



State of Iowa Healthy Opportunities

Reporting Period: October 2013 – December 2013

## Introduction

In 2013, Executive Branch non-contract State of Iowa employees, as well as those covered by the State Police Officers' Council (SPOC) bargaining unit, were offered the opportunity to participate in the Healthy Opportunities Wellness Program. Wellness-eligible employees wishing to participate in the program were required to complete a biometric screening and an online health assessment. Some employees were also required to participate in telephonic health coaching with a health coach from WebMD.

The following Executive Summary was prepared by Wellmark, the State's wellness services vendor. The data presented is based on information derived from the aggregate report on the entire participating population. In the first year of the Healthy Opportunities Wellness Program, the State of Iowa recognized an overall participation rate of 91.5%. Future programming efforts will be tailored to address the top overall risks for the participating population. These risk areas are:

1. Body Mass Index/Weight
2. Nutrition
3. Blood Pressure

The report that follows covers these topic areas:

- Preparation for Success
- Eligible Population
- Focus on Engagement
- Healthy Opportunities Program Participation
- State of Iowa Program Outcomes

Questions pertaining to the information contained in this report can be directed to [healthy.opportunities@iowa.gov](mailto:healthy.opportunities@iowa.gov).

## 2013 Healthy Opportunities Wellness Program Executive Summary

### Preparation for Success

The State of Iowa is committed to healthier employees, which can result in improved productivity, reduced absenteeism and reduced health care costs among other things. Over the last year, the Healthy Opportunities Wellness Program has made big strides on the pathway to developing a strategic wellness program. Key milestones include:

- Applying for the Wellness Council of America Well Workplace Award and achieving silver designation as a Well Workplace
- Hiring of a Wellness Specialist to manage the Healthy Opportunities Program
- Request for Proposal for a wellness vendor to provide services for the Healthy Opportunities Wellness Program, with Wellmark's Wellness Center powered by WebMD being the chosen solution
- Implementation and launch of Health Screenings, a Health Assessment, and Telephonic Health Coaching for executive branch non-contract and SPOC employees.

### Eligible Population

It was determined that the eligible population for the first year of the Healthy Opportunities Program would include the executive branch non-contract employees and State Police Officers Council (SPOC), making the eligible population a total of 3,699 employees. The Executive branch non-contract employees' demographic breakdown was 50% male and 50% female with a more mature population (51% over the age of 50). The SPOC officer population is 94% male and 6% female with only 14% over the age of 50. This gender and age difference will have an impact on results reported.

### Focus on Engagement

Communications and financial incentives are key elements of a successful, integrated health and wellness management program. The 2013 Healthy Opportunities Wellness Program incited participation through 2014 premium reductions for completion of a health screening and health assessment. Multiple modes of communication were leveraged including in-person presentations, webinars, intranet communications, e-mail, targeted Wellmark Wellness Center messages, and postcards. Touch points are demonstrated below:

- Hosted numerous seminars about the Healthy Opportunities Wellness Program
- Presented 4 webcasts
- Distributed 12 e-mail messages about the Healthy Opportunities Wellness Program
- Mailed 3,771 reminder postcards
- A dynamic wellness program webpage was maintained specific to the Healthy Opportunities Wellness Program

## Healthy Opportunities Program Participation

In September 2013, the Healthy Opportunities Wellness Program kicked off with biometric health screenings, online wellness tools and a health assessment, as well as telephonic health coaching.

### Biometric Health Screenings

The Healthy Opportunities Wellness Program set out to offer flexibility in biometric health screening options. Employees could choose from onsite testing offered in 30 locations throughout the state, home test kits, or physician provided screenings/fax form. Some SPOC employees were allowed to utilize lab work from their annual physical fitness testing and have it uploaded directly into the online Health Assessment. Biometric health screening participation was above industry average with **3623 out of the eligible 3699 employees (or 98%)** completing one of the biometric screening options. The breakdown of participants using each screening method is below:

Physician Fax Forms Received	Home Kits Received	Onsite Screenings Attended	3 <sup>rd</sup> Party Biometrics Received	Total Health Screening Completed	Rate of Health Screening Completions
400	448	2197	578	3623	98%

### Health Assessment (Wellmark Wellness Assessment)

The Wellmark Wellness Assessment is an advanced health profiling/health assessment tool that scores an individual's health status, calculates risk levels, and provides recommendations for health improvement and behavior change. Individual users receive a summary report highlighting high risk areas immediately upon completion. Participation in 2013 far exceeded industry averages with **91.5% of the 3699 eligible users (3,386 employees)** taking a Health Assessment. Achieving 80% participation provides population representative data for effective future program planning.

