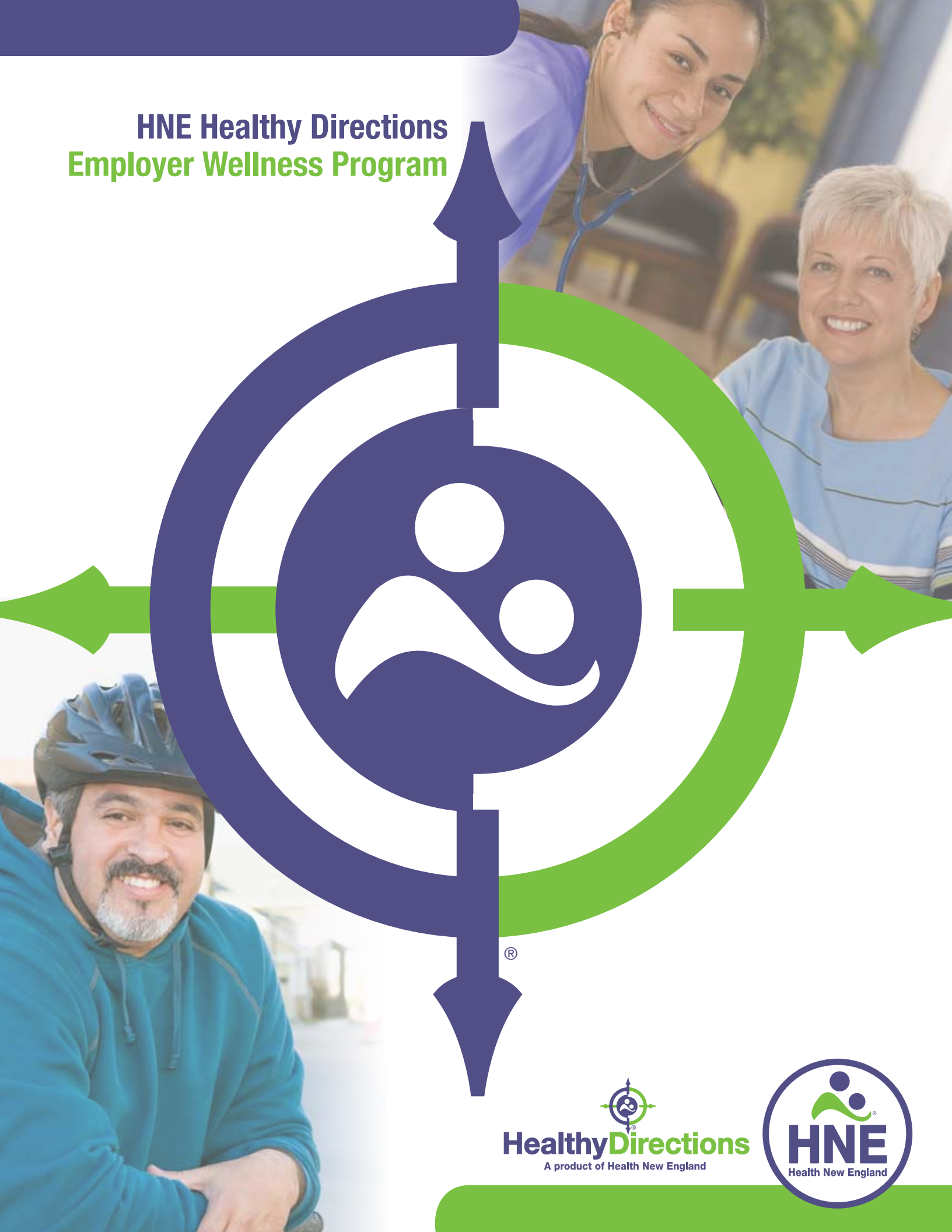


**HNE Healthy Directions  
Employer Wellness Program**



  
**HealthyDirections**  
A product of Health New England





Christopher Jasinski, MBA, MPH • Lynn Ostrowski, PhD

We are excited  
to introduce



# Healthy Directions

A product of Health New England

## Your Workplace Wellness Solution

The Healthy Directions Employer Wellness program has been designed to help all HNE Employer Groups establish cultures of health at their workplace by removing the administrative burden of implementing health promotion and wellness programs. This outcomes-based wellness program model allows employers to take advantage of the premium differentials available under the Patient Protection and Affordable Care Act and the incentives under the Massachusetts Wellness Tax Credit Incentive Program.

