



# Total Health & Productivity

Workplace wellness that produces results

**healthworks**  
by KAISER PERMANENTE®

All plans offered and underwritten by Kaiser Foundation Health Plan of the Northwest, 500 NE Multnomah St., Ste. 100, Portland, OR 97232







# Good health **works**

Invest in employee health for great returns



# Raise the return on your workplace wellness investment

You have an easy and inexpensive way to make your best business assets—your employees—more valuable. Improve productivity by helping them enjoy healthier, more active lives. We can help them with everything from eating more veggies and dropping the cigarette habit to getting control of a health condition. That's why we include free access to resources that keep employees feeling and performing well.

This Total Health & Productivity toolkit will show you how to improve your bottom line and bring healthy habits into your workplace.



**In 42 studies of worksite health and wellness promotion programs, employers realized a return on investment of nearly \$6 for every dollar spent.**

Source: The Art of Health Promotion, 2003.



## How health issues hurt your business

When employees are out sick, it's easy to see how productivity suffers. But presenteeism—when employees come to work but can't perform at full capacity due to health concerns—can hurt your bottom line, too. About 75 percent of America's yearly health care costs result from chronic conditions that could be prevented or controlled.

Condition	Lost productivity
Cardiovascular disease and stroke	\$143 billion
Smoking	\$80 billion
Obesity	\$56 billion
Diabetes	\$40 billion
Migraines and other headaches	\$8 billion
Allergies	\$700 million

Source: TrendWatch, spring 2007.

## How to calculate our effect on your company's productivity

The NCQA Quality Dividend Calculator helps you determine how your health plan affects the productivity of your company. You'll be able to see estimates on lost productivity and related expenses resulting from common chronic conditions. To try the calculator, visit [ncqacalculator.com](http://ncqacalculator.com).

## Invest in healthy change

You can have the tools to promote employee productivity. Go to [kp.org/totalhealthandproductivity](http://kp.org/totalhealthandproductivity) to learn more. You'll find a wealth of easy-to-use, cost-effective resources in a single, convenient location.

# Improve employee health **and** productivity

A well-designed workplace wellness program can cut absenteeism, boost productivity, reduce employee turnover, and lower disability costs. It's one of the best investments you can make.

We designed our Total Health & Productivity programs to maximize your rate of return. No single program is right for every company. That's why we offer three levels of packages, so you can customize one to fit your budget and goals.





# Choose the package that meets your needs

## Awareness

This no-cost package is a great starting point. You get proven, effective information and communication materials to generate workforce awareness about wellness topics.

## Activity

Start with a no-cost consultation from a professional wellness consultant. Then pick activities to meet your workplace wellness goals. You'll also receive all the services included in the Awareness Package at no extra cost.

## Outcomes

Better data produce better results. The Outcomes Package adds personal assessments that help employees achieve their goals. It also provides statistical data to help you build a custom program that will help you meet your wellness goals.









# Awareness Package: A great, no-cost place to start

You'll get everything you need to get employees thinking about wellness. We'll provide you with wellness information for your newsletters, e-mails, bulletin boards, and whatever other channels you use to reach your employees.

The Awareness Package creates a sense of empowerment by showing employees how small changes can make a big impact on health. Once employees are ready for change, you can move to the next stage.

Except as noted, Awareness Package programs and services are available to every employee in your workforce.

## The package includes:

- Wellness posters.
- Wellness articles for your employee newsletter.
- Payroll inserts or pay stub messages on wellness topics.
- Regular e-mail messages on wellness topics.
- Total Health Assessment. This sophisticated survey not only helps employees identify health needs, but also produces an individualized action plan to help them reach health goals.\*
- Guides to finding health and wellness information and programs on [kp.org/totalhealthandproductivity](http://kp.org/totalhealthandproductivity).
- A calendar with monthly wellness topics.
- A pedometer loan program to promote company-sponsored fitness walking programs.



