



**Case Study**  
**Employee Wellness Program**  
**2003-2010**

Wire & Cable



Engineered Cables

The Workplace  
Founded: 1958  
Locations: Denver & Lancaster  
Employees: 400  
Plant (s): 5



What began more than a seven years ago as a pilot program, has now developed into a prevention strategy for Kalas. The company's **Company Wellness** is run by an onsite full-time wellness coordinator and wellness liaisons consisting of two employees per plant. Programs are consistently assessed on their ability to deliver a positive return on investment and benefit savings to the Kalas population.

### Company Associate Value

Well and healthy associates are the core of our success.

### Company Wellness Goal:

This wellness initiative will educate individuals to take increased responsibility for their health behaviors through communication and awareness.

### Company Wellness Vision:

Kalas is committed to promoting the physical, emotional, social, intellectual, occupational, and spiritual well being of all associates by providing a comprehensive package of health education and promotion activities, services and programs. To reach this, we established that we need to...

- Align with strategic plan
- Wellness education that it is much broader than a "buzz" word or fad
- Hand over responsibility to associates
  - Wellness liaison driven
  - Individual behavior change
  - Wellness "Bus" has more occupants (Doesn't rest on wellness coordinator shoulders)
- Shift in mindset from what we are doing to associates to what we are doing for and with you.
- Identify yearly gaps
- Sustainability
- Company adopts/embraces all wellness programming ideas, implementation strategies and evaluation tools.

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

### Company Wellness Mission:

Kalas Manufacturing Inc. is committed to maintaining an organization that encourages environmental and social support for a well life. The wellness mission is to foster a worksite culture that supports anyone's desire to participate in healthy, balanced lifestyle choices thus nurturing an associates' personal, professional, physical and mental well-being.

### Company Wellness Features:

- The company provides discounted membership rates at local fitness centers.
- Employees participating in the wellness rewards program receive \$260 off the yearly health insurance premium and a \$40 gift card at the end of the year.
- The company provides annual flu immunizations and biometric testing.
- Annual Health Risk assessment (HRA) is a condition of eligibility for selected plans.
- There are four to six workplace wellness support programs.
- People powered wellness: Delivers the unique power of personal "Coaching" to associates directly in the workplace, producing best-in-class outcomes for participating associates. Most importantly – overcomes the single greatest obstacle to workplace wellness success – employee engagement, or Participation.
- Went from coach seeking associate environment to associate seeking coach.
- See page 4 for a complete list of programs and services with participation levels.

### Company Wellness Determinations:

- In the last five years, medical claims have been a difference of + or - \$200,000 without modification to plan design.
- Cost sharing (Contributions + Out of pocket) have remained at 67/33%.
- In the last two years, significant strides in biometric results.
- Average blood pressure has dropped from 132/87 to 126/78 in three years.
- 54% of the population has lost 5 or more pounds in the last two years.
- Wellness education and interventions have led to single digit or less premium increases.

### Company Wellness Strengths

- |                                  |                               |
|----------------------------------|-------------------------------|
| • Senior support                 | - Data Collection             |
| • Enthusiastic culture           | - Partnership with vendors    |
| • Collaborative onsite resources | - Trust/Relationship building |

### Evaluation of Success

- Risk analysis (T1 & T2 comparison)/Wellness Traffic Patterns/Wellness Inventory
- Associates talking about wellness/ Success stories of associates.
- Increased or “high” participation rates in programming.
- Associate trust.
- Lower health care cost.

### Lessons Learned

- Planned approach, not a scatter shot or hodge-podge
- Equipped associates (right tools and correct information)
- Senior level support is key
- Internal champion is key – behavior change happens at a personal level
- Good programming, streamline. Too many or more than one at a time weakens effectiveness. (Target programs at controllable health risk factors.)
- Creating home e-mail list was effective communication tool.
- Positive role models or “walk the talk” reinforces behaviors
- Branding wellness program creates employee excitement
- Keep momentum going. Once it is dropped or lost... hard to get back..
- Align incentives with current company initiatives
- Programs for all shapes and sizes
- Stay the course with the message...

### Opportunities for Improvement

- Associate ownership of the program
- Endorsement of program by supervisors
- Increased understanding of wellness (new hires)
- Creating supportive environment: always looking for opportunities
- Communication: Can never have enough

### Recommendations for company's looking to institute wellness

- Ask your self what does a well company look like?
- