

**BOARD OF EDUCATION OF HOWARD COUNTY  
MEETING AGENDA ITEM**

**TITLE:** Commit To be Fit Employee Wellness Program - 2012      **DATE:** August 15, 2013

**PRESENTER:** Ms. Beverly Davis, Director of Budget and Finance

**OVERVIEW:**

The HCPSS is excited to provide the Board of Education with the Howard County Public School System (HCPSS) **Commit To Be Fit** Employee Wellness Program's first annual report. The **Commit To Be Fit** program had a positive impact on employee health and wellbeing and is generating a positive return on investment in its first year.

The report that follows provides information on the **Commit To Be Fit** program design, employee participation, program results, and employee feedback. In addition, numerous employee and school wellness success stories are shared, highlighting the value employees have received from the program.

**RECOMMENDATION/FUTURE DIRECTION:**

None

**Submitted  
by:**

\_\_\_\_\_  
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Chief Operating Officer

\_\_\_\_\_  
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**Approval/  
Concurrence:**

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Renee A. Foose, Ed.D.  
Superintendent

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Susan C. Mascaro  
Chief of Staff

# HCPSS Employee Wellness Program



Howard County Public School System  
2012-2013 Annual Report

## A Message from the Superintendent



This report provides promising feedback on the first year of the Howard County Public School System **Commit to Be Fit** employee wellness program. The program provides a wide variety of resources and opportunities for staff members to focus on their own health and well-being.

Over 77 percent of HCPSS employees have joined **Commit To Be Fit** and are participating with colleagues in Virgin HealthMiles, fitness classes, nutritional cooking demonstrations, health and wellness educational workshops, and many more exciting program activities.

Commit to Be Fit fosters a culture that supports each staff member's lifelong journey toward optimal physical, emotional, social, intellectual and mental well-being.

A handwritten signature in black ink that reads "Renee A. Foose".

Renee A. Foose, Ed.D.

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## ***Employee Wellness Program Annual Report 2012***



Prepared by:

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## ***Employee Wellness Program***

### **Mission**

Our Mission is to create an environment that supports and celebrates each individual's lifelong journey toward optimal physical, emotional, social, intellectual and mental well-being by providing awareness, education, motivation, and behavior-change programs.

### **Vision**

Our Vision is that we begin and end each day with energy and vitality.

### **Goals**

- Goal 1** - To foster a culture of health and wellness that will keep our employees healthy, reduce risk factors among our at-risk members, and improve the health of those who already have chronic conditions
- Goal 2** - To encourage and empower our employees to make healthy lifestyle choices
- Goal 3** - To provide a healthy work environment

***The HCPSS COMMIT TO BE FIT Employee Wellness Program is a member of:***



Health Enhancement  
Research Organization







## ***Employee Wellness Program Annual Report 2012***

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Staff members warm up during a lunchtime exercise session held in the Boardroom. A personal trainer demonstrates proper exercise techniques designed to increase mobility and functionality.



## Executive Summary

The Howard County Public School System (HCPSS) is pleased to present to the Board of Education the **Commit To Be Fit** Employee Wellness Program's first annual report. December 2012 marked the completion of the first full year of the **Commit To Be Fit** program. The **Commit To Be Fit** program offers employees education on health and wellness, tools and resources to support their health and wellness, and a healthy activity program to achieve improved health and wellness.

### Value of an Employee Wellness Program

The HCPSS values its employees and recognizes the importance of supporting their health and wellness. Launching a comprehensive employee wellness program is the latest initiative by the Board to ensure that employees are offered high quality benefit programs that are affordable to both employees and the system, and are sustainable in the future. Rising health care costs have required continuous cost containment efforts such as converting fully insured plans to self-insured plans; conducting competitive bids on all contracts routinely to ensure competitive pricing; modifying plan co-pays and employee share; utilizing a prescription benefit manager; and conducting audits of dependent eligibility, claims, and subrogation. While these actions were successful in containing health costs, efforts must continue. Implementing a comprehensive employee wellness program benefits employees and supports our cost containment measures.

The overall health and wellness of employees is a key driver of health care costs. While all health care costs are not avoidable, preventable illness makes up approximately 80 percent of the burden of illness and 90 percent of all health care costs. Chronic and lifestyle related conditions account for 75 percent of U.S. health care costs. Increased research and data on workplace wellness programs indicate there are very real benefits to implementing such programs. Research on employee wellness programs has shown that employers who invest in a comprehensive employee wellness program can expect, over the long term, to achieve an average return of over \$3 in reduced health care costs for every dollar invested into the program. When savings from improved productivity are factored in, the total return increases to over \$5 for every dollar invested into the wellness program. Employers whose employees live more healthy lifestyles have reduced use of sick leave, improved work performance, decreased health care costs, increased productivity, and reduced overall costs. Given these facts, the Board supported management in the development and implementation of a comprehensive employee wellness program.

### HCPSS Employee Wellness Council

The success of any new initiative depends upon widespread support. To facilitate this support, an Employee Wellness Council was established with representatives from each employee group. The Employee Wellness Council developed a vision and mission for an employee wellness program as well as program goals. The Council also conducted employee surveys to facilitate branding the program. As a result of employee input, the program name, **Commit To Be Fit**, and logo, were chosen.<sup>1</sup>

### Commit To Be Fit Employee Wellness Champions

While the Employee Wellness Council ensures the **Commit To Be Fit** program meets employee health and wellness needs and interests, having support at every school and facility generates employee engagement. Employees were asked to volunteer as wellness champions. The system is pleased to report that every school and facility has at least one wellness champion who promotes the benefits of the program, helps colleagues enroll in the program, shares information on the program, and serves as a point of contact for the Wellness Council and the Benefits Office staff. The HCPSS is proud of the work the wellness champion volunteers have performed for the **Commit To Be Fit** program.

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<sup>1</sup> See Appendix A





## Commit To Be Fit Program Offerings

Since physical activity is the cornerstone of the program, the HCPSS partnered with Virgin HealthMiles to offer a healthy activity program. By partnering with Virgin HealthMiles the system was able to provide employees with pedometers, an online homepage to report physical activity and track **Commit To Be Fit** program participation, health zones at each school and facility location for monitoring and reporting their body mass index (BMI) and blood pressure, an incentive platform to reward participation, and reporting tools to aggregate verified data for program assessment.

A comprehensive employee wellness program must also offer wellness education, disease management programs, and programs to assist employees in replacing unhealthy lifestyle choices with healthy lifestyle choices. As part of **Commit To Be Fit**, the program provided fitness classes at HCPSS school sites; monthly wellness workshops on nutrition, stress management, CPR, and other wellness-related topics; financial fitness educational seminars; onsite flu shots; and weekly Weight Watchers meetings. Working with CareFirst Blue Choice and Aetna, the program also offered smoking cessation assistance; online and telephonic health coaching; a 24 hour nurse line; and disease management programs focused on supporting participants with chronic health conditions such as diabetes, hypertension and asthma.

## Commit To Be Fit Health and Wellness Expo

Howard County is fortunate to have so many individuals, businesses, and organizations that provide health and wellness resources to the community. To educate employees on these resources, the Employee Wellness Council sponsored the inaugural **Commit To Be Fit** Health & Wellness Expo on May 18, 2012, at Wilde Lake High School. The purpose of the Expo was to provide employees with information, tools, resources, and services to help them create and maintain a healthy lifestyle. The event exceeded expectations as over 2,500 employees, retirees, and their family members participated in health screenings, educational workshops, and fitness sessions from over 100 health and wellness exhibitors. Board of Education members, Howard County Government employees, and other County leaders also participated. The second annual Expo, held in May 2013, drew an even greater response with over 2,800 individuals attending.

## 2012 Results of the Commit To Be Fit Program

Tremendous results were achieved in the first year of the **Commit To Be Fit** program. By the end of 2012, 77 percent of HCPSS benefit-eligible employees enrolled in the **Commit To Be Fit** program. The average steps per day for **Commit To Be Fit** participants was 7,980, considerably more than the 7,000 per day recommended by the Centers for Disease Control and Prevention to remain healthy. In fact, **Commit To Be Fit** participants recorded over 8.68 billion steps in 2012! The measured impact of this activity is equally impressive. **Commit To Be Fit** participants who shifted from a lower level of activity to a higher level of activity totaled 38 percent. In addition, program data indicates 20 percent of participants lowered their BMI, thus lowering a key risk factor for overweight participants.

In the first year, the **Commit To Be Fit** program focused on helping employees learn their health status. Over 64 percent of **Commit To Be Fit** participants completed an online health risk assessment. This assessment not only provided the employees with information on their health, but also provided baseline data to use in assessing results in future years.

Employees were also educated on the importance of preventative screenings as recommended by the American Medical Association. Early detection of cancer and other diseases results in much better health outcomes for patients as well as lower health care costs. These efforts increased member participation rates in preventative screenings above industry averages.

Health claims data is used in disease management outreach for participants with chronic illnesses. Outreach included telephonic coaching as well as mailings, educational material on health strategies, tools, and resources. Claims history was also used to complete a risk stratification analysis which categorized participants into groupings reflective of their health status. Based upon the analysis of claims for 2012, 10.6 percent of participants improved their health status.

