



# State of New Hampshire Wellness Program Plan 2013



This document will provide the reader with the strategic goals and objectives of the State of New Hampshire Health Benefit Committee Wellness Workgroup (HBC Workgroup). The HBC Workgroup serves an important role in promoting health and preventing disease among State of New Hampshire employees, retirees and their dependents ("Members").

## Program Background

The Health Benefit Committee (HBC) was established in the 2005-2007 Collective Bargaining Agreement between the State of New Hampshire and State Employees' Association of New Hampshire, Inc. The purpose of the HBC relative to wellness is to make recommendations to the Employer for changes in benefit design, utilization management, recommendations concerning health education, wellness incentives, preventive medical services, case management, disease management and high-risk intervention. To assist in developing wellness recommendations, [Executive Order 2006-07](#) was established relative to State Employee Wellness.

## HBC Workgroup Mission

**Establish a wellness program which supports State of NH employees, retirees and their families in pursuit of greater health and well-being that serves as a national example.** Where we work affects the choices we make, and in turn, our health. As such, the policies and environments that shape and define a workplace will also affect the health outcomes of the workforce as well. For example, worksites that enact policies and benefits which increase knowledge, awareness and access of healthy food options, opportunities for physical activity, and tobacco cessation will create an environment by which Members may be more likely to adopt them. Preventing injury and disease to bring down costs will require organizational level change that focuses on adopting policies and creating systems that support healthier lifestyle choices.

## HBC Workgroup Vision

**A Wellness program that is fully integrated within state operations through partnerships and regarded as a national model for employee and beneficiary wellness.** The HBC Workgroup seeks to improve and maintain optimal health among Members by which healthy lifestyle choices are easily incorporated and reinforced into everyday life.

## HBC Workgroup Composition and Operations

1. Consist of 13 or more members, but not to exceed 15
2. Comprised of members from the following areas:
  - a. Human resources
  - b. Benefits administration

- c. Occupational health
- d. Finance
- e. Marketing
- f. Communications
- g. Safety
- h. Information systems
- i. Healthcare provider
- j. Insurance provider
- k. Employee Assistance Program

3. Operates under the leadership of someone who has been formally trained in health and wellness

4. Responsible for collecting data, crafting a plan, delivering programs for both high-risk and low-risk members, creating a supportive environment, and monitoring and evaluating outcomes

5. Meets monthly

6. Has a pre-established agenda, takes notes at each meeting, and distributes minutes to each team member and senior level executive

### **Needs Assessment**

A needs assessment can be considered the market research phase for a wellness program and is critical for employers who want a program to reflect member needs and align with company objectives. It is important to involve members in all activities related to wellness program design, and a needs assessment is a great place to conduct that process. The HBC Workgroup reviewed health care cost and utilization information in CY2011 among three key wellness indicators in order to develop and target strategic goals and objectives.

#### Indicator One: Health Care Utilization<sup>1</sup>

- a. 54.5% of total paid claims for Members in the ConditionCare Programs (Disease Management) are potentially lifestyle related
- b. The Top Five Health Conditions account for 48.7% of total spend

#### State Employee Health Program Membership Cost Drivers (Ranked High to Low)

- 1. Orthopedic
  - a. 17.7% of total spend
  - b. Contributing Factors: Obesity, Sedentary Lifestyle
  - c. Keys to Reduce Cost: Daily exercise and maintaining a healthy weight
  - d. Interesting Fact: According to the Centers for Disease Control and Prevention, medical expenses for obese employees are estimated to be 42 percent higher than for a person with a healthy weight.

## 2. Cardiology

- a. 9.8% of total spend
- b. Contributing Factors: Obesity, Smoking, Sedentary Lifestyle, Stress, Type A Personalities, High Cholesterol, High Triglycerides, Poorly Managed High Blood Pressure
- c. Keys to Reduce Cost: Daily exercise, healthy weight, nutrition, stress management, management of coronary artery disease, diabetes
- d. Interesting Fact: Hypertension is often under diagnosed because it may not produce any symptoms requiring a medical visit, ER visit, or interfere with any activities for the member until damage to the circulatory system has been done. The National Center for Chronic Disease and Prevention and Health Promotion reports that businesses lose \$3,400 a year in healthcare costs, lost work days, and time off for smoke-breaks for every employee who doesn't quit.