	Eligible Online Users	Registered Users	Registration Rate	Unique Health Assessment Users	Rate of Health Assessment Completions (of eligible users)
Executive branch non-contract employees	3121	2842	91%	2831	91%
SPOC officers	578	555	96%	555	96%
Overall Participation	3699	3397	92%	3386	91.5%

### Overall 2013 Program Participation

To successfully complete the 2013 Healthy Lifestyles Program employees were asked to complete both a biometric health screening and complete a health assessment. Of the 3699 employees that were eligible, **3386 (or 91.5%)** met this requirement and were rewarded with a premium discount.

### Telephonic Health Coaching

Upon completion of the Health Assessment, participants identified to be high risk, immediately receive a message alerting them that they are eligible for telephonic health coaching. This allows them to schedule their health coaching session online and receive their first coaching call as soon as 48 hours.

Approximately 26% of those that participated in the program were identified as high risk and eligible for coaching; this is slightly below the WebMD book of business at 30%. The chart below shows the breakdown of eligible employees that stratified into high risk telephonic coaching.

	High Risk Coaching Qualifications	Rate of Health Assessment Users that Stratify for Coaching	High Risk Coaching Enrollees	Rate of Qualified Users Enrolled in Coaching
Executive branch non-contract employees	804	28%	607	75%
SPOC officers	82	15%	72	88%
Overall	886	26%	679	77%

In addition to the coaching notification received upon completion of the health assessment, employees have also received a targeted message through the Wellness Center and a letter delivered to the home notifying them of their participation requirement.

### State of Iowa Program Outcomes

Wellness Assessment responses and health screening results (biometrics) are compiled to provide an overview of the population health of participating users. Upon completion of the wellness assessment, each employee received a summary report, which outlines risk areas and provides suggestions for improvement, if applicable. The State also receives an aggregate report which is used to determine what programs and resources should be leveraged to address the top risk areas. In summary, the highlights from the aggregate data are below.

#### Modifiable Risks

Modifiable risk factors are things that can be controlled, treated or modified to prevent future health risks and disease. There are a total of 13 modifiable risks measured through the Wellness Assessment including: poor diet, poor physical activity, high weight, high stress, poor emotional health, high blood sugar, high cholesterol, high blood pressure, drug use, alcohol use, tobacco use, poor safety, poor prevention. Executive branch non-contract users have an **average modifiable risk count of 3.4**, while SPOC officer users have an average modifiable risk count of **3.3**.

