

Roadmap for Today

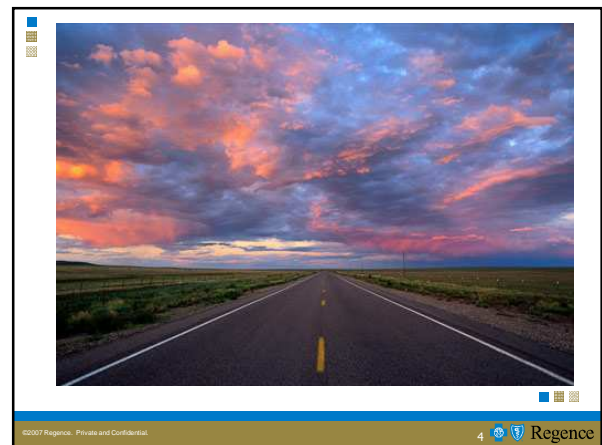
- About Regence
 - Who are we?
 - Our journey to "Building a Healthy Future"
 - Current wellness components
- Wellness is a worthwhile investment!
 - Overview of Regence ROI Study

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About Regence – Who are we?

- An affiliation of 5 Northwest Healthcare Plans
 - Regence BlueCross BlueShield of Oregon
 - Regence BlueCross BlueShield of Utah
 - Regence BlueShield of Idaho
 - Regence BlueShield (WA)
 - Asuris Northwest Health (WA)
- Approximately 6,000 employees across 4 states
 - From executives to customer service

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The long journey ahead...

- Create a culture of wellness, accountability for shared health care resources
- Commit long-term to employee education, wellness
- Curb costs, foster sustainability
- Healthy employees are wellness ambassadors to members and communities, which ultimately means we must...


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...be the change we want to see.


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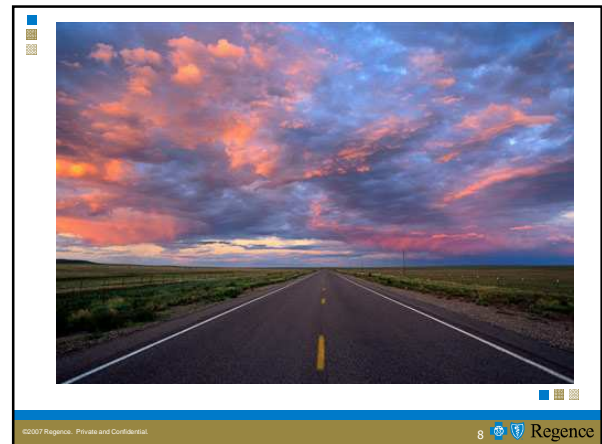
■ Building a Healthy Future - 2004

- Communications from C-levels and management to all employees
- Consistent messages that choices matter – to ourselves and each other
- Health Risk Appraisals – 54% participation
- Club Blue fitness center – 22% participation
- Wellness programs: Regence Summer Games, Health 4 the Holidays, and more
- On-site Weight Watchers




■ **Company-wide participation in wellness programs: 11%**

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■ Current Program Components

- Club Blue – On-Site Fitness Centers
- Corporate Fitness Partnerships
- Café Blue – Your Health, Your Way Program
- Weight Watchers @ Work
- Safety & Ergonomics
 - Backwise/Workwise
- UPSide
- Rewards Plus
- Regence Vitality
 - Care Enhance
 - Health Coaching
 - Case/Care Management
 - myRegence.com
 - Special Beginnings
 - Biometric Screenings
- Employee Assistance Program
- Kinetix
- SWAT

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■ Club Blue



- Portland
- Seattle
- Lewiston
- Salt Lake City
- Fitness consultations, group exercise, indoor duathlons, ping pong tournaments!
- Enrollment: 34% of eligible population
- Other sites: Medford, Burlington, Tacoma




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■ Café Blue – Your Health, Your Way


- 35% subsidy on healthy foods
- 25% of vending items meet YHYW criteria
- 75% of all transactions include YHYW item





