INTEGRATED EAP & WELLNESS = IMPROVED EMPLOYEE WELL-BEING

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[Logos of Ceridian and LifeWorks]
Jennifer Piliero, Ceridian LifeWorks
• Manages the EAP, work-life and wellness portfolio
• 15+ years in EAP and wellness industry

About Ceridian LifeWorks:
Integrated EAP and wellness solution that supports organizations in fostering a workforce that is healthy, productive and engaged.

Hilary Harding Hanson, Hormel Foods
• Develops and executes wellness program for Hormel foods and subsidiaries
• Master’s degree in Organizational Management from Concordia University

About Hormel Foods Corporation:
Multinational manufacturer and marketer of high-quality, brand-name food and meat products for consumers throughout the world
Agenda

• Well-being defined
• One program, multiple services
• Hormel’s experience
• Q & A
The Current Landscape

89%

Offer an EAP
Employers with 500 or more employees see the value of an EAP

50%

Have a Health & Wellness Strategy
According to Towers Watson, half of employers have an articulated strategy

94%

Will Develop a Plan
If they haven't already articulated their health and wellness strategy, they will in the next 3 years
Quick Poll

What is your organization’s primary objective in offering a wellness program?

a) Reduce health care costs
b) Improve employee health
c) Attract/retain top talent
d) Increase employee engagement
e) N/A, don’t offer wellness
Why Employers Offer Wellness Programs

To improve employee health

Successful organizations are discovering that an innovative approach to well-being goes beyond the employee’s physical health

Rose Stanley, WorldatWork, Senior Practice Leader
CREATING A CULTURE OF WELL-BEING

- Shift from providing benefits to creating employee health experiences
- “Value of health” is the new competitive differentiator
- “Health” defined as the overall well-being of employees
- Health has become both a financial risk and a valued asset
- Continued focus on employees as health consumers
- Leading employers are integrating health into their core business strategies
- Well-being includes physical, emotional, financial & social attributes
- Health (good or bad) impacts engagement, productivity, performance & business results

SOURCE: Aon Hewitt
Shift to Consumer-Centric Well-Being

Focus on the whole participant—not just their benefit design and health risks

Current Health System
Patient / Participant-Centric

Future Health and Well Being System
Consumer-Centric

- Income Level
- Family Status
- Gender
- Employment
- Social Network
- Ambitions
- Education
- Tech-savviness
- Culture
- Geography
- Pref. Channels
- Age

Focus on meeting a single, health-related, top-of-mind concern

Focus on addressing a range of potential issues for consumers, considering how each of the issues is interrelated and how it can have an impact on the others

SOURCE: MERCER and Oliver Wyman
Quick Poll

How does your organization integrate mental, emotional and physical health programs?

a) Fully integrated with one provider for all services
b) We cross promote programs offered through different providers
c) Our EAP is separate from our wellness program
d) We don’t offer both EAP and wellness programs
49 yr old male contacts integrated EAP & Wellness program. States that he needs a loan from his 401K.

- Stress in marriage
- Started smoking again to deal with stress
- Wife lost job. Living on one income
- Late on most bills
- Counseling for stress in marriage
- Health coach to work on quitting smoking
- Life coach for spouse seeking help with change in career and job search

Financial coach to provide money management and budgeting support
Participant Experience

GOAL: REMOVE BARRIERS AND OBSTACLES TO OBTAINING HELP

ONE PARTICIPANTS TELL THEIR STORY ONCE
• Live answer by caring, compassionate consultants within 20 seconds

ONE NUMBER FOR ALL ISSUES
24/7/365 Access
• All counselors, health coaches, financial and life coaches are on staff and in house

ONE PORTAL FOR ALL EAP AND WELLNESS TOOLS
• Access to seminars, webinars and health workshops
• Access to team challenges
Program Manager Support

One point of contact (Account Manager) for oversight and management of all integrated services

One Contract. One Invoice: All Inclusive.
One Web Based Reporting Tool

Committed to supporting organization's culture and benefits team

One web based portal for program reporting and outcomes across EAP and Wellness program

Designated communications consultant for employee facing promotions

Includes postcards, posters, flyers that coordinate with company themes across EAP and Wellness
Quick Poll

What would you most like to improve with your current EAP and wellness offerings?

a) Employee awareness and utilization
b) Visibility to outcomes/ROI
c) Promotion support/guidance
d) Account management
e) N/A
Hormel’s experience
Hormel’s Outcome Based Wellness Program

Assist employees in being better consumers of health care

Premise:
Know your numbers so you can make better health related choices

A- Assessment
Access to the LifeWorks Health Assessment

B- Biometrics
Import of Hooper Holmes Biometrics data into Health Assessment

C- Coaching
Access to telephonic or online coaching.
4 coaching programs: Sleep, Stress, Weight and Tobacco.
Scheduled sessions with a dedicated health coach. Unlimited inbound calling.
Hormel’s Outcome Based Wellness Program

Program targets 4 risk categories:
BMI, high blood pressure, high cholesterol, tobacco use

Penalty based program. $8/week wellness paycheck deduction if:
- Employee doesn’t complete both the health assessment and biometric screening
- Employee fails a risk category ($1.50 per week per category) and does not participate in coaching

Reasonable alternative and non-participation options are available.

90% participation
Hormel’s Decision to Integrate Programs

01 NATURAL FIT.
Better employee experience with one place to go. Better utilization. Maximizes resources.

02 REASONABLE ALTERNATIVE.
Workshops an option for standard program participation.

03 HEALTH PROMOTION.
Variety of vehicles (posters, webinars, challenges, etc.) to increase health communications.
Multiple Access Points

Web

Tablet

Mobile

Devices
SUMMARY
Benefits of an Integrated EAP and Wellness Program

- Committed to supporting and aligning with your organization’s benefits and your employees
- Provide one access point for all EAP, work-life and wellness services
- Committed to continuously innovating and expanding programs and services
- Leverage EAP counselor skills to support employer behavior change initiatives
- Ensure engagement and drive positive outcomes through easy program management
Q & A
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