

On-site Health Promotion



To have healthy employees, a company must build a strong wellness brand and a culture of health and wellness that supports healthy decisions. Healthy employees benefit a company with lower absenteeism and lower presenteeism that ultimately translates into higher productivity and reduced health care costs. Building a culture of health and wellness takes time — and the support of experts who know how to activate consumers to take charge of their own health.

That's why Optum™ created the On-site Health Promotion solution.

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Optum believes every worksite can improve its culture of health, yet we realize each worksite has unique needs. So our customized On-site Health Promotion program meets a client’s needs — and using site assessment tools, employee surveys, and On-site communications and program toolkits — builds on a client’s existing health culture. Our On-site Health Promotion Specialists provide ongoing consultation, service and support to deliver turnkey innovative health programs and content on site. With strong incentive and communication strategies, we increase employee engagement — a result that benefits both employees and employers.

Supporting a company’s health goals

While flexible in meeting each client’s needs, our On-site Health Promotion solution centers on three main goals:

- Promote health across the workforce
- Create a long-lasting culture of health and wellness
- Dramatically increase engagement and outcomes

Assessment tools, measurement approach and additional resources

CLIENT ASSESSMENT TOOLS	HEALTH SPECIALIST RESOURCES	MEASUREMENT AND REPORTING
<p>Client worksite assessment</p> <p>On-site Health Promotion Specialists conducts worksite assessments including population health profile, building and facilities, grounds and community, nutrition (cafeteria and vending machines).</p>	<p>On-site toolkit</p> <p>Graphic design software, PC, projector, banners, tablecloths, uniforms, nametags, business cards, display kit and whiteboards.</p>	<p>Value reporting</p> <p>Reports on participation rates and enrollment rates demonstrate program effectiveness.</p>
<p>Employee surveys, focus groups</p> <p>Site-specific employee surveys and focus groups are designed to determine levels of awareness of, utilization of and motivation toward using health services.</p>	<p>Communications toolkit</p> <p>Turnkey programs and content approved by the Optum Institute are accessible by On-site Health Promotion Specialists and include marketing materials, ready-to-use program content and other health-related content.</p>	<p>Quarterly evaluation and strategy</p> <p>Working together, the wellness consultant and On-site Health Promotion Specialists evaluate key metrics on a monthly basis; work with client regarding program updates and improvements.</p>
<p>Strategy definition</p> <p>Using client assessment and employee survey/focus group results, our team creates a health strategy, which is presented to the client with campaign targets, promotional materials, event calendars and measurement plans.</p>	<p>Concierge to other health services</p> <p>The On-site Health Promotion Specialists facilitates and promotes use of additional Optum programs and the health programs offered by the client.</p>	<p>Client satisfaction</p> <p>Site-specific employee and management satisfaction is measured to understand changes in awareness of, utilization of and motivation toward using health services.</p>

Promotion Program components

We know that the right information produces the right strategy. Our team gathers the right information from a wide range of sources — assessments of each targeted client site, employee and client surveys, plus Health Assessment and claims data — to design the right strategy for each client. By composing our client-specific approach from the following building blocks, we design a customized yet turnkey strategy.

VALUE PROPOSITION			
1 ENGAGEMENT	2 HEALTH PROGRAMS	3 CULTURE CHANGE	
✓		✓	Health Communications We understand the importance of creating engaging, personal messages to build awareness and educate. That's why we provide posters, table tents, emails, flyers, presentations and other materials, customizable by our On-site Health Promotion Specialists.
		✓	Leadership Training Our On-site Health Promotion Specialists equip managers with knowledge about the programs, benefits and resources available to their employees.
		✓	Culture Change Programs Through strategic assessment, our On-site Health Promotion Specialists identify key physical, environmental and cultural areas as opportunities for improvement.
✓	✓	✓	Health Events Designed to increase awareness of health issues, health events provide education and encouragement to all employees. Our On-site Health Promotion Specialists tailor events to the employees' needs, focusing on both education and activity sessions. Sample events include seated-chair massages and fitness classes.
✓	✓		Health Promotion Programs Programs are shorter in duration than events: a lunch-n-learn versus a health fair. Typically one-hour activities designed to promote awareness and action around key topics: cooking healthy, cancer prevention, etc.; health specialist hosts or arranges for an expert to drive the program.
	✓	✓	Wellness Champion Programs Working with the client, the On-site Health Promotion Specialists will identify Wellness Champions, employee ambassadors for health initiatives. These Wellness Champions will help with the enthusiastic promotion, coordination and implementation of worksite health and wellness initiatives.
✓			Program Enrollment Our On-site Health Promotion Specialists engage employees, obtain important information that drives custom wellness plans and schedule appointments.