*\*Available to Kaiser Foundation Health Plan of the Northwest (KFHPNW) members only.*

# Activity Package: An easy-to-use program that turns awareness into

The Activity Package starts with a no-cost consultation with a professional wellness consultant. We'll help you select wellness activities to get your employees started on the path to healthier habits.

Pick from our catalog of proven, effective wellness activities. Some services are provided on a fee-for-service basis.

Except as noted, Activity Package programs and services are available to every employee in your workforce.

*\*No cost to KFHPNW members.*

*\*\*Some classes available only to members.*

*†10,000 Steps is a registered trademark of HealthPartners, Inc.*

## No cost

- Custom program design. Talk with a wellness consultant to set wellness priorities and select the right activities for your workforce.
- Web-based seminars on healthy living topics.
- All the services of the Awareness Package (see page 9).

## Fee for service

- Lunch and Learn, catered or brown-bag lunch talks on health and wellness topics of your choice.
- On-site employee workshops on topics you select.
- Total Health Assessment. This sophisticated survey not only helps employees identify health needs, but also produces an individualized action plan to help them reach health goals.\*
- Community wellness classes at our facilities for employees and their families.\*\*
- 10,000 Steps® program. We'll help you launch this fun, convenient fitness walking program.†

- Cultivating Health kits, self-help kits that employees can request for:
  - Weight management.
  - Insomnia.
  - Tobacco cessation.
  - Diabetes management.
  - Stress management.
- Wellness incentives. We'll help you choose incentives proven to motivate employees and generate results.

## Healthy employees = a healthy bottom line

It's easy to see how our Activity Package can help you build a healthy, productive workforce. But look a little closer and you'll discover it can also help you strengthen your bottom line.

Workplace wellness programs can help you see significant cost savings and increased profitability. Here's how one company maximized the return on its investment.

Contact your broker, consultant, or Kaiser Permanente representative to find out how to maximize your wellness investment with our Activity Package.



**“We spend \$400,000 a year on our wellness program, and we’ve saved five times that much because of it.”**

—Hank Orme, president of Lincoln Industries

## **LINCOLN INDUSTRIES: A MODEL FOR WELLNESS**

Lincoln Industries is a national manufacturer of products requiring high-performance metal finishing. The company has made a long-term investment in the health of its employees through a comprehensive wellness program.

Its program includes personalized health appraisals; weight and stress management tools; smoking cessation resources; and preventive screenings for hypertension and cholesterol. Incentives are used to increase participation.

The result: lower employee turnover, lower absenteeism, lower incidences of on-the-job injuries, and lower health care costs.

Here are a few impressive statistics from Lincoln Industries:

- Since 2000, tobacco use has gone from 77 percent to 23 percent.
- Workers compensation costs decreased from \$500,000 in 2003 to less than \$50,000 in 2006.
- The average health care cost per person, per year in the United States is almost \$10,000. For Lincoln Industries, it’s just more than \$4,500.

Source: <http://www.lincolindustries.com/wellness/benefits>.

# Outcomes Package: A wellness investment tailored for the individual

In business, better data produces better results. Services in the Outcomes Package provide employees with the personal health information they need to set and reach their own wellness goals.

We provide a multitude of onsite biometric tests, which range from blood pressure tests to body mass index (BMI). Our medical professionals can also bring the Panel Support Tool (PST) to your worksite or wellness event. The PST allows us to work with your employees to identify any care gaps through our integrated electronic medical record system, KP Health Connect. With this information, you can customize your wellness program to address your employees' most pressing needs.

Some Outcomes Package services are provided on a fee-for-service basis.

Except as noted, Outcomes Package programs and services are available to every employee in your workforce.

## No cost

- All the services of the Activity and Awareness packages (see pages 9 and 10).

