

In House Wellness Program to Replace On Target Health

Overview of On Target Health



- Accepts 75 employees per year to focus on improving their health
- Employees are chosen via an application process
- Focuses on health indicators such as body composition, cholesterol and other blood chemistries and metabolic awareness and caloric need
- Android and iOs app allow for access to your own health coach, meal planning and health content
- Ultimate cost of \$216,000 per year



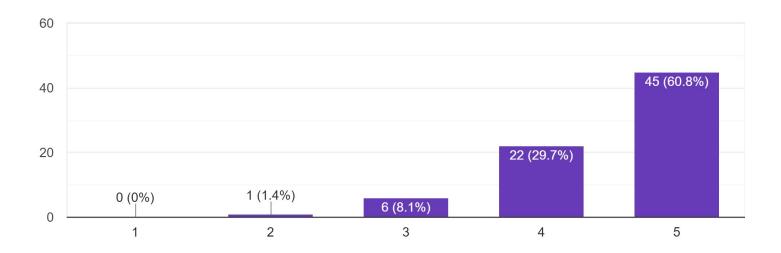


Summary of On Target Survey

Thoughts from 74 Respondents who were previously enrolled in an On Target Cohort

An exercise program is an essential part of an overall wellness program that I value.

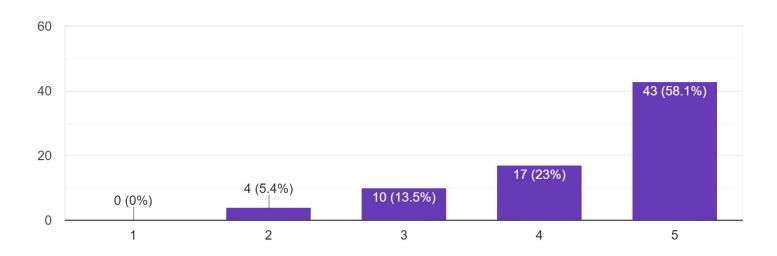
74 responses



AVERAGE: 4.50

Laboratory results provided valuable information about my wellness progress

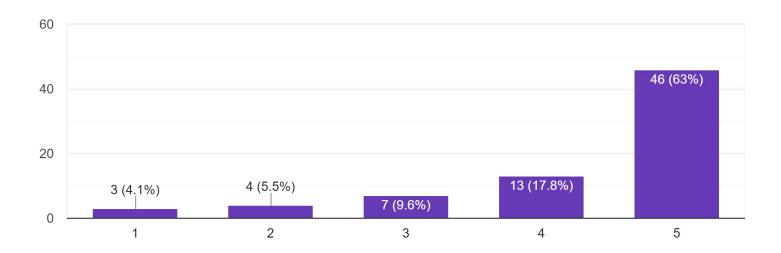
74 responses



AVERAGE: 4.34

Health coaching is an essential part of an overall wellness program that I value.

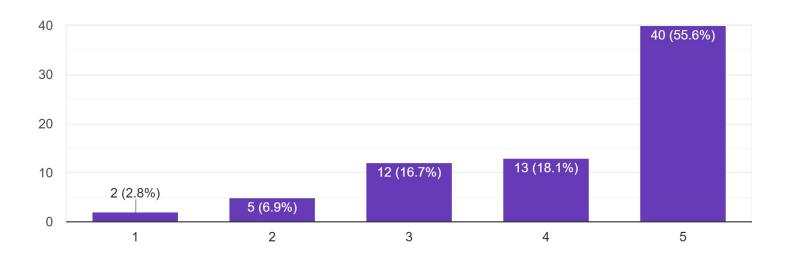
73 responses



AVERAGE: 4.30

BodPod information provided valuable information about my wellness progress.

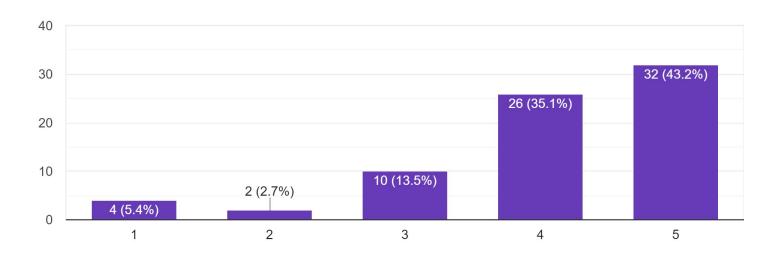
72 responses



AVERAGE: 4.17

Mental health coaching is an essential part of an overall wellness program that I value (ie. stress management)

