

2011 Worksite Wellness Week

Final Report

A Project of the Madison Region Healthcare Leadership Collaborative and Thrive



working ^f[o]r health 

Worksite Wellness Week

May 15–21, 2011

Encouraging Employee Wellness in the Madison Region



Working for Health Initiative

Since 2007, Madison Region healthcare industry executives have convened under Thrive's leadership as the Healthcare Leadership Collaborative (HLC), a CEO roundtable exploring opportunities to advance the region's healthcare sector. In 2008, HLC members adopted the Working for Health initiative to target worksite wellness, recognizing that healthier workplaces could provide a regional competitive advantage via improved employer healthcare costs and increased employee engagement and productivity.

The first phase of the Working for Health initiative focused on the enhancement of wellness programs within healthcare organizations. The HLC then turned its focus to wellness promotion among the broader business community by introducing Worksite Wellness Week. Held May 15–21, 2011—coinciding with National Employee Health and Fitness Month in May 2011—Worksite Wellness Week was designed to raise awareness and celebrate the region's dedication to employee wellness programs.

Worksite Wellness Week

During Worksite Wellness Week, businesses were invited to participate by offering a health-related education, promotion, or activity for employees, or by attending a training session on effective worksite wellness programs. The HLC and Thrive provided ideas and tips for planning wellness programs through a dedicated web page, postcards, electronic communications, business events, and various other outlets. Employers were encouraged to share their Worksite Wellness Week activities online and to access the many wellness resources available on the Worksite Wellness Week web page.

Thrive and the HLC collaborated on several wellness program education events, including two seminars at the Greater

Madison Chamber of Commerce's Small Business Conference, a Well Workplace University led by the Wellness Council of Wisconsin (WELCOA), and a Wisconsin Worksite Wellness Resource Kit training session led by the Wisconsin Department of Health Services. These events provided in-depth information on how to start, build, and improve an effective employee wellness program, while examining how such programs can benefit both employee and employer.

Members of the HLC planned their own events for employees and promoted the week to clients in various ways. "Improving health is a goal shared by healthcare providers, plans and employers alike," notes Cheryl DeMars, President and CEO of The Alliance. "It made sense to work together to promote Worksite Wellness Week as one step in helping to improve the health of the workforce."

Measuring Our Success

By many measures, Worksite Wellness Week was a success. Through various electronic and print outlets, the Worksite Wellness Week message made nearly 24,000 impressions across the Madison Region. Many businesses participated by offering wellness activities to their employees, and members of the HLC alone planned more than 35 events for their employees. The education and training events were well received by attendees and helped prepare more than 40 employers to build or expand a wellness program.

Thanks to the leadership and example of the Healthcare Leadership Collaborative, Worksite Wellness Week helped raise awareness and set the stage for broader adoption of employee wellness programs in the Madison Region.

Measuring Our Success

Worksite Wellness Week initiatives included communications and education events for the regional business community. At the direction of the HLC's Payor Workgroup, these cooperative efforts were measured by tracking impressions, media placements, and event attendance.

The following represents the combined totals of Thrive and the HLC members, with communications leadership provided by Dean Health Plan, Group Health Cooperative of South Central Wisconsin, Physicians Plus Insurance Corporation, The Alliance, and Unity Health Plan.

Print and Electronic Impressions	
Print	3,212 pieces printed
Email	6,410 emails sent
Website	2,039 total page views
Facebook	4,227 impressions
Twitter	1,207 impressions
LinkedIn	6,838 impressions
TOTAL	23,933 impressions

Event Attendance	
Greater Madison Chamber of Commerce 2011 Annual Business Expo <i>Worksite Wellness Week Booth staffed by Dean Clinic, Dean Health Plan, Divine Savior Healthcare, Stoughton Hospital, Wisconsin Department of Health Services, and Thrive</i>	1,500 in attendance
The Alliance Annual Seminar <i>Worksite Wellness Week Booth staffed by Thrive</i>	225 in attendance
Worksite Wellness Program Educational Events <i>Greater Madison Chamber of Commerce's Small Business Conference, Wellness Council of Wisconsin's Well Workplace University, Wisconsin Worksite Wellness Resource Kit Training</i>	55 in attendance
TOTAL	1,780 in attendance