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■ Rewards Plus Program

- Incentive program based on accumulation of points
- Very comprehensive and holistic
 - Physical activity challenges
 - Stress Relief
 - Biometric Screenings
 - Tip of the Day
- Connected to myRegence.com
- **Company-wide participation: 68%**

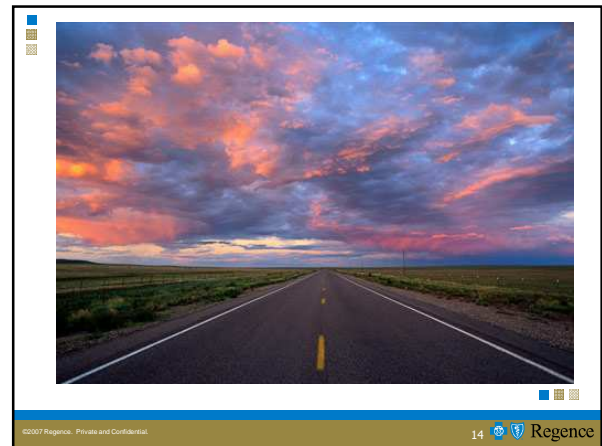


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Rewards Plus Scorecard

Options	Points
The CORE Up to 12,500 pts - Completion Click here to view Program info Date Registered: 01/04/2010	12,500 03/15/2010
Regence Summer Games Up to 12,500 pts - Completion Click here to view Program info Date Registered: 05/03/2010	12,500 07/08/2010
Family Wellness Quest Up to 10,000 pts - Completion Click here to view Program info Date Registered: 07/12/2010	
Charity Challenge Up to 10,000 pts - Completion Click here to view Program info Date Registered: 08/12/2010	Log Sheet

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Keys to Success

- Leadership support

- Consistent, integrated messages to all employees

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Keys to Success

- Creating health-focused consumers
 - Individual accountability
 - "Walk the Talk"
 - Long-term Commitment
- Collect data, report results

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It's A Worthwhile Investment!

100+ studies of worksite wellness show:

- Decreased absenteeism
- Decreased injuries & worker comp costs
- Decreased healthcare costs
- Decreased staff member turnover
- Increased productivity
- Greater satisfaction / Improved morale

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Regence ROI Study

- Rigorous model to determine ROI
 - Medical expenditures and productivity savings versus program costs
- Tracked more than 5,000 employees over 5 years (2004-2008)
 - Compared wellness program participants to risk-matched non-participants

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Regence ROI Study Results


- Significantly lower cost growth for healthcare expenditures among fitness program participants: \$46.30 per person per year ($p < .10$).
- 28% less likely to incur disability among wellness participants: (OR=.72, $p < .01$).
- Lower claim totals among wellness participants when a disability occurred: \$107 per FTE per year ($p < .01$).
- Fewer unplanned absence hours for participants than non participants: 3.35 hours per FTE per year ($p < .01$), which can be translated into an annual savings of \$127.67 using average wage and benefit rate.

Together, savings from disability, unplanned absence and healthcare expenditures amount to an ROI of \$1.60.

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Take Away Message

- Use Welcoa's 7 Benchmarks
- Evaluate your culture
 - Look & Listen!
 - Make wellness the *default* – through education, environment, and supporting positive behaviors
 - Focus on middle management
 - Look & Listen!
 - Be proactive, energetic, and relentless



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Start Your Engines...

- Center for Disease Control**
 - Community Guide: <http://www.thecommunityguide.org/obesity/workprograms.html>
 - Preventing Chronic Disease: www.cdc.gov/pcd/issues/2009/april/08_0195.htm
 - Healthier Worksite Initiative: <http://www.cdc.gov/nccdphp/dnpa/hwi/>
- U.S. Chamber of Commerce's Health Workforce Program:** <http://www.uschamber.com/assets/labor/2010hwforce.pdf>
- Small Business Wellness Initiative:** <http://www.sbwil.org/employers.asp>
- National Business Group on Health:** <http://www.businessgrouphealth.org/>
- Wellness Councils of America (Welcoa):** <http://www.welcoa.org/>
- American Heart Association,** http://startwalkingnow.org/start_workplace.jsp
- Employment Law Information Network** www.elinfont.com

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