## 3. Malignant Neoplasm

- a. 9.5% of total spend
- b. Contributing Factors: Diet and nutrition are considered to be powerful forces predisposing members to certain types of cancers, carcinogens such as tobacco smoke, radiation, chemicals or infections agents
- c. Keys to Reduce Cost: Increasing utilization of mammograms, colonoscopies, PSA blood test and Pap smears can detect cancers early when treatment is less complex and invasive
- e. Interesting Fact: About one-third of the expected cancer cases will be linked to behavior related factors that are preventable such as obesity, physical inactivity, smoking and poor nutrition. There will also be more than 1 million skin cancers diagnosed in the U.S., many of which are caused by indoor tanning and overexposure to sun.

## 4. Gastroenterology

- a. 6.1% of total spend
- b. Contributing Factors: Poor or inadequate diet, smoking, stress
- c. Keys to Reduce Cost: Dietary modifications, stress management, smoking cessation, healthy weight
- d. Interesting Fact: Hernias are often caused by a weakening in the abdominal wall; aggravated by excessive body weight and/or poor body mechanics

## 5. Endocrinology

- a. 5.6% of total spend
- b. Contributing Factors: Obesity, sedentary lifestyle, high cholesterol and high triglycerides, smoking
- c. Keys to Reduce Cost: Attaining and maintaining a healthy weight, diet, regular screenings for cholesterol and blood sugar
- d. Interesting Fact: Diabetes contributes to 30% of the total spend, obesity contributes to 27.3% of the total endocrinology spend, hyperlipidemia contributes to 11.9% of the total spend

## Indicator Two: Agency Interest and Needs<sup>2</sup>

A significant step in developing a strategy to address employee need and interest consists of an agency assessment. The purpose of an assessment is to evaluate existing programs and services, physical environment, as well as policy and procedures that support healthy choices.

The following top five health topics were identified from the agency health assessment:

1. Nutrition
2. Weight Management
3. Stress Management
4. Fitness
5. Sleep, Diabetes

The following top five environmental and cultural wellness areas were identified from the agency health assessment:

1. Healthy Food Service Options
2. Tobacco Use Policy
3. Onsite Access to Wellness Resources and Education
4. Health Screening
5. Stress Reduction

## Indicator Three: Key Health Indicators<sup>3</sup>

Health indicators are measures that describe the current health status of the population being measured. Health outcomes such as heart disease, cancer and diabetes are influenced by a set of poor health indicators. These health indicators and their outcomes may also be affected by community-based programs and policies designed to alter their distribution in the community. Worksite wellness programs can help improve health outcomes by addressing all health indicators with effective, evidence-based programs and policies. The following encompasses statewide health indicators and the percentage of New Hampshire adults associated with each:

*Adult Smoking* – 16% of NH adults are current smokers

*Adult Obesity* – 62% of NH adults are either overweight or obese

*Adult Drinking* – 5.5% of NH adults reported heavy drinking. 15.8% of NH adults report binge drinking

*Adult Physical Activity* – 53.2% of NH adults are physically active

*Adult Fruit and Vegetable Consumption* – 27.7% of NH adults consume the recommended amount of fruits and vegetables per day

*Adults Diabetes Prevalence* – 7.1%

## **State Employee Health Promotion and Disease Prevention Programs and Benefits**

- [Executive Order 2006-07 relative to State Employee Wellness](#) states that each agency shall identify and appoint a wellness coordinator to spearhead that agency's efforts and to serve as the agency's liaison to the state wellness program. Each agency shall offer its expertise and cooperation to assist in educating all state employees on healthy lifestyles and wellness models.