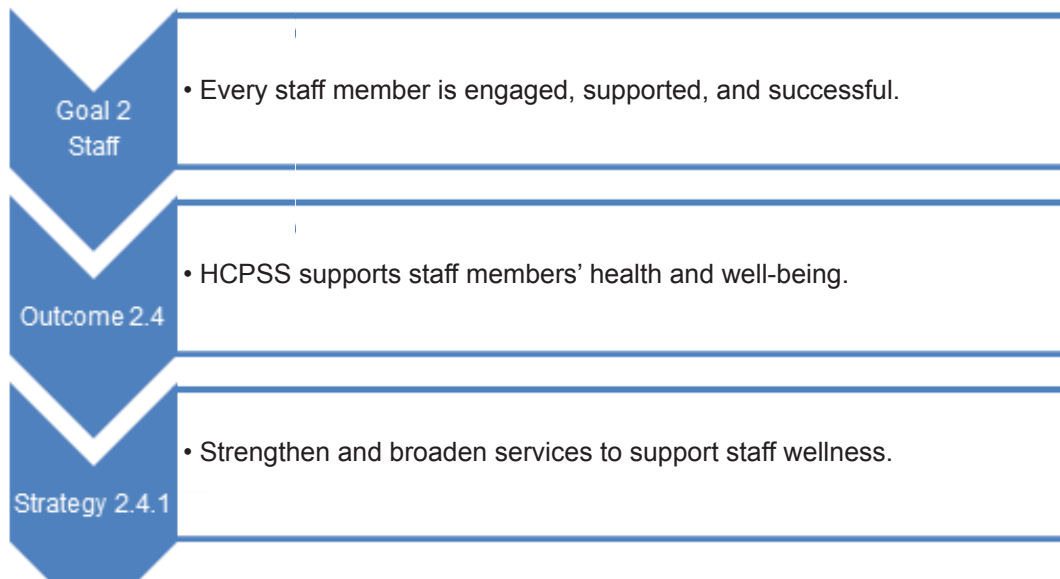


## Commit To Be Fit Program Return on Investment (ROI)

The Board supported investment in the employee wellness program with a commitment from management to report on program activity, as well as the return on its wellness investment. The HCPSS is pleased to report that the **Commit To Be Fit** Employee Wellness Program resulted in a **1:1.1 ROI** based on health care cost savings. When productivity savings are factored in, the **ROI was 1:2.5**. Based on industry research, the system can expect the investment in employee wellness to continue to yield positive returns.

## Alignment with the HCPSS Strategic Plan

The **Commit To Be Fit** employee wellness program supports the HCPSS Strategic Plan, **Vision 2018: Fulfilling the Promise of Preparation**. The program is aligned with the following goal, outcome, and strategy:



The HCPSS is very pleased to report the positive impact of the **Commit To Be Fit** Employee Wellness Program on employee health measured by documented improvements. The program also generated a positive ROI in its first year. This report includes data of employee participation in program activities and documented shifts in employee health risk factors as well as employee feedback and numerous employee wellness success stories, all of which serve as measures of the program's success.



## Commit To Be Fit

The **Commit To Be Fit** program offers monthly health and financial education sessions, online health assessments and wellness programs, fitness classes, the Virgin HealthMiles Healthy Activity Program, on site flu shot, smoking cessation assistance, Weight Watchers meetings and our employee Health & Wellness Expo. To ensure the **Commit To Be Fit** follows best practices, the HCPSS joined organizations that are leaders in the employer wellness field.

### Healthy Howard Award – 2012

The HCPSS is a member of Healthy Howard. In 2012, the HCPSS was awarded the Gold certification in the Healthy Workplaces Program by Healthy Howard. This award recognizes **Commit To Be Fit** program's alignment with national recommendations for comprehensive worksite wellness and shows our commitment to employee health and wellness. The HCPSS **Commit To Be Fit** employee wellness program was also awarded the 2012 Innovation Award for Healthy Activity Program.



### Wellness Council of America

The HCPSS is a member of the Wellness Council of America (WELCOA). For the past ten years, WELCOA has been helping organizations build world-class wellness programs that enhance employee health and well-being and also contribute to organizational outcomes. WELCOA was founded on the belief that worksite wellness programs have the power to change lives and transform organizations. As a measure for how employee wellness programs achieve results, WELCOA has created a Well Work Place Checklist.



This checklist has been designed to recognize quality and excellence in worksite health promotion. The checklist focuses on seven benchmarks that are characteristic of results-oriented programs, they are:

1. Capturing Senior Level Support
2. Creating Cohesive Wellness Teams
3. Collecting Data to Drive a Result-Oriented Wellness Initiative
4. Creating an Annual Operating Plan
5. Creating a Supportive Health Promoting Environment
6. Choosing Appropriate Interventions
7. Carefully Evaluating Program Outcomes

The HCPSS's employee wellness program received positive feedback in several areas of the check list. The **Commit To Be Fit** program earned excellent remarks on the program structure and operating methods. The program's operating plan, which outlines our goals and direction, received the Council's top rating. **Commit To Be Fit** also received positive remarks for health promotion interventions offered to employees and their dependents. The overall evaluation was excellent.

### HERO Employee Health Management Best Practice Scorecard

The HCPSS is a member of the Health Enhancement Research Organization (HERO). HERO is a member-driven coalition of employers, providers, consultants, academic institutions, and associations who share in the belief that employee Health Management is a sound, evidence-based approach to achieving health improvements for their workers. HERO is dedicated to the creation and dissemination of employee health management national research, policy, strategy, leadership, and infrastructure.



The HERO Employee Health Management Best Practice Score Card is designed to help organizations learn about best practices and discover opportunities to improve their programs. The scorecard provides a valuable inventory of employee health management best practices.



The HCPSS score on the HERO Employee Health Management Best Practice Scorecard was 47 percent higher than the national average and notably higher in the areas of Strategic Planning (60 percent), Programs (39 percent), Engagement Methods (68 percent), and Measurement and Evaluation (80 percent). In comparing HCPSS with other employers with 5,000 or more employees, the HCPSS scored 18 percentage points above average. The scorecard serves as a benchmark for the **Commit To Be Fit** program, setting a baseline for further improvements.

### HCPSS HERO Best Practice Scorecard

Section	HCPSS Score	National Average	Maximum Points
Section 1: Strategic Planning	8	5	11
Section 2: Leadership Engagement	22	17	33
Sections 3: Program Level Management	13	11	22
Section 4: Programs	39	28	56
Section 5: Engagement Methods	47	28	67
Section 6: Measurement	9	5	11
<b>Total Score:</b>	<b>138</b>	<b>94</b>	<b>200</b>

### Wellness Champions

A wellness champion is a staff member with a commitment to health that serves as an ambassador for employee wellness. They volunteer to assist in the implementation and coordination of wellness initiatives at their work location. They share information, engage friends and colleagues to participate in wellness programs, and create excitement around leading a healthy lifestyle. Wellness champions are on the front line of the **Commit To Be Fit** Wellness Program.

**Commit To Be Fit** has 101 total employee wellness champions. These employees are instrumental in disseminating the **Commit To Be Fit** wellness message to their coworkers and being the point person at their location for general wellness questions.<sup>1</sup>

### Program Offerings and Results

The **Commit To Be Fit** employee wellness program provided employees with numerous program offerings in 2012. The program achieved 77 percent enrollment of employees by the end of the first full year.

### Virgin HealthMiles

The **Commit To Be Fit** program offers the Virgin HealthMiles Healthy Activity program. Virgin HealthMiles has helped leading companies across the U.S. create motivating and measurable employee health initiatives with their Pay-for-Prevention™ programs, which promote healthy lifestyles and help employers measure and manage population health. Their innovative technologies and programs help employers create a culture of health that not only rewards the right behaviors, but also aligns HCPSS interests and those of HCPSS employees in order to drive down lifestyle-related healthcare costs. Virgin HealthMiles is unique in its ability to provide the HCPSS with solutions rooted in validated data, long-term engagement, and incentives, which together engage our workforce in becoming healthier. The results can directly and immediately impact the HCPSS's bottom line, and pay huge dividends in the future.



<sup>1</sup> See Appendix B



## Results of the Healthy Activity Program

The Virgin HealthMiles Healthy Activity program was very popular with employees, as evidenced by its results.

- Participant's daily average steps were 7,980 per person.
- Over 81 percent of enrolled members used their pedometer actively and 59 percent of those individuals achieved their recommended amount of steps per day.
- Of the employees that were considered in the inactive/low active categories, 44 percent of those employees shifted to the active/high active categories and 38 percent of all employees moved to Level 3 of activity or higher.
- Over 43 percent of employees took part in personal challenges and 58 percent took part in promotions.
- Approximately 50 percent of all members actively used their Journals - a tool to track other physical activity such as participation exercise classes.
- The HealthZone was used by 2,934 unique members with a total of 34,533 HealthZone visits.
- The total amount of steps that have been taken by all employees in the first year totaled to an impressive 8,681,090,567 steps. To give perspective to the significance of this number, consider 8,681,090,567 *seconds* of time **equals over 275 years!**



The extra steps our employees took during 2012 resulted in health and activity shifts. There was a 19 percent shift of individuals from a state of pre-hypertension to an ideal blood pressure and a 78 percent decrease in hypertension. The blood pressure metrics showed a 77 percent overall improvement in participants blood pressure, with 67 percent of individuals maintaining healthy blood pressure levels. Body Mass Index (BMI) data show that 20 percent of program participants improved and 80 percent maintained their BMI.

