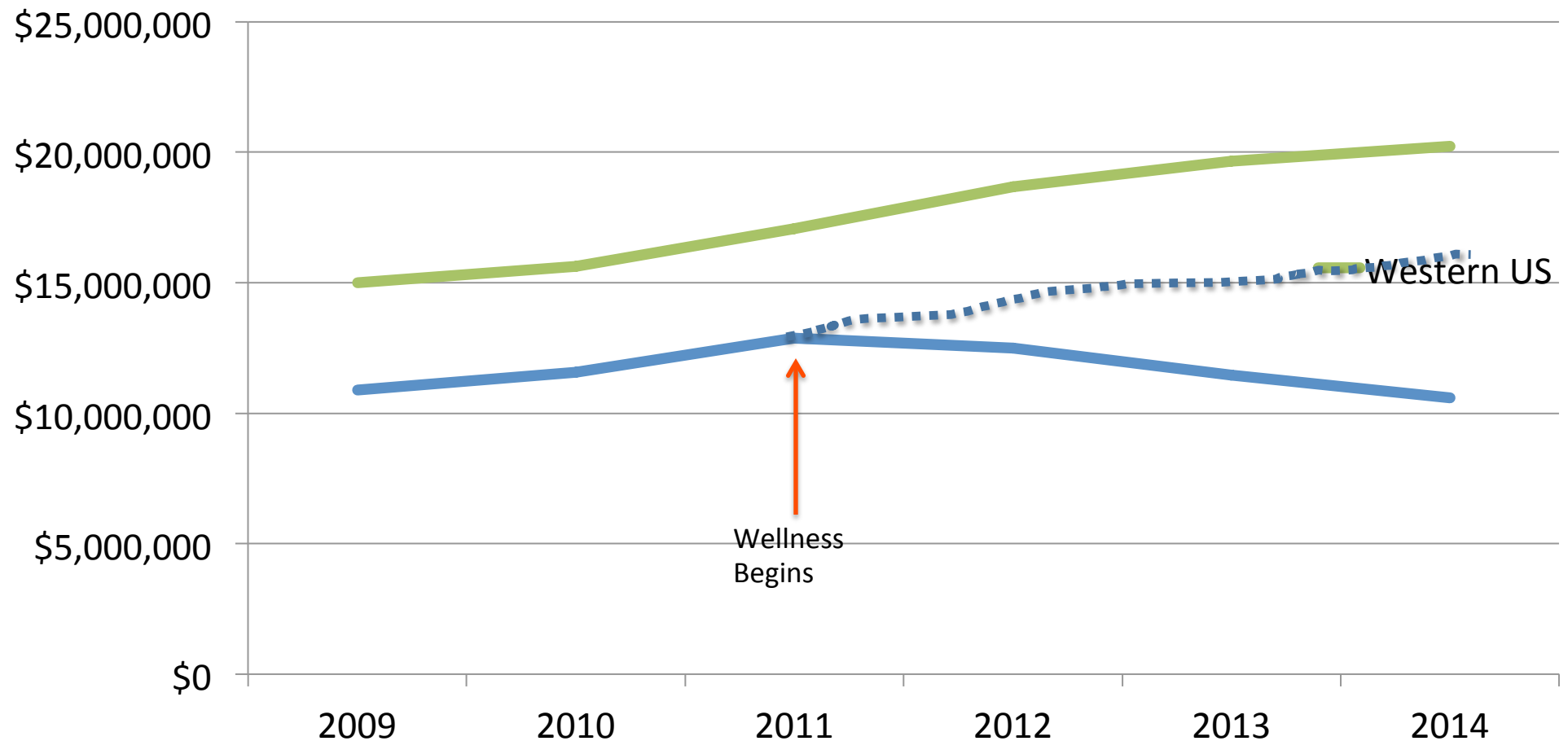
- Legal and HIPAA compliance
- Data cleaning and group creation
- Adjust for medical inflation
- Control for age, sex, and baseline differences
- Calculate program costs
- Project savings

