



WELLNESS PROGRAMMING: THE CITY OF PHILADELPHIA

2016

OUR WELLNESS JOURNEY...

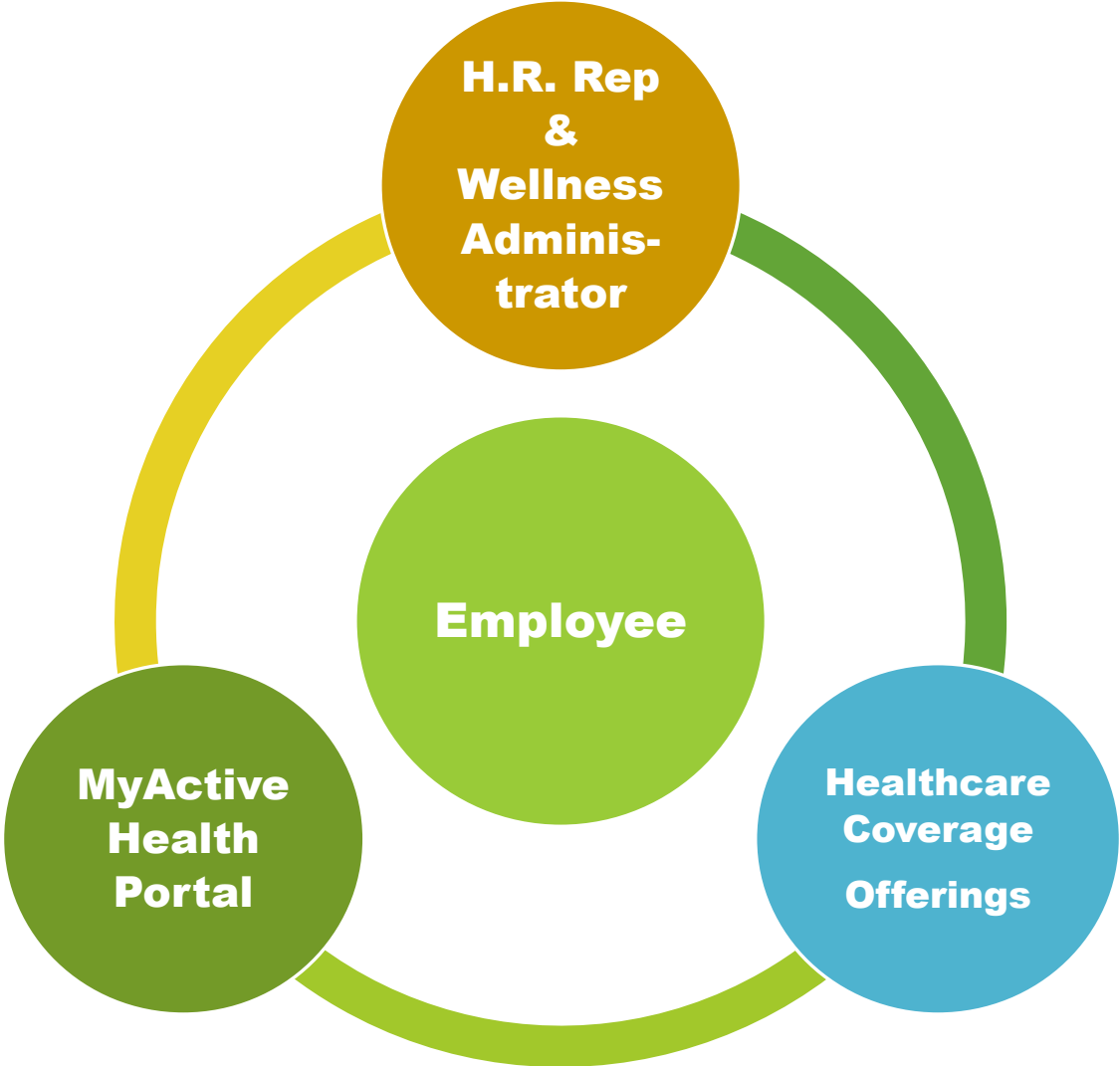
- Our Philosophy
- Our Wellness Framework
- What We Did 2011 to 2015
- What the Data Showed 2011-2015
- Challenges & Opportunities
- What We Learned
- Ensure that Federal Standards are Met