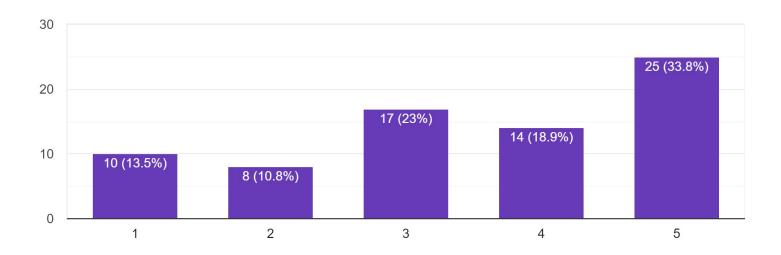
74 responses



AVERAGE: 4.08

Financial/budgeting coaching is an essential part of an overall wellness program that I value.

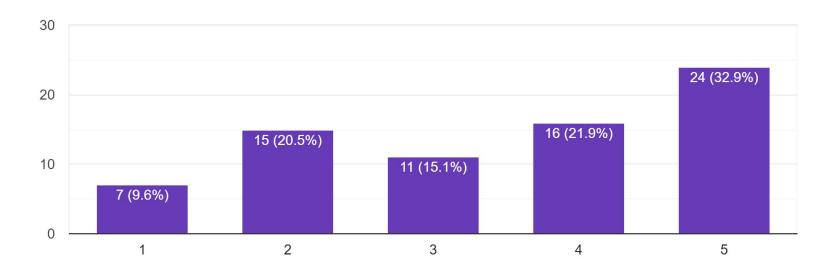
74 responses



AVERAGE: 3.49

Overall experience in the On Target program provided the desired results.

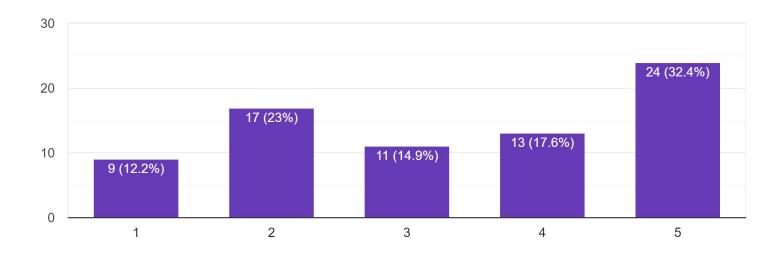
73 responses



AVERAGE: 3.48

My On Target experience provided long term results (ie. weight loss, blood pressure)

74 responses



AVERAGE: 3.35



What is Your Money Line?



Your Money Line provides dedicated, personalized help

and accountability for every employee and their

immediate family to find financial stability in their life.

How Does the Helpline Work?



- Help with any financial question or situation in English or Spanish
- Accessible via phone, email, app, scheduling, or live chat
- Staffed Monday Friday from 9am 9pm ET
- Unlimited access
- Confidentiality and accountability
- Employees won't be sold anything, ever



Why Our Employees Need Help



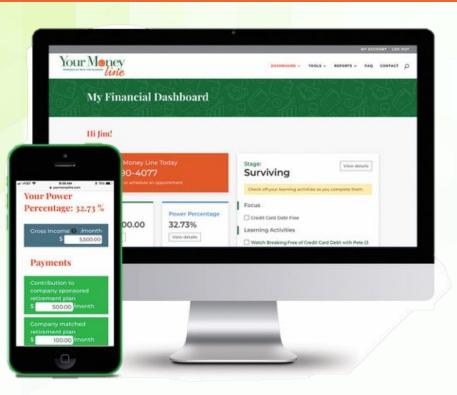
- Budgeting
- Financial pinch
- Credit card debt
- Feeling overwhelmed
- Housing and transportation decisions

- Unexpected crisis
- ✓ Financial check-up
- ✓ Student loans**
- ✓ Unable to retire



What is the Financial Dashboard?





