


HHS/GO COMMITTEE #1
February 8, 2018
Update

MEMORANDUM

February 7, 2018

TO: Health and Human Services (HHS) Committee
Government Operations and Fiscal Policy (GO) Committee

FROM:  Linda Price, Legislative Analyst

SUBJECT: **Update – Employee Wellness Program**

Today, the Joint Committee will receive an update from the Office of Human Resources (OHR) on the Employee Wellness Program. Those expected to attend this worksession include:
Shawn Stokes, Director, OHR
Liliana Rojas, Wellness Program Manager, OHR

Montgomery County Employee Wellness Program

The employee wellness program, "Live Well–Better You. Better Us." was launched on September 10, 2015. This will be the third update of the Joint Committee since the launch of the employee wellness program for Montgomery County Government Employees.¹ The presentation slides for this update are attached at ©1-19.

The mission of the Live Well program is to cultivate a culture of well being through holistic programs, resources, and policies that empower employees to lead a healthier lifestyle, focusing on six dimensions of well being. Live Well includes the Virgin Pulse incentive program, the Employee Assistance Program, as well as discounts offered through CareFirst, United Healthcare, and Kaiser Permanente health insurance carriers. Additional discounts include Capital Bikeshare and the Total Rec and Family All Pool passes provided by the Department of Recreation. The program also includes ongoing offerings of movement classes and wellness workshops, monthly newsletters and weekly messages, and the Wellness Champion program. Additionally, Occupational Medical Services has contracted with a registered dietician to do presentations through the Live Well program.

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¹ The joint Committee met on October 15, 2015 and again on February 9, 2017.



State of Wellbeing 2017

February 8, 2018



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Agenda

- Welcome and Introductions
- LiveWell Updates
- Virgin Pulse Data
- Health Data
- Goals/Objectives
- Questions



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Welcome

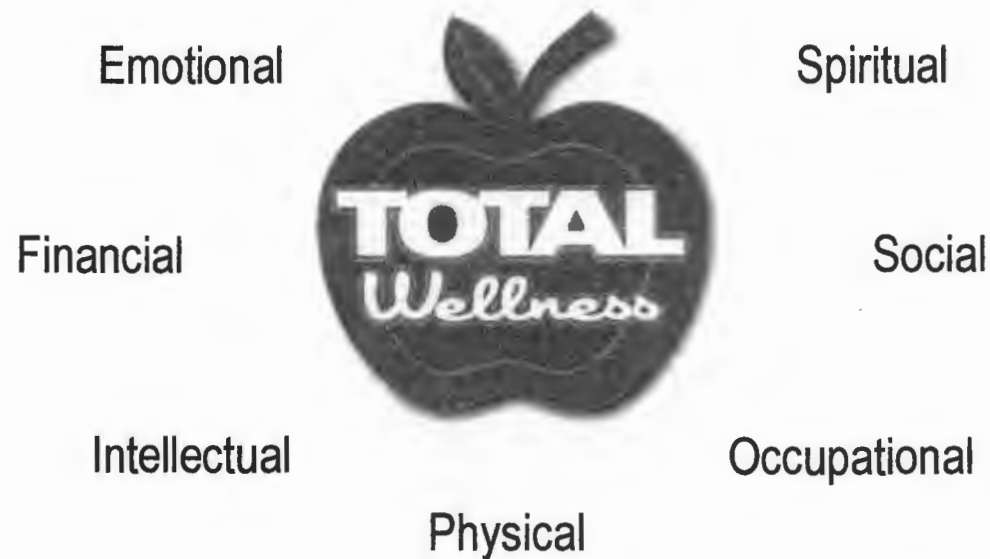


- Shawn Y. Stokes, Director, OHR
- Karen Plucinski, Division Manager, Health and Employee Welfare, OHR
- Lili Rojas, Wellness Program Manager, OHR



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Wellness is more than fitness.