Expected Health Care Costs for the School District

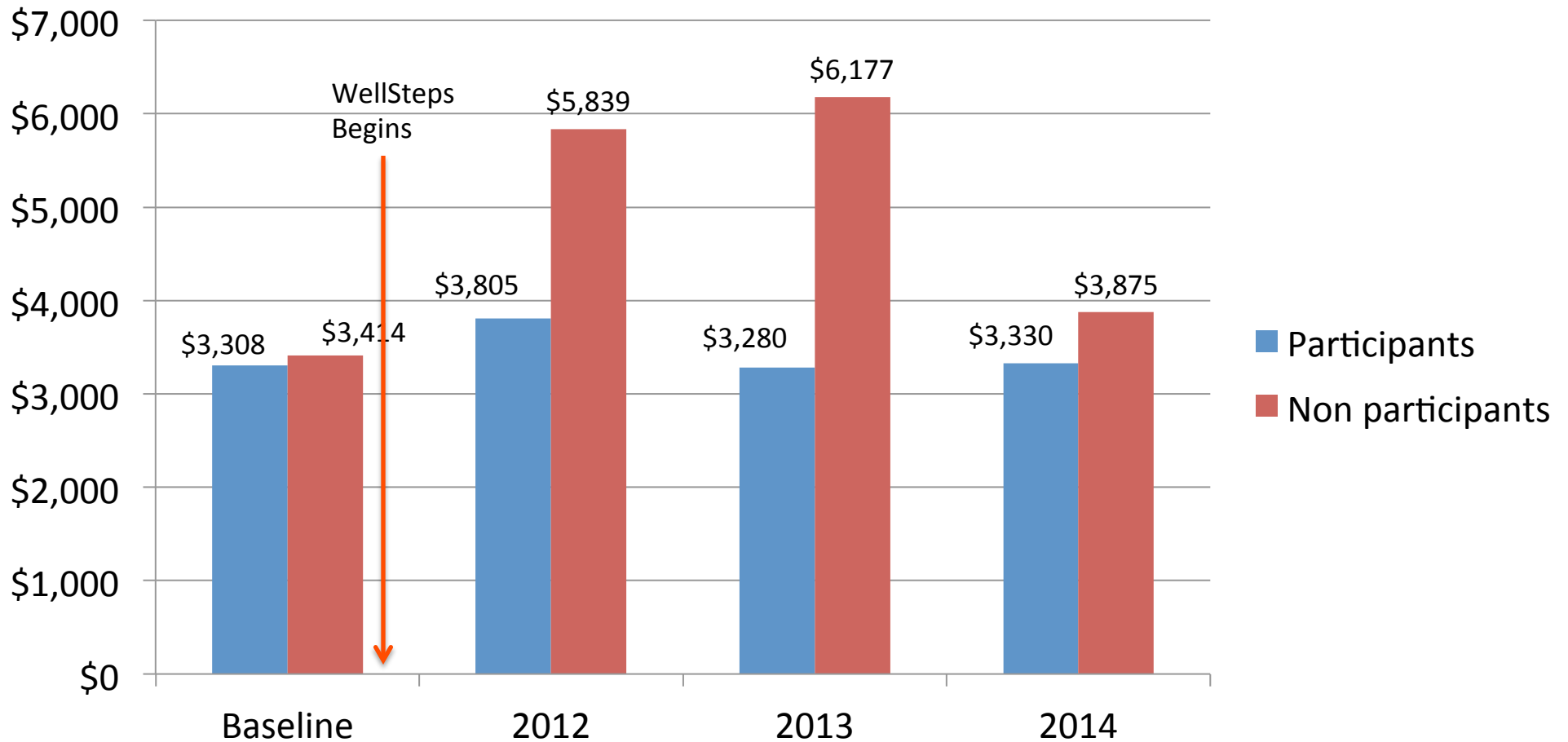