- Personal and confidential account
- Initial assessment and customized financial path for each individual
- E-learning activities: podcasts, blog posts, videos, and workbooks
- Tools and calculators that provide actionable financial data
- Hours of video courses

Why Your Money Line



- Real-time financial problems solving
- A path to stability specifically designed for a person's unique financial life
- Unlimited, unbiased, and confidential access to financial experts
- Relationship driven partner
- Benefits integration
- Zero solicitation

Vision For an Alternative to On Target Health



- Access to wellness awareness for all 2200 employees (151 currently serviced)
- True wellness, and threats to wellness, extend beyond the traditional ideas of obesity, high blood pressure and high cholesterol (activity levels, among others, not currently incentivized or encouraged)
- Encourage overall wellness for otherwise healthy staff (currently an invitation only program)
- Mental health will be a focus via promotion of EAP (physical wellness is currently all that is addressed)
- Financial health providing a platform to help employees with their finances

Reasonable Benefits and Outcomes



- More quality instructional time with students
 - Increasing wellness increases productivity of employees
 - Decreased absenteeism
- Camaraderie and morale improvements
 - Sense of community is developed when people exercise and work together
 - Matching and exceeding the current offerings of On Target Health
- Decrease in health insurance costs
 - Overall wellness improvements translate to decreased doctor visits due to preventable conditions
 - Early detection of otherwise hidden existing health conditions...preventative measures rather than reactionary therapies



Services Available to Staff - Fitness



- Online fitness classes to be streamed from anywhere, complete at home or organize a group at school
- Live classes to be held at schools on a rotating basis, instructor present to lead a group in a fitness routine
- Fitness challenges building and corporation wide challenges for steps and weight loss
- Rewards for winners fitbit, apple watches, hydro flasks etc.



Services Available to Staff - Wellness



- Annual blood chemistry analysis Hemoglobin A1C, Total Cholesterol,
 LDL Cholesterol, HDL Cholesterol
 and Triglycerides*
- Body composition analysis
- Mental health support services -Employee Assistance Program
- Lunch and learn Building seminars to share short takeaways on overall wellness strategies and health improvements, nutrition coaching etc.



^{*} For current health plan participants only

Staffing Additions and Job Descriptions



Wellness Director

- Plays a vital role in improving people's well-being in corporate business environments.
- A wellness director is responsible for a variety of projects designed to improve health and wellness in corporate or community environments.
- A wellness director will coordinate the wellness coaches and determine effective ways to delegate their tasks to promote wellness within the entire corporation.
- Executes some or all of the responsibilities of a wellness coach as well

Wellness Coach x2

- A wellness coach assesses client lifestyles
- Administers and creates fitness content as well as leading live group fitness classes
- Addresses health concerns
- Works with the clients to make behavioral, nutritional and other changes in order to promote better health and wellness.

Timeline for Staff Rollout





Introduce Program to Staff

 Share program highlights and benefits with stakeholders

Services Initiate

 Coaches available, fitness routines go live and introductory metrics begin

30 Day Evaluation

 Assess revisions, additions and/or deletions

Initiate Monthly Meetings with Wellness Staff

 Collaborate with staff to constantly evolve the program to fit the needs of the stakeholders



Fiscal Comparison



		On Target Health	New	Explanation
1	Wellness staff annual cost	\$90,000	\$220,000	Retain our current wellness coach from IU Health and add two new members to the staff
2	Your Money Line	N/A	\$38,000	Financial Wellness Program for all Employees
3	Annual Subscription cost	\$216,000	\$30,780	 Cost for On Target Health/Trainerize (new) to administer their program to our cohorts Apex Data Analytics Platform Incentives
	TOTAL ANNUAL COST	\$306,000	\$278,780	
	Annual Surplus for reinvestment		\$17,220	 Dedicated workout facilities and equipment Contest administration and incentives

Wayne Wellness Program 2020-2021







#BeWayneWell

Introductions





Janine Cochran, RN, BSN, RYT-200

Wellness Program Coordinator/Wellness Coach Apex Population Health Project Manager

Janine earned her Bachelor's degrees from Purdue University in Psychology, English and Interior Design and worked in the Lafayette schools for many years in the roles of music educator and case manager. She returned to Purdue to pursue Nursing and worked as a Registered Nurse for Community Health Network in inpatient psychiatric care. She holds her Yoga teaching certification and has extensive training working with special populations including veterans and the elderly. In her spare time Janine enjoys reading, music, doing Yoga and Pilates, being active with her daughter's Daisy Scout Troop, and spending time with her family. Janine is passionate about helping individuals achieve better health outcomes and is excited to be joining the Wayne family!

Wellness Program Coordinator



Wellness Program Coordinator Role

- Coordinate a multifaceted Wellness Program for MSD of Wayne Township employees
- Collaborate with existing Wellness Committees within Wayne to present cohesive message of wellness resources available to all employees
- Coordinate efforts of Wellness Coaches for greatest effectiveness throughout Wayne Township
- Author/edit/distribute Monthly Wellness Newsletter and Health Plan Benefits Information Newsletter
- Fulfill all aspects of Wellness Coach role
- Offer 1:1 Wellness Coaching/Health Advocacy for individuals with higher medical need
- Coordinate care efforts between Wayne Employee Clinic and Wellness Team
- Provide Wellness Coaches with insurance benefits/health data training to serve as additional resources for Wayne employees
- Use data-driven analytics from Apex Benefits and clinical experience to direct specialty programs toward population health areas of highest need and drive down costs



Why Apex Benefits?



