

# WELLNESS CASE STUDY

The client is a medium sized company located in the midwest, solidly in rust belt territory. Demographics of the group were 70% male and 30% female with a mix of sales, technicians and office staff. Turnover was extremely low and the employees very loyal.

We were asked by our client to design and implement a wellness program that would support their self funded health plan by reducing life style claims, as well as improve corporate culture. 30% of their employees were smokers or used tobacco. 35% of their population were very overweight and 30% were obese. 41% of their employees had high blood pressure and 27% had elevated cholesterol and triglycerides. These numbers have an enormous impact on a company's bottom line in actual medical costs, absenteeism, presenteeism, workers comp and disability claims.

## The Challenge

\*According to a study by the Duke University Global Health Institute, the average per capita cost per obese employee is **\$16,200 a year** across all categories. (medical claims, absenteeism, presenteeism, workers comp and disability claims)

\*A large Ohio State study concluded that a smoking employee cost their employer on average **\$5800 a year** more than a nonsmoking employee.

\*Our client was experiencing **above normal medical claims** for stress, cholesterol and treatments related to obesity, high blood pressure, type 2 diabetes and upper respiratory ailments.



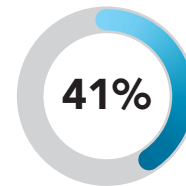
Tobacco



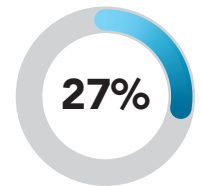
Obese



Overweight



High Blood Pressure



High Cholesterol

## The Solution

We started by analyzing the company culture including a physical site inspection, interviewing leadership to gauge buy-in and by completing a survey of every employee. Using that information we were able to build a customized wellness program using local resources, health care organizations, and subject matter experts. We organized an on-site wellness and biometric screening event contracting with a local hospital organization. They also provided 12 months access to an online portal where each employee could complete a Health Risk assessment about their lifestyle habits, track their screening results, upload challenges, take classes and get information. Then we started scheduling monthly "Lunch and Learn" sessions that covered the topics of most interest to the employees based on the survey results. Lunches were either vegan, or extremely clean and nutritious, and provided by local health coaches. The "Lunch and Learn" topics included exercise and fitness, nutrition, stress relief, heart health and lower back care. Halfway through the year we implemented a four week smoking cessation program using a certified system provided by the American Cancer Society and enhanced with a financial incentive.

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# The Results

After 12 months we held another health and biometric screening. We also nicotine tested the smoking cessation participants 3 months after completing the program. The results were impressive.

\*The percentage of overweight employees dropped from 35% to 19%. 16 people got their weight under control.

\* The percentage of obese employees dropped from 30% to 23%, or 7 employees.

\*Those with high blood pressure dropped from 41% to 35%

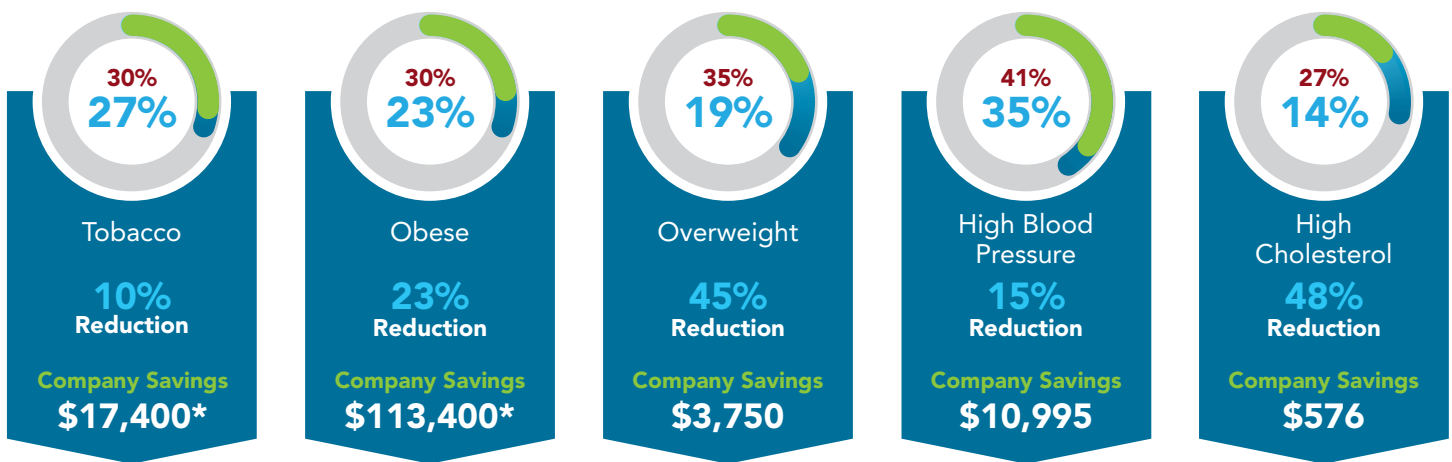
\* High cholesterol percentages dropped from 27% to 14%.

\* 3 people successfully quit smoking. A 10% reduction.

\*On the online Health Risk Assessments, more people reported eating better: cleaner with more fruits and vegetables daily. More people self-reported they were engaging in regular exercise than a year prior.

\* As a side note, the snacks and beverages in the vending machines were swapped out for healthier options, and food brought in for meetings was much healthier.

\* Claims related to stress, cholesterol, high blood pressure, type 2 diabetes and upper respiratory ailments went down.



## \*The Bottom Line

Using the figures from the Duke study on obese workers, our client could save up to \$113,400 a year alone by those employees controlling their weight. Three less smokers will save them \$17,400 a year. Their lifestyle claims went down by approximately \$15,321 from the year prior. This represents a total savings of \$146,121.

Cost of Initiative: \$13,500

Total Savings: \$146,121\*

ROI: Over 10 to 1

Our client spent \$13,500 on this wellness initiative, not including the costs of the lunches catered in. This is a phenomenal return on investment of 11.6 to 1.

More than ten to one.

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