Promotion delivery model

The Population Health Consultant partners with the On-site Health Promotion Specialists to form a dynamic team. The Population Health Consultant develops the client strategy while the On-site Health Promotion Specialists delivers the programs, communications, training and consumer engagement to where it's needed most — the worksite.



POPULATION HEALTH CONSULTANT | STRATEGIST

- Leads client discovery process
- Designs customized solution to meet your unique needs
- Manages program performance

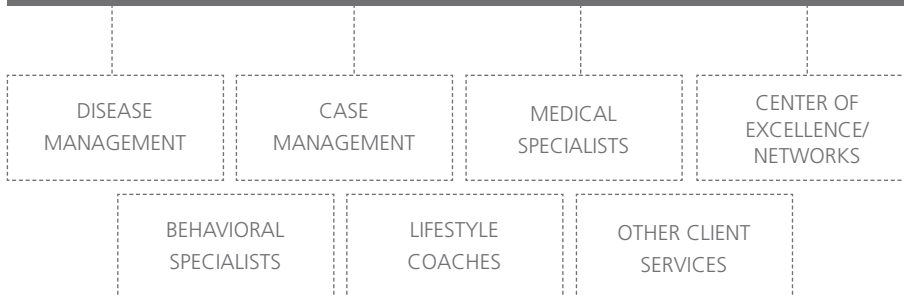


ON-SITE HEALTH SPECIALIST | SINGLE TOUCHPOINT

- Local resource for all health-related questions
- 1:1 employee relationship
- On-site delivery of relevant health promotion programs
- Connects members to existing health services



TELEPHONIC TEAM (OPTIONAL SERVICES)



The On-site Health Specialist

- Has a presence at a client's workplace each day
- Engages employees in new and existing programs and increases program utilization across high- and low-risk populations
- Works with consumers to deliver relevant health information, connects them with existing health services, and supports and encourages healthy lifestyle choices
- Implements programs and events to educate and promote health
- Plays an integral role in ongoing service delivery, including participant tracking, reporting and program evaluation
- Consults with clients on industry best practices

Qualifications

- A bachelor's degree
- Certification in health education, personal training or a related field
- At least three years of experience in project management, program delivery or similar experience in a health and wellness environment

The hiring process

- Three-step interview process with Optum
- Interview with client to ensure the On-site Health Promotion Specialists fits well within the company's culture
- While the On-site Health Promotion Specialists is an employee of Optum — and we're responsible for all training and supervision — most clients prefer that this person works on site and provide a desk, computer and phone

Rigorous training process

- Welcome week: Introduction to Optum overview of responsibilities and requirements, and systems training.
- Customer discovery week: Review of all relevant customer data and information
- Additional training at Optum. Additional training and development as needed, including specialty certifications (e.g., WellCoach, CPR) if required for position
- Continuous professional growth and development: Opportunities through seminars, workshops and professional affiliations

Health Promotion solutions aligned with client goals

A client-needs assessment leads to intelligent solution design.

	CLIENT GOAL(S)	ON-SITE HEALTH PROMOTION SOLUTIONS	VALUE DEMONSTRATION
HEALTH PROMOTION	Increase the health and well-being of all employees	Health promotions and wellness programs	Utilization metrics Survey results Feedback
CULTURE OF HEALTH & WELLNESS	Increase productivity Increase morale, retention, recruitment	Health promotions and wellness programs Facility improvement	Productivity measures Attitudinal surveys Client data for analysis
EMPLOYEE ENGAGEMENT	Lower medical costs by creating a healthy workforce	Cost identification Consumer engagement Consumer enrollment	Engagement-based return on investment (ROI) Claims analysis



Implementation plan

Our team will assess the client’s population and environment to identify key client needs. Then, we’ll create an implementation plan that targets both individuals and the organization, selecting programs that best utilize existing services. Using our detailed reporting, we’ll provide the right insight to help clients understand our success and to improve our on-site delivery for future success.

ON-SITE HEALTH SOLUTION DELIVERY									
MONTHS	1	2	3	4	5	6	7	8	9 - 36
ASSESSMENT AND STRATEGY	Client assessment								
	Strategic planning								
	Executive review/buy-in								
LAUNCH AND DELIVERY	Engaging the organization								
	Engaging individuals								
	Optimizing existing services								
VALUE AND REVIEW						Program and value analysis			
						Customer review			

The results

Having an Optum employee on site can result in increased health awareness, improved health culture and an energized workforce. But it can also provide quantifiable benefits as experienced by some of our client partners:

- Up to 7 percent incremental engagement in telephonic clinical and wellness programs (compared to a traditional telephonic model, which engages 3-5 percent of consumers)
- Up to 50 percent participation in new On-site Health Promotion programs
- Improved morale as evidenced in increased employee engagement scores of up to 6 percent

To learn more about Optum, contact your Optum sales representative.

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