Partnership with Apex Benefits

- Data analytics resources to reveal areas of greatest population health concerns within Wayne Township for targeted disease management education
- "What you can measure, you can manage."
- Ability to use aggregate data to create a tailored Wellness Program that will drive down health care costs while fostering a culture of wellness
- Access to a team of clinical professionals (Registered Nurses, Registered Dieticians, Pharmacists) to provide direction in large-scale specialty health initiatives
- Financial forecasting to plan strategically for the future of benefits offerings
- An added layer of confidentiality and protection for individuals in need of a health advocate
 ApexBenefits



Introductions





Jacqueline Williams, BS

Wellness Coach

Jaqueline is a graduate of IUPUI where she earned her Bachelor's Degree in Exercise Science. She has worked as an exercise specialist, health coach, group exercise instructor and personal trainer. Jacqueline has experience working with all different age groups and clinical conditions such as de-conditioning, hypertension, diabetes, weight management and more. Jacqueline is an ACE certified Health Coach, Personal Trainer, and Fitness Nutritionist. She enjoys being active, walking, biking, sunny weather and spending time with her 2 little girls. Her goal is to improve the health of those in the community through education and helping individuals set small, realistic short-term goals. She is excited to bring these skills to the employees of Wayne Township!

Introductions





Kara Mercer, BS

Wellness Coach

Kara is originally from Plainfield, IN and completed her Bachelor's in Nutrition from University of Southern Indiana with a minor in Strength and Conditioning. She has experience working with all different populations, from athletes to the general public in both nutrition planning and exercise programming. In her spare time she loves to do Crossfit, be active in her church community, travel and do anything that includes the outdoors, sunshine, and water! Kara has a strong passion for helping people reach their health goals and is very excited to be working with Wayne Township.

Wellness Coaches



Wellness Coach Role

- Assess employee lifestyle and health concerns to help that individual adopt and implement healthy lifestyle changes in ways that are realistic and attainable
- Provide 1:1 Wellness Coaching to employees on IU Health plan
- Create targeted exercise content for all fitness levels
- Teach online and in-person fitness classes
- Assist employees with safe and effective personalized exercise strategy
- Counsel employees regarding personalized nutrition plans
- Develop nutritional and exercise content for Monthly Newsletter
- Develop educational content for weekly Lunch & Learn series
- Drive engagement for all employee challenges and increase participation in Wayne Winter Games



Wellness Program Mission



"The Wayne Wellness Team's goal is to provide all Wayne Township employees access to resources for creating a healthier lifestyle in order to foster a community of wellness, increase productivity and drive down health care costs. We will achieve this through cultural engagement, fitness and nutrition education, data-driven interventions and the connection of employees to health resources."

"Health" vs "Wellness" Program



Health Initiatives

Specialized chronic disease education

Annual preventive exams

Utilization of Employee Clinic

Aggregate population health data to drive program

Drive down health care costs

Wellness Initiatives

Improve culture and morale

Challenges

Employee engagement events

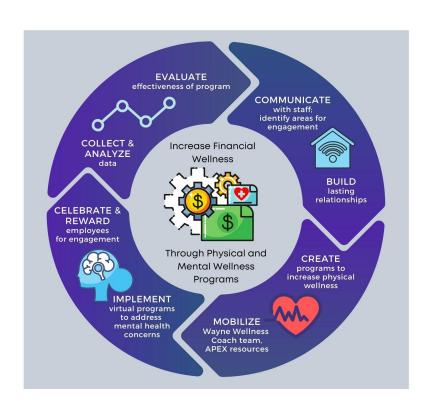
Social media presence

Giveaways and rewards

Health Events

Wellness Program Plan





COLLECT DATA & ANALYZE

Use Apex analytics and population health team to determine targeted areas for intervention and education

EVALUATE

Use data for engagement tracking to evaluate effectiveness of specific areas of program implementation

COMMUNICATE

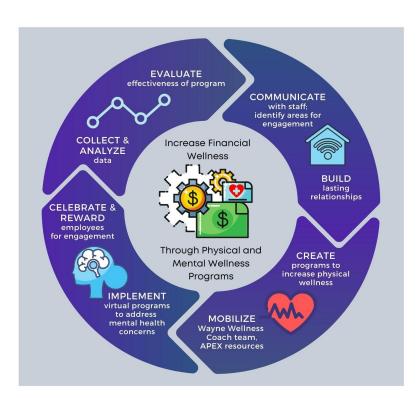
Reach out to Wayne employees and utilize administrative resources to build the most effective program

BUILD

Develop strong relationships with administrators, and 1:1 relationships with employees

Wellness Program Plan cont.





