

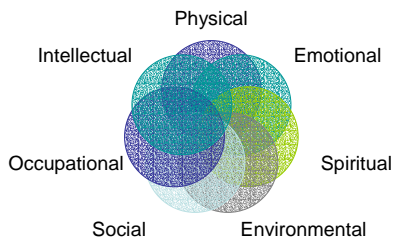
Building a Workplace Wellness Program

University of Nebraska – Lincoln

Keith Niemann
Director of Extension Human Resources
kniemann1@unl.edu



The Wellness Model



How to decide: The process

- Assess
 - Desires of Chancellor
 - Budget
 - ROI
 - Staffing
 - Health effects
- Assess
 - Competing priorities
 - Organizational readiness (stages of change)
 - Advocacy potential
 - Make preliminary choice
 - Develop proposal

What we considered:

- Importance of health costs
- Importance of ROI
- Importance of metrics
- Decentralization
- Management expectations
- Admin services capability
- Ownership by products
- Risk taking proclivity
- Timing concerns

Other “Critical” Factors in Choice

- Use of an annual HRA
- Use of coaching
- Degree of pro activity
- Incentive strength
- Lack of anonymity
- Link to benefits
- Longitudinal focus
- Degree of integration
- Per capita cost

“Timing is Everything!”

- Budget Cycle
- Implementation cycle
- Past activity
- Fit with current model or activities
- Progression
- Preparation
- Promotion
- Probability
- Performance

3 major options

Adapted from Certified Wellness Program Coordinator Larry Chapman's Worksite Wellness Certification Program



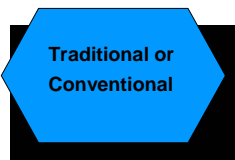
- The “fun” approach (morale building)
- The “conventional” approach (smorgasbord)
- The “results oriented” approach (Population Health Management)

The Quality of WorkLife Model



- A Good “Fit” with:
- Smaller worksite
 - ROI low priority
 - New to wellness
 - Not sure about employee reaction
 - Limited follow through capability
 - Weak corporate direction

The Traditional Model



- A Good “Fit” with:
- Medium size or larger worksite
 - ROI moderate priority
 - 2-10 years of Wellness
 - Employee reaction a concern
 - Some follow through capability
 - Follows corporate direction

The HPM Model



A Good "Fit" with:

- Larger work force
- ROI very high priority
- Very mature Wellness
- Prepared to educate employees
- Strong follow through capability
- Strong virtual corporate program & site driven

Summary

- Know what senior managers want
- Champion within top management
- The 3 models offer clear options & build on each other
 - Must be ready for the model chosen
- Readiness is largely determined by communications
- Timing & follow-through capability are critical variables
- Program budgeting is directly linked to ROI
- Phasing of models over time is a sound approach
- The "fit" is important in assuring sustainability