



THE HEALTH PROJECT

PRESENTS

The 2011

***C. Everett Koop
National
Health Awards***

**Including a History of
Cost-Effective
Wellness Programs**

**Health promotion and
disease prevention with
demonstrated results, available
free on the Internet**

www.sph.emory.edu/healthproject/

2011 Winners of The C. Everett Koop National Health Award

***Honoring Health Promotion and Disease Prevention Programs
with Demonstrated Savings from Improving Health Behaviors***

Alcon Laboratories Alcon's Vitality Program

With a mission of cultivating a culture of health, Alcon has supported employee wellness since 1993. Beginning with healthy nutrition and fitness activities, Alcon's program has since grown and expanded to incorporate a broader set of initiatives coupled with incentives. In 2010, Alcon's employees participated in an average of 31 unique wellness activities with 63% completing a health assessment and biometric screenings. In an effort to further grow its program, Alcon has recruited 130 volunteer employee champions that complete an accreditation program, encourage peers to participate, and organize onsite activities such as flu shots and 5K races. Alcon's commitment to wellness has led to reductions in health risks and healthcare expenditures, and a positive return on investment (ROI) for its highly engaged employees.

Eastman Chemical HealthE Connections

2011 Koop Award winner Eastman Chemical supports a wide range of wellness opportunities for the company's employees with a strong emphasis on participation in health assessments, health coaching, and other health improvement programs. Eastman Chemical's program, in place since 1991, effectively engages almost all of its employees (including second and third shift workers) by offering programming at all times. Over the past five years, 90% of employees have completed health assessments and the company has experienced a steady drop in health risks including high cholesterol, hypertension, and blood glucose levels. In 2010, a quarter of the employees participated in onsite face-to-face health coaching. Eastman has seen a strong 3:1 return on investment from its educational and physical activity programming.

Prudential Financial ***HealthSolutions***

With strong statements of support from the CEO and senior leadership, Prudential's commitment to a healthy culture runs deep. The organization has developed a well-integrated employee wellness program that offers discounts on healthy food in cafeterias, provides onsite health clinics, makes available an onsite fitness center, and works with suppliers to update vending machines with nutritious snacks. By creating a supportive environment and empowering individuals to demonstrate personal accountability for health, Prudential has helped its employees improve their health behaviors. Indeed, over the three year period from 2008 to 2010, 89% of a cohort population maintained a low health risk status and 74% of the high-risk employees reduced their health risks.

2011 Honorable Mentions

Cummins, Inc.
HealthTracks

Michelin Tire Corporation
Choose Well Live Well

Sentara Healthcare
Mission:Health

2009 & 2010

C. Everett Koop National Health Award Winners

Below are brief descriptions of the C. Everett Koop National Health Award winners from the previous two years. You are invited to visit our website, learn more about the programs, and utilize this information in the development of your own health promotion and disease prevention programs.

Alliance Data, *healthyAlliance* (2009) By focusing on reducing health risks and changing corporate culture, Alliance Data has achieved high participation rates and meaningful changes in employees' health risks over the life of the program. With overall participation at 90%, the proportion of people at low health risk has increased from 29% to 42% over the past five years. In addition, on-the-job productivity losses due to health problems have dropped 7% while absences from work due to illness or injury are down 10%. The *healthyAlliance* program has built a culture of wellness by developing a recognizable brand, utilizing incentives, and adopting a variety of communication methods and environmental supports to promote health improvements among workers.

L.L.Bean, Inc., *Healthy Bean* (2009) With wellness programming for over 25 years, L.L.Bean has cultivated an environment that encourages people to take individual responsibility and achieve their personal best in health. In creating a strong corporate culture of health supported by senior leadership, the *Healthy Bean* program has provided comprehensive, onsite wellness programs, utilizing incentives to increase participation, integrating communication and marketing efforts, and consistently evaluating the program. Their efforts have paid off through significant improvements in employee health risks, health care cost containment, and increased program participation which has averaged 80-90% over time.