CREATE

Develop needs of the Wayne employee population into an effective wellness program

MOBILIZE

Wayne Wellness Team, building champions, community and Apex resources to engage all employees

IMPLEMENT

Utilize on-site and virtual consultations, social media, live videos, Lunch & Learns and Trainerize app to implement nutritional, fitness and cultural challenges

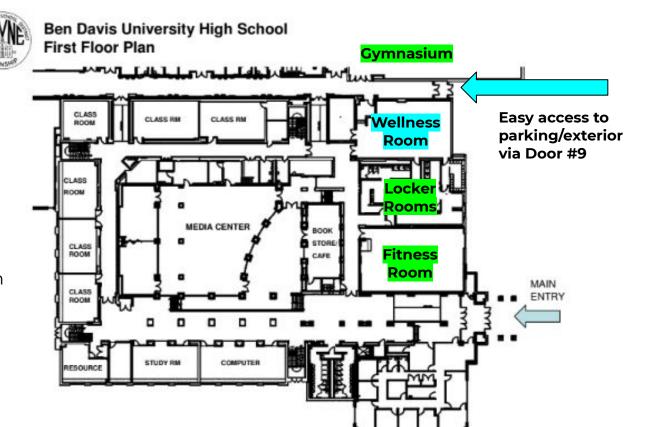
CELEBRATE & REWARD

Celebrate engagement and health improvement with employees through incentives and wellness culture

Wellness Team at BDU



Our home location will be perfectly situated at Ben Davis University between the Fitness Room, Locker Rooms and Gymnasium



Wellness Coach Zones



Jackie Williams North/West

Westlake Elem Chapel Glen Elem Chapel Wood Elem North Wayne Elem Robey Elem Chapel Hill 7th & 8th Area 31 Giants Preschool 9th Grade Center Ben Davis University Community Building ABE WTP

2,253 Individuals Reached

Janine Cochran

Ben Davis High School Achieve Virtual ESEC Education Center **Kara Mercer South/East**

McClelland Elem
Garden City Elem
Rhoades Elem
Stout Field Elem
Maplewood Elem
Bridgeport Elem
Lynhurst 7th & 8th
Transportation Building
Sanders
WPA
OIS/Operations

867 Lives Changed...

496 Lives Changed....

890 Lives Changed...

Wellness Program Offerings (All)



For all Wayne employees:

- Access to the Employee Assistance Program (EAP) for mental health needs
- Access to Trainerize app
- Access to all fitness classes
- Access to all educational presentations (Lunch & Learns, GoToWebinar, etc.)
- Monthly Wellness Newsletter
- Participation in all challenges, including new offerings for Wayne Winter Games
- Prize incentives offered for winning/participating in challenges
- Financial wellness education through Your Money Line
- Easy website access to all Wayne Wellness resources



Wellness Program Offerings (Health Plan)



In addition to the wellness offerings for all employees, those on the IU Health Plan will receive:

- 1:1 Wellness Coaching sessions
- Access to in depth body composition measurement using InBody scan
- HSA incentive dollars for completing annual physical exam
- HSA incentive dollars for meeting Healthy Standards
 - o BMI
 - Blood Pressure
 - Triglycerides
 - Hgb Alc
 - Or complete Wellness Coaching sessions if not met
- HSA incentive dollars for completing online learning competencies
- Spouses will continue to have access to Employee Clinic, HSA rewards (including Wellness Coaching if biometric Healthy Standards not met)





InBody Scan



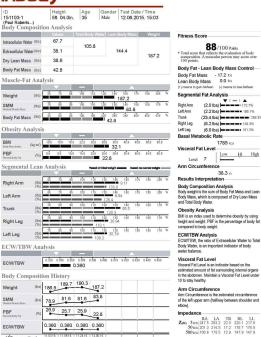
What is InBody?