HEALTH & WELFARE ■ OUR PHILOSOPHY

- To offer a holistic benefits package that is competitive and/or exceeds regional standards
- To support and promote employee knowledge and understanding of the City Administered Plan (**CAP**) benefit offerings
- To facilitate a culture of Wellness through (**CAP**) benefits and other engagement opportunities

THE (CAP) WELLNESS FRAMEWORK: CIRCA 2016



WHAT WE'VE DONE ■

The Evolution of our Wellness Program

2011

- Launched (CAP) Wellness
- Required biometric numbers
- 3RD Party vendor hired to assist employees with wellness requirements
- Offered free healthcare to 50 employees
- My Active Health

2012

- 3 Actions/10 Months
- Developing walking program
- Began City department-specific communications
- No 3rd party vendor to do biometrics – employee driven
- Free healthcare to 50 employees who completed wellness requirements
- (CAP) enrollees received a letter from Mayor encouraging wellness efforts

2013

- 4 Actions/10 Months
- \$400 incentive
- Provided monthly statistics
- Launched walking program
- Dependent verification project
- Free healthcare to 50 employees who completed wellness requirements
- City department-specific communications
- Launched walking program
- Benefits contribution increased

2014

- 4 Actions/10 Months
- \$500 incentive (increase)
- Employee testimonials
- Marketing Tobacco Cessation
- No benefits contribution increase
- MAH customized portal enabling employees to see point attainment/wellness progress
- Addition of digital coaching topics
- Educational Seminars
- Free healthcare to 50 employees who completed wellness requirements
- City department-specific communications
- Walking program

LAST YEAR & THIS YEAR

2015

Complete 4/Save \$500

Robust device integration – MyActiveHealth (MAH)

Launched Weight-loss study with UPENN

New Critical Illness Insurance with \$50 wellness benefit

Tobacco-free preferred pharmacies network - CVS

Surcharge on benefit contributions for tobacco users

Launched ease-of-use for mobile devices - MAH

50 employees , among all who complete the wellness requirements , are randomly selected to receive free healthcare

2016

Complete 4/Save \$500

Focused on new ways to educate employees around wellness given significant drops in wellness completions for 2015

Launched **Health•Check•365** Wellness Newsletter

Rebranded the walking program

Facilitated Seminars for over 700 employees & 45 Departments

Wellness Trainings & deeper engagement with The Human Resource Community for over 60 City departments

