Go Viral or Go Home

Mark Zollitsch, M.Ed.
Wellness Consultant, TAC
Agenda

2. Engagement & Going Viral
3. Why Wellness: What Members Have to Say
4. Sugar Isn’t Always Sweet: Metabolic Cost Drivers and Solutions
Healthy County

Why? What? How?
“If you keep doin’ what you’ve been doin’ then you’ll keep gettin’ what you’ve been gettin.”

Zig Zigler
1926-2012
Wellness or Health Promotion
= Risk Management for Health/Medical Claims
Annual Worker & Employer Contributions to Premiums for Family Coverage

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<th>Year</th>
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<th>Employer Contribution</th>
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What is Healthy County?

A three-way partnership:

• Counties and districts investing in employee health
• TAC HEBP providing best programs and resources; and
• Employees committing to a healthy lifestyle
Healthy County Strategies

1. Reduce chronic illness costs and eliminate the barriers to care;
2. Identify and reduce preventable health risks; and

Take care of the county family

**Together. Better. Stronger**
2018 Programs and Resources
Communication is Key!

Subscribe at: www.county.org/hcmonthly
Engagement and Going Viral
What is “Going Viral”?  

Something that catches on and spreads by itself

- Does it have social currency?
- Are there triggers?
- Invoke emotion?
- Can other people see it?
- Practical value?
- Is there a story?

Key Drivers of Engagement and a Culture of Health

1. Court & Leadership Participation
2. Proactive Coordinator
3. County Specific Incentives
4. Wellness Committee
Creating a Culture of Wellbeing

- Leadership support & participation
- Environment and Policy: tobacco, food purchase;
- Vending machine options;
- Flex Time;
- Walking on breaks;
- Computer kiosks; and
- Creating own challenges and prizes.
Incentive Considerations

• Carrot, Stick or Both? - Cost Neutral, Perception, Maximal Engagement;
• Higher Value Drives Higher Engagement;
• Budget, admin, payroll burden;
• Effectiveness, impact of activity(ies);
• Clear consequences for non-compliance; and
• Consultant will work with you to develop multi-year strategy.
Incentive Caveats

• Pending – AARP vs. EEOC ruling requires EEOC to write new wellness guidelines by July, could be changes;

• Plan but don’t implement yet; and

• Work with your Wellness Consultant.
Why Wellness?

What Members Have to Say
Glasscock County Went Viral
• County purchased upgraded devices for employees;
• 29 employees Walk Across TX, avg. 1,100 miles/week;
• Court and Treasurer provided gift cards, baskets, goodies, framed certificates; and
• Teo Bencoma lost 35 pounds just walking.
Chambers County

• 92% participation rate in “Healthy Weigh of Life;”
• Earn up to $300 for Annual Physical, testing, various activities;
• Health and Wellness Benefits Fair – 9 years; and
• Buy in from Court, committee of 20 employees.
Janet Bauert

Hutchinson Deputy Clerk

• 15,000-20,000 steps/day;
• Started eating better;
• Results:
  o Reversed high blood pressure and diabetes; and
  o Lost 30 pounds in about 6 months.
Anonymous Elected Official

Sick and tired of feeling sick and tired, chronic pain, overweight, early stage diabetes;

• Got a device, started walking, eating high vegetable and low carb, no grain;

• Results:
  o Felt better in 4 days;
  o Off anti-inflammatory & pain meds;
  o Lost 42 pounds, still losing;
  o Blood sugar from 150 to low 100s; and
  o Strength training = improved clarity, focus and thinking.
Mark Morris

- Nacogdoches County Court Baliff;
- 717 miles & 1,700,000 steps;
- Changed his eating, cut junk food;
  - Lost 30+ lbs;
  - ↓ Blood pressure; and
  - “Walking King of the Courthouse”
Sugar Isn’t Always Sweet

Metabolic Cost Drivers and Solutions
You’re kidding, right?
Diabetes Escalator

(Following slides courtesy of Todd Whitthorne and ACAP Health)

1st Floor
Healthy Dept.
50.7%

2nd Floor
Diabetes Dept.
12.3%

Diabetes Continuum

1st Floor
Healthy Dept.
50.7%

37%

NOTHING!
Metabolic Syndrome
(3/5 Out of Range)

- **Waist Circumference** (Men >40”, Women >35”);
- **Triglycerides** (>150 mg/dL);
- **Blood Sugar** (>100 mg/dL);
- **Blood Pressure** (>130/85 mmHg); and
- **HDL Cholesterol** (Men <40mg/dL, Women <50 mg/dL).

AHA/ATP III
Why Be Proactive?

Metabolic Syndrome increases risk of:

• Diabetes 7 times;
• Heart disease 3 times;
• Stroke 2 times;
• Medical spend 4 times; and
• Lost work days 2 times.
Why Be Proactive? Total Per Capita Expenditures With and Without Diabetes

Health Care Cost Institute  Data weighted to reflect national, under 65 population  Data from 2012 and 2013 actuarially completed
Here’s What’s Scary

• 40% of those born between 2000-2011 will become diabetic;

• 45% of black men; and

• 50% of Hispanics and black women.

The State of Obesity

Obesity-related cancer

2030 (projected) 810,806
2010 328,379

150%
WHEN and HOW you eat can help you lose as much weight as WHAT you eat!
Considerations

• Space in the program is limited;

• Paid as a claim per week;

• Periodic enrollment 1-2 times per year;

• To be considered, participants must be enrolled in the county’s medical plan and complete the online application; and

• Visit www.naturallyslim.com/healthycounty to learn more.
Naturally Slim Video
Condition Management

Special condition management programs available to assist members in managing the following health conditions:

- asthma
- coronary artery disease
- high blood pressure
- congestive heart failure
- diabetes
- wide range of cancers
- lower back pain

Condition Management
(866) 412-8795
Lifestyle Management

Weight Management & Tobacco Cessation: Support for a Healthier You

- Personalized Coaching
  - Counseling and coaching with licensed Wellness Coaches
  - 24/7 Nurseline
  - Referrals when appropriate

- Self-Paced Approach
  - Online programs
  - Secure email outreach keeps members on track
Healthy Lifestyle Rewards

• Complete 3/4 challenges to earn $50 Amazon Gift Card
  If unable to meet requirements due to medical or disability, contact Provant’s Customer Service

• If benefits effective on or after April 9, 2018 complete 2 challenges
Q & A

Thank You

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www.county.org/healthycounty

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