COUNTY MANAGEMENT & RISK CONFERENCE
APRIL 10-12, 2019  |  SAN MARCOS
RESOURCES AND SOLUTIONS FOR COUNTIES
Creating an Ongoing Health Marketing Strategy in Your County:

How To...
Participants in this session will be able to:

1. Understand the importance of marketing in relationship to overall medical spend in their counties; and

2. Identify next steps to implement a marketing strategy for their county’s health problem.
Importance of Marketing

1. Builds
2. Engages
3. Informs
Healthy County and YOU!

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Healthy County Strategies

1. Reduce costs and eliminate the barriers to caring for chronic illnesses;
2. Identify and reduce preventable health risks among the employee population; and
What Can The Data Tell Us?!

Wellness Consultants Can:

- Analyze the county’s data,
- Recommend programs based on the data,
- Track for trends,
- Provide county specific education,

And much more…

Example County
Top 3 Leading Diagnosis in Calendar Year 2017

- **RESPIRATORY** - bacterial pneumonia, and chronic diseases, such as asthma and chronic obstructive pulmonary disease (COPD)
  - Cost: $542,385

- **CIRCULATORY** - atherosclerosis, hypertension, stroke, high cholesterol and heart failure, metabolic syndrome and coronary artery disease (CAD)
  - Cost: $423,354

- **MUSKULOSKELETAL/CONNECTIVE TISSUE** - neck pain, migraines, knee injuries, carpal tunnel and plantar fasciitis, joint and back pain
  - Cost: $357,983
What Can Wellness Lead To?!

- Wellness Engagement
- Lower Claims
- Higher Claims
- Higher Employer Premiums
- Higher:
  - Deductibles
  - Copays
  - Co-Insurance
  - Premiums
- Transfer Cost to Employees
- Budget Issues

Wellness Engagement leads to lower claims, which can result in higher employer premiums, higher costs to employees, and budget issues.
Social Media & Social Awareness
Facebook’s most popular demographics include:

- Women users (89%)
- 18-29 year olds (88%)
- Urban and rural located users (81% each)
- Those earning less than $30,000 (84%)
- Users with some college experience (82%)

“There’s not a brand on social media that doesn’t want to increase its return on investment.” (Alex York, Sprout Social, 2018)
Local Support
What Can you do locally?

- Airrosti Events
- Catapult Screenings
- County Education
- Local Community Partnerships
- Internal Contest
- Internal Lunch & Learns
- Health Fairs
- Bulletin Board/Break Room Announcements

And so much more...!
2019 Employer Rewards RECAP

There are now three ways to earn Employer Rewards funds:

1. ½ of the percentage of employees who earn a Healthy Lifestyle Reward;
2. Counties with a County Specific Incentive (CSI) will earn 30%; and
3. Counties that schedule at least 1 training will earn 10% and can earn up to an additional 10% based on employee attendance.

**Employee attendance percentage bonus:**
- 10% Attendance = 2% Bonus
- 30% Attendance = 4% Bonus
- 50% Attendance = 6% Bonus
- 70% Attendance = 8% Bonus
- 90% Attendance = 10% Bonus
Example: County A has 100 employees. 20% of employees earn the $50 incentive, they implement a county specific incentive (CSI), and had a training where 30% of employees attended. The county will earn 10% for participation, 30% for the CSI, and 14% for the training, which will be 54% of $7,000. The county will receive a check for $3,780 for 2019 participation.
Using Employer Rewards

Obtain Commissioners Court approval to spend on:

- County Lunch n Learns
- County Gym 😊
- Employee Awards
- Employee Contests

And much more… but first – SPREAD THE WORD!
Schleicher County top steppers received their awards at today’s Christmas luncheon. @TexasCounties Healthy County
Walking at lunch!
Communication is Key

Next Steps…
Create a Wellness Committee!

- Team of employees that meets and plans regularly to pursue and promote good health and wellness in their county.
- Program participation will be much higher when committee members help market the program and are seen participating.
- Committee can review key strategies and incentive designs ahead of Commissioners Court.
- Wellness Initiatives by the employees for the employees!
Put good health where your mouth is

Your mouth can reveal many things about your overall health and well-being. When trouble starts in your mouth, it could be a sign of trouble somewhere else in your body. On the other hand, how well you take care of your oral health can also have an effect on your overall health.

Think about these facts:
- Poor oral health can impact many parts of your life including nutrition, sleep, emotional health, relationships and school or work.
- Studies show a link between gum disease and other health issues such as diabetes, stroke, and pregnancy complications.
- Your mouth is a doorway for infections that have an effect on other parts of the body.

Keep your mouth healthy. It can go a long way in keeping your body healthy, too.

Heart of the matter: Some studies show that inflammation and bacteria from severe gum disease may be linked to stroke, clogged arteries and heart disease.

Catch the benefits of fish

Seafood is a great source of omega-3 fatty acids

When it comes to safeguarding your heart health, fish is the ‘real’ deal. Rich in omega-3 fatty acids, fish can benefit the hearts of healthy people and those who are at risk for or who have cardiovascular disease.

The American Heart Association recommends eating fish (particularly fatty fish) at least two times a week. Fish is a good source of protein and doesn’t have the high saturated fat found in fatty meat products. Examples of fish that are good sources for omega-3 fatty acids include:
- Mackerel
- Lake trout
- Herring
- Albacore tuna
- Sardines
- Salmon

Source: American Heart Association
Create A Periodic Email

And/Or

Brief Commissioners Court Periodically
Create a County Facebook Page:

www.facebook.com/yourcounty
Did you say Health Fair?!
Plan a Health Fair

See Handout
You Have Questions? We Have Answers!