Virgin HealthMiles was so impressed by the engagement and results in the first year that they released a case study on the HCPSS **Commit To Be Fit** program. The case study highlights the successful integration of the HealthMiles program into the **Commit To Be Fit** Wellness Program<sup>2</sup>

## Monthly Commit to be Fit Presentations

The **Commit To Be Fit** program offered many educational opportunities for employees. During 2012, approximately 400 employees attended monthly presentations on a variety of health and financial fitness topics. These presentations were offered at various times throughout the day to accommodate second both regular daytime and second shift employees. The following educational sessions were offered<sup>3</sup>:

Cancer Awareness	Home Safety	Stress Management
Employee Health and Fitness	Identity Theft	Tai Chi/Relaxation
Estate Planning	Immunization Awareness	Your Retirement Plan at Work
Healthy Holiday Eating	Nutrition	Your Retirement Plan Options
Healthy Skin for Life	Planning for Financial Security	
Heart Health	Self Care	

A sampling of feedback from **Commit To Be Fit** presentations follows:

- *"Very well prepared and knowledgeable; Excellent and engaging; Loved it...more, more, more!; Awesome – clear and concise, easy to understand, great audience participation, Fantastic!; Very knowledgeable with lots of helpful tips."*
- *"Learned three things that I didn't know but now will make sure I take care of my skin better; Very thorough and informative – would like to get my daughter to attend this seminar; Wonderful, thank you!; Great information."*
- *"Loved it; Great relaxing and slow, easy stretching; Well presented; Loved the Tai Chi; Wonderful, relaxing; Informative; Restful; Very helpful, I would like to see more yoga and stress relief, I feel great after this seminar, thanks!; Thank you – I wish you could come back each week!; Fantastic, so very calming!"*

<sup>2</sup> See Appendix D

<sup>3</sup> See Appendix C





## Health & Wellness Expo

**Commit To Be Fit** sponsored the 1st Annual Health & Wellness Expo at Wilde Lake High School. The event exceeded expectations with over 2,500 employees, retirees, and their family members participating in a day of learning, health screenings, educational workshops, and fitness sessions from over 100 health and Wellness exhibitors. This May, over 2,800 attended the 2nd Annual Expo.<sup>4</sup>

The Expo featured the following activities:

- Information from local, regional, and national health and wellness organizations; HCPSS health and welfare plan vendors and financial partners; and Howard County Government agencies
- Health screenings, e.g., cholesterol, kidney, hearing, oral cancer, and vision screenings
- Wellness services, including massage and acupuncture
- Educational workshops and fitness sessions
- CPR demonstrations by Howard County Fire & Rescue
- Farmers' Market
- Children's activities, including a jump rope show and arts & crafts

Employee satisfaction with the Expo, as measured by a survey completed by participants as they left the event, averaged 9.3 out of 10. The exhibitor's satisfaction rated 9.1 out of 10. A sampling of participant comments is included below.

## Onsite Fitness Classes

In response to employee requests, **Commit To Be Fit** offered onsite fitness classes. Initially, low cost aerobics, Zumba, Pilates, and yoga were offered at four schools. Due to the popularity of these classes, sessions were extended to eight weeks and additional locations were added. Approximately 700 employees took part in spring, summer and fall fitness classes during 2012. Feedback from participant surveys is included below.

- "Screenings were very helpful!"
- "Already looking forward to next year"
- "Awesome"
- "Super well organized"
- "Fun and informative"
- "Enjoyed the acupuncture"
- "Thank you for doing this for us"
- "Cooking class was great"
- "Everyone was very nice and helpful"
- "Great event"
- "Thank you for a great day"
- "Having the time to attend was great"
- "I wanted to let you know how much I have come to appreciate the fitness classes offered by HCPSS. In order to stay active during November and December, I signed up to take Zumba classes at a local fitness center. I have been so disappointed by not only the caliber of the instructors employed by this center but the crowding as well. We have had a variety of instructors with the HCPSS, and while they are not always someone's "personal favorite," they have all arrived ready to "teach" and enthusiastically participate on a very professional level. Thanks to the Wellness Council for hiring such great instructors! And I didn't even mention the HCPSS "bargain pricing!"
- "The price was **so** right. Would be willing to pay even more for the convenience and quality of instructors. Loved having class right at my school!"
- "Outstanding instructor and class. The time and location made it possible for me to attend. Thanks for doing this for us!"
- "PLEASE keep offering these classes! They are so convenient, and I'm motivating others to join, too!"

<sup>4</sup> See Appendix F



## Flu Shots

The **Commit To Be Fit** program assumed responsibility for employee onsite flu vaccines in 2012. In the month of October, 1,674 employees were immunized at five flu clinics held across the county – Howard High, Centennial High, Reservoir High, Oakland Mills High and the Central Office. This number represents a 388% increase over the number of employees immunized by HCPSS in 2011. Flu shots help reduce the use of medical care; decrease such illness; reduce absenteeism due to upper respiratory illness and decrease the number of doctors visits that take teachers away from their schools. The employee feedback to the 2012 flu shot clinic was overwhelming with hundreds of employees emailing to praise the efficiency of these clinics.

- *"Thank you so much for getting this set up for us. I hope we can have this option again!"*
- *"The great emphasis on "wellness" for HCPSS staff is greatly appreciated! We hope you will continue to provide this valuable service in future years as well. Thanks again!"*
- *"Thank you for the smooth operation of the flu shots yesterday. It was the most efficient operation I have ever witnessed. If everything ran that well, there would be a lot more happy and less frustrated people in the world."*
- *"Kudos to you for the NO WAIT flu shot yesterday at Centennial High! Using Pick-A-Time for sign-up was brilliant! What an improvement over the long waits we've had in past years!"*
- *"I just wanted to thank you again for putting together the free flu shots this year. What a great relief to know that someone is looking after us."*
- *"As you know, especially working in the schools, there are so many germs floating around. Knowing that I got the flu shot makes me feel better."*

## Weight Watchers

**Commit To Be Fit** partnered with Weight Watchers to offer employees onsite monthly Weight Watchers meetings. Over 265 employees participated in Weight Watchers Online and Monthly Pass Memberships. There are currently seven Weight Watchers meetings held at schools around the county with six more schools scheduled to come on board this year.



- *"I can't tell you how happy I am to be involved in this program. It's only been a week, but I'm feeling very confident I can do it now that I've actually had the opportunity to understand how it works. I'm not afraid of it anymore and I'm already seeing success. I just think it's the most amazing system, and for the first time in years feel I can get off those unwanted extra pounds for sure."*
- *"The amazing price of Weight Watchers allowed me to have a gym membership, too!"*

## American Red Cross Blood Drive

Upon the request of management, the **Commit To Be Fit** program assumed responsibility for administering American Red Cross blood drives at HCPSS locations. Our first blood drive of the 2012 - 2013 school year was held in November and resulted in 21 units of blood, a 40 percent increase over the previous two blood drives.



## Departmental and School Wellness Meetings

**Commit To Be Fit** staff scheduled onsite meetings at schools and offices to expand employee engagement. These meetings inform employees of the **Commit To Be Fit** wellness programs and provide the opportunity for one-on-one questions. Meetings have been held with Food and Nutrition Services, Facilities, Custodial, Building Services, and Transportation along with select elementary, middle, and high schools.



## Fitness Center Discounts

The **Commit To Be Fit** program worked with the Partnership Office to expand health and wellness partnerships for employees. The program succeeded in expanding the discounts available to employees at many of the local gyms and fitness centers throughout Carroll and Howard counties. A listing of health and wellness partners can be found in Appendix C.

## Aetna Online Wellness Program

During 2012, the **Commit To Be Fit** program offered various forms of online coaching through Aetna Wellness. Programs that were offered include:

- Weight Management and Physical Activity
- Nutrition and Diet
- Stress Management
- Smoking Cessation
- Overcoming Insomnia
- Overcoming Depression

Each program began with a questionnaire that helped assess participants' current state of health. Once completed, a program plan was provided to support health management. While participants gave positive feedback on the programs, participation rates were far below expectations. Our research into the cause revealed that employees had difficulty accessing the programs. To increase engagement in this area, in January 2013 the **Commit To Be Fit** program began offering online and telephonic coaching accessible through employees' Virgin HealthMiles web-based portal. This change has improved accessibility for employees and also provides program staff with a new communication tool.

## Disease Management

Setting and understanding baseline measurements was one of the key components of the first full year of **Commit To Be Fit**. Through partners CareFirst and Aetna, the HCPSS is now able to establish baseline measurements of employees' health, which aides in measuring program effectiveness.

The table below provides an analysis on preventive care screenings for the HCPSS. Overall, preventive care participation rates were greater than most organizations when compared to industry standards.

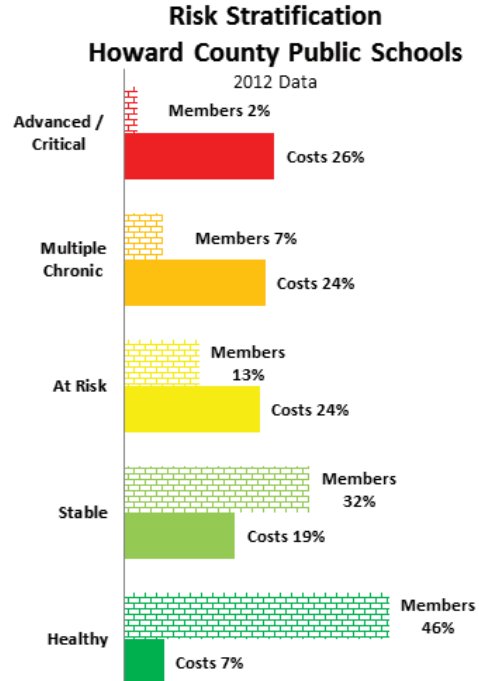
Preventive Screenings Summary		
Preventive Screening	2012	
	Participation Rate	Industry Average
Well Baby	92.6%	86.9%
Childhood Preventive Visits	69.1%	53.3%
Adult Preventive Visits	42.8%	32.4%
Routine GYN Exams	49.1%	32.9%
Immunizations	91.9%	82.9%
Pap Smears	43.3%	29.0%
Mammograms	52.8%	37.2%
Cholesterol	12.2%	8.5%
Colorectal	7.6%	8.0%
Prostate	15.8%	11.6%



## HCPSS Baseline Data

The first year of the HCPSS's employee wellness program set a baseline of data for comparison in future years. The chart at right represents the percent of total members that fall under different categories of risk and the percent of total costs that are associated with them.

