

#7

Investments
you can make to improve
employee health



Interactive[™]
HEALTH

How you can improve employee health and solve for rising healthcare costs

This is the year to help your company solve for rising healthcare costs. Based on our quarter-century of data and experience working with more than 3,000 companies annually, we have identified seven key strategies worth considering as part of a successful wellness program.



Interactive™
HEALTH

01

Make it easy for employees to invest in their health.

Sign-ups should be simple. Communications should be consistent and clear. And when planning and promoting your program, activities should be designed with all locations in mind.

HOW IT PAID OFF:

An Interactive Health client, a hospital in the Midwest, decided to change their strategy and move to a fully-digital communications approach (email, text, mobile) to better track effectiveness of communication formats and messages. Using this information, they adjusted frequency and content as needed and saw a notable increase in program participation.



AN ADDED BONUS:

They significantly lowered their print costs.



02

Create “savings” opportunities through a culture of good health.

Healthy choices are easier to make when incorporated into routine workplace activities. Schedule walking meetings and offer healthy foods in vending machines and during office meetings.

HOW IT PAID OFF

One of our clients, a transportation company in the Eastern United States, allowed employees traveling for business to stay at hotels with kitchenettes after their employees told them they were trying to eat healthier and wanted to cook their own meals.





03

Give employees a reason to monitor their own wellness investments.

Employees should regularly check in to stay on track. Introducing new activities and information will help them constantly learn about and stay engaged in their health.

HOW IT PAID OFF:

After an employee at a manufacturing company in the Southern United States learned through our health evaluation that she had an extremely high triglyceride level, she began an exercise and healthy eating program that continues to this day. Her efforts have paid off with weight loss and a lower triglyceride level, which translates to a decreased risk for heart disease.



04

Let your employees share their stories.

Those who succeed in raising their health IQ or changing their behavior based on improved health awareness are your best advocates. They make the case for the program and encourage their peers to participate.

HOW IT PAID OFF:

When an employee for a school system in the Western United States learned from his Interactive Health screening that he had cancer, he told other males at the school that the screening saved his life. The following year, 100 percent of the male employees participated in our screening.



05

Encourage collaborative contributions

Good health is a team effort. Communication among your wellness program provider, vendors offering complimentary services and your health insurance plan helps connect employees to the right services and creates an integrated, seamless benefits package.

HOW IT PAID OFF:

A large manufacturing firm in the Midwest held a vendor summit with the goal of “building bridges.” The summit allowed Interactive Health and other benefit vendors (medical, dental, vision, EAP, disability, etc.) to learn from each other, have access to information about other vendor resources available to employees and improve services they provide to the client.

The result was improved overall service with a new ability to cross-refer as appropriate — providing a more seamless employee experience.



06

Identify which preventive health strategies you've invested in work and which ones don't.

Effective planning involves understanding program successes and areas for improvement. For example, reporting from Interactive Health helps shows participation levels, health improvements, engagement levels and benchmarking, providing critical information that allows clients to plan strategically and make changes as needed.

HOW IT PAID OFF:

A health system in the Midwest proactively uses Interactive Health data to drive their program strategy. Using participation and results information from the prior year, they modified their tobacco cessation program to create incentives for members to sign up. They also increased the number of required sessions, which resulted in a higher rate of employees quitting tobacco for good.





07

Be open to adjusting your plan.

Once your preventive health goals are clear, you need a plan to achieve them. Even still, everything is subject to change, including employee demographics, company leadership and business priorities. So stay flexible and be prepared to make adjustments.

HOW IT PAID OFF:

A hospital client in the Southeastern United States decided to offer a different pre-diabetes testing (A1c) to all of its employees. This testing identified that 29 percent of employees were at risk for prediabetes, compared to 10 percent that were identified using only a fasting glucose test. The numbers suggested that a course correction was in order to meet the needs of this newly identified group of employees with prediabetes. The client's openness to change paved the way for a decision that greatly benefitted their employees.



Interactive Health helps businesses solve for rising healthcare costs. Through annual health evaluations, we reveal powerful, sometimes surprising information about employees' health. Those insights empower employees to adopt new habits — habits we support through personalized goal-setting and resources. With 25 years' experience serving more than 1 million people annually, we drive measurable gains in our clients' financial performance and improve the lives of their employees.

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