- The HBC Workgroup provides quarterly training for Wellness Coordinators, a monthly newsletter for Members, coordinates on-site wellness workshops by Health Benefit Program vendors, State Department of Health and Human Service Programs and various community non-profit organizations. The HBC Workgroup also provides guidance and assistance to employees through periodic wellness fairs and special health promotion initiatives. The HBC Workgroup is led by the State Wellness Program Specialist and the Anthem wellness coordinator.
- The Department of Administrative Services hosts a wellness website for Members, <http://admin.state.nh.us/wellness/>. In addition, the wellness program promotes online health promotion resources from the NH Department of Health and Human Services, Centers for Disease Control and Promotion, and Health Benefit Program vendors.
- The New Hampshire State Employee Health Benefit Program covers 100% of the cost of preventive care including immunization and annual health screenings, routine physical exam and well baby care, routine hearing screening (through age 18), and OB/GYN care. State Health Program services are offered at no cost or a very minimal cost to members for a Primary Care Provider office visit, Mental Health, and Substance Abuse visit/consultation. The copays vary depending on the plan.
- Anthem 360° Health helps Members become more informed about, and involved in, their health and wellness. Anthem 360° Health provides Members with services and material to be healthier and stay that way. By providing a total health solution for prenatal education, disease management, self-care, and health care utilization, Members have a powerful combination of targeted programs, services and one-on-one professional support to help them adopt healthier behaviors that last.
- HMO Active Employee Subscribers are eligible to receive reimbursement for up to \$200 per subscriber contract per calendar year (January 1 – December 31) for the purchase of one piece of home exercise equipment that provides a cardiovascular/muscular total body workout. Equipment must be new and purchased at a retail store (POS members are not eligible for this benefit). The following pieces of equipment are eligible for reimbursement; Treadmills, Stationary Cycles, Bike Stands (*to convert road bike to stationary cycle*), Stair Climbing Machines, Elliptical Machines, Rowing Machines, Cross-country Ski Machines, Air Walkers, Home Gyms, Total Body Weight Resistance Machines. The following pieces of exercise equipment are not eligible for reimbursement: Muscle-specific resistance equipment such as abdominal rollers, thigh or buttocks machines; exercise videos or mats; outdoor recreational equipment such as golf clubs, bicycles, game balls, skates, skis, tennis racquets, or rollerblades; exercise clothing or shoes and any used equipment.
- HMO Active Employee Subscribers are eligible for up to \$450 per subscriber contract per calendar year (January 1-December 31) for membership dues at participating fitness facility that have not already taken advantage of the \$200 equipment reimbursement benefit (explained above) within the same calendar year. POS members are not eligible for this benefit. For employees that join an Anthem approved fitness facility, the facility will directly bill Anthem monthly for your membership dues up to \$450 for the months that you \*actively participate. You are responsible for any other fees, including joining fees and fees beyond the \$450 calendar year benefit.

*\*Anthem will pay an employee's monthly membership fee if they actively participate. This means they must visit the facility no less than 8 times per month to avoid being billed directly by the facility. For subscribers who choose not to use the gym/fitness facility reimbursement benefit, they can transfer this benefit to another family member who is enrolled on their policy.*

- The Community Health Education Reimbursement Program (CHERP) is available to HMO and POS Active Employee Subscribers. Members that participate in an Anthem approved CHERP class are eligible for reimbursement up to \$150, per family per calendar year. Approved CHERP classes cover a wide range of topics including nutrition counseling, tobacco cessation, parenting, CPR/First Aid, childbirth education and many more. State agencies can also host community health education programs at the worksite if they are an Approved Anthem Provider from the CHERP list.
- The State of New Hampshire offers free onsite seasonal flu shots to state employees.
- State Health Benefit Program Members have access to tobacco cessation benefits including Pharmaceutical Benefit Program coverage of the seven medications approved by the U.S. Food and Drug Administration. Tobacco cessation counseling is available through the Employee Assistance Program, New Hampshire Tobacco Helpline, Anthem Healthy Lifestyles Program, or approved community health providers through the Anthem Community Health Education Reimbursement Program.
- Employees can complete an annual health education program comprised of three learning modules covering the health benefit program, medical self-care, and health and wellness topics. Employees can complete each module in a worksite seminar, online, or on paper. Employees that complete all three learning modules will receive a certificate congratulating them from Governor Hassan.
- The State of New Hampshire Agency Wellness Recognition Program is a voluntary program that recognizes agencies for developing and implementing exceptional employee wellness programming and communication. Agencies are awarded recognition based on the breadth and depth of their employee wellness initiatives. The State of New Hampshire Agency Wellness Recognition Program was developed based on national and regional wellness standards including the Centers for Disease Control and Prevention, New Hampshire Department of Health and Human Services, Healthy People 2020 and reflects *The Guide to Community Preventive Services*, which summarizes what is known about the effectiveness, economic efficiency, and feasibility of interventions to promote community health and prevent disease.
- The State of New Hampshire Employee Assistance Program (EAP) is designed to offer assistance to all State employees and their family members. EAP services are confidential and voluntary to assist NH government employees and their families in addressing issues that may affect their overall well-being. The EAP works closely with individuals and families to help:
  1. Identify issues before they disrupt your personal or professional life;
  2. Resolve the issues; and
  3. Improve employee's ability to carry out his/her job.