#### Top Overall Risks

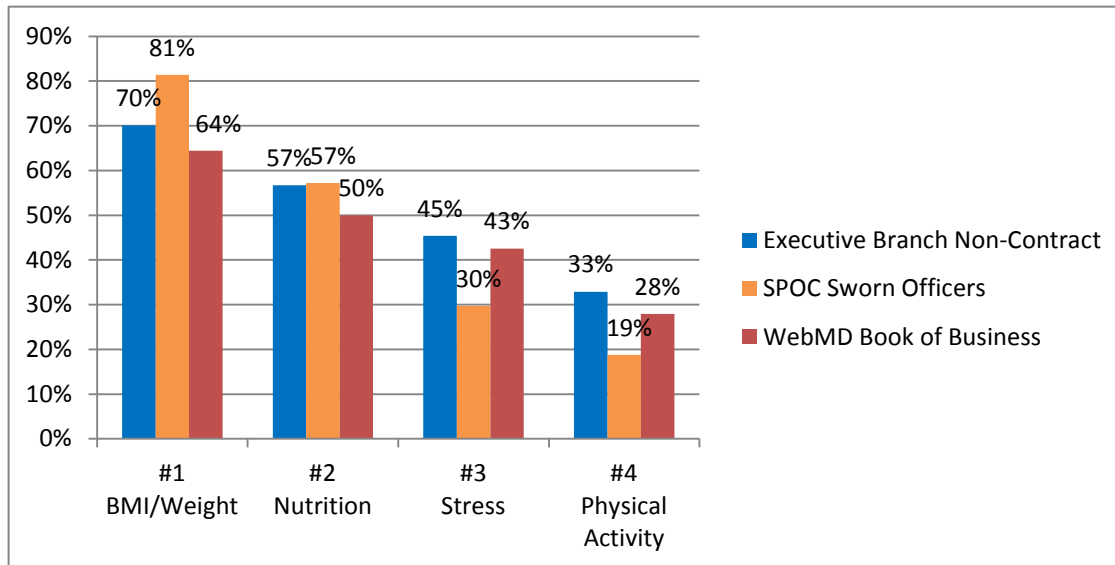
The top three health risks of all lifestyle behaviors, biometric, and self-reported conditions identified in the 2013 Healthy Opportunities Wellness Program, consistent with other Iowa employers, were:

1. **Body Mass Index/Weight**
2. **Blood Pressure**

### 3. Nutrition

#### Top Lifestyle Behavior Risks

The decisions made everyday can impact a person's health risks. Lifestyle behaviors such as tobacco use, weight, physical activity, stress and nutrition have been found to have a significant impact on overall health disease risk. Below is a summary of lifestyle behaviors that are most prevalent in the executive branch non-contract and SPOC participants.