Medical Mutual of Ohio, *Wellness for Life* (2010) Medical Mutual of Ohio offers a comprehensive health promotion program that includes a full range of activities including health assessments, biometric screenings, and environmental initiatives focused on building a healthy company culture. The *Wellness for Life* Program is tied to the company's benefits structure, has strong leadership support, and takes a data-driven approach to program refinement. Additionally, the company benchmarks its efforts against quality scorecards and conducts objective studies of its risk reduction programs. Over time, participation increased from 43% in 2003 to 87% in 2008. A cost analysis found that those who participate at a higher level in programs showed lower increases in health care costs and short-term disability.

Nationwide Mutual Insurance Company, *My life. My choice. My health.* (2009) Nationwide offers a comprehensive wellness program that achieves high internal visibility and participation rates well above average through its large, integrated, referral network. Health assessments, wellness coaches, and clinic nurses connect associates with appropriate programs. As a result of its integrated approach, *My Health* has improved health outcomes and achieved high satisfaction among associates. Supported by senior leadership, the program has seen significant health care cost savings and improved worker productivity. Productive hours lost have dropped from 3.2 to 1.4 from 2006 to 2008, while health care spending has remained stable.

Pfizer, *Healthy Pfizer* (2010) This comprehensive program offered to approximately 26,000 Pfizer employees has achieved a 60% participation rate. *Healthy Pfizer* offers a full spectrum of health promotion programs that include full coverage for preventative services, visible leadership support, use of incentives for participation, and multi-channel marketing and communication. Additionally, the program is integrated into the company's benefit plan, takes a personalized data-driven approach, and has a dedicated staff focused on health promotion. Independent research has shown population-level risk reduction and a positive return-on-investment (ROI).

The Volvo Group, *Health for Life* (2010) This long-standing, comprehensive program, begun in 2004, provides integrated health promotion program offerings and is union-endorsed. Through the use of incentives and leadership support, The Health for Life Program has achieved 80% participation in its health assessment program. Additionally, The Volvo Group works to create a healthy company culture by explicitly tying the program to the company's mission and effectively leverages research to support its efforts. The Health for Life Program has achieved risk reduction among Volvo's employees and cost savings. Absenteeism rates dropped from 2.04 days annually to 1.87 days and the company's medical cost trend was cut in half from 10% a year to 5%.

**C. Everett Koop National Health Award Winners
1994-2008**

**More information about these programs can be found on
The Health Project website at:
www.sph.emory.edu/healthproject.com**

*Aetna, Inc.	Hawaii Medical Services Association (HMSA)
Applied Materials	Health Management Corporation
Blue Shield of California	Health Net
Caterpillar	Healthtrac Inc.
Champion International	Honeywell Inc.
Chevron	International Business Machines (IBM)
CIGNA	Johnson & Johnson
*Citibank	*L.L.Bean, Inc.
DaimlerChrysler/UAW	Lincoln Industries
*Dow Chemical	Lockheed Martin Idaho Technologies
Eli Lilly and Company	Lutheran Medical Center Sunset Park Family Health Center Network
Energy Corporation of America	Marriott International Inc.
Fairview Health Services	Medical College of Wisconsin
Fannie Mae	
FedEx Corporation	
Glaxo-Wellcome Inc.	

Motorola

Northeast Utilities

*Pacific Bell

Park Nicollet Medical Foundation

Pepsi Bottling Group

*Pfizer

*Pitney Bowes

Quaker Oats Company

San Jose City Fire Department

Sentara

Shields for Families Project, Inc.

Steelcase Wellness Program

Texas Instruments

Trigon Blue Cross Blue

UAW - General Motors

*Union Pacific Railroad (4 time winner)

The University of Alabama at Birmingham

University of Vermont

*UNUM Corporation

USAA

Vanderbilt University

Wisconsin Education Association Insurance Trust

WE Energies

*Multi-Year Winner

The Health Project Honorable Mention Winners

In addition to full award winners, there have been many programs considered to be outstanding, but that have lacked sufficient cost savings data to meet The Health Project criteria. These programs are awarded the C. Everett Koop National Health Honorable Mention.