- A body composition analyzer that goes beyond traditional body composition analysis, measuring fat, muscle, and total body water
- Body water can be separated into intracellular or extracellular
- Increased platform for education regarding a participant's medical, wellness and fitness parameters
- Completely non-invasive
- Easy for participants to use
- User-friendly results provide alternative numbers for tracking fitness progress (not just BMI)

InBody 570



InBody

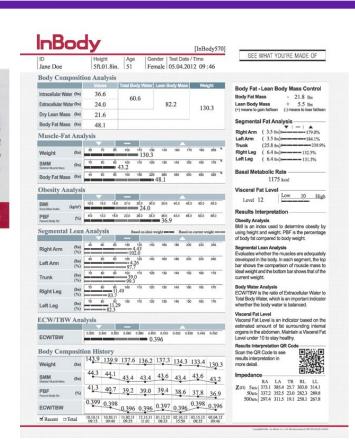


Inbody Scan



Why does it matter?





Disease Risk and Health Care Cost





- 1. Diabetes
- 2. Coronary Artery Disease
- 3. Hypertension
- 4. Back Pain
- 5. Obesity
- 6. Cancer
- 7. Asthma
- 8. Arthritis

drive 15 chronic conditions

- 9. Allergies
- 10. Sinusitis
- 11. Depression
- 12. Congestive Heart Failure
- 13. Lung Disease (COPD)
- 14. Kidney Disease
- High Cholesterol

for 80% of total costs for all chronic illnesses worldwide

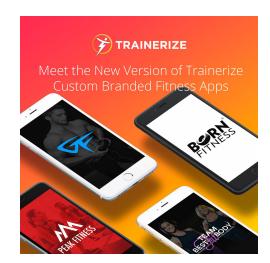




What is Trainerize?

Trainerize is a mobile app that will allow our Wellness Coaches to easily communicate with and motivate all employees







Trainerize is CONNECTION



The power of staying connected

- In app messaging
- Automated messaging
- Employee notifications and reminders
- Wellness Coach notifications and reminders
- Fitbit and Apple Watch connectivity
- Connectivity to other exercise and nutrition apps
- Ability to direct employees to specific workouts...and track progress!







Messaging

~

Keep clients engaged through messaging and reminders



In-app messaging

Send one-on-one or group messages to clients through the app, and label them with a topic to find them later on.

Automated messages

Engage clients by sending them automated in-app messages when they first log in, track their first workout, and more.

Trainer Notifications

Trainers get app notifications when clients complete events in their training plan. This gives trainers a chance to acknowledge their clients' progress and connect with them the moment it happens.

Client Notifications

Mobile app notifications provide reminders to the client for workouts and check-ins.

Skype call

Deliver online Skype consultations through the app with your remote clients.

Offline Client List

Your contact list is stored offline like an address book so you can contact clients any time.

Trainerize is FITNESS

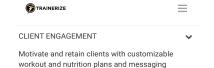


Personalized fitness for all levels

- In-house fitness videos
- Custom made workouts
- Exercise library with various workouts types
- Printable workouts
- Client Progress Tracking
- Client check-ins

Personal Goal Setting





Training

Build bespoke training plans for your clients for online, in-person, or group training



Training Templates

Build Training Plan templates that you can copy from client to client.

Workout builder

Create workouts from your templates in the workout builder to deliver custom workouts to your clients.

Any type of workout

Build general sports or conditioning workouts, group training, cardioworkouts, interval training, super sets, and progressions.

Interval Workouts

Prescribe Interval workouts to your clients with a built-in timer, rest periods, and voice-over audio.

Create fitness targets

Add notes and instructions to exercises that clients can view and track when checking in to workouts.

Exercise Library

Explore hundreds of professional instructional exercise videos included in the Trainerize Exercise library, or create your own.



Training Templates

Build Training Plan templates that you can copy from client to client.

Workout builde

Create workouts from your templates in the workout builder to deliver custom workouts to your clients.

Any type of workout

Build general sports or conditioning workouts, group training, cardio workouts, interval training, super sets, and progressions.

Interval Workouts

Prescribe Interval workouts to your clients with a built-in timer, rest periods, and voice-over audio.

Create fitness targets

Add notes and instructions to exercises that clients can view and track when checking in to workouts.

Exercise Library

Explore hundreds of professional instructional exercise videos included in the Trainerize Exercise library, or create your own.

Custom Exercise Videos

Upload your own exercise videos to the in-app Video Drive, or import your YouTube videos.

Print workouts

All workouts can be saved and printed out in PDF format.

Monitor your clients

View and analyze exercise, before-and-after photos, body stats, heart rate, calipers, nutrition, and graphs.