## Fee for service

- Biometric testing. These simple, empirical measurements give employees baseline information for setting personal wellness goals. We can provide voluntary, on-site measurements, including:
  - Blood pressure.
  - Cholesterol panel.
  - Pre- and post-activity pulse rate (fitness test).
  - Blood glucose.
  - Body fat composition.
  - Body mass index (BMI).
- Panel Support Tool (PST). This tool searches for care gaps in an employee's medical record through KP HealthConnect. It quickly identifies health concerns and needed preventive screenings so that we can advise members about next steps.
- Patient Activation Measure (PAM). This tool helps evaluate your wellness participant population and develop effective strategies to influence wellness behaviors. It can help guide conversations so employees are supported in making lifestyle changes.



# Rewards and Incentives program

Healthier employees function better at home and on the job—plus they're less likely to miss work due to illness. Encourage your employees' good health with our new Rewards and Incentives program.

Together with our partner, IncentOne, a leading provider of incentive programs, we've created an easy-to-use system to let employees earn rewards for the following activities:

- **kp.org activation\***, which lets members take advantage of our online health and productivity enhancing tools and services.
- **Total Health Assessment\*** completion, which helps employees identify potential health issues before they affect work performance.
- **Healthy lifestyle program** completion, which supports employees as they make healthy changes in their lives.

Points earned can be redeemed online for gift cards and merchandise from retailers you select.

## How it works—online and easy for all

Employees can create an online account to track their program participation and the reward points they've earned. One reward point is equal to one reward dollar.

When employees log on, they'll see the programs they're eligible for and the reward amounts you've chosen.

When employees choose to redeem their accumulated reward points, they log on and choose the gift card(s) they want. Several reward amounts are available for each activity.

## Informative reports—an added advantage for employers

For no additional cost, you'll be able to see how employees are responding to your incentive program with consolidated reports detailing the following Rewards and Incentives program activity:

- Number of eligible employees.
- Reward types redeemed.
- Date of rewards redeemed.
- Participation numbers.
- Redemption status.

## Give healthy employees the rewards they deserve

To learn more about our Rewards and Incentives program, contact your broker, consultant, or Kaiser Permanente representative.

*\*Available to KFHPNW members only.*

# The **kp.org** connection—pumping up productivity

While our members enjoy the greatest advantages from the tools we offer, our broader goal is to help all your employees become healthier and more productive. That's why materials for both members and nonmembers are available at **kp.org**.

By registering at **kp.org**, members gain access to My Health Manager, one of the nation's most extensive and interactive personal health records systems. My Health Manager gives members the power to manage their health online, providing convenience and time savings. Features include:

- Free, secure e-mail to doctors' offices and pharmacists.
- Most test results posted online.
- Summaries of past doctor visits.
- Online appointment scheduling and prescription refills.
- Ability to act for a family member.
- Record of allergies, immunizations, and recommended screenings.

All your employees—whether they're members or not—can use **kp.org** to assess their health, look up information on a wide variety of health issues, and find information on health and wellness classes at one of our nearby facilities.

## Covering every aspect of health for more productive employees

Whether your employees are healthy, at risk for a health condition, or chronically ill, we offer a variety of ways to encourage and maintain good health so they feel better and work better.

## Healthy lifestyle programs offer members more

Our customized online programs, in collaboration with HealthMedia, Inc., are available to members at no charge. They're designed to give members support and confidence as they make healthy changes in their lives. Here's what's available at **kp.org/healthylifestyles**:

- **HealthMedia® Succeed™**—offers a Total Health Assessment.
- **HealthMedia® Balance™**—provides personalized strategies for reaching and maintaining ideal weight.
- **HealthMedia® Nourish™**—offers smart and healthful food choices tailored to personality and lifestyle.