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LiveWell 2017 Highlights

Celebrate You! Events

- Key locations in County
- Wellness services
- Health Carrier services

New Employee Orientation Presentation

- Wellness presentation for all new employees

Leadership Presentations

- Department Supervisors/Managers
- SMT Meeting

New Partnerships (focusing on high stress level departments)

- Emergency Communications Center
- Animal Services
- 311 Call Center
- Corrections Department



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LiveWell 2017 Highlights (cont.)



Employee Assistance Program Presentations

- Information on all services provided by ComPsych

| Utilization Results | 2017 | 2016 |
|---|--------|--------|
| Total Utilization Rate (% - Annualized) | 42.99% | 28.58% |

Disease Prevention/Management Programs

- Diabetes
- Weight Management
- Stress Management
- Smoking Cessation

LiveWell. LeadWell. Video Messages

- County Executive launched video series – <https://tinyurl.com/MCGLeadWell2018>
- Leadership videos



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LiveWell 2017 Highlights (cont.)



Occupational Medical Services

- Registered Dietitian
- Fire Recruit Training Sessions
- Public Safety Outreach

Increased Outreach Programs

- Transportation Depots
- Participating Agencies- including letter from Executive Leadership
- Corrections Facilities

Social Media Connection

- Facebook
- SharePoint



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Champion Program

Enhanced Program



- One year commitment letter
- Key roles and expectations
- Reward system
- Monthly bulletin boards
- Monthly toolkits
- Recruitment drive to have representation in most departments/Information call for potential new champions



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Current Data: Virgin Pulse



| | January 2017 | January 2018 |
|----------------------|--------------|--------------|
| Month End Eligible | 9,002 | 9,468 |
| Month End Enrolled | 4,492 | 5,173 |
| Month End Percentage | 49.9% | 54.6% |



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Current Data: Virgin Pulse



44%
Engagement

55%
Enrollment

84%
*Increased
Average Steps
or maintained a
previously healthy
average

68%
*Decreased
BP
or maintained a
healthy BP level

63%
*Decreased
BMI
or maintained a
healthy BMI level

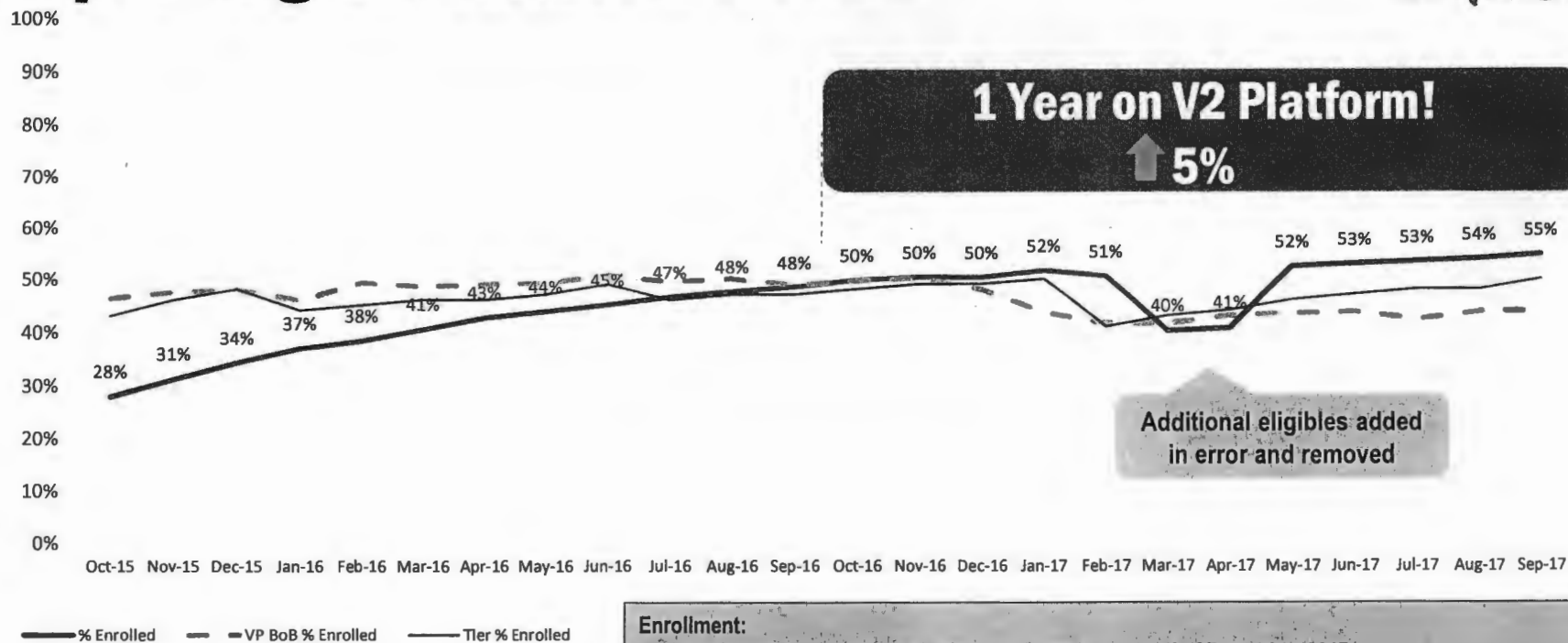
*Based on 27.2% members utilizing Health Stations