Client Tracking

Clients can track workouts, nutrition, fitness targets, progress photos, and more with the Trainerize mobile app.

Client Check-ins

Get notified when the client checks in on a workout, view their results, and any notes.

Personal Bests

Clients receive badges when they hit personal bests and are encouraged to share via social media.

Customized Classes



JACKIE



SCULPT & TONE

CARDIO & CORE

DANCE AEROBICS

FULL BODY SWEAT

ARMS & ABS

LEGS & GLUTES

CORE CRUSHER

WAYNE WINTER GAMES **PREP**







KARA



STRENGTH TRAINING

HIIT CARDIO

ABDOMINAL TRAINING

FLEXIBILITY & MOBILITY

CIRCUIT TRAINING (CARDIO)

CIRCUIT TRAINING (STRENGTH)

WAYNE WINTER GAMES PREP









JANINE



YOGA FOR BEGINNERS

VINYASA YOGA

CHAIR YOGA

MINDFULNESS

MEDITATIVE **BREATHING SERIES**

YOGA FOR PAIN SERIES

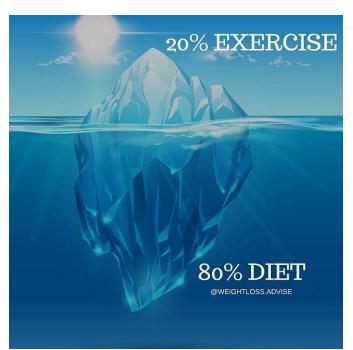
WAYNE WINTER GAMES PREP

Trainerize is NUTRITION



"You can't out-train a poor diet"

- Meal and Macro tracking and consumption
- Myfitnesspal link capabilities
- Nutritional goal setting
- PDF meal tips
- Personalized nutritional coaching capability for Wellness Coaches



TRAINERIZE

Nutrition

Provide a holistic approach to training by impacting nutrition habits





Meal Plans

Deliver your own meal plans (in PDF format) or offer plans by connecting the Evolution Nutrition add-on.

Track Meals and Macros

Track client nutrition through the Fitbit or MyFitnessPal app integrations. The Fitbit integration gives you access to client body weight, resting heart rate, calories, macros and complete meal diaries. The MyFitnessPal integration syncs client calories and

Nutrition Goals and Compliance

Set nutrition goals for your clients and measure compliance with their assigned nutrition programs.

Client Consumption

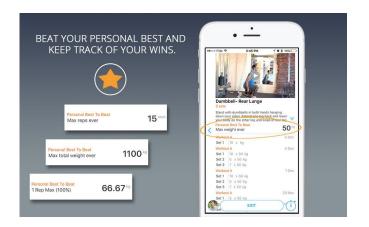
See how all your clients are managing their nutrition in one easy view.

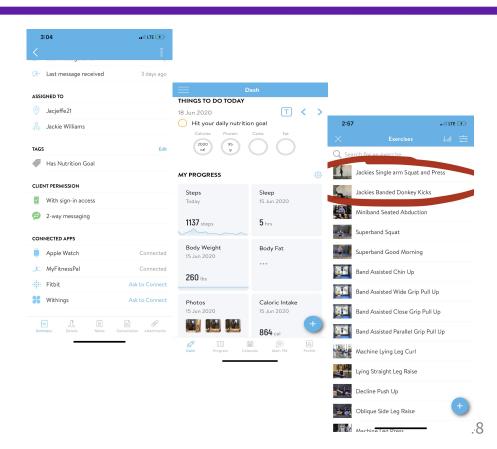
Trainerize is PROGRESS



Tracking capabilities for Wellness Team

- Nutritional habits/goals
- # of classes completed by a participant
- # of healthy habits logged
- # of videos watched
- Challenges completed
- Personal goal setting and achievement





2020-2021 Wellness Program Timeline



SUMMER June/July FALL Aug/Sept/Oct WINTER Nov/Dec/Jan/Feb SPRING Mar/Apr/May SUMMER June/July

PROGRAM PLANNING



CHALLENGE #1 OUTREACH, ENGAGEMENT, TRIANERIZE!



