



# Subsidizing Healthy Choices

## 2008 Healthy Active Oregon Training Institute

Amy Walloch, Manager HR Benefits/Wellness



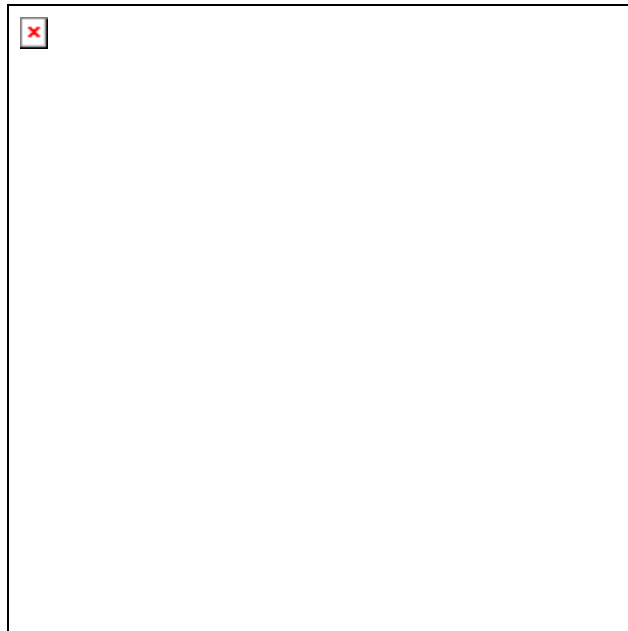


# Agenda

- What *exactly* did we do?
- How'd we do it?
- Who'd we do it with?
- Why did we do this?
- Now what are we going to do?

# What Exactly Did We Do?

- 35% “discount” on café items/entrees
- 10-15% discount on healthy vending choices





# What We Did Continued..

- Remodeled all on-site cafés
- Created new café logo

Promoting a Healthier You

*café*  
**Blue**



Regence

# What We Did Continued..

- Wellness Team saw the need
  - Poor image
  - Poor sales
  - Cafes were misaligned with our messaging on Wellness
- Began elevator conversations
  - Wellness team talked to employees
  - Talked to Human Resources
  - Talked to leaders
  - Talked to \$\$\$ decision makers

# What We Did Continued..

- Sought out an executive sponsor to champion our proposal
  - Café Subsidy used in a more productive and visible way
- Proposal included
  - One vendor for all sites
  - Partnership on the concept, vendor must have skin in the game
  - Vending upgrades and changes
    - Healthy catering menus
    - Web support
      - On-line menus
      - On-line catering company wide
    - Farmers markets
    - Visiting chefs



# What We Did Continued..

## **“Your Health Your Way” Entrée Guidelines**

- Less than 30% calories from fat and no more than 3 grams of saturated fat
- Less than 100 mg of cholesterol
- Less than 1,000 mg of sodium
- Less than 600 calories
- At least 3 grams of fiber

## **“Certified Stations”**

- Grill
- Hot Entrée
- Soup
- Salads
- 2 stations must be certified and at least 1 of 37 featured items offered daily

## **Vending Guidelines**

- 20% of Machine = YHYW
- 200 calories or less
  - No more than 35% cals from fat
  - Low in saturated fat
  - Trans-fat free
  - No more than 360 mg of sodium
  - At least 1 gm fiber



## Your Health Your Way (YHYW) Regence Employee Incentive

Show your employee identification at the register and receive a 35% price reduction on YHYW items and the following Café items:

### **Breakfast:**

- ✦ Cold cereal: Healthy Pack Choices Only
- ✦ Healthy condiments – Nuts, Yogurt, Raisins, Cottage Cheese, etc.
- ✦ Hot cereal
- ✦ Fruit bar/Fresh Fruit
- ✦ Chicken/Turkey sausage (where available)
- ✦ 1 Whole Egg or egg beaters/egg whites
- ✦ Roasted potatoes
- ✦ Specials that are YHYW

### **Beverages:**

- Water, all sizes – flavored water without sugar
- ✦ Juice 50% or more real fruit
- ✦ Skim and reduced fat milk (less than 3gm total fat/serving)
- ✦ Sugar free beverages (bottled) including those with electrolytes, etc.
- ✦ Iced tea/hot tea

### **Grill:**

- ✦ Turkey burger
- ✦ Garden or Veggie burger
- ✦ Grilled chicken sandwich
- ✦ Roasted vegetable side
- ✦ Grill items, special and limited time offers labeled YHYW

### **Soup:**

- ✦ "Healthy" or YHYW, either broth or tomato based

### **To Go:**

- ✦ Salad bar
- ✦ Fruit cup
- ✦ Low fat cottage cheese
- ✦ Low fat yogurt
- ✦ Baked chips/Pretzels
- ✦ Veggie sticks n' low fat dip
- ✦ Caesar, chicken Caesar, or garden salad to go
- ✦ Rotating limited time offers and specials that are YHYW

### **Deli:**

- ✦ YHYW items, sandwiches and wraps available at the Deli
- ✦ Rotating specials and limited time offers that are YHYW

### **Entrees/Exhibition:**

- ✦ YHYW entrees, tossed to order salads and YHYW exhibition specials



# What We Did Continued..



- Special Events
  - Breakfast & Learn
  - Lunch & Learn
  - Burger Tastings
  - Hydration Seminars
  - Administrative Assistant Meetings
  - Snack Attack
  - Themed Menus Monthly





# How We Did It

- Develop Vision and Goals
  - Budget
- Communication Plan
  - Memos to employees
  - Company newsletter
  - Internal website
  - Posters
  - White boards
- On-site giveaways
- Grand reopening (2005)



# Who'd We Do it With?





# Why Do This

## Health Insurance Company Perspective

- Health and Wellness are part of our core values as a company
- As a health care organization, it's the right thing to do for our employees
  - It's our goal to build healthier communities, and by providing healthy food options for employees we are walking the talk and transforming health care from the inside-out.



# Why Do This?

## Employer Perspective

### – Employee Health

- Increased Productivity
- Higher levels of Engagement & Loyalty
- Potentially Lower Health Care Costs



# Results

- Increasing sales of the discounted YHYW menu items at onsite cafes, from 28 percent of all purchases the first year to 65 percent in the third year.
- More than 1,000 employees in our four-state area combined lost more than 12,500 pounds in the sponsored on-site Weight Watchers programs during 2006 and 2007.
- Employee health has improved: Each of the past four years' health care trends have been at least 20 percent lower than in 2002.

# Now What?

- Vending Improvements
  - Replaced frozen food machines with fresh
- Meeting Ideas





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## Questions?

Amy Walloch

(206) 626-6206

[alwallo@regence.com](mailto:alwallo@regence.com)