Actual

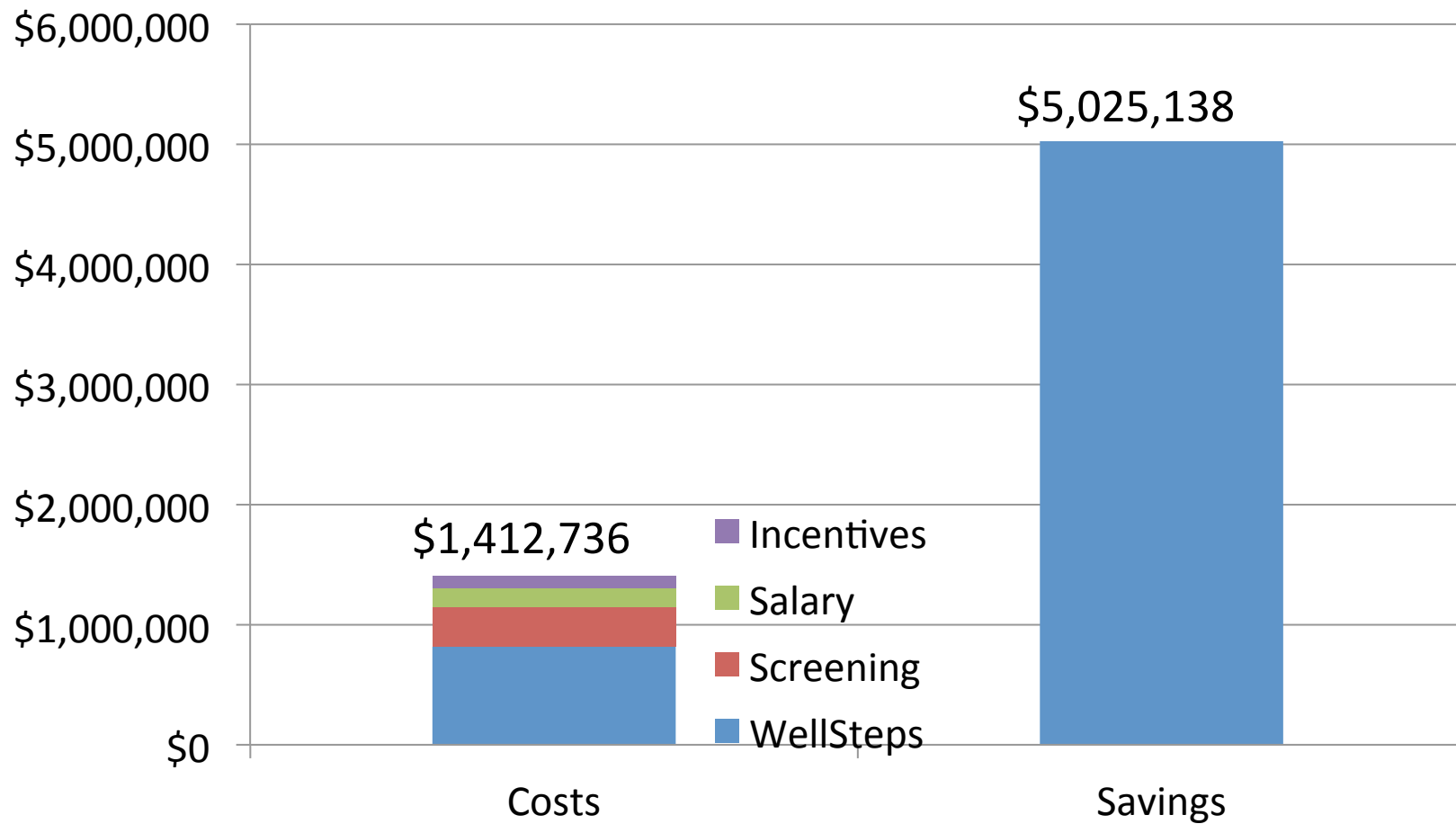
Health Care Costs for the School District