Member distribution across levels of risk will be monitored in the future and the wellness program's focus is to shift members from advance and multiple chronic to healthy and stable levels, in an effort to reduce costs for the entire program.



## Chronic Diseases

Chronic diseases represent an area that can be impacted positively by an employee wellness program. The chart below lists chronic conditions that can be effectively prevented or managed through enhanced employee wellness. Over the past three years, the HCPSS has seen an increase in the number of health plan participants that have experienced strokes or developed Type II diabetes. Both conditions are preventable and represent opportunities to improve patient outcomes and reduce costs. The **Commit To Be Fit** program focuses education on these preventable diseases.

Chronic Condition and Precursor Condition Summary Active Subscribers Only							
Condition Type	Condition	Calendar Year 2010		Calendar Year 2011		Calendar Year 2012	
		Cost Per Patient	Prevalence Rate	Cost Per Patient	Prevalence Rate	Cost Per Patient	Prevalence Rate
Chronic Conditions	Coronary Artery Disease	\$2,277	2.0%	\$4,770	2.0%	\$1,754	1.6%
	Diabetes	\$1,679	7.0%	\$1,660	8.9%	\$593	9.6%
	Stroke	\$543	0.9%	\$1,237	1.2%	\$2,064	1.4%
	Cancer - Breast	\$8,056	1.3%	\$10,202	1.5%	\$6,704	1.6%
	Cancer - Colon	\$4,877	0.2%	\$18,218	0.2%	\$8,819	0.2%



## Commit To Be Fit Program Return on Investment

Implementing an employee wellness program is a long-term investment of funds that will bear more results in years to come. For this reason, a realistic goal of a minimum of a 1:1 return on the Board's investment in wellness was set, meaning that for every dollar spent on employee wellness, the program would show equal cost savings. The HCPSS is pleased to report that when considering health costs savings only, a 1:1.1 return on investment was achieved. A 1:2.5 return on investment was achieved when considering health cost savings and productivity savings.

The Board investment in employee wellness in 2012, including the cost of incentives, was less than 1.5 percent of the total Board budget for the Health Fund. WELCOA reports that most organizations offering a comprehensive employee wellness program invest approximately 2% of their health budget in wellness, excluding incentives. The **Commit To Be Fit** Program leveraged community resources from the county government, community hospitals and local organizations to offer services with reduced or no cost to HCPSS. Board facilities were also utilized to save funds. These strategies allowed the program to contain costs and achieve a return on investment in the first year. Below is a summary of the return on investment calculation. The detailed return on investment calculation can be found in Appendix E.

Program Costs:

<b>Total Annual Cost</b>	<b>\$1,616,784</b>
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Program Savings:

Medical Costs Savings	\$1,778,849
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<b>ROI Health Cost Savings</b>	<b>1:1.1</b>
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Productivity Cost Savings	\$2,222,660
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<b>Total</b>	<b>\$4,001,506</b>
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<b>Total ROI (Health Plus Productivity Savings)</b>	<b>1:2.5</b>
-----------------------------------------------------	--------------



A personal trainer models the proper form for performing stomach crunches at one of the many Commit to Be Fit wellness workshops held at lunch time and after work hours.





## Success Stories

The success of the **Commit To Be Fit** program is highlighted in personal success stories as well as school stories. Below are some of the success stories.

### **Cathy Bejm**, Administrative Assistant, Business and Finance

How many of us still have the same weight on our driver's license as we did as a teenager? Cathy Bejm had not updated her license weight since she was 19 years old, but she's at that weight now after losing 65 pounds since January! Cathy signed up for Virgin HealthMiles in May 2011. After some months of wearing her pedometer sporadically, Cathy decided to get serious.

Beginning January 2012, she started eating right, tracking her food, and walking with her pedometer attached. Coworkers who were already very active in **Commit To Be Fit** invited Cathy to join their challenges, and she didn't want to let them down. If the weather was bad, she would walk laps around her dining room table in order to reach her step goals. Cathy checks her blood pressure and weight each Monday morning at the Virgin HealthMiles HealthZone. To her doctor's delight, both her weight and blood pressure have decreased. And what did Cathy purchase with that HealthCash incentive of \$500? New clothes, of course!



### **Sasha Rickard**, Clarksville Middle School Math Teacher

Since Sasha Rickard started the **Commit To Be Fit** program, joined **Commit To Be Fit** fitness classes, and changed her diet, she has lost over 30 pounds! She credits much of her weight loss to the popular Zumba classes she attends at her school four times a week. The classes are fun and allow Sasha to work out and reduce stress before she goes home for the evening. But best of all, Sasha gets the opportunity to meet and bond with teachers that she usually wouldn't have had the chance to meet. Sasha and her new friends have already signed up for the winter session. Sasha enjoys Zumba so much that she is thinking about becoming a certified instructor. She loves that these classes are perfect for all fitness levels, and encourages everyone to join.



Sasha likes to watch her HealthCash accumulate and is happy to report that she earned enough money to cover her Christmas costs.

### **Northfield Elementary School**

To support staff wellness at Northfield Elementary this year, the school's administrators and wellness champions decided to offer a **Commit To Be Fit** challenge each quarter. But instead of honoring just the "Top Dog" -- the person reaching the 100,000 step challenge first -- the school entered all participants in a drawing for various prizes. Staff kicked off their winter challenge in January. Approximately 40 staff members, ages 24 to 71, participated in a movement celebration by dancing to the Electric Slide and whooping it up "PSY Gangnam Style." It was a great aerobic workout with a lot of laughter that accomplished their stated objective: "The Northfield staff will move their feet to a beat, have fun, and reduce stress!"





### **Suzanne Wright**, Wellness Champion at Clemens Crossing Elementary School

Initially, she was the wellness cheerleader at Clemens Crossing Elementary, but now the staff does a wonderful job of keeping each other motivated, says Suzanne Wright, wellness champion. She is the information gatherer and question answerer, researching **Commit To Be Fit** questions for her coworkers and keeping them current on all wellness news. As staff members head to the faculty lounge for lunch, they pass by wellness updates on the wall, along with answers to current **Commit To Be Fit** questions. The school's HealthZone is located in the health room, so Suzanne can assist if staff have questions about logging in or their monthly weight and blood pressure checks.



Suzanne believes the **Commit To Be Fit** program has made a positive difference at Clemens Crossing. Since its inception, she has seen not only an improvement in weight, but a greater emphasis on healthy food choices. And the motivation starts at the top -- both the principal and assistant principal proudly sport their pedometers!

### **Sheila Fike**, Administrative Secretary, School Administration

Sheila is one of the original members of the Central Office Weight Watchers at Work meeting group and credits the HCPSS for helping her to achieve a new level of physical fitness.

Sheila joined Weight Watchers in 2009 and was very successful with her weight loss. However, assuming that she could do it on her own, Sheila dropped out of the program and over time, slowly gained weight. Then in May 2012, the HCPSS and Weight Watchers at Work entered into a partnership that offers employees the ability to attend Weight Watchers meetings at work. The first at-work meeting was at the Central Office, and Sheila jumped at the benefit of a convenient weigh-in location. Sheila now is 15 pounds lighter, more physically fit, and feeling fantastic! She is committed to this new lifestyle!



### **Eat Healthy and Support Cedar Lane's Produce Co-op**

Need a convenient and inexpensive way to add fresh fruit and vegetables to your diet? The Cedar Lane School Produce Co-op may be the answer! On most Thursdays, from 1:30-4:30 p.m., employees can visit Cedar Lane School in Fulton, shop for fresh fruits and veggies, and help fund equipment, special programs, and classroom materials for Cedar Lane students.

Dennis Seibert, an educator at Cedar Lane, started the co-op 20 years ago as an activity for children whose respiratory issues prevented their participation in technology education. Dennis began purchasing produce at the Maryland Wholesale Produce Market in Jessup for a small group of staff members. As word spread and more staff took advantage of this opportunity, the amount of work grew and more children could participate. Approximately 20-30 children take part in the co-op in different capacities. Cedar Lane students bag the apples, students from the countywide Enclave program keep the co-op sparkling clean, and children from the Academic Life Skills (ALS) program set up crates to display the produce. Most items are sold below cost, and proceeds benefit the programs at Cedar Lane.



To make shopping even easier, employees can email their order to Dennis. The Cedar Lane students will have it packaged and ready for pick up at the school. Take advantage of this opportunity to eat healthy while helping out the children at Cedar Lane School!



## Howard County Public School System (HCPSS) Employee Wellness Council

### Purpose of the Employee Wellness Council

The purpose of the Employee Wellness Council is to oversee initiatives of the HCPSS Employee Wellness Program under the direction of the HCPSS Benefits Office. This will include creating program philosophy, vision, mission, goals and objectives; evaluating the needs of the organization; recommending specific programs; determining needed resources; and establishing evaluation outcome measures.

### Council Goals

The Employee Wellness Council will make recommendations for Employee Wellness Program initiatives to be conducted across the school district. The council will act as champions of wellness, promoting participation of all employees in healthy lifestyle activities. Each Employee Wellness Council member will participate in (where appropriate) and promote programs in partnership with the Wellness Coordinator. The council will support the goals of the HCPSS Employee Wellness program, which are to provide opportunities, support, and encouragement for employees to seek healthy lifestyle choices that enhance physical, emotional, mental, social, and spiritual well-being.

