

Creating health-focused consumers

Regence's Building a Healthy Future employee wellness program, in its fourth year, is measurably achieving its three main objectives, to:

- Cultivate a sense of individual accountability for shared health care resources, supported by workplace culture and tools to take charge of health.
- Encourage healthy behaviors, creating 7,000 employees who can "walk the talk" and become health advocates for our members and our community.
- Treat employee education and wellness promotion as a long-term commitment.

Consistent, integrated messages reach all employees.

- Full and continued support of the CEO and executive team, such as monthly personal messages to employees in the first year; by the second year, employees had successes to share, too.
- Integrating myregence.com as a platform to promote and reward desired behaviors, such as health risk assessment, health cost estimator and comparison shopping.
- Regence Rewards Plus, robust wellness incentives include financial and safety fitness.
- Providing a 35 percent discount for *Your Health Your Way* menu items in onsite cafes.
- Adding new programs each year to reach more employees and increase engagement.

Targeted incentives change behavior, health.

- Wellness program participation increased from 11 percent in 2004 to 55 percent in 2007, with the introduction of financial incentives late in 2005. Seasonal events keep interest high.
- Increasing sales of the discounted *Your Health Your Way* menu items at onsite cafes, from 28 percent of all purchases the first year to 65 percent in the third year.
- More than 1,000 employees in our four-state area combined lost more than 12,500 pounds in the sponsored on-site Weight Watchers programs during 2006 and 2007.
- More people every year sign up with a health coach to quit smoking, resulting in a three-year drop in tobacco use from 17 percent of 5,000 employees to 14 percent of 7,000.
- Employee health has improved: Each of the past four years' health care trends (based on claim cost increases) have been at least 20 percent lower than in 2002.
- Employees have fewer and less severe workers compensation claims: Our mod factor, upon which premium is based, fell from 1.45 to 1.17 - or 20.3 percent - between 2005 and 2008.
- Nearly 90 percent of Regence employees have registered on myregence.com; 55 percent created a Regence Rewards Plus incentives scorecard.
- 93 percent of 2532 employees responding say incentive program is worth the time and effort.

Culture shift produces new employee attitude.

- "Regence really backs up its commitment to a healthier lifestyle by offering these programs. I'm proud to work for a company that does not offer just lip service."
- "I've lost 45 pounds using the Wellness Program and have kept it off for three years."
- "Not only do I receive financial rewards, I actually learn about my health and receive the motivation to keep going."
- "The Wellness program reminds me to be proactive and helps me encourage others around me to take charge of their life/health too."