Developed Wellness on-boarding training for newly hired employees

Established a Wellness Infrastructure Framework

EMPLOYEE PARTICIPATION RATES DATA 2011-2015

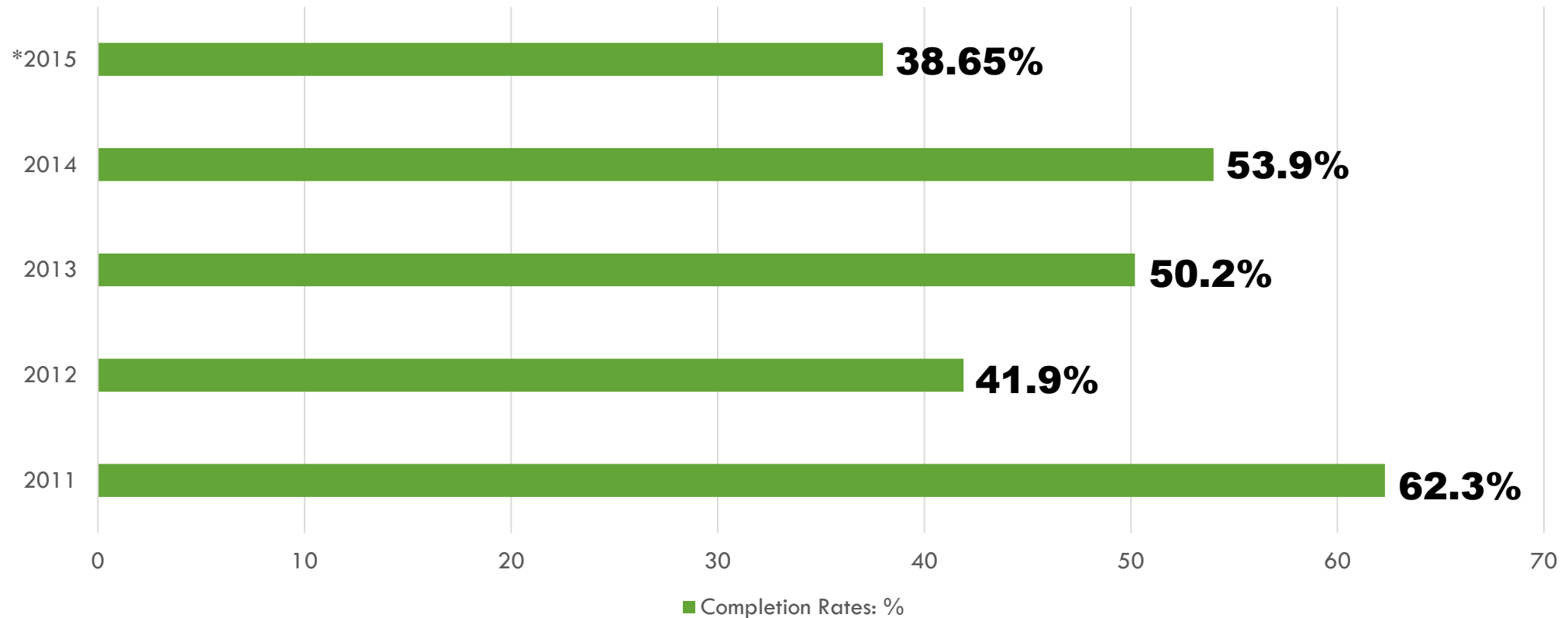
City of Philadelphia program dashboard

	2011 (launch)	2012	2013	2014	Trend
Membership	12,471	12,455	12,159	11,792	↓
Portal Registration	4,007	4,518	5,020	5,149	↑
Health Assessment Completions	3,656	3,903	3,060	3,041	4,514 PTD
Employees Incentive Participation	62.3%	41.9%	50.2%	54%	↑

Lifestyle Coaching	2012	2013	2014	AHM BoB 2014
Identified for Coaching any risk level	4,128	5,225	6,087	640,469
Combined Telephonic and Online Med/High Risk	276	1,841	1,966	22,612
All engaged members any risk level	324	2,386	2,512	28,981
% All engaged Telephonic/Online to identified	7.8%	45.7%	41.2%	4.5%
Top area of focus	WM	Nutrition	Nutrition	WM

Increased incentive program participation; increased wellness participation

EMPLOYEE WELLNESS COMPLETION RATES/DATA



CHALLENGES & OPPORTUNITIES

- DECENTRALIZED EMAIL SYSTEM
- TURNOVER IN H.R. COMMUNITY
- H.R. COMMUNITY AS MIDDLEMAN FOR OUR COMMUNICATIONS TO EMPLOYEES
- PRIVACY ISSUES
- COMMUNICATION
- HAVING SEVERAL BENEFITS PLANS IN THE CITY SYSTEM
- MANAGING SEVERAL CULTURES WITHIN THE CITY SYSTEM
- COMMITMENT OF ADMINISTRATION
- THE ABILITY TO ALIGN WITH WELLNESS-RELATED INITIATIVES ALREADY EXISTING IN THE CITY SYSTEM
- THE H.R. COMMUNITY (THEY KNOW THEIR DEPARTMENTS BETTER THAN WE DO)
- THE WAY WE COMMUNICATE
- THE WAY WE ENGAGE AROUND WELLNESS (NEW & DIVERGENT THINKING)



Lessons Learned

- **DEPARTMENT / OFFICE CULTURE IMPACTS HOW OUR MESSAGE IS COMMUNICATED TO EMPLOYEES**
- **SET EXPECTATIONS FOR VENDORS AND HOLD THEM ACCOUNTABLE**
- **PROVIDE THE H.R. COMMUNITY THE RIGHT TOOLS**
- **ENSURE THAT COMMUNICATORS HAVE A HIGH LEVEL OF COMMITMENT & EXPERTISE**
- **ALWAYS SEEK OUT & TEST NEW WAYS TO ENGAGE EMPLOYEES**
- **IF IT DOES NOT WORK FIGURE OUT WHY & GET RID OF IT**
- **EDUCATE – EDUCATE – EDUCATE !**
- **THE INTEGRATION OF WELLNESS IS A L-O-N-G GAME ENDEVOR**