

# Wellness as a Business Strategy

“Healthy Lifestyles, Healthy Companies:  
Addressing Rising Health Care Costs for  
Nebraska Small Businesses”

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# Lincoln Industries – Who We Are

Lincoln, NE

400 People

Manufacturing

80% Male

3 Shifts (24/7)

Average Age: 38

17 Nationalities

College Graduates: 35%

Household Income: ½ of population  
< than \$50,000





CNN Clip

# Lincoln Industries Wellness Program

## Program Components:

1. Leadership Support
2. Policy and Practice
3. Programs
4. Structure/Resources
5. Metrics/Deliverables/ROI

# 1. Leadership Support

- Senior Team Monthly Wellness Mondays
- Wellness and Safety Director on Strategic Leadership Team
- Leadership “3 for 3”
- Wellness as a selection criteria
- Wellness attached to Individual Performance Objectives and Compensation





## 2. Policy and Practice

- Tobacco Free Campus
- Pre-Shift stretch program
- Performance management system – wellness objectives tied to overall performance and pay (merit and incentives)
- Required quarterly physicals
- Individual wellness objectives for all people
- Tobacco Free Discounts (\$35 ind, \$70 family, monthly)
- Post-Offer Job Function Specific Physical
- Post-injury RTW physical or Functional Capacity Test

## 3. Programs

- Tobacco Cessation
- Mark Your Miles
- Weight Watchers at Work
- Wellness Wednesdays
- Word's of Wellness Newsletter
- Health Education Seminars
- Wellness Challenge
- Gym/Activity/Exercise Equipment Reimbursement
- “Life Plans” – Wellness for the “whole” person





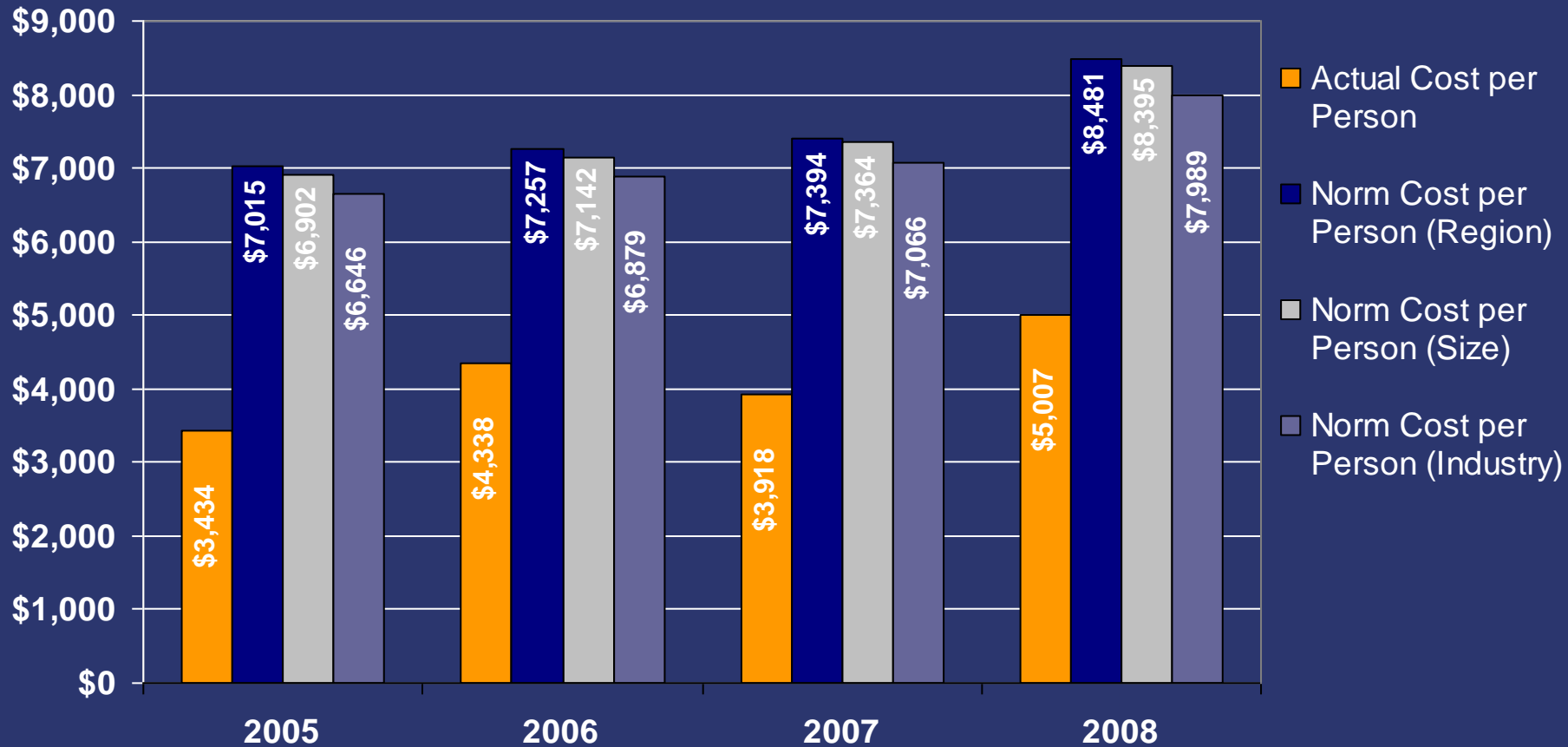
## 4. Structure and Resources

- Wellness Director (Leadership Team Member)
- Occupational Nurse
- Wellness Specialist
- Wellness Intern
- Safety Manager
- Wellness Committee
- Safety Committee
- Peak Performance Action Team  
(Leadership Development Team)
- G2 Leadership Team

## 5. Metrics/Deliverables/ROI

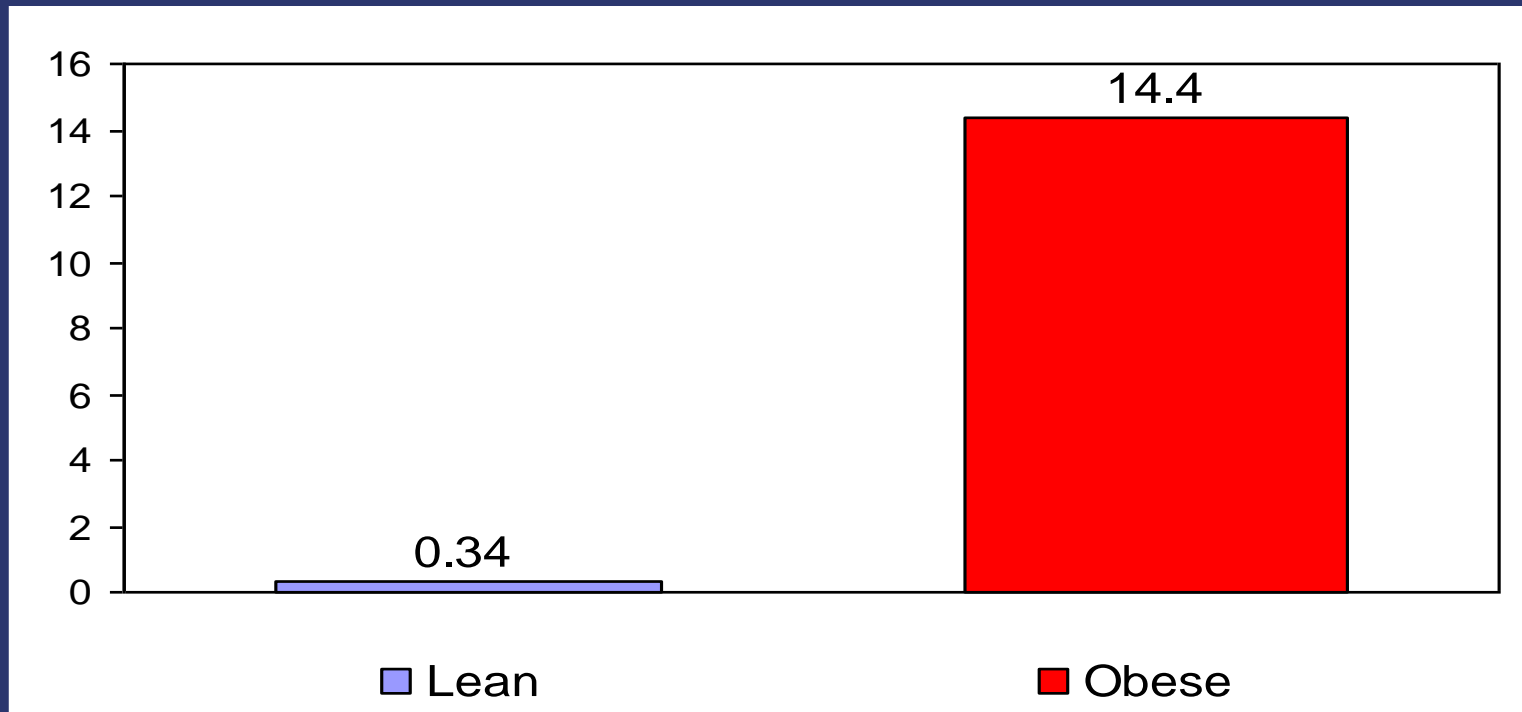
- Participation
  - Wellness programs
  - Physical Exams, Blood Profiles, etc.
- Quarterly Check Data:
  - ✓ Blood Pressure
  - ✓ Flexibility
  - ✓ Weight and Body Fat
  - ✓ Tobacco Use
- Health Care cost per person
- Safety – Workers' Compensation \$ and MOD rate
- Health Culture Audit and Health Risk Appraisal Profiles

## Health Care Costs



# Worker's Compensation

Lost Work Days per Employee per Year



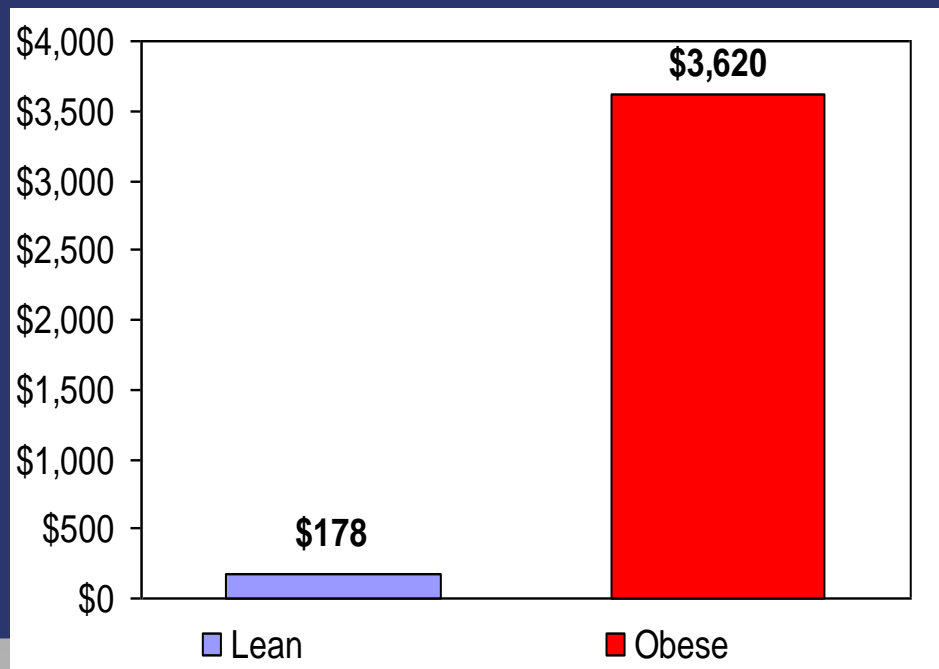
BMI less than 25 = Lean

BMI over 30 = Obese

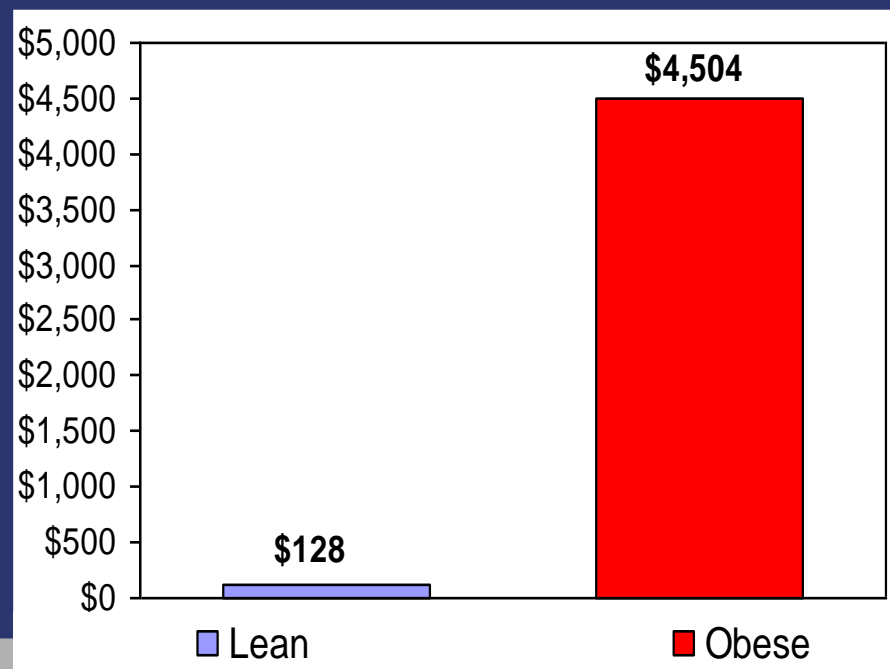
Source: Duke University Medical Center / downloaded from American Medical Association

# Worker's Compensation

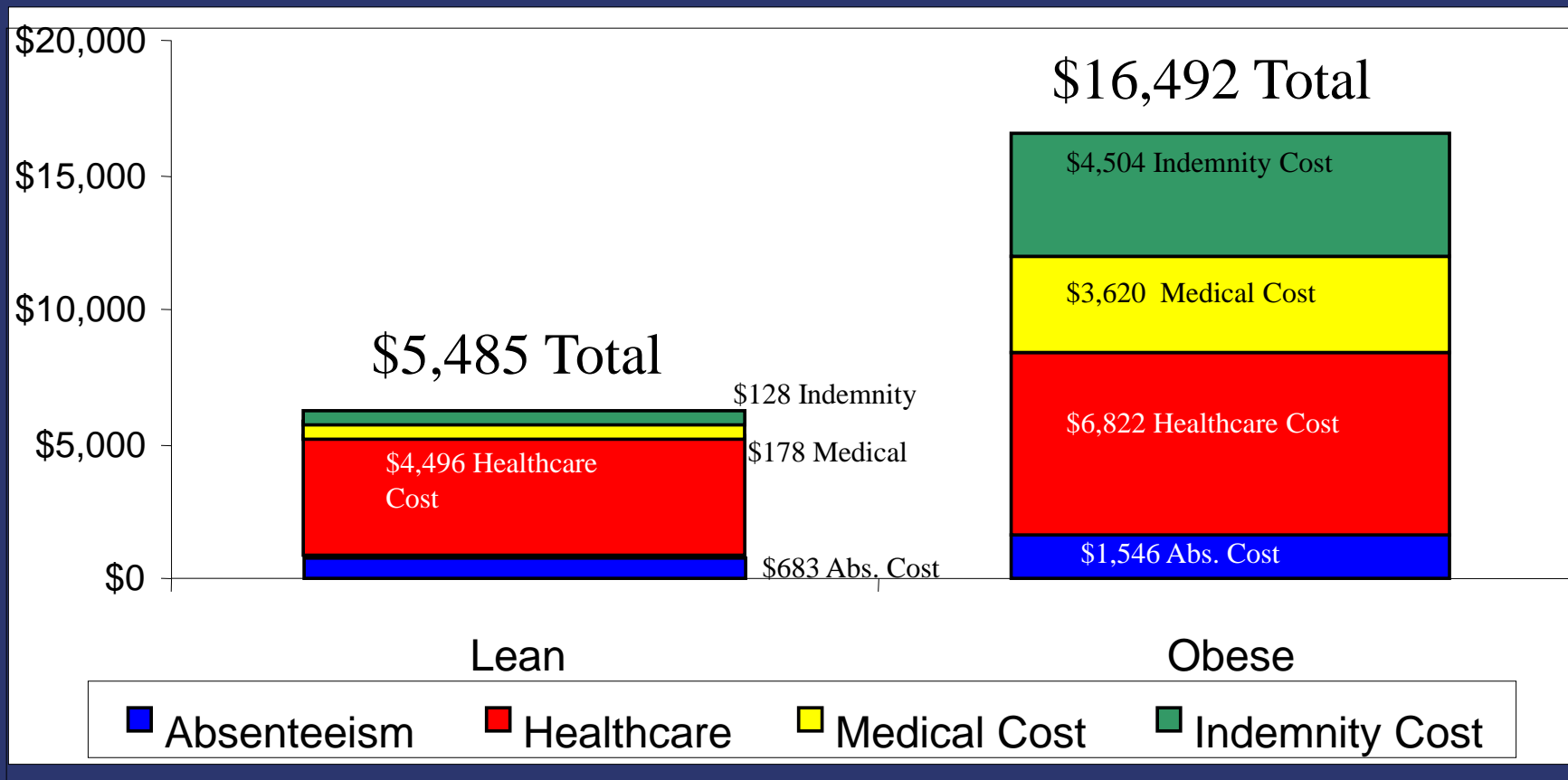
Medical Cost per EE per Year



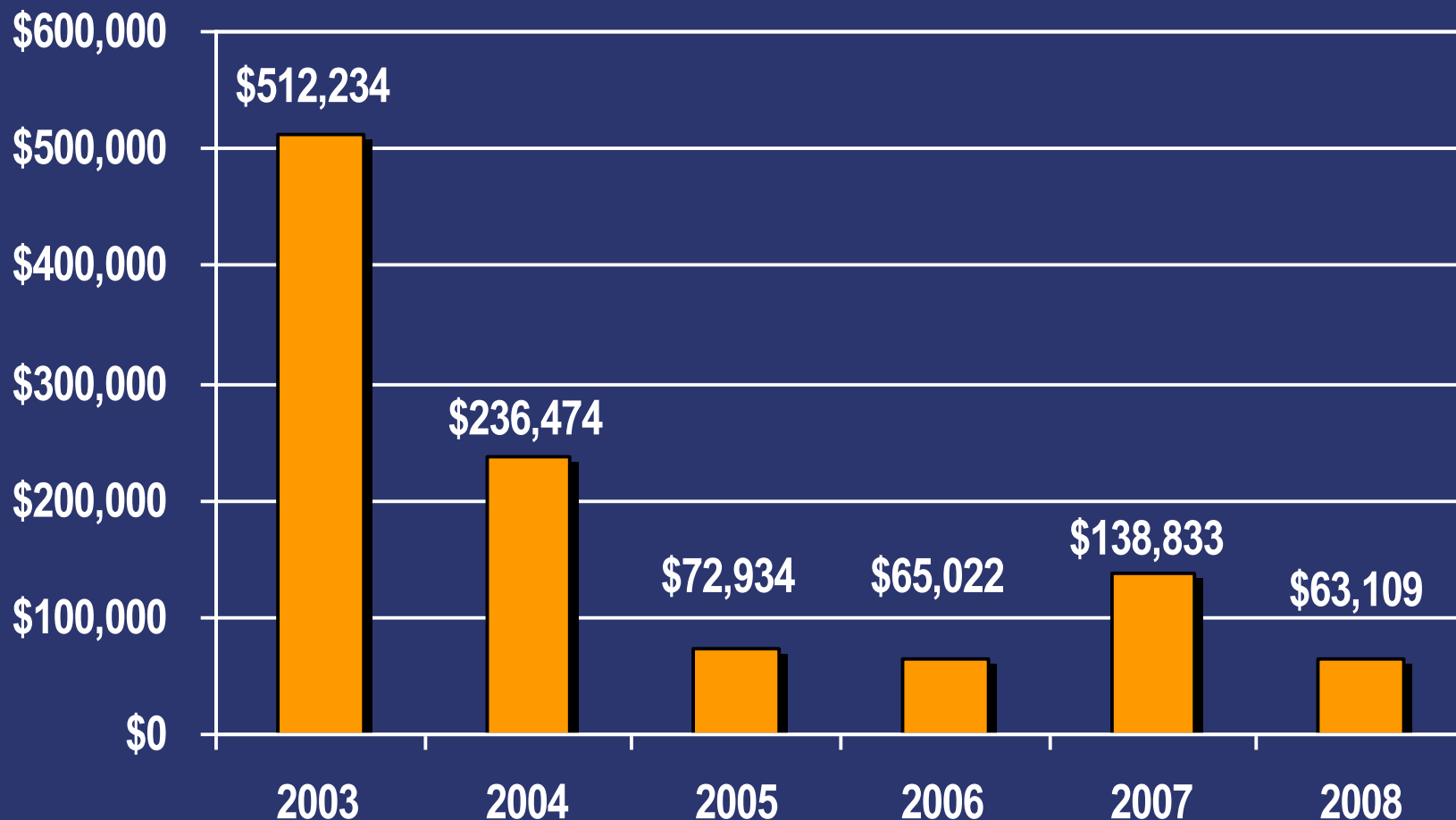
Indemnity Claims Cost per EE per Year



# Cost of Healthcare, Absenteeism, Worker's