Media Placements	
Jefferson Advertiser	Wellness Week brief, May 5, 2011
Greater Madison Chamber of Commerce Business Beat	Wellness Week article, April 2011
WisBusiness.com	Press release posted, May 10, 2011
HealthAndFitnessMonth.com	Local events posted, May 2011
TOTAL	33,000+ impressions

All members of the Healthcare Leadership Collaborative were asked to report the number of employee events they held during Worksite Wellness Week and how many employees participated. The combined results demonstrate the leadership of the healthcare industry.

HLC Worksite Wellness Week Activities	
Employee Events	39 events
Employee Participation at Events	1,500+ employees



Employees from the HLC Payor Workgroup and Thrive staffed a booth at the Greater Madison Chamber of Commerce 2011 Annual Business Expo to promote Worksite Wellness Week.

Jon Morgan of the Wisconsin Department of Health Services led a training session at Fort HealthCare on using the Wisconsin Worksite Wellness Resource Kit to achieve organizational wellness goals.

Small business leaders discuss employee wellness programs at the Greater Madison Chamber of Commerce's Small Business Conference. Moderated by Theresa Islo, Wellness Council of Wisconsin with panelists Martha Yoakum, Hughes Company; Wayne Harris, Glowac+Harris+Madison; Gloria Vranak, Madison National Life; and Jon Morgan, WI Department of Health Services. Photo courtesy of Greater Madison Chamber of Commerce

About the Healthcare Leadership Collaborative

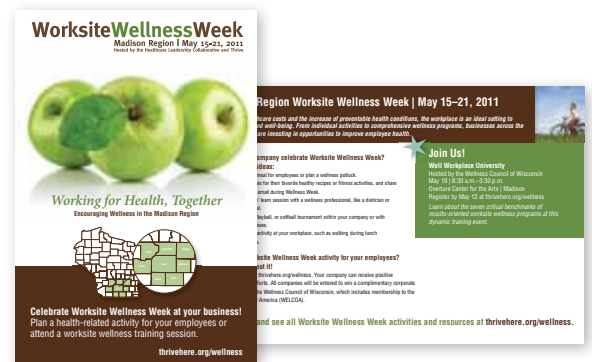
The Healthcare Leadership Collaborative (HLC) is comprised of healthcare industry executives from across the Madison Region. Convened by Thrive, this CEO roundtable explores opportunities to advance the region's healthcare sector.

Members

- Beaver Dam Community Hospital
- Black River Memorial Hospital
- Columbus Community Hospital
- Dean Clinic
- Dean Health Plan
- Divine Savior Healthcare
- Edgerton Hospital
- Fort HealthCare
- Grant Regional Health Center
- Group Health Cooperative of South Central WI
- Home Health United
- Hospice Care
- Mercy Health System/MercyCare Health Plans
- Meriter Health Services
- Physicians Plus Insurance Corporation
- Reedsburg Area Medical Center
- Rural Wisconsin Health Cooperative
- Sauk Prairie Memorial Hospital and Clinics
- St. Clare Hospital and Health Services
- St. Mary's Dean Ventures
- St. Mary's Hospital
- St. Mary's Janesville Hospital
- Stoughton Hospital
- The Alliance
- The Monroe Clinic
- Unity Health Plan
- Upland Hills Health
- UW Health Partners Watertown Regional Medical Center
- UW Hospitals & Clinics/UW Health
- UW Medical Foundation



Members of the HLC offered a variety of activities during Worksite Wellness Week and promoted them to employees with flyers such as this example from St. Mary's Hospital.



Thrive and the HLC distributed Worksite Wellness Week Postcards to the business community.

About Thrive

Thrive is the economic development partnership for the eight-county Madison Region, established to grow the region's economy in ways that preserve and enhance quality of life. We create value through initiatives that focus on long-term, sustained results, aimed at building the region's competitive advantage.

www.thrivehere.org