## We're Here to Help!

The HNE Healthy Directions Team will work directly with employers to set up the Healthy Directions Employer Wellness program. They'll track participant health outcomes, program participation, medical and pharmacy claims, as well as any other data provided by the employer group, to generate a return on investment for employer groups with a minimum of 50% participation in the program.

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Studies have demonstrated that every dollar invested by employers in workplace health promotion and wellness programs can return a median savings of \$3.14 – a 3:1 return on investment!

## Program Highlights

### Free Biometric Screenings

HNE will provide the following biometric screenings **free of charge** regardless of the employee's insurer:

- Body Mass Index
- Body Composition (% Body Fat)
- Blood Pressure
- Carbon Monoxide (Smokers)
- Bone Density

### Baystate Reference Laboratories Screenings

In addition, HNE has partnered with Baystate Reference Laboratories (BRL) to provide the following biometric screenings that require a blood draw:

- Total Cholesterol
- HDL Cholesterol
- LDL Cholesterol
- Triglycerides
- Glucose

There is no fee for HNE members. A minimal charge of \$40 per non-HNE member will be billed to the employer.

### Free On-site Programs

The HNE Healthy Directions Team will conduct educational programs and quarterly activity challenges on-site for all employees **free of charge**\*

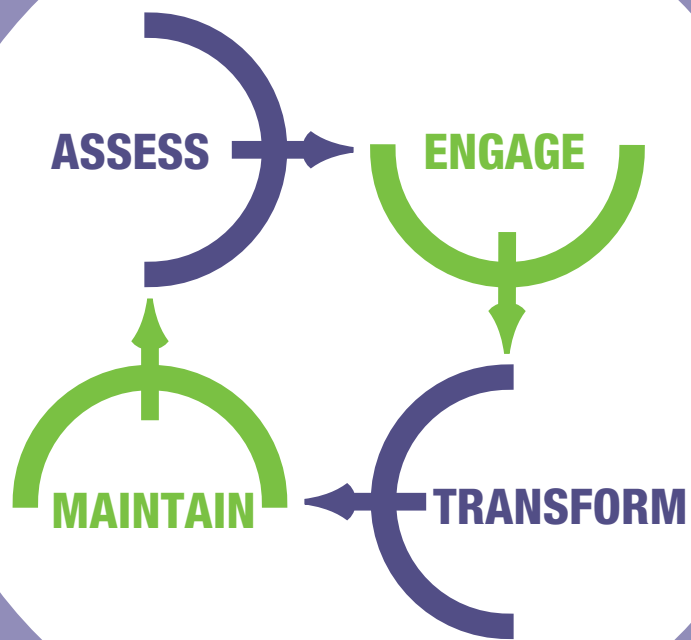
### Guidance on Rewards/Incentives

We'll work with employers to set up appropriate reward/incentive structures and can integrate these programs into the HNE Healthy Directions web-portal, powered by WebMD®, for easy tracking purposes. Employers will be responsible to fund their reward/incentive programs.

\* Additional costs for program materials may apply (e.g. pedometers). HNE will purchase items in bulk and extend our discounted rate to employers.

## How the Program Works

HNE Healthy Directions programming has four foundational components; Assess, Engage, Transform, Maintain. Each of the four components are designed to work together to promote optimal health.



# Assess



## Kick-off Event

The program begins with a Kick-off Event at the worksite. At the event, we offer employees biometric screenings (blood pressure, blood glucose, cholesterol, triglycerides, body mass index, body composition), interactive health information and, of course, raffle prizes. It is a high-energy, fun event to get employees motivated.

## HealthQuotient® Powered by WebMD®

Another activity is for employees to complete the WebMD® HealthQuotient®\* online or in a paper format. Biometrics from the Healthy Directions Kick-off Event will be automatically uploaded into employees' HealthQuotient® and online personal health records. Upon completion of the assessment a report is generated for each participant highlighting opportunities for health improvement. In addition, a baseline report utilizing aggregate data will be created and shared with the employer.

\* Due to HIPAA regulations and cost considerations only HNE members will have access to the Healthy Directions web-portal, powered by WebMD®.