Compensation Medical & Indemnity Claims per employee per year

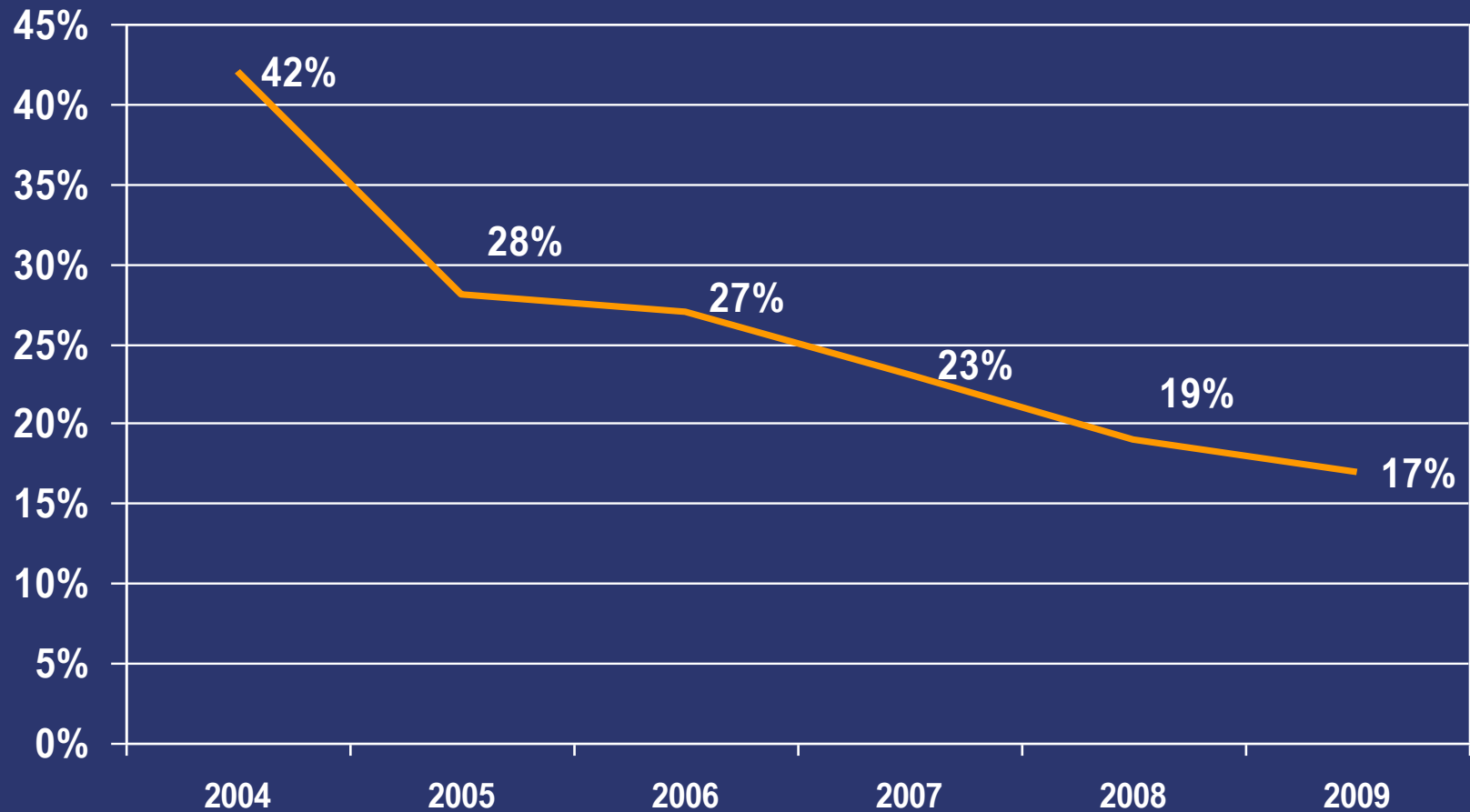


# Worker's Compensation – Incurred Medical





# Tobacco Use Trends 2004 - 2008



# Make It Happen