- **HealthMedia® Relax™**—concentrates on customized strategies for relieving and preventing stress.
- **HealthMedia® Breathe™**—provides step-by-step personalized guidance on quitting smoking.
- **HealthMedia® Care™ for Your Health**—offers chronic condition management assistance.
- **HealthMedia® Care™ for Your Back**—assesses and addresses risk factors associated with back pain to provide an individually tailored prevention and management plan.
- **HealthMedia® Care™ for Diabetes**—designed around your personal needs so you can lead a healthier, more satisfying life.
- **HealthMedia® Care™ for Pain**—can help you enjoy life to the fullest while dealing effectively with chronic pain.
- **HealthMedia® Overcoming™ Depression**—emulates a behavioral health coaching session to deliver an individually tailored depression plan that can help those with even the mildest forms of depression.

- **HealthMedia® Overcoming™ Insomnia**—teaches how to change negative thinking that interferes with sleep and how to develop new habits that promote healthy and restful sleep.

### Complete Care disease management programs support members

Chronic diseases are eating into your bottom line. For every \$1 spent to treat diabetes, heart disease, and other chronic conditions, employers pay \$4 in sick leave, lost productivity, and other costs. Nationwide, that's \$277 billion for treatment and \$1.3 trillion in economic impact.\*

We offer multiple Complete Care programs for members with chronic diseases at no extra cost to you or your employees. Members are automatically enrolled in Complete Care if they have a chronic disease. These programs are designed to help them gain better control of their conditions, so they're healthier and more productive on the job.

\*Source: Miliken Institute Chronic Disease Index, 2003.



# Value-added services for members

In addition to benefiting from your Total Health & Productivity plan, employees who are members receive additional health and wellness services—including great discounts with our new CHP Active & Healthy program that promotes well-being and an active lifestyle.

## No-cost benefits for members

- Talk with a health consultant. One-on-one help to set health goals and develop a wellness plan.
- *Kaiser Permanente Healthwise® Handbook*, an at-your-fingertips reference to health information.

## Discounts for members

- CHP Active & Healthy. This service, in collaboration with the CHP Group, allows members to pay less for health club memberships at over 270 clubs in Oregon and southwest Washington. They can also save money on yoga classes, weight management programs, ski lift tickets, sporting events, movies, and more.
- Weight Watchers®. Members enjoy special discounts on traditional Weight Watchers meetings and on home-based and online Weight Watchers programs.\*
- Alternative care and chiropractic. Members get discounts on acupuncture, chiropractic care, massage, and other alternative therapies from providers belonging to the Complementary Healthcare Plans network.
- ChooseHealthy™, a great source for lifestyle products such as vitamins, herbal remedies, and yoga accessories.
- FitnessCoach.com, a site with tools for reaching fitness goals, including telephone coaching for weight management, tobacco cessation, and healthy living.



\*Weight Watchers is the registered trademark of Weight Watchers International, Inc., and is used under license.



# Monthly checklist

Use this checklist to stay on course with your program 

Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Have new members register on <b>kp.org</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Post monthly flyer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Send monthly <i>Health e-News</i> and e-mails.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Download and distribute handouts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Send health risk assessment reminders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Act on at least one healthy tip.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Watch for regular updates at [kp.org/totalhealthandproductivity](http://kp.org/totalhealthandproductivity) to enhance the materials in your toolkit. If you have questions about how we can help you improve health and productivity at your workplace, contact your broker, consultant, or Kaiser Permanente representative for more information.