GAMES



CHALLENGE #3 SPRING THEME BASED ON DATA ANALYTICS

Challenge #1 Engagement with Trainerize

Challenge #2 Train for Wayne Winter Games

Challenge #3 Spring Challenge based on data analytics

SUMMER PROGRAMMING

Monthly Themes



Monthly Wellness Newsletters, weekly Lunch & Learns and social media posts will be centered around a monthly theme

- June: The Benefits of H2O
- July: How to Boost your Immunity
- August: The Importance of Organization
- September: Tailgate Kick Off
- October: Candy 101
- November: Leftovers
- December: Stress Less in 5 Steps
- January: New Year New You
- February: Love Yourself/Mental Health Spotlight
- March: Spring into Break
- April: Know your Numbers (Trig, Alc, BP education)
- May: Race into the Summer "The importance of routine"



Monthly Newsletter



Newsletter highlights

- Featured monthly theme
- Information on current challenge
- Coaches' Corner
 - Nutrition
 - Exercise
 - Mental Health
- Highlights Wayne online Wellness resources
- Your Money Line spotlight
- Benefits information for those on IU Health Plan



June 2020 Newsletter



Wellness information for all employees



Benefits information for those on IU Health Plan



Social Media Presence



Foster a culture of wellness using social media



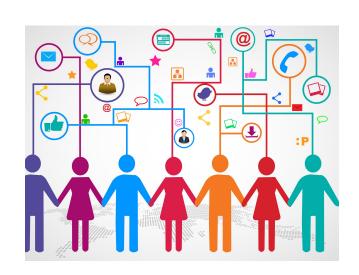
TWITTER: @waynewellness



INSTAGRAM:@waynewellness



FACEBOOK: @waynewellness



#BeWayneWell

Winter Challenge-Wayne Winter Games



"Train for Wayne Winter Games"

- Challenge #2 (Nov 2020-Feb 2021)
- Wellness Team will focus efforts and individual coaching sessions into training participants for WWG
- Events will be offered for all fitness levels
- Inclusive events serve to increase participation across fitness levels
- Goal: Register 2 teams/school
- Inclusive event ideas
 - Power Walk relay
 - Modified physical challenges
 - Seniors-friendly events



Data Collection



What are we tracking?

- Wellness Coaching 1:1 sessions attended
- Onsite fitness classes attended
- In person fitness classes attended
- Lunch & Learn participations
- Wellness Program satisfaction surveys
 - Track favorite types of classes
 - Track popular times/locations for classes
- Trainerize check-ins
 - Nutritional goals
 - Weigh Ins
 - Workouts completed
 - Healthy Habits logged

"What you can measure, you can manage."



Prizes and Incentives



Employees will receive points for engaging with Trainerize Wellness activities and have the chance to win incentives for doing so.

Initial Engagement:

Download Trainerize app & fill out initial survey; choose clip or hand sanitizer



Challenge #1 Engage with Trainerize

Top 10 Trainerize point earners receive Yeti cup



Earn 150+ Trainerize points; enter in drawing to win muscle roller



Challenge #2

Register for WWG; enter in drawing to win WWG gear



2020-2021 Wellness Program Goals



Achieve 20% employee engagement in Trainerize by 10/23/20 (Fall Break) Achieve 30% employee engagement in Trainerize by 2/6/21 (WWG) Achieve 40% employee engagement in Trainerize by 4/2/21 (Spring Break)

• # employees who download Trainerize app, participate in Lunch & Learn seminars and take advantage of library of fitness classes

Meet or exceed the number of annual physical exam screenings completed at Employee Clinic from July 1, 2019 - June 30, 2020

Increase participation in Wayne Winter Games from 2020

goal of 2 teams per school registered for WWG 2021

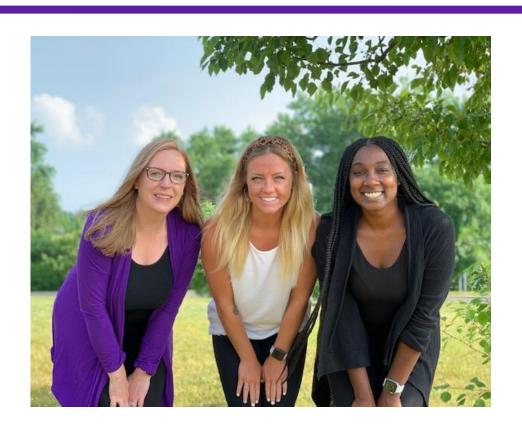
Establish baseline for measurement in the following areas:

- Employee engagement in onsite classes
- Engagement with Wellness Coaching using new model



We are Wayne!





"The Wayne Wellness Team's goal is to provide all Wayne Township employees access to resources for creating a healthier lifestyle in order to foster a community of wellness, increase productivity and drive down health care costs. We will achieve this through cultural engagement, fitness and nutrition education, data-driven interventions and the connection of employees to health resources."

#BeWayneWell