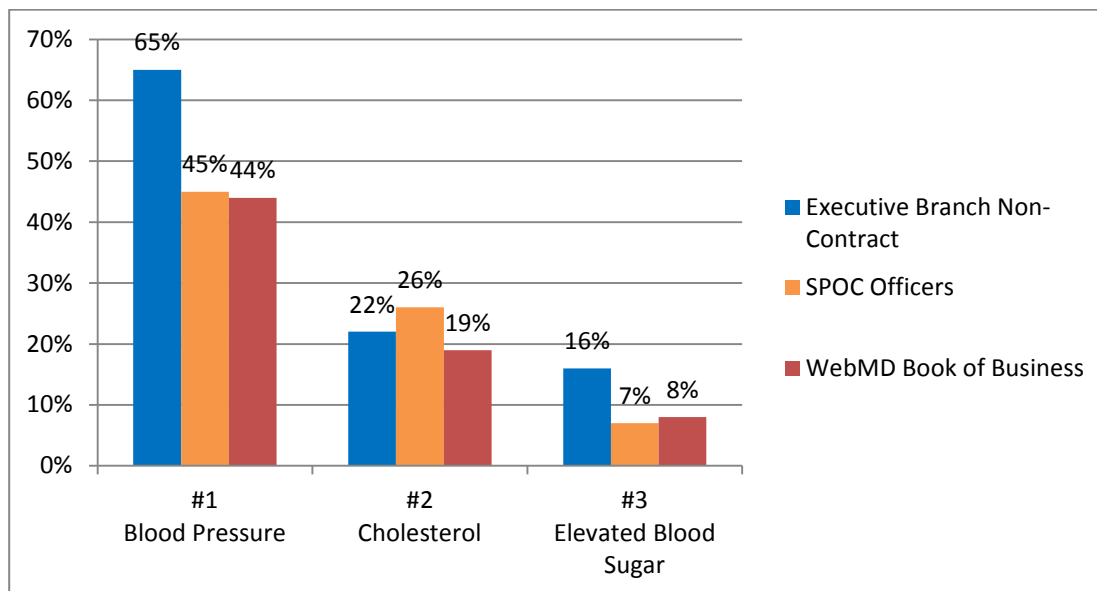


1. **Body Mass Index (BMI)/Weight** is the leading lifestyle behavior risk in the population with **70%** of executive branch non-contract users and **81%** of SPOC users having a BMI  $\geq 25$ . Elevated BMI leads to increased risk of chronic conditions. BMI can be modified through increased physical activity and a reduction in caloric intake.
2. **57%** of users and **57%** of SPOC users have **nutrition risk** (do not meet the # of daily servings for more than 2 of 5 nutrition guidelines). The top nutrition opportunity lies in increased consumption of fruits and vegetables and reduced consumption of high-fat foods.
3. **45%** of executive branch non-contract users and **30%** of SPOC users have **stress risk** (a life event score  $\geq 50$  or a satisfaction score  $\geq 30$ ). Overall the majority of employees are satisfied with their jobs and their lives in general; however job stress is a risk factor for over 50% of executive branch non-contract & SPOC supervisors. Job stress was a concern for 36% of SPOC officers.
4. **33%** of executive branch non-contract users and **19%** of SPOC users have **physical activity risk** (>90 minutes of exercise per week). The American College of Sports Medicine recommends a minimum of 30 minutes of physical activity most days of the week.

#### Top Biometric Risks

Biometric risk is identified through health screening tests including: total cholesterol, high density lipoprotein (HDL), low density lipoprotein (LDL), TC/HDL ratio, triglycerides, glucose, and blood pressure. Height, weight, and body mass index (BMI) were self-reported. Biometric results were

obtained by State of Iowa sponsored health screenings and uploaded into the Wellness Assessment for data aggregation. Below is a snapshot of participants' overall health based on biometric health screening tests only (should not be construed as diagnostic).



1. **The top biometric risk is blood pressure**, with **65%** of executive branch non-contract users and **45%** of SPOC users with a systolic blood pressure  $\geq 120$  or a diastolic blood pressure  $\geq 80$ . Blood pressure can be kept in check by maintaining a healthy weight; getting physical activity; eating a consistently healthy diet with limited sodium, low fat, and increased intake of fruits and vegetables; tobacco cessation; and stress management
2. **22%** of executive branch non-contract users and **26%** of SPOC users have **elevated cholesterol levels** (LDL  $\geq 130$  or HDL  $\leq 60$  or Total Cholesterol  $\geq 200$ ). Cholesterol levels can be improved through reduced intake of saturated fats; reduced consumption of high cholesterol foods such as egg yolks, meats and cheeses; increased fiber intake (whole grains and fruit/vegetable) and increased physical activity.
3. **16%** of executive branch non-contract users and **7%** of SPOC users have **elevated blood sugar** ( $\geq 100$ ). Improved nutrition is the best way to reduce blood sugar.

### Top Self-Reported Condition Risks

The cost associated with chronic disease is one of the largest drivers of annual healthcare expenditures. By offering interventions that aim to reduce the precursors to chronic disease, your organization can help keep disease rates low in the future. Below are the top self-reported diagnoses for conditions in your population:

#### Executive Branch Non-Contract

1. **Allergies** is the leading self-reported condition, impacting **28%** of users
2. **Menopause** impacts **13%** of all users
3. **Depression** impacts **11%** of users

#### SPOC Officers

1. **Allergies** is the leading self-reported condition, impacting **25%** of users



2. **Chronic back pain/Sciatica** impact 5%
3. **Acid Reflux (GERD)** impacts 5%

### Readiness to Change

It is important to evaluate not only health risks, but readiness to make changes to identified health risks. If the population's readiness to change targeted risky behaviors is high, promotion of topic appropriate wellness programs and resources will have the potential to have greatest impact on behavior change. When looking at the top overall identified risks and the population readiness to change, you find the following:

- **Body Mass Index/Weight**
  - Within the next month to six months of taking the health assessment 43% of executive branch non-contract and 29% of SPOC participants were looking to manage their weight better
- **Blood Pressure**
  - Within the next month to six months of taking the health assessment 23% of executive branch non-contract and 18% of SPOC participants were looking to control their blood pressure
- **Nutrition**
  - Within the next month to six months of taking the health assessment 39% of executive branch non-contract and 31% of SPOC participants were looking to improve their diet
- **Stress**
  - Within the next month to six months of taking the health assessment 27% of executive branch non-contract and 18% of SPOC participants were looking to start a stress reduction program