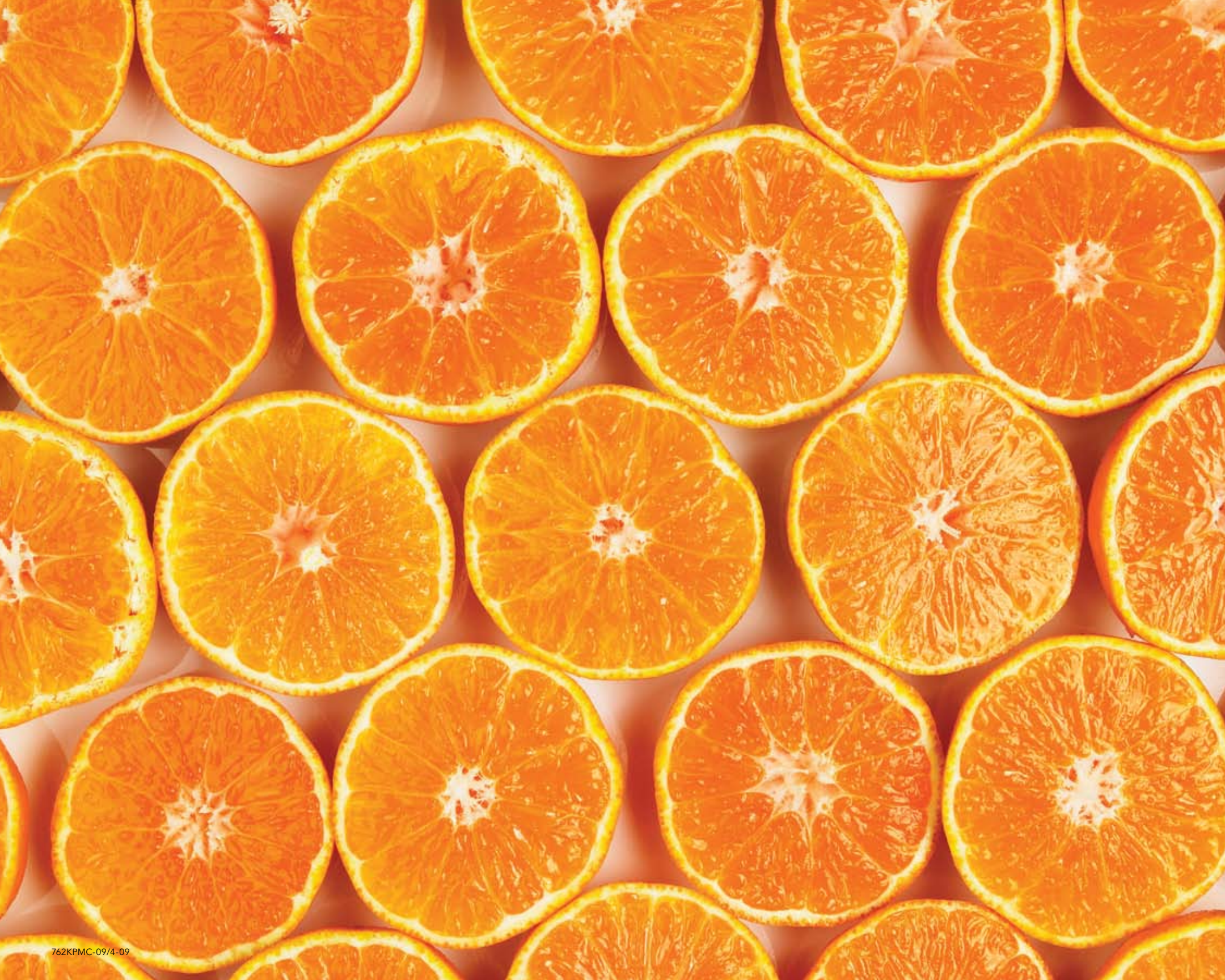


# Total Health and Productivity are in our DNA

Keeping employees healthy, safe, and on the job is why we're here. When industrialist Henry Kaiser needed a way to keep his shipyard workers well in 1941, he approached Sidney Garfield, MD, who had pioneered a new form of health care delivery that emphasized prevention and wellness. From this innovative beginning, we continue to lead the way in products and services that enhance Total Health and Productivity. Contact your account manager or sales representative to join us in promoting workplace wellness.









[kp.org/totalhealthandproductivity](http://kp.org/totalhealthandproductivity)

Information in this brochure was accurate at the time of production. Details may have changed since publication. For the most current information on our plans and services, check with your broker, consultant, or Kaiser Permanente representative.