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Improving Enrollment Trends

Virgin Pulse



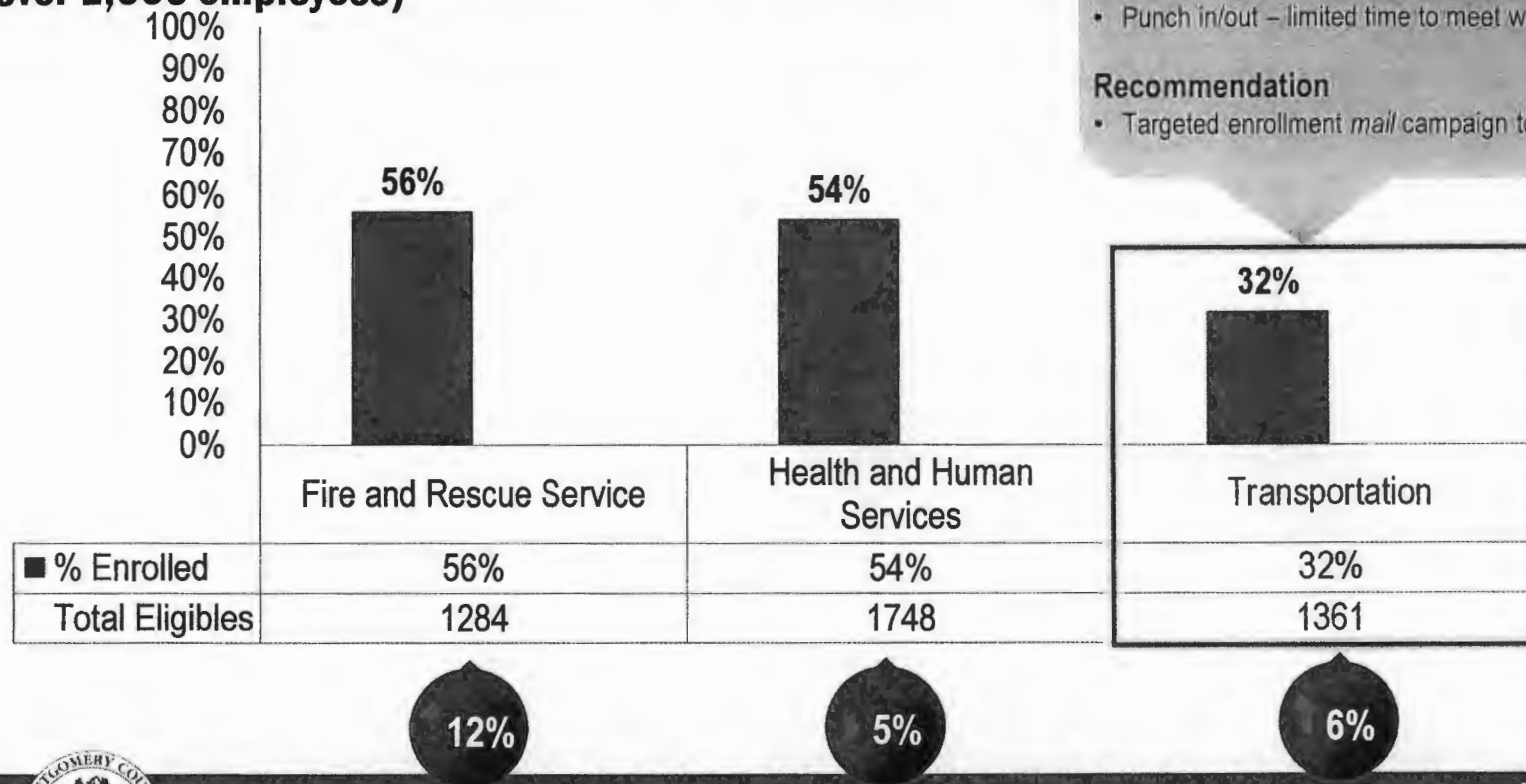
Enrollment:

- Enrollment has continued to increase to 55% by the end of December, 2017.
- Montgomery County's enrollment is higher than their Tier and the Virgin Pulse book of business



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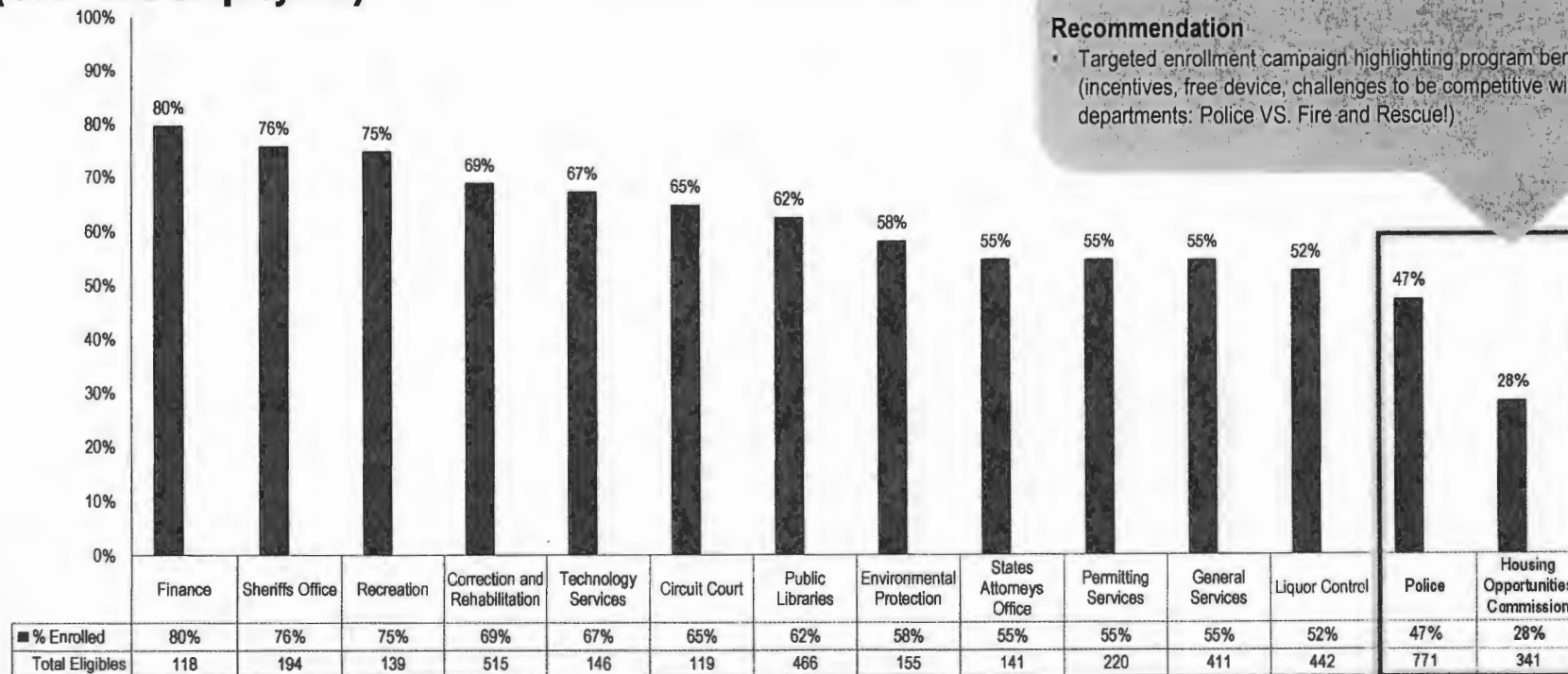
Enrollment by Department, Large (over 1,000 employees)