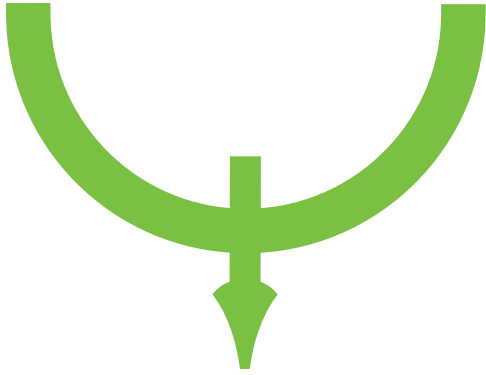
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## Activity Challenges

Once you get started, your Healthy Directions Health Coaches will issue activity challenges to support the fundamental concept that everything we needed to know about good health we learned from our mother\*\*: go out and play (activity, exercise, stress relief, social health); eat your vegetables (good nutrition); and wash your hands and brush your teeth (prevention).

\*\*My Mother's Health Plan

# Engage



All Healthy Directions Programs support the overall health improvement of your employee population. The programs are based upon clinical evidence and behavior change theory and are offered through a number of environments:

## Online

- Digital My Health Assistant - [webmdhealth.com/hne](http://webmdhealth.com/hne)
- Webinars
- Activity Challenges (*Individual*)

## Onsite

- Kick-off Event
- Goal Setting Session
- Activity Challenges (*Individual and Group*)

## Community Based

- Walks, Runs, Cycling Events



A major benefit of healthy employees is increased morale and loyalty.



# Transform

The following Healthy Directions Programs and Activities directly support the fundamental concept that everything we needed to know about good health we learned from our mother.

## Nutrition

What we eat every day plays a big role in our ability to manage illness, prevent it, and manage our energy level. Some examples of Healthy Directions Nutrition Programs include:

### Eat Right For Life Classes\*\*

#### Nutrition Challenges

- 5 Fruits/Vegetables a Day
- Water Challenge
- Great White Healthy Carbs Challenge

#### Grocery Store Tours

- Participants tour the aisles of a grocery store with a registered dietician and learn how to choose and prepare healthy foods

#### What's Cooking\*\*

- Participants choose a healthy meal and work together to prepare it
- A great opportunity for team building

A major benefit of healthy employees is reduced absenteeism.

## Physical Activity

Physical activity not only helps us maintain a healthy weight, it has many other health benefits as well – reducing high blood pressure; reducing the risk for diseases like type 2 diabetes and heart disease; and reducing symptoms of depression and anxiety to name just a few.

### Some examples of Physical Activities:

- Turkey Trot
- 10,000 Steps
- 500/1000 Mile Club
- Biathlon/Triathlon
  - Iron Man (*Team Challenge*)
- Cross Training Challenge
- Stair Climb Challenge
- Worksite Stretch Breaks with Therabands\*\*
- Community Events/Activities



