

Meaningful Wellness

In a Represented Academic Environment

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1. Adopted our wellness program in a union environment.
2. Current status of our VikeHealth & Well-Being Program.
3. Our plans for the future.



Community & Environment

An Urban Campus

- 1587 Benefits Eligible Employees
 - 1045 Union faculty & staff 66%
 - 542 Non-union 34%
 - 1397 Full-time 88%
- 17,500 students - primarily commuter, yet growing residential.



Benefit Negotiation Priorities

Summer/Fall of 2011 for July of 2012

Senior Leadership Goals - Specific to Employee Benefits Management

- Administration's management rights.
- Contain healthcare costs.
- Retain low cost health plan option.
- Wellness initiatives.



Benefit Negotiations

Setting the Stage

CSU HealthCare Committee (HCC)

- Union and non-union stakeholders
- Transparent and collaborative meetings
- Gain consensus of plan design and vendor selection

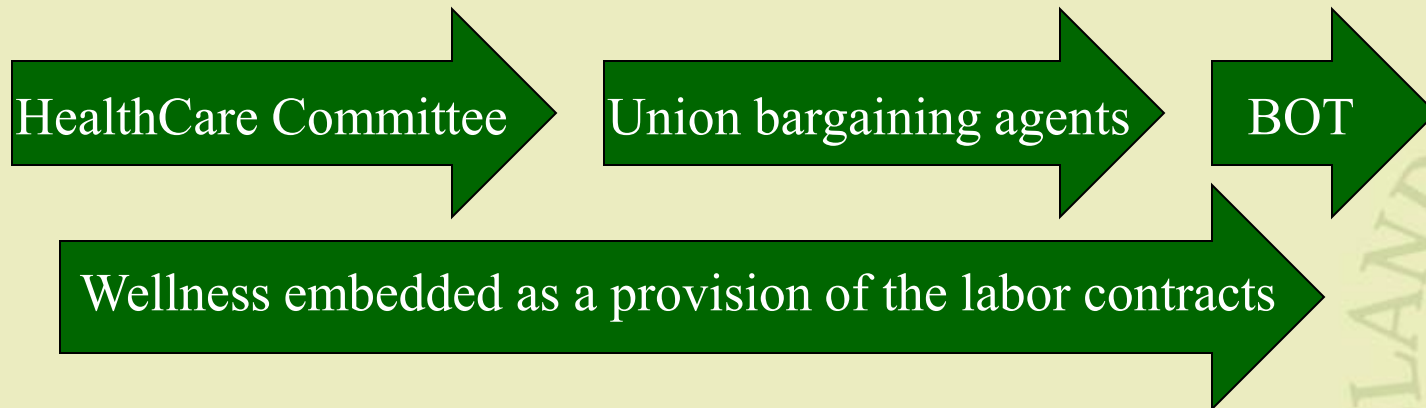
HCC included a strong wellness advocate



Benefit Negotiations

Series of Events

1. Consultant provided wellness education.
2. Achieved consensus to integrate wellness.
3. Benefit design ratified as presented.



The Benefit Negotiations Outcome

3 year agreement; Contract provisions

- Administration determines plan designs and vendors.
- Maintain health plan **value** to NLT 90% of previous years.
- Employee contributions for all *non-retirement* benefits NMT 20% of total cost.
- Implement University funded and staffed wellness program.



Priorities for Year One

- Assess, partner & co-brand University & Campus Wellness Resources.
- Establish a Wellness Council, representative of CSU.
- Increase senior management support.
- Launch a wellness portal to house all resources.
- Assess & improve environment and culture of health & value.



Priorities for Year One

- Educate, motivate and support health consumerism, health behaviors & health outcomes.
- Recruit Wellness Champions and employee **engagement**.
- Contain the University's health care costs.
- Gather baseline data & evaluate annually to continuously improve.



The Wellness Rationale

- Preventive maintenance of the most important asset - the human resources.
- Retention and Recruitment
- Healthy people are more productive.

Get Well. Stay Well. Live Well. *At work, at home and when retired.*



The VikeHealth & Well-Being Program

Two Parts:

Healthy Living Rewards

Incentivizes and supports healthy actions & behaviors

&

VikeHealth Wellness Bonus

Incentivizes measurement, awareness & basis



Healthy Living Rewards

Participation
health &
wellness
actions and
behaviors

Improve or
maintain health
& well-being

Earn
VikeHealth
points

Qualify for one
of 3 Healthy
Living
Rewards

\$50 Bronze Reward, \$75 Silver Reward, \$100 Gold Reward

VikeHealth Wellness Bonus

Know Your Numbers
Health Screening

AND
Online Health
Assessment

Earn a VikeHealth
Wellness Bonus

- **\$20** monthly cash wellness bonus in CSU medical plan, \$240 annually.
- **\$10** monthly cash wellness bonus not in CSU medical plan, \$140 annually.

VikeHealth Engagement

as of March, 2013

- Average 55% portal usage each month, 80% in recent months.
- Recruited over 30 Wellness Champions.
- 25% qualified for VikeHealth Wellness Bonus.
- 34% earned a Healthy Living Reward.
- 40 employees engaged in health coaching from inbound calls.



VikeHealth Strategic Plans

Year Two

- Incorporate two Healthy Living Reward cycles.
- Improve ease of participation.

Year Three

- Add spouses & same sex domestic partners.
- Possible addition of exercise subsidy.

Year Four

- Initiate “achievable” health standards.

Improve health consumerism, motivation, skills & tools, culture & environment, and engagement at all levels.



Tactical Wellness Goals

- Provide tools, skills, environment, & culture that supports health.
- Motivate, improve and support health consumerism, behaviors, outcomes and productivity.
- Increase engagement at all levels.
- Be one of best employers and places to work in Northeast Ohio.
- Contain the rising cost of healthcare.

Get Well. Stay Well. Live Well.
At work, at home and when retired.



Q & A

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