Enrollment shifts: Q3 2016

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Enrollment by Department, Medium (Over 100 employees)



What We Know & What We Need to Know

- Awareness is present – what are the barriers for enrollment?

Recommendation

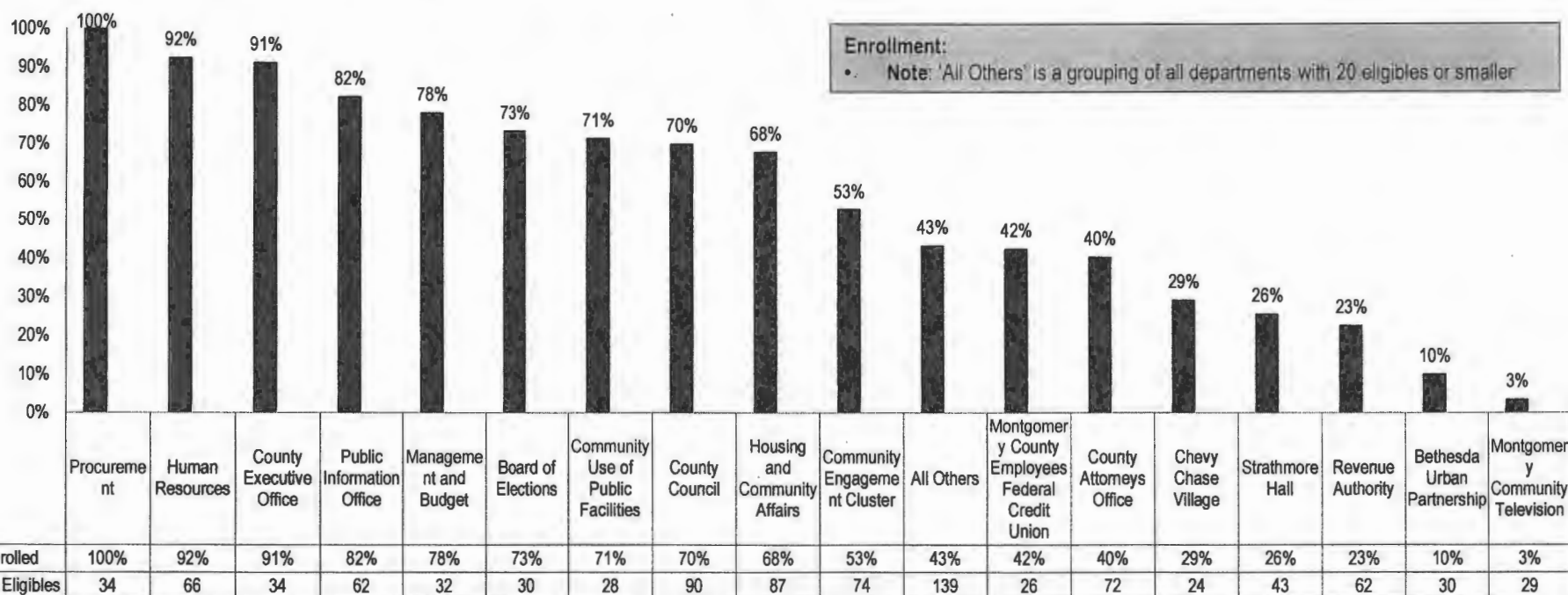
- Targeted enrollment campaign highlighting program benefits (incentives, free device, challenges to be competitive with other departments: Police VS. Fire and Rescue!)