EAP Specialists provide professional assessment and referral services to assist employees in developing problem resolution strategies and in linking to community resources. The EAP provides a number of unique services. In addition to specific services directed to individuals, EAP provides consultation services to managers and supervisors effectively addressing group problems or group-focused improvements. These services are intended to enhance communication, cooperation, productivity, and teamwork in the workplace. Members can reach the State of NH EAP by calling 603-271-4336 or visit [www.dhhs.nh.gov/hr/eap/index.htm](http://www.dhhs.nh.gov/hr/eap/index.htm).

## **Individual and State Responsibilities**

Healthy lifestyles and behaviors should be the goal and the responsibility of every Member. It is important to remember that the HBC Workgroup does not have the mandate to make Members well. Rather, its role is to develop changes that provide a safe and conducive environment that offers opportunities for healthy lifestyle choices. Members have the responsibility to utilize and understand health improvement programs, benefits and understand healthy lifestyle behaviors.

Because the majority of illness and health care utilization results from key health indicators, the HBC Workgroup shall recommend, develop, and implement programs aimed at key health indicators that are potentially lifestyle related. The HBC Workgroup will operate in three workgroup committees focused on health improvement covering awareness, education, behavior change, and culture. The following strategic goals and objectives were determined by the Health Benefit Committee.

### **1. Develop an annual employee health education program (HBC Workgroup Communication Committee).**

#### Objective 1

Educate employees on critical health promotion and disease prevention topics.

#### Objective 2

Educate employees in making important medical self-care and health utilization decisions.

#### Objective 3

Increase participation in programs that drive behavior change.

#### Objective 4

Recognize employees that complete health education program components.

### **2. Develop improvements to create supportive, health-promoting environments relating to diabetes management (HBC Workgroup Resource Committee).**

#### Objective 1

Increase participation in diabetes education.

#### Objective 2

Increase the percentage of Members that are optimally adherent with diabetes medication management.

Objective 3

Reduce the percent of Members with diabetes that are high risk.

Objective 4

Reduce the percent of Members with diabetes that are moderate risk.

Objective 5

Increase the number of agencies that provide education, tools and make cultural changes to help employees better manage and prevent diabetes complications.

**3. Develop improvements to create supportive, health-promoting environments relating to tobacco cessation (HBC Workgroup Resource Committee).**

Objective 1

Increase communication methods for tobacco cessation resources.

Objective 2

Increase tobacco cessation attempts.

Objective 3

Reduce exposure to secondhand smoke at the worksite.

**4. Develop improvements to create supportive, health-promoting environments relating to achievement and maintenance of healthy body weights (HBC Workgroup Wellness Coordinator Committee).**

Objective 1

Educate agency leadership about proven strategies that support healthy eating and active living focus areas.

Objective 2

Increase healthy eating and active living program participation.

Objective 3

Increase the number of food standards offered at worksite cafeterias that align with food standards from the U.S. Department of Health and Human Services.

Objective 4

Increase opportunities for employees to engage in healthy eating and active living at the worksite.

**5. Develop improvements to create supportive, health-promoting environments relating to stress management (HBC Workgroup Wellness Coordinator Committee).**

Objective 1

Educate agency leadership about proven strategies for stress management.

Objective 2

Increase stress management program participation.



**6. Develop an evaluation plan covering the eight basic variables in measuring wellness program outcomes (HBC Workgroup Communication Committee).**

Objective 1

Increase Member participation in wellness programs.