Arc	Hughes Electronics Corp.
AFSCME Council 31	Idaho National Engineering & Environmental Laboratory
AT&T	Indian Health Service
Berkshire Health Systems	International Truck and Engine Corporation
Blue Shield of California	Kaiser Permanente
Burlington Northern Railroad	Kal-Aero Incorporated
Carrel Fertilizer	Lowe's Companies, Inc.
Charleston Area Medical Centers	MBNA
City of Birmingham	Monterey County
The Coca-Cola Company	New York City Department of Health & Mental Hygiene
Coors	New York Life Insurance Company
Cornell University	North Bay Health Resources Center
Dell, Inc.	Perdue Farms, Inc.
DuPont	Project Freedom
First National Bank of Chicago	Roche, Inc.
Franklin Memorial Hospital	Sandia National Laboratories
GE Fitness Center	San Mateo County
HealthMedia, Inc. and Care Management Institute	Southeast Alaska Regional Health Consortium
Health Partners	Stanford Five Cities Project
Healthwise	
Houston Independent School District	

Tenneco

The Travelers

Trek Bicycle Corporation

Union of Pan Asian Communities

University of Kentucky

University of Virginia

US Dept. Energy, Morgantown

Wachovia Corporation

Washoe County School District

Several programs that have been awarded Honorable Mentions have gone on to win full awards. The Health Project encourages Honorable Mention recipients to re-apply in the following years. The following programs are Honorable Mention recipients that have become Award Winners.

CIGNA

Citibank

Health Net

Honeywell, Incorporated

Johnson & Johnson

Motorola

Union Pacific Railroad

University of Vermont

UNUM Life Insurance Company

Health costs will continue to rise.

Poor health habits and lack of early attention to worrisome signs will be major contributors.

Their effect on the overall economy will be increasingly severe.

The one sustainable way to contain health costs is to not get sick or have accidents in the first place.

The Health Project salutes organizations that subscribe to this philosophy and have implemented evidence-based programs.

These programs have produced significant, proven results for companies, communities and the nation.

THE HEALTH PROJECT MISSION

The Health Project (THP) is a private-public organization formed to bring about critical attitudinal and behavioral changes in the American health care system, so that providers and consumers employ its vast resources with increasing knowledge and understanding.

Health care has become a major concern of Americans as they struggle with complex issues such as cost and availability. However, the way we use health care services and the attention we give to our personal health is pervasive. Many organizations are working hard to develop programs that encourage better health habits and improved understanding of how to use health services more efficiently.

The mission of The Health Project is to seek out, evaluate, promote and distribute programs with demonstrated effectiveness in influencing personal health habits and the cost-effective use of health care services. These programs have the objectives of (1) providing appropriate quality care, and (2) sharply reducing the alarming rate of health care inflation, by holding down unnecessary expenditures.

The project is a dedicated undertaking, capitalizing on carefully selected private and public health initiatives, which have improved measurably the health status of Americans. It will store those proven programs in a repository so that corporations and community agencies may draw on them according to their needs, constantly improving and enlarging them through a widening user network to improve population health outcomes. The Health Project focuses on improving personal health care practices, and the efficient use of health care resources.

Thus, individuals have a responsibility not to neglect or abuse their bodies and expect others to pay the costs; providers must broaden their outlook by supporting positive health practices, assuming greater responsibility for educating their patients in good health habits; employers must play a leadership role in encouraging good health behaviors and cultivating good health care purchasing practices by employees, with emphasis on positive health incentives to improve health; and all parties to the health care process must recognize that improved personal health habits are not only desirable, but also necessary in the prevention of the serious chronic illnesses, which often occur later in life.

The programs that are recognized by The Health Project are not meant by any definition to distract from consideration of such hard issues as access to health care coverage, medical tort reform and insurance industry policies and practices. Instead, they highlight positive, productive, and well-designed programs supporting optimum use of the nation's precious health care resources.

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