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Enrollment by Department, Small (Less than 100 employees)

Virginia Pulse



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Physical Activity By Year



% of uploading members getting the recommended amount of physical activity (at least 150 moderate activity minutes per week during last 12 weeks of year.)

| Year | Montgomery County | VP Book of Business |
|----------------------|-------------------|---------------------|
| 2015 | 56% | 60% |
| 2016 | 51% | 59% |
| 2017 (Through Q3) | 61% | 59% |

Insights on Activity:

- Very high **61%** achieving weekly recommended amount of physical activity in 2017
- Recommended goal would be to **maintain these levels!**



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2018 Virgin Pulse Initiatives



1. ENROLLMENT

- Increase enrollment drives by Champions
 - Associate Champions with locations on website
 - Champion representation at all departments
- ✓ Custom Activation campaign
- Postcards to Transportation Dept.
- Email to Departments with less than 65%
- ✓ Executive Leadership: endorsement campaign
 - January 2018- Mr. Leggett's video
 - Cupid Shuffle Challenge
 - Bi-monthly videos
- **Goal:** Increase enrollment to 65%

2. ENGAGEMENT

- Additional Communication Initiatives
 - Departmental Champion Communication
 - Bulletin Boards, Newsletter, Wellness Wednesdays
- Identify areas and ways to better promote Virgin Pulse
 - I.E. intranet, posters, digital displays
- Target members: < Level 1
- **Goal:** Increase engagement to 60%

3. HEALTH DATA

- Health Assessment Campaign
- Biometric Screenings
- **Goal:** Increase assessment completions by 12%
(Currently at 28% rate of completion)

Additional Recommendations:

- Targeted Device campaign
- Implement 'Life after Level 4'
- Custom Promoted Health Habits/Challenge
- ✓ Continue with Mystery Days



✓ *Already planned for 2018*

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Goals and Objectives: Years 3 to 5

Health Plans

Promote preventative care and adherence.

- ✓ Weight Management Programs
- ✓ Diabetes Program
- ✓ Stress Management

Wellness Coalition

Form wellness coalition with agencies to share ideas and resources.

- ✓ ECC
- ✓ Animal Control
- ✓ Fire
- ✓ 311 Call Center
- ✓ Rec Gym Discount
- ✓ DEP- Cross promotional campaigns

Wellness Events

Create annual wellness events.

- ✓ Celebrate You!
- ✓ Monthly Health Observances (Women's Health, Heart Health, Resolutions Fairs)
- ✓ Open Enrollment

Expand Eligibility

Research and develop wellness program for retirees.

- ✓ Annual Retirees Fair



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Goals and Objectives: Years 3 to 5

Lifestyle

Implement tobacco cessation education and develop resources

- ✓ Great American Smokeout
- ✓ Smoking cessation tables at Transportation locations

Health Conditions

Develop programming and resources for the prevention and management of targeted conditions

- ✓ Diabetes
- ✓ Weight Management
- ✓ Stress Management

Rewards

Analyze rewards structure to ensure it meets the objectives of the program.

- ✓ Rewards for movement classes
- ✓ Rewards for Wellness Program events
- ✓ Increased Countywide Challenges from 2 to 4 per year
- ✓ Rewards for Champions

Movement Classes

Identify additional locations for movement classes.

- ✓ Included additional location in Up-County Regional Services. Total of 4 locations



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Thank You!

- Questions?
- Thank you for your partnership in helping us promote wellbeing across the County.



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