Actual Costs for Wellness Participants and Non participants



3 Year Benefit to Cost

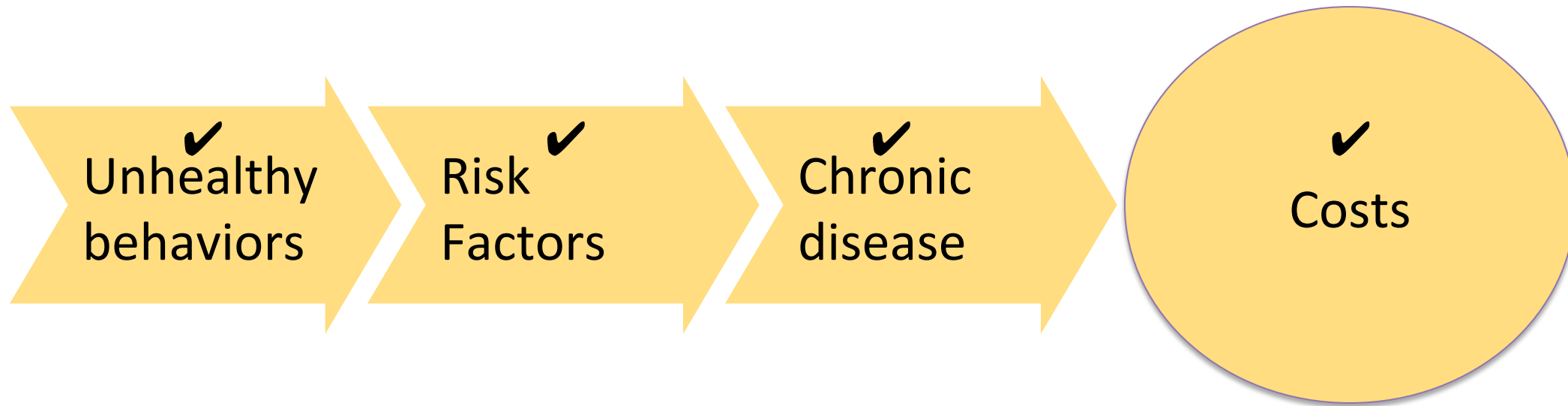


Projected Savings

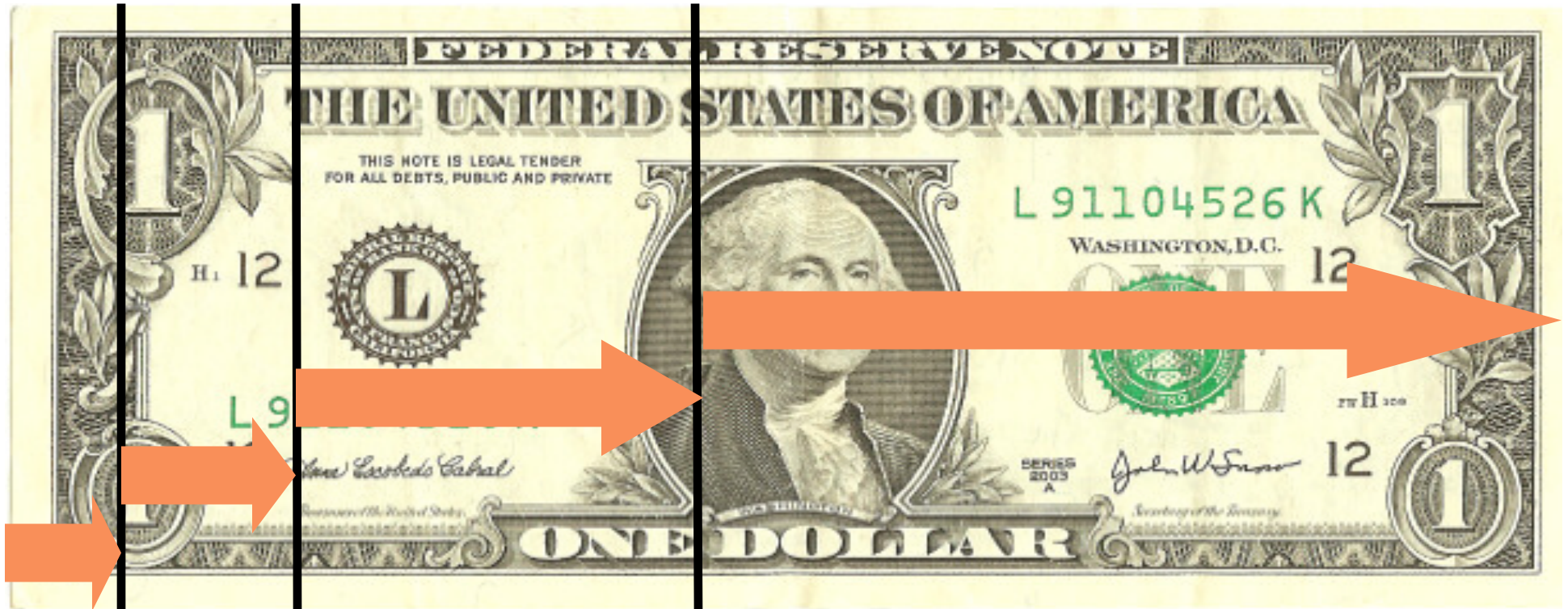
$$\frac{\text{Savings (\$5,025,138)}}{\text{Costs (\$1,412,736)}} =$$

Benefit to Cost ratio of 3.6

Does it impact cost?



The Elephant in The Room



Absenteeism
6%

Workers
Comp 9%

Health Care
Cost 25%

Presenteeism
60%

The Elephant in The Room



Absenteeism
6%

Workers
Comp 9%

Health Care
Cost 25%

Presenteeism
60%

Lost Productivity

3 X

Annual
Health Care
Costs

Edington et al Health and productivity. In: McCunney, RJ: A Practical Approach to Occupational and Environmental Medicine. Philadelphia:Lippincott Williams & Wilkins. 3rd ed. 2003:140-152.

Burton WN, Pransky G, Conti DJ, Chen CY, Edington DW. The association of medical conditions and presenteeism. J Occup Environ Med. 2004;46(6) suppl:S38-S45.

Pelletier B, Boles M, Lynch W. Change in health risks and work productivity over time. J Occup Environ Med. 2004;46(7):746-754.

Goetzel RZ, Long SR, Ozminkowski RJ, Hawkins K, Wang S, Lynch W. Health, absence, disability, and presenteeism cost estimates of certain physical and mental health

Summary and Questions

- Lifestyle behaviors are the tiny droplets of water
- Making change simple a large part of the solution
- Reach everyone with an intervention that works