

# The LoneStart Wellness Initiative and Caring For The Caregivers



## What We Can Accomplish Together



Hospitals present both a unique challenge and a distinct opportunity for wellness at work. The health and wellness of its employees and staff is critical if the hospital is to fulfill its mission to provide care for patients. All too often the personal health of the caregivers takes a backseat to the everyday priorities and responsibilities of caring for others. Yet, when these caregivers are able to respond to a realistic challenge, to begin to care for themselves, they demonstrate that wellness is indeed achievable. And, they help create a new culture of wellness within the hospital and the community. When this occurs, multiple benefits accrue to all stakeholders.



# The Facts:

- Approximately 65 percent of our population is overweight or obese.
- More than 50 percent of corporate profits now go towards health care costs vs. only 7 percent 30 years ago.
- Annual medical expenses for employees ranges from \$114 for normal-weight individuals to \$573 for overweight individuals to \$620 for the obese.
- Lost time adds 50 percent more to an employer's health care expenditures.
- Obese workers miss more days of work than those of normal weight. On average, people miss about 3 days of work per year. Obese men miss 5 on average, and obese women miss 8.
- About one-third of cancer deaths in 2006 were related to nutrition, physical inactivity and being overweight or obese—and therefore could have been prevented.
- Obesity has roughly the same association with chronic health conditions as 20 years of aging. It contributes to heart disease, diabetes, arthritis and some types of cancer.

These are only a start.



# What These Statistics Mean to Employers

- For every 103 employees, obesity is costing you \$200 a day in medical, prescription and lost productivity costs.
- The number of lost workdays is almost 13 times higher, medical costs are seven times higher and indemnity claims costs are 11 times higher among the heaviest employees compared with those of recommended weight (Duke University).
- Annual medical claims per 100 employees: Overweight—more than \$13,900; mildly obese—more than \$19,000; moderately obese—more than \$23,300; severely obese—more than \$51,000 (Duke University).
- If you have 100 employees you can expect to pay an extra \$69,906 annually for medical, prescription and lost productivity costs due to conditions of overweight and obesity (National Business Groups on Health).
- Overweight and obesity are one of the leading contributors to the increase in type 2 diabetes. Annual health care costs per person for complications from type 2 diabetes can total \$51,424 per person (American Association of Clinical Endocrinologists).

# Why Does Your Organization Need a Wellness Initiative?

- I want to reduce my employee health care utilization.
- I want to reduce my employee prescription drug use.
- I want fewer employee sick days.
- I want better employee morale.
- I want to change the culture of wellness in my organization.
- I want significant employee (and family) participation in this initiative.



# What Do You Expect from a Wellness Initiative?

- I want this initiative to be easy to implement.
- I want this initiative to deliver a demonstrable ROI.
- I want this initiative to help attract and retain employees.
- I want this initiative to increase productivity.
- I want this initiative to reduce health care costs and utilization.
- **I want my employees to know we care.**



# Why This Initiative Works

- Turnkey
- Easy to Implement
- Does not unduly burden existing staff
- Behaviorally-based to achieve lasting results
- Utilizes proven concepts of teamwork and team esteem
- Taps into personal motivational triggers, creating individual drive and incentive to succeed
- Presented as a true opportunity for participants to begin to achieve long term health and wellness
- Not about “it’s nice to be thin,” but focuses on “it’s important to be healthy”



# What This Initiative Provides

- Interest-building campaign to include: Posters, Press Releases to local media
- Administrator's Welcome Letter
- "Start" Presentation(s)
- Program Assessment Questionnaire
- Weekly Participant e-bulletin for 9 weeks
- Program Kit to each participant including workbook and introductory DVD
- Ongoing support
- Demonstrable Results



# Examples of Successful Initiatives

Sid Peterson Memorial Hospital in Kerr County, Texas implemented The LoneStart 63-Day Employee Wellness Challenge in February 2007.

**96 participants:**

- Lost 694 pounds
- 46 Participants reduced their BMI by at least one full point

**This was just the beginning.**



During a second Wellness Challenge in August 2007:

40 participants:

- Lost 227 pounds
- Reduced their BMI by an average of 2.7 points

**And:**

The hospital saw its insurance premiums decrease approximately 9.1 percent. (In real dollars this equates to \$58 per employee per month **(\$556,800 annually.)**)



In Karnes County, Texas, **Otto Kaiser Memorial Hospital** implemented The LoneStart 63-Day Employee Wellness Challenge in September, 2006.

### 49 participants:

- Lost 453 pounds
- Lost 896 inches
- Reduced their collective BMI by 75 points

“This program was effective because it was achievable, promoted teamwork and team dynamics and offered positive reinforcement. Rather than focusing on diet and exercise, the program was presented as a lifestyle behavioral change leading to long-term wellness. Now the majority of our employees are talking about making this their lifestyle. I think this is remarkable.

– Nancy Kinkler, Otto Kaiser Administrator



The hospital then took the next strategic step and implemented a **Community Wellness Initiative** from January 15 through March 18, 2007.

### **84 participants:**

- Lost 504 pounds
- Lost 669 inches
- Reduced their collective BMI by 104 points



**By implementing a well conceived and open-ended employee weight loss and wellness initiative, your organization is in a unique position to derive multiple benefits. Correctly planned and implemented, such an initiative will:**

- Reduce employee health care costs and absenteeism
- Improve employee morale, productivity and retention
- Achieve a measurable and significant ROI
- Show that as a member of your business community, you have an interest in promoting a healthy environment for ongoing new business development



# We know you're busy—But . . .

- We want to make this so simple, you won't be able to say "no."
- We want to make this one of the best decisions you can make.
- We want the opportunity to help you achieve an ongoing and lasting culture of wellness.
- And, there's no better time to start than now.

**Correctly planned and implemented, an open-ended initiative will yield tangible benefits to the hospital, its employees, its patients and its community.**



[www.LoneStartNow.com](http://www.LoneStartNow.com)

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