### Who the Wellness Council Represents

The Employee Wellness Council members represent a variety of school district departments. The council will act on behalf of departments not represented and will seek input from those departments through regular communication. All departments will have an opportunity to have representation on the council, as membership is rotated biannually.

The following are qualities that we are seeking in a Wellness Council member:

- Values fellow employees as the most important resource
- Champions health and wellness at the workplace
- Respected by peers and practices positive health habits as a role model
- An advocate for change, demonstrating enthusiasm that motivates employees to make lifestyle changes
- A creative thinker
- Works well in a team structure

### Time Commitment for Employee Wellness Council Members

The Employee Wellness Council will meet six times per year for two hours. The commitment will be for two years.

### HCPSS Employee Representatives

Beverly Davis	Olivia Claus	Julian Katz
Matt Berkowitz	Rosalie Edwards	Dennis Moore
Jeeni Griffin	Jackie French	Tricia Murphy
Tony Bonomo	Anna Gable	Chuck Parvis
Mike Borkoski	Alan Hansen	Mary Schiller
Debbie Cartney	Arlene Harrison	



## Wellness Champions: Roles & Responsibilities

### What will I do?

- Serve as a liaison between personnel at the work location to promote and communicate wellness & benefit programs.
- Have interest and commitment to wellness by promoting the program through leadership, enthusiasm, and guidance.
- Attend mandatory wellness training workshops, designed to provide skills and support.
- Become knowledgeable of the school system wellness policy.
- Survey the staff on interest and needs to plan and coordinate onsite programs.
- Establish and maintain a coordinated school health wellness team.
- Set an achievable goal or goals for the year.
- Complete quarterly programs (fitness challenge, educational classes, health fairs, etc.) on various health topics.
- Promote monthly health topics and encourage participation in district-sponsored wellness programs and screenings.
- Coordinate the implementation of wellness activities at the work location, including scheduling, promoting, and evaluating the program.
- Provide activity reports and other required summaries as requested to highlight the wellness program, including progress made, problems encountered, and next steps for the program.
- Create an email list of all the individuals at their location, to facilitate information sharing so that the champion can send out required information.
- Have Fun!

### What will I get?

Wellness Champions will receive incentive prizes, HealthMiles, and recognition, as well as training for participation. Serving as a Wellness Champion will not take a lot of extra time during the day. This role is essential, however, to the success of the overall wellness program.

### Employee Wellness Mission

The Howard County Public School System Employee Wellness Program seeks to establish a workplace that encourages and supports a healthy lifestyle by integrating health promotion activities and resources that help to enhance health and well-being.

### Overall Goals of Employee Wellness

- Promote health and reduce health risk behaviors of employees.
- Identify and correct conditions in the workplace that can compromise the health of school employees, reduce their levels of productivity, impede student success, and contribute to escalating health care costs.
- Create a culture that embraces wellness initiatives and activities.

### Wellness Program Targets

- Cancer: Breast, Skin, Prostate, Colon, Lung, Cervical, Ovarian
- Cardiovascular Disease: Blood Pressure, Cholesterol, Heart Health
- Diabetes
- Exercise & Fitness
- Nutrition & Weight Loss
- Asthma
- Mental Health: Stress, Anxiety, Depression
- Addictive Behaviors: Smoking, Alcohol & Drugs
- Preventive Screenings
- Financial Health



## Key Components of Health Promotion for Staff

- Education and Awareness: Provision of workshops, classes, and information on common health issues for school staff members such as healthy lifestyle behaviors, eating, physical activity, and injury prevention.
- Making Physical Activity Accessible: Opportunities to integrate physical activity in the school day such as walking, jogging, or yoga programs.
- Focus on Healthier Eating: Access to healthy options for staff to eat and drink throughout the school day.
- Weight Control Programs & Nutrition Programs: Support and resources provided such as assessment of current diet and goal setting to eat healthier. Resources provided can include meal planning, education on healthy foods, and weight check-ins.
- Immunization: Provision of immunization for common illnesses found in the school environment such as the flu.
- Biometric Health Screening: Periodic screening at school for blood pressure, blood cholesterol, blood sugar, body mass index, bone density scans, mammography, and other health indicators with advice on appropriate follow-up medical treatment.
- Personal Health Assessment: To help staff members establish personal health improvement goals.
- Stress Management Strategies: Provision of workshops, information, and counseling on how to manage stresses specific to the school environment and how to balance work and family.
- Targeting the Entire Family: Encouraging staff members and their families to set medical appointments for screenings for cancer, heart disease, diabetes, and other diseases.
- Care Management: Our care management programs offer condition-specific education and information to help employees understand their disease better and take a more active role in controlling it. These programs, along with the sound advice of physicians, provide employees with the support to take charge of their health.
- Tailor Activities to Needs: Ongoing assessments and surveys of the staff wellness plan to update and improve its effectiveness.



Fitness classes, including yoga, are offered to staff as part of the wellness program. The classes are held each quarter, for 6 to 8 weeks.





## HCPSS Employee Wellness Champions List 2012

Wellness Champion	School
Linda Donatich	ARL
Barbara Carter	Ascend One
Kathleen Holden	Ascend One
Kristy Wilson	Atholton ES
Beth DeFrances	Atholton HS
Betsy Blom	Bellows Spring ES
Casey Schurman	Bollman Bridge ES
Ashley Liby	Bonnie Branch MS
Elissa Schuyler	Bonnie Branch MS
Kelly Gardner	Bryant Woods ES
Debbie Atticks	Building Services
Nancy Wilson	Building Services
Nancy Enders	Burleigh Manor MS
Michelle Pierantozzi-Cassel	Burleigh Manor MS
Denie Gorbey-Creese	Bushy Park ES/Glenwood MS
Angie Delaverson	Cedar Lane (New) School
Andrea Covington	Centennial HS
Joanne Hughes	Centennial Lane ES
Barbara Bowers	Central Office
Susan Daly	Central Office
Arlene Harrison	Central Office
Teresa Sweeney	Central Office
Erika Swan	Clarksville ES
LeeAnn Pazulski	Clarksville MS
Suzanne Wright	Clemens Crossing ES
Lori McArthur	Cradlerock ES
Lucy Koehler	Custodial
Jameelah Jefferson	Dayton Oaks ES
Diane Newcomer	Deep Run ES
Georgianne McNeirney	Dunloggin MS
Sherril Sloat	Elkridge ES
Julie Rout	Elkridge Landing MS
Cindy Waugh	Ellicott Mills MS
Sandy Hesse	Folly Quarter MS
Colleen Spedding	Folly Quarter MS
Sheila Dwyer	Forest Ridge ES
Janice Goodwin	Forest Ridge ES
Katie MacFarland	Fulton ES
Leah Woodbury	Glenelg HS
Denie Gorbey-Creese	Glenwood MS/Bushy Park ES
Ty Echentile	Gorman Crossing ES
Olivia Claus	Grounds/Custodial



Wellness Champion	School
Linda Donatich	ARL
Barbara Carter	Ascend One
Kathleen Holden	Ascend One
Kristy Wilson	Atholton ES
Beth DeFrances	Atholton HS
Betsy Blom	Bellows Spring ES
Casey Schurman	Bollman Bridge ES
Ashley Liby	Bonnie Branch MS
Elissa Schuyler	Bonnie Branch MS
Kelly Gardner	Bryant Woods ES
Debbie Atticks	Building Services
Nancy Wilson	Building Services
Nancy Enders	Burleigh Manor MS
Michelle Pierantozzi-Cassel	Burleigh Manor MS
Denie Gorbey-Creese	Bushy Park ES/Glenwood MS
Angie Delaverson	Cedar Lane (New) School
Andrea Covington	Centennial HS
Joanne Hughes	Centennial Lane ES
Barbara Bowers	Central Office
Susan Daly	Central Office
Arlene Harrison	Central Office
Teresa Sweeney	Central Office
Erika Swan	Clarksville ES
LeeAnn Pazulski	Clarksville MS
Suzanne Wright	Clemens Crossing ES
Lori McArthur	Cradlerock ES
Lucy Koehler	Custodial
Jameelah Jefferson	Dayton Oaks ES
Diane Newcomer	Deep Run ES
Georgianne McNeirney	Dunloggin MS
Sherri Sloat	Elkridge ES
Julie Rout	Elkridge Landing MS
Cindy Waugh	Ellicott Mills MS
Sandy Hesse	Folly Quarter MS
Colleen Spedding	Folly Quarter MS
Sheila Dwyer	Forest Ridge ES
Janice Goodwin	Forest Ridge ES
Katie MacFarland	Fulton ES
Leah Woodbury	Glenelg HS
Denie Gorbey-Creese	Glenwood MS/Bushy Park ES
Ty Echentile	Gorman Crossing ES
Olivia Claus	Grounds/Custodial
M. Dee Lake	Guilford ES
Robin Frick	Hammond ES/MS



