

WBBA Health Risk Management Guidelines for Employer Communication

The WBBA Health Risk Management (HRM) program gives employers and employees helpful tools to identify and reduce personal and workforce health risks. This program provides employers the opportunity to help create a culture of well-being and foster improved health and productivity among their employee population.

Program services are provided through Summex Health Management, a national leader in Health Risk Management.

Health Risk Management Program (HRM)

To achieve better health, people need to understand their health risks and make the behavioral changes necessary to reduce and manage these risks. The Health Risk Management program was created to help people take this important step. The program has been designed with the following main components:

1. Employer Promotion

Employers have several motivating factors for offering a Health Risk Management (HRM) program. These include the reduction of absenteeism, managing health insurance costs and the promotion of healthcare consumerism. However simply offering an HRM program is not enough. Building a communication campaign and an incentive based participation system ensures that the useful tools and resources available will be utilized. As noted in the WBBA Participation Agreement, to offer HRM services the employer agrees to meet participation requirements equal to 50% of the total enrolled employee count. Additionally, employers are required to offer **a cash incentive of no less than \$75** to all who initially participate in HRM by taking the Personal Health Assessment (PHA)*.

2. Personal Health Assessment

Designed to elicit health risk information, this confidential questionnaire provides the key metrics for health planning and evaluation. Each participant* completing a voluntary questionnaire receives a personal health report. This report includes an overall wellness score, information about any identified health risks, a list of health habits on which to focus and a personal summary to share with a doctor if desired.

3. Telephone Health Coaching

This component is offered to participants who have been assessed with elevated risk. By telephone, health educators help high-risk participants interpret their health risk appraisal results and set personal goals for improving their health. Throughout the year, health coaches provide additional resources and support. Enrollment is automatic however there is an opt-out feature as participation is optional.

***A PHA participant is defined as an enrolled employee, spouse or domestic partner (if domestic partners are indicated as eligible for coverage at the group level).**

Health Risk Management Toolkit

Health Risk Management works by educating, empowering, and providing on-going support to employees to improve their current state of health and become more productive. In addition to providing the right tools at the right time, active employer support, leadership, and participation are critical to the success of the program.

The Health Risk Management Toolkit provided includes customizable materials to increase awareness and promote employee participation at the workplace. Tailor these resources to meet the specific needs of your company and help you:

- Inform your employees about the Health Risk Management program overall
- Execute an overall communication plan to raise general awareness and interest in better personal health management
- Communicate and promote the opportunity to participate in the Personal Health Assessment.

Toolkit Components

The Health Risk Management Toolkit includes tools for display and print, electronic communications, presentations, and member samples. These materials may be categorized and combined to meet specific business objectives:

Health Risk Management - Strategy & Communications Plan Development

The Employer Presentation offers you and your managers an overview of the program and its benefits for your company. This Communication Strategy Guidelines document is designed to help you plan an effective communication strategy, by introducing and sustaining employee interest in the program.

- ▶ Employer Presentation

Health Risk Management - Program Education

The Employee Presentation introduces the health risk management concept and the opportunity to participate in the free online personal health assessment and telephonic health coaching.

- ▶ Employee Presentation

Customizable Employer Communications

To complement the materials that employees will automatically receive, you can provide additional, customizable workplace communications to educate and encourage employees to take part in the Personal Health Assessment. These materials include:

- ▶ CEO Letter
- ▶ Personal Health Assessment Poster
- ▶ Personal Health Assessment Flyer
- ▶ Announcement Email
- ▶ Go-Live Email
- ▶ Reminder Email
- ▶ Voicemail Scripts

Personal Health Assessment – Awareness, Education and Promotion

As members of WBBA, employees will have access to materials informing them of the opportunity to take the voluntary Personal Health Assessment. These materials are sent to the employer for distribution at different stages to maximize awareness and participation:

- A one page flyer announcing the availability of the Personal Health Assessment is included in the Member Benefit Packet.

The table below provides suggestions of complementary communications to increase participation in the Personal Health Assessment—bringing you one step closer to creating a healthier, more productive work environment.

Timing	Activity	Purpose/Intent
45-55 days after effective date	Printed Material: Customize and distribute CEO letter	Let employees know that their company is committed at the senior executive level to improving the health and productivity of its employee population. If a goal for participation has been set, make it known.
	Electronic Communications: Distribute kick-off email and/or voicemail Display Materials: Customize and display posters; distribute flyers.	Generate excitement immediately before the online assessment period begins. Reinforce the effort with closely staggered and varied types of communications. The more often employees see the message, the more likely they are to take advantage of the opportunity to participate.
60 days after effective date	Electronic Communications: Send "go-live" email and voicemail	On the first day the assessment is available online, remind employees that the Personal Health Assessment is available. This will provide another opportunity to supply the log-in instructions.
75-80 days after effective date	Electronic Communications: Send reminder email and voicemail	Let employees know that time to take the Personal Health Assessment is running out.