Objective 2

Improve Member satisfaction in wellness programs.

Objective 3

Improve Member knowledge and attitudes toward health.

Objective 4

Improve Member modifiable health care claims.

Objective 5

Improve Member health behaviors.

Objective 6

Improve physical environment, corporate cultural engagement and support.

Objective 7

Improve employee productivity.

Objective 8

Demonstrate a return on investment for wellness and health management programming.

**7. Develop comprehensive leadership health promotion role modeling practices regarding wellness (HBC Workgroup Communication Committee).**

Objective 1

Increase leadership written correspondence, public address and presentations promoting wellness programming.

Objective 2

Increase the number of proven wellness strategies implemented by agencies.

Objective 3

Develop a wellness initiative for leadership that promotes participation in wellness activities and recognizes Members that do the same.

**8. Develop improvements to create supportive, health-promoting environments relating to preventive health indicators (HBC Workgroup Resource Committee).**

Objective 1

Increase the number of unique Member contacts to the Anthem 24/7 NurseLine.

Objective 2

Increase participation in prenatal education.

Objective 3

Reduce the percent of Members who are pregnant that are assessed high risk.

Objective 4

Increase the number of Members that are vaccinated for influenza.

Objective 5

Increase the number of Members that complete a health risk assessment.

Objective 6

Increase the number of Members that receive a general preventive screening.

Objective 7

Increase the number of Members that receive routine adult preventive immunizations.

Objective 8

Increase the number of Members that receive routine well child preventive immunizations.

Objective 9

Increase the percent of Members that receive a mammogram.

Objective 10

Increase the percent of Members that receive a colorectal cancer screening.

Objective 11

Increase the percent of Members that had a preventive oral health screening.

## **Evaluation**

A separate evaluation plan will be used to assess objectives among critical methods of evaluation including:

### Changes in Modifiable Health care Claims

- Health care utilization is one parameter that has been used to evaluate the wellness program's effectiveness. Not only is this utilization a useful evaluation tool, but it is also a program-planning guide. An effective wellness plan should be targeted to populations identified risks. The State is currently using a method of claims analysis that identifies the percent of total paid claims for a calendar year that are potentially lifestyle related, preventive (immunizations, screenings, disease management, medication).

### Participation in Health Improvement Programming

- The tracking of program participation (Health Risk Assessment completion, physical activity, health education and coaching)

## Participation Satisfaction and Improvements in Knowledge, Attitudes and Health Behaviors

- A survey is sent out electronically or on paper to every activity participant for wellness worksite workshops, Wellness Coordinator Training Sessions, interest and satisfaction, and reported. We find this information valuable to make improvements to programming and activities.

## Physical Environment and Corporate Culture

- An Agency Health Assessment conducted to evaluate each agency's policies, benefits, and working conditions that support healthy choices. It is also a significant review of Agency culture and "how wellness is done" in the workforce.

## Productivity

- Key productivity indicators such as sick days as requested

## Return on Investment

- Cost effectiveness and cost savings developed as requested

## **Communication Strategies**

It is vitally important for the HBC Workgroup to engage employees in health and wellness through various forms of communication. Wellness programming is communicated to members in a variety of communication methods including:

Agency Wellness Coordinator emails, handouts and displays  
Quarterly Wellness Coordinator Training Sessions  
Monthly Wellness Newsletter  
Employee Home Mailings  
Anthem Physician Group  
Health Benefit Program Open Enrollment  
New Employee Orientation  
Paycheck Messages  
Worksite Wellness Workshops and Demonstrations  
Special Events  
State Employee Wellness Website <http://admin.state.nh.us/wellness/>

Because these methods have been proven effective, we will continue to use them in the future as well as continue to adopt new methods to improve response and participation.

## **Citations**

1. **Anthem Client Advisory Services Executive Summary prepared for State of New Hampshire. Reporting Periods Reviewed: Jan 1, 2010 – Dec 31, 2010**
2. **2010 State of New Hampshire Wellness Program Agency Health Assessment**
3. **2011 New Hampshire State Health Profile**  
<http://www.dhhs.state.nh.us/dphs/documents/2011statehealthprofile.pdf>