Wellness Champion	School
Debbie Barlow	Hammond HS
Maria Ferraro	Hammond HS
Robin Frick	Hammond MS
Lois Hiller	Harper's Choice MS
Karin Blackburn	Hollifield Station ES
Etta C. Corcoran	Homewood
Stephanie Wallace	Homewood
Michael Duffy	Howard HS
Gina Palermo	Howard HS
Terry Cleveland	Ilchester ES
Cherry White	Ilchester ES
Barbara Baker	Jeffers Hill ES
Lauren Collins	Jeffers Hill ES
Vanessa Hooks	Lake Elkhorn MS
Channell Tindall	Laurel Woods ES
Steve Whiddon	Laurel Woods ES
Debbi Lange	Lime Kiln MS
Harriet Spadin	Lime Kiln MS
Greg Bane	Lisbon ES
Patti Pennington	Long Reach HS
Susan McHale	Longfellow ES
Deborah Ostericher	Manor Woods ES
April Valdesuso	Marriotts Ridge HS
Katie Velencia	Mayfield Woods MS
Katie Rusu	Mount View MS
Linda Chiaverini	Mt. Hebron HS
Karen Torpey	Mt. Hebron HS
Yolanda Williams	Murray Hill MS
Stephanie Harden	Murray Hill MS
Suzanne Brinkley	Northfield ES
Christina Bleivik	Oakland Mills HS
Leah Donovan	Oakland Mills MS
Sean Granahan	Old Cedar Lane School
Sabrina Clever	Patapsco MS
Susan Sellner	Patapsco MS
Bonnie Lynn Taylor	Patuxent Valley MS
Tim Deppen	Phelps Luck ES
Kasia Brodka	Pointers Run ES
Terry Poston	Reservoir HS
Marni Rosenbaum	River Hill HS
Leslie Decrispino	Rockburn ES
Kim Kennedy	Running Brook ES
Holly Zinn	St. John's Lane ES



Wellness Champion	School
Bill Arbelaez	Stevens Forest ES
Carolyn Toland	Swansfield ES
Mary Stein	Talbott Springs ES
Kelly Collins	Thunder Hill ES
Susan McHale	Triadelphia Ridge ES
Nikki Corba	Veterans ES
Nancy Black	Waterloo ES
Ross Chakrian	Waverly ES
Lauren Heisey	Waverly ES
Carita Carlyle	West Friendship ES
Alicia Vandervat	West Friendship ES
Diane Caporaletti	Wilde Lake HS
Danielle Healey	Wilde Lake MS
Linda Isberg	Worthington ES



Staff members try out the ropes -- a fun but challenging way to work out arms and increase heart rate -- at the Health & Wellness Expo.



### Commit To Be Fit Health & Wellness Seminars

August	September	October
Back Health	Diabetes	Cancer Control
November	December	January
Tobacco Cessation	Managing Stress	Healthy Habits
February	March	April
Heart Health	Nutrition & Weight Control	Allergy & Asthma
May	June	July
Health & Fitness	Men & Women's Health	Summer Safety



Health & Wellness Expo participants search through athletic shoes, which can be purchased at considerably reduced prices through our partnership with a community vendor.





## Employee Incentives Program - Health, Fitness, and Wellness

<b>Body Image Therapy Center</b>	<b>Krav Maga Maryland</b>
8940 Old Annapolis Road, Suite E Columbia, MD 21045	8865 Stanford Boulevard, #141 Columbia, MD 21045
<b>BodyWise Physical Therapy and Wellness</b>	<b>Physician Weight Loss Centers</b>
9881 Brokenland Parkway, #103 Columbia, MD 21046	6945 Oakland Mills Road Columbia, MD 21045
<b>Columbia Association</b>	<b>Pura Vida Med Spa</b>
10221 Wincopin Circle Columbia, MD 21044	8170 Maple Lawn Boulevard, #120 Fulton, MD 20759
<b>Columbia Jazzercise Fitness Center</b>	<b>Quest Fitness</b>
9221 Rumsey Road, #5 Columbia, MD 21045	10045 Baltimore National Pike Ellicott City, MD 21042
<b>Curves</b>	<b>The Scholar Athlete Academy</b>
3900 Ten Oaks Road, #10 Glenelg, MD 21737	9390 Diamondback Drive Columbia MD
<b>Fairway Hill Golf Club</b>	<b>Training @ Wellness Evolution</b>
5100 Columbia Road Columbia, MD 21044	8640 Guilford Road, #208 Columbia, MD 21046
<b>Feet First Sports</b>	<b>Wellness Evolution</b>
6420 Freetown Road, #130 Columbia, MD 21044	8640 Guilford Road, #208 Columbia, MD 21046
<b>Ground Control</b>	<b>Longevity Medical Spa</b>
9130 Red Branch Road Columbia, MD 21044	8600 Snowden River Parkway, #303 Columbia, MD 21045

# CASE STUDY:

## Howard County Public School System

### Challenge

#### CREATE AN ENGAGING EMPLOYEE WELLNESS PROGRAM THAT PROVIDES QUANTIFIABLE METRICS AND HEALTHCARE SAVINGS

Located in suburban Maryland, the Howard County Public School System consists of 74 elementary, middle and high schools and approximately 8,500 employees including teachers, administrative, facilities and support staff. With an estimated 85% of costs in their budget going toward salaries and increasingly, benefits, HCPSS began exploring wellness initiatives as a means to better understand and improve their employees' health and ultimately manage these rising costs. As part of their comprehensive approach to benefit plan design, they decided that a prevention-based program was the right place to start engaging employees in a range of healthy behaviors.

In 2010, Beverly Davis, Director of Finance for HCPSS began reviewing wellness vendors including Virgin HealthMiles, a leading provider of programs and technologies that help employers engage their employees in good health. Some of HCPSS' most important criteria for their new wellness program were access to data and reporting, means of tracking employee participation as well as the vendor's ability to meaningfully and consistently engage their diverse, physically disparate employee population.

"We did a comprehensive review of other vendors in the market," said Davis.

**"There was just nobody who could deliver what Virgin HealthMiles delivers."**

### Solution

#### FLEXIBLE, INTEGRATED TOOLS TO ENGAGE EMPLOYEES AT ALL LEVELS OF THE ORGANIZATION

HCPSS rolled out the HealthMiles program in May, 2011. With the program, employees can earn up to \$500 per year by engaging in a number of healthy activities like regularly checking their biometrics, getting enough daily physical activity, completing a Health Risk Assessment or getting an annual physical. Because the school system is spread out over numerous locations, HCPSS installed Virgin HealthMiles' HealthZones® in 100 locations so employees could easily measure their key biometric measurements like blood pressure, weight and body fat percentage. Employees have their choice of user-friendly tools like pedometers, mobile apps and other popular activity tracking devices. Each employee also has access to their own online program portal to capture their progress and participate in a variety of fun and rewarding activities designed to stimulate ongoing engagement.

HCPSS branded their employee wellness program “Commit To Be Fit” and worked with Virgin HealthMiles to use Virgin’s platform to integrate the Commit To Be Fit incentives for other wellness initiatives. For instance, employees are able to attend educational workshops onsite and their participation is tracked and rewarded with HealthMiles.

**“For both us and especially for employees, to have participation and rewards information available in one place on their HealthMiles portal, is so much simpler and user-friendly,” said Davis.**

This flexibility has allowed HCPSS to better tailor programs and incentives to their various employee segments. Some of their program offerings include incentives for preventative screenings such as mammograms for women, a rotating variety of monthly educational seminars, fitness classes and an annual health expo. This sort of flexibility has also allowed HCPSS to be able to extend participation to recent retirees who wish to continue with the program.

HCPSS leverages a number of strategies to drive awareness and engagement in its Commit To Be Fit wellness offerings. Virgin HealthMiles’ reporting makes it easy for Davis and the HCPSS wellness team to understand the impact of a particular initiative and better reach segments of employees whose participation is lagging. HCPSS uses this information along with regular employee surveys to better target and serve programs to employee interests and needs. Based on a review of enrollment and participation, for instance, HCPSS works with Virgin HealthMiles to send email invitations to employees who have not yet enrolled, as well as emails to employees who have enrolled but aren’t actively participating in the program.

The school system has employees who have volunteered to serve as wellness champions at every location to communicate events and updates. Wellness champions help employees enroll in the program, coordinate wellness activities at their location and, in addition to the electronic communication that goes out, post information in teacher lounges and at every HealthZone location. HCPSS also employs a wellness coordinator who travels to school locations on a regular basis to explain how their programs work, answer questions and help people sign up. The wellness coordinator also provides wellness champions with updates on activities and schedules onsite educational sessions, fitness classes, and weight watchers meetings.

## Ninety-eight percent

of recent retirees who were enrolled in the HealthMiles program chose to continue using it post retirement.

## Results

### A CULTURAL SHIFT TOWARDS HEALTH AND WELLBEING

With Virgin HealthMiles, HCPSS is seeing employees become more informed and taking greater ownership over their health. To date, 78% or more than 6,500 of their employees participate in the HealthMiles program.

**“That first summer we launched the HealthMiles program, the excitement and buzz was truly unbelievable” said Beverly. “It’s become ‘cool’ to have your activity tracker on. If you don’t have it on, people will ask you why you aren’t doing it; it’s a culture change toward health.”**

Most recently, HCPSS began offering Virgin HealthMiles’ Health Assessment. “We offered a health assessment previously but were not successful in engaging our employees and without that baseline data, we’re not able to really measure health improvements or behavior changes,” said Davis. She adds:

**“In the one year we offered the HRA, only 21% of our employees had taken it. With the Virgin HealthMiles Health Assessment, we’ve only used it for a few months and already 51% of our employees have taken it.**

This data informs our decisions on the future programs and education we should be offering our employees.”

