

1.3 Key Elements of Health and Productivity

Five Fundamental Pillars: Successful Health Management Strategy

- Senior Leadership
- Operational Leadership
- Self Leadership
- Reward Behavior
- Quality Assurance

Reference: Dee Edington PhD. Zero Trends. 2009

Pillar 1: Senior Leadership *Create the Vision*

- Commitment to healthy culture
- Connect vision to business strategy
- Engage all leadership in vision

Pillar 2: Operational Leadership *Align Workplace with the Vision*

- Brand health management strategies
- Integrate policies into health culture (eg smoking)
- Organizational alignment

Pillar 3: Self Leadership *Create Winners*

- Help employees not get worse
- Help healthy people stay healthy
- Provide improvement maintenance strategies

Pillar 4: Reward Behavior *Reward the culture of health*

- Reward champions
- Set incentives for healthy choices
- Reinforce at every touch point

Pillar 5: Quality Assurance

Allow outcomes to drive the strategy

- Integrate all resources
- Measure outcomes
- Make it sustainable

Four Levels of Organizational Engagement to Implement the Pillars

- Level Zero: Do Nothing
- Level One: Traditional
- Level Two: Comprehensive
- Level Three: Champion Company

Level Zero: Do Nothing

"Wait for employees to get sick and then try to treat them"

Level One: Traditional

- Benefit design focused on cost reduction
- Traditional health promotion strategies
 - Health risk appraisal
 - Onsite screening and counseling
 - Coaching
 - Web-based health portal
 - Newsletters
 - Changes in vending machines and cafeterias
 - Classes
 - Basic participation metrics

Level Two: Comprehensive

- Recognizes importance of keeping Low risk people to stay low risk
- Contains all components of Level One
- Wellness committees
- Low risk maintenance programs
- Adds coaching
- Integrates resources
- Begins to engage senior management in endorsing programs

Level Three: Champion Company

- All components of Level One and Two programs
- Emphasizes role of senior leadership
- Emphasizes role of operational leadership
- Emphasizes self leadership
- Emphasizes rewarding positive behaviors & culture of health
- Quality assurance activities to drive results