# Transform

## Prevention

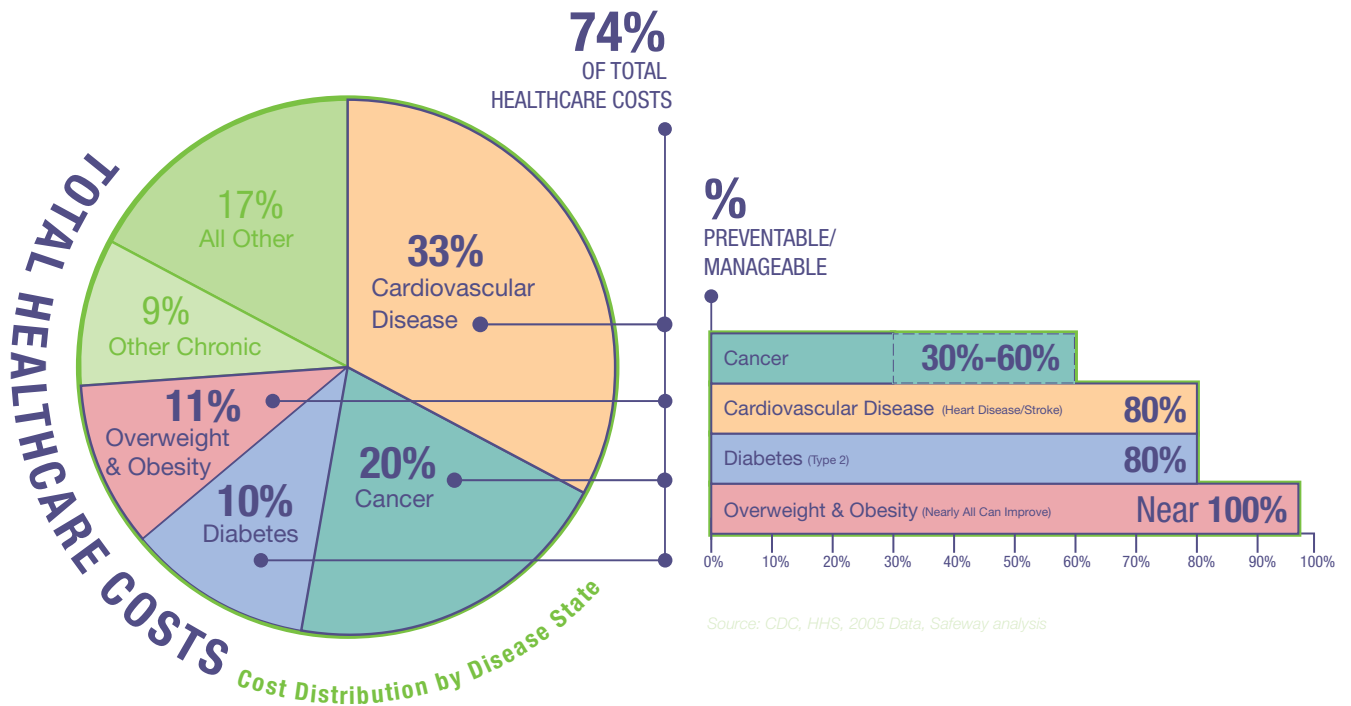
Through good preventive health practices, we can avoid many chronic health conditions and live a healthier, more productive life.

The costs of managing these chronic conditions are astronomical, not only financially to the healthcare system and healthcare consumers, but equally important for the patient and his/her family and caregivers.

As the chart below shows, many chronic diseases are preventable!

Here are some examples of Healthy Directions Preventive Health Programs:

- Biometrics\*
- Annual Physical
- Age/Gender Appropriate Health Screenings\*\*
- Flu Shots\*\*



\* \$40 fee charged for non-HNE members

\*\* Copay/deductible may apply



“Most of human nature runs on positive reinforcement and reward.”

–Dr. Dee W. Edington, *Zero Trends*



# Maintain

## The Program Rewards/Incentive

Aside from the priceless reward of improving one’s health according to Dr. Dee W. Edington\*, incentives ranging from \$600 to \$1,000 tend to support 90% employee participation. The greater the reward/incentive the greater the engagement in the worksite wellness program:

<b>No Incentive</b>	<b>2% - 10%</b>
<b>Passive Incentive</b>	<b>15% - 25%</b>
<b>Small Item Incentive</b>	<b>20% - 30%</b>
<b>Cash Incentive</b>	<b>20% - 40%</b>
<b>Benefit Plan Improvement</b>	<b>30% - 60%</b>
<b>Benefit Plan Plus Cost Reduction</b>	<b>50% - 70%</b>
<b>Combination of Benefits and Cash</b>	<b>75% - 100%</b>

*Dr. Dee W. Edington, Zero Trends*

HNE recommends using rewards/incentives to motivate participation in the program.

HNE has a Rewards/Incentives Program for its employees. The chart, pictured at right, is an example of the program’s incentive structure.

\* *Dee W. Edington, Ph.D. is a Professor in the School of Kinesiology at the University of Michigan. Dr. Edington serves as Director of the Health Management Research Center and Research Scientist in the School of Public Health.*



## Let's Get Started Today!

To schedule an introductory meeting call **413.233.3391** or send us an email at **healthydirections@hne.com**



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**Lynn Ostrowski, PhD**, is the Director of Corporate Relations and Brand at Health New England. In addition to Corporate Relations & Sponsorships, Public Relations & Government Affairs, she is also responsible for the population health management strategy. She holds a B.S. in Health Fitness and an M.Ed. in Health Promotion/Wellness Management from Springfield College. Her Ph.D. is in Health Psychology from Capella University. Lynn also teaches Health Service Administration classes at Our Lady of the Elms College. Lynn has been with Health New England since 1993.



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