Prevention and early detection are some of the best opportunities for healthcare cost savings and workforce health improvements. A number of HCPSS employees have benefited from HCPSS’ Commit To Be Fit employee wellness initiative which leverages Virgin HealthMiles’ Pay-for-Prevention™ model. “We had one employee get her annual mammogram who otherwise would not have; but because we incentivized her to do so, she went and found she had early stage breast cancer,” Davis recalled. “We had another employee who didn’t go for check-ups because she exercised regularly and was not overweight. She took her biometric measurements at one of the HealthZones and she discovered that she had extremely high blood pressure. A visit to the doctor confirmed it and she’s now on medication because without it she would be in danger of having a stroke or heart attack.”

### HealthMiles gets HCPSS employees engaged in their health.

- **78%** of eligible employees enrolled
- **44%** of previously inactive members are now active
- **Since 2011**, HCPSS HealthMiles members have visited a HealthZone more than 6,800 times
- **98%** of recent retirees who were enrolled HealthMiles chose to continue using it post retirement

#### About Virgin HealthMiles

Virgin HealthMiles, part of Sir Richard Branson's famed Virgin Group, provides programs and technologies that engage your workforce in good health. Leveraging Virgin's deep consumer roots, we create compelling, personalized digital health experiences that drive long-term healthy behavior change and employee engagement rates more than three times the industry average. Our range of Pay-for-Prevention™ solutions and program integration capabilities: drive higher awareness and engagement across multiple providers and programs; deliver better measurement and insight into the impact of your investments; and power your overall employee health strategy. Our easy-to-deploy, easy-to-manage solutions feature a rich array of proven behavior change strategies, including: game mechanics, financial incentives, social networking, and many more. Over 200 industry leaders representing more than 1 million employees have selected Virgin HealthMiles' award-winning programs for their employees.

Learn more at

[www.virginhealthmiles.com](http://www.virginhealthmiles.com)

#### Virgin HealthMiles

[www.virginhealthmiles.com](http://www.virginhealthmiles.com)

877-331-9988

Encouraged by the results they have seen so far, HCPSS is committed to expanding their Commit to be Fit employee wellness initiative through their partnership with Virgin HealthMiles. HCPSS envisions a future where HealthMiles is extended to employee spouses and to all previous retirees. In addition, HCPSS is considering plans to add health coaching and creating their own distinct wellness website. "We have just been continually impressed and pleased with the responsiveness of the Virgin HealthMiles team in our need for information, as well as helping us to target and engage our employees. It has been a pleasure to work with such a well-run company that's committed to continuous innovation and delivering on its promises."

## Members Love HealthMiles.

"At first I started because they said if you walk, you can make money. Then I started walking, and I noticed as I started racking up steps a few weeks went by and I lost a few pounds. I thought, 'Wow, this is working nicely.' I've lost 41 pounds so far and my cholesterol level has fallen."

– HCPSS HealthMiles member

"I LOVE the program! I've noticed such a difference with my co-workers' health habits as a direct result of the program (people taking a 15-minute walk during the day, going to Zumba and overall taking note of how much exercise we're getting each day). It's terrific!"

– HCPSS HealthMiles Member

"I am so glad that Howard County decided to participate in the HealthMiles program because it has encouraged me to be more active. I have never been a person to attend a lot of fitness classes, but I do find myself walking to classes more to speak to teachers or students, instead of picking up the phone. I have also found to fun challenges a way to build positive relationships within the school."

– HCPSS HealthMiles member

## Anticipated Savings

HCPSS is currently working to calculate its return on investment in wellness. "We anticipate we will be able to show at least a 1:1 return on investment after one year with returns increasing more each year thereafter," says Davis.





## HCPSS Program Impact Assessment

### Program Return on Investment

Total Eligible Lives	8,442
Total Program Participants	6,545
Program	Health Miles Advance

#### Total Medical and Productivity Savings:

Medical Cost Savings	\$ 1,778,846
Productivity Cost Savings	\$ 2,222,660
<b>Total Cost Saving</b>	<b>\$ 4,001,506</b>

#### Program Costs:

Incentives and Program Start-up:	\$ (1,225,803)
Fees - Per Member, Per Month For Healthy Activity Program	\$ (227,756)
HCPSS Program Costs	\$ (163,225)
<b>Total Annual Cost:</b>	<b>\$ (1,616,784)</b>

<b>Annual Return on investment</b>	<b>\$ 2,384,772</b>
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ROI - Medical/RX Savings	1:1.1
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ROI – Medical/Rx Savings plus Productivity Savings	1:2.5
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### Summary of Key Underlying Data

- Prevalence: the rate of occurrence as a percent of the total population
- Annual Prevalence Growth Rate: projected annual increase in cases in the population
- Prevalence New Cases Annually: the rate at which new cases are presented annually at a percent of the population
- Annual Cost per case: average cost to treat and medicate the condition
- Physical Activity Prevention Impact: The relative risk reduction for groups that regularly achieve recommended levels of physical activity



## HCPSS Underlying Data

	Prevalence in HCPSS population	Annual Prevalence Growth Rate*	Prevalence New Cases Annually	Annual Cost Per Case	Physical Activity Prevention Impact
<b>Chronic Disease:</b>					
Coronary Artery Disease	1.6%*	1.7%	0.6%	\$64,836	35%†
Stroke	1.4%*	3.7%	0.1%	\$17,335	35%†
Type 2 Diabetes	9.6%*	2.5%	3.5%	\$11,037	55%†
Cancer: Colon; Breast	1.8%*	2.1%	0.2%	\$22,963	25%†
<b>Precursors:</b>					
Hypertension	22.0%**	1.8%	5.6%	\$9,416	30%†
Hyperlipidemia	19.0%**	1.8%	49.0%	\$9,007	50%†
Weight	60.0%**	1.8^	1.8%	\$3,787	9%‡

\* Actual HCPSS 2012 Prevalence Rates

\*\* HealthZone measurement of employee weight and blood pressure

x Rates of Growth in Prevalence:

- Breast and colon cancer: Centers for Disease Control and Prevention (CDC). The National Program of Cancer Registries. Atlanta, Georgia: U.S. Department of Health and Human Services. (breast and colon cancer)
- Coronary artery disease: Circulation: Heart Disease and Stroke Statistics 2010 Update: A report from the American Heart Association. (heart disease, stroke).
- Milken Institute: An Unhealthy America: The economic burden of chronic disease. 2007. (hypertension, implies same assumptions for hyperlipidemia/overweight).
- American Diabetes Association. (proportion and incidence of type 2 diabetes).

y Annual medical costs estimates: MEDSTAT database

† Impact of Physical Activity on select health conditions: Physical Activity Guidelines Advisory Committee Report, 2008. US Department of Health and Human Services.

‡ Impact of PA on Weight: Sample of 14,000 VHM BMI shift within 14 Mos. Of starting the program

Number of Eligible Lives	8,442
Pct of Eligible to Participate	77%
Pct are Inactive	48%
Percent Compliance	44%

Avg Payroll, Tax and Benefit/hour	\$32.38
Annual Increase in P, T&B	1%
Pct of Eligible Lives who are employees	100%
Annual Inc/-Dec in Compliance %	-5.0%



	Modeled Disease Trends and Cost in the Inactive Population		Impact of the Program on Disease and Cost of Inactivity	
	New Cases of Chronic Disease and Precursor Conditions		New Cases Prevented Through Physical Activity	
	Cumulative New Cases	Medical Costs	Cumulative New Cases	Medical Costs
<b>Chronic Disease:</b>				
Coronary Artery Disease	24	\$1,556,064	2.8	\$181,541
Stroke	4	\$69,340	.5	\$8,668
Type 2 Diabetes	142	\$1,567,254	26.5	\$292,481
Cancer: Colon, Breast	7	\$160,741	.6	\$13,778
<b>Precursor Conditions:</b>				
Hypertension	227	\$2,137,432	23.1	\$217,510
Hyperlipidemia	199	\$1,792,393	33.7	\$303,536
Weight	73	\$276,451	2.1	\$7,953
<b>Total</b>	<b>676</b>	<b>\$7,559,675</b>	<b>89</b>	<b>\$1,025,465</b>
	Existing Cases of Chronic Disease and Precursor Conditions		Remediation of Existing Cases Through Physical Activity	
	Cases in Population	Medical Costs	Existing Cases Remediated	Medical Costs
<b>Chronic Disease:</b>				
Coronary Artery Disease	41	\$2,658,276	-	\$-
Stroke	53	\$919,755	-	\$-
Type 2 Diabetes	247	\$2,726,139	46	\$167,542
Cancer: Colon, Breast	66	\$1,515,558	-	\$-
<b>Precursor Conditions:</b>				
Hypertension	665	\$6,261,640	68	\$211,295
Hyperlipidemia	571	\$5,142,997	97	\$288,314
Weight	2,359	\$8,929,746	69	\$86,230
<b>Total</b>	<b>4,001</b>	<b>\$28,153,111</b>	<b>280</b>	<b>\$753,381</b>
	Productivity Cost of Inadequate Physical Activity <sup>1</sup>		Productivity Cost and Savings of Physical Activity	
	Productivity Hours Lost	Productivity Cost	Productivity Hours Saved	Productivity Cost
Absenteeism	48,626	\$1,574,510	16,474	\$533,428
Short-Term Disability	48,626	\$1,574,510	16,474	\$533,428
Presenteeism	105,356	\$3,411,427	35,695	\$1,155,804
<b>Total</b>	<b>202,608</b>	<b>\$6,560,447</b>	<b>68,843</b>	<b>\$2,222,660</b>
<b>Total Savings (000 omitted):</b>				
Medical Cost Savings				\$1,780
Productivity Cost Savings				\$2,223
<b>Total Cost Savings</b>				<b>\$4,001,506</b>

<sup>1</sup> Productivity hours related to inactivity:  
 Dr. David Chenoweth study, Chronic disease and Associated Health Risk Factors Amon Adults, 2009  
 Judith Ricci and Elsbeth Chee, "Lost Productive Time Associated with Excess Weight in the U.S.Workforce," Journal of Occupational and Environmental Medicine, December 2005

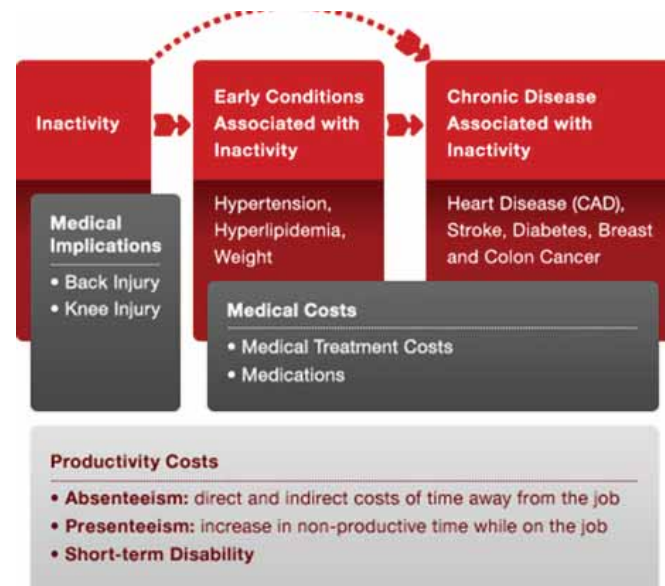


#### Overview: The Impact of Physical Activity

- Direct link between personal choice and chronic conditions and disease
- Significant costs at each stage due to
  - large number in need of care
  - high treatment costs
- Physical activity significantly reduces prevalence of disease
- Physical activity is critical to lower stress, better nutrition, and a healthy lifestyle

#### Model Costs and Conditions:

- Conditions and chronic diseases considered in the impact assessment
  - Coronary Heart Disease
  - Type 2 diabetes
  - Breast cancer
  - Colon cancer
  - Hypertension
  - Hyperlipidemia
- Costs considered in the assessment
  - Medical costs including care and medicines
  - Lost productivity
    - Absenteeism
    - Presenteeism
  - Short-term disability
- Additional benefits. (Scientific literature confirms the benefits of physical activity, however, activity prevention values are not established.)
  - Depression and anxiety
  - Cognition and memory
  - Sleep quality
  - Bone density and joint stability
  - Stress reduction
- Other costs not included such as employer, family, and social financial impacts
  - Premature death
  - Disability
  - Job loss due to illness
  - Job role reduction due to illness



#### Model Calculations:

- Impact on new cases of chronic disease and precursor conditions
  - Cumulative New Cases:  $Population \times Percent\ that\ are\ Inactive \times Prevalence\ New\ Cases\ Annually$
  - Medical Costs:  $Cumulative\ New\ Cases \times Annual\ Cost\ per\ Case$
  - Cumulative New Cases Prevented:  $Cumulative\ New\ Cases \times Activation \times Activity\ Shift \times PA\ Prevention\ Impact$
  - Medical Cost Savings:  $Cumulative\ New\ Cases\ Prevented \times Annual\ Cost\ per\ Case$
- Remediation impact of physical activity on existing cases in the population
  - Existing Cases:  $Population \times Percent\ that\ are\ Inactive \times Prevalence$
  - Medical Costs:  $Existing\ Cases \times Annual\ Cost\ per\ Case$
  - Existing Cases Remediated:  $Existing\ Cases \times Activation \times Activity\ Shift \times PA\ Prevention\ Impact$
  - Medical Cost Savings:  $Existing\ Cases \times Annual\ Cost\ per\ Case \times Existing\ Case\ Savings\ YrX$
- Productivity impact of inactivity in the population
  - Productivity Hours Lost:  $Eligible\ Lives \times Pct\ Employees \times Pct\ Inactive \times Lost\ Productivity\ Hours\ Attributed\ to\ Inactivity$
  - Productivity Cost:  $Productivity\ Hours\ Lost \times Avg\ Payroll,\ Tax\ and\ Benefits\ Cost\ per\ Hour$
  - Productivity Hours Saved:  $Productivity\ Hours\ Lost \times Activation \times Activity\ Shift$
  - Productivity Cost Savings:  $Productivity\ Hours\ Saved \times Avg\ Payroll,\ Tax\ and\ Benefits\ Cost\ per\ Hour$



## Health and Wellness Expo

### Demos and Workshops

Time	Auxiliary Gym Fitness Demos	Room 237 Mini-Workshops	Room 238 Mini-Workshops	Children's Activities
10:30	Piloxing			Face Painting, Arts and Crafts
11:00	Yoga	"The Ergonomics of Sitting"	"Do You Have Healthy Veins?"	
11:30	Zumba®			
12:00	The Combat Zone	"CPR – The Basics"	"Retire as a Millionaire"	"Girls on the Run Activity"
12:30	Jazzercise			Face Painting, Arts and Crafts
1:00	Zumba®	"CPR – The Basics"	"Garden in a Box: It's Easy"	Zumba®
1:30	Jump Rope			Face Painting, Arts and Crafts
2:00	Calisthenics	"Varicose Veins in Teachers"	"Estate Planning"	Jump Rope
2:30	Karate			Face Painting, Arts and Crafts
3:00	Kettle Bell	"Navigating Your Financial Success"	"Gardening to Eat: Some Basics"	
3:30	Boot Camp Lite			
4:00	Yoga			
4:30	BESA African Dance			





## Vendors

1st Choice Chiropractic  
 39-Minute Workout  
 Advanced Hearing Group  
 Advanced Radiology Services  
 Aetna  
 Alzheimer's Association  
 American Cancer Society  
 American Heart Association  
 Awaken Wellness  
 AXA Advisors  
 B.E.E. Wellness Acupuncture  
 Benefit Focus  
 BJs  
 BodyWise Physical Therapy & Wellness  
 Bowenwork for Health  
 Breezy Willow Farm  
 Brick Bodies  
 Cancer Support Foundation  
 CareFirst BlueCross BlueShield  
 Center for Vein Restoration  
 Chesapeake Urology  
 Cigna Dental  
 Clarksville Chiropractic  
 Columbia Association  
 Columbia Jazzercise Fitness Center  
 Crawford Associates  
 Curves  
 Deer Oaks EAP  
 Delta Dental  
 Dental Care of Columbia  
 Elite Chiropractic & Sport  
 Express Scripts  
 Fidelity Investments  
 FIRN, Inc.  
 Girls on the Run  
 Gorman Farm  
 Grassroots Crisis Center  
 Great Harvest Bread Company  
 Greenway Farm  
 Harris Teeter  
 HC DrugFree  
 Health Promotion on Call  
 Healthy Howard  
 HFS Benefits  
 Howard Community College Health Sciences  
 Howard County Chiropractic Spine & Sports  
 Howard County Citizen Services  
 Howard County Dental Association  
 Howard County Dental Hygienists Association  
 Howard County Education FCU  
 Howard County Fire and Rescue  
 Howard County General Hospital  
 Howard County Health Department  
 Howard County Library System  
 Howard County Mental Health Authority  
 Howard County Police Department  
 Howard County Recreation & Parks  
 ING Financial Partners  
 ING Reliastar  
 Inside Out Performance  
 Integrative Family Medicine/Holistic Maryland  
 Kangaroo Kids  
 Let's Dish  
 Lifetime Fitness  
 Love Dove Farm  
 makingCHANGE  
 Maryland College Savings Plan  
 Maryland Podiatry Center  
 Maryland Society for Sight  
 Maryland Vein Professionals  
 Massage Envy  
 McNeal Acupuncture  
 MetLife  
 Mountain Club of Maryland  
 MyEyeDr  
 National Kidney Foundation of Maryland  
 Nationwide Retirement Solutions  
 One For All Dance Academy  
 One Toe at a Time Reflexology  
 Organized! by Romanic  
 Patient First  
 PlanMember Services  
 Road Runner Sports  
 Roots Market  
 Roundhouse Martial Arts  
 Salvere Health  
 Sarah McCracken Acupuncture  
 SHIP  
 St. Agnes Hospital  
 The Boot Camp Girl  
 The Healing Temple  
 The Horace Mann Companies  
 The Serenity Center  
 The Standard Insurance Company  
 The Women's Acupuncture Center  
 Touchstone Physical Therapy  
 Transformative Acupuncture  
 University of Maryland Extension  
 University of Maryland Gardeners  
 VALIC  
 Virgin HealthMiles  
 VSP  
 We Promote Health  
 Women Heart  
 Y of Central Maryland



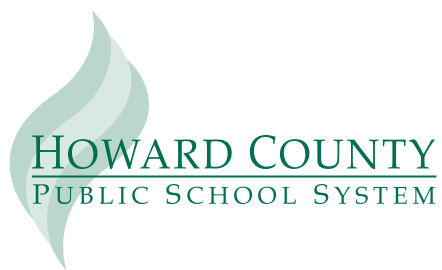
## Screenings and Services

Acupuncture – Auricular  
Basic Hearing  
Blood Glucose Screening  
Blood Pressure  
Body Fat Testing  
Body Mass Index (BMI)  
Bone Density  
Bowenwork

Carbon Monoxide  
Chair Massage  
Cholesterol  
Cooking  
Foot Assessment  
Foot Reflexology  
Heart Assessment  
Kidney

Oral Cancer  
Pain/ “Ask the Physical Therapist”  
Skin Assessment  
Spinal Screenings  
Vision - Basic Visual Acuity;  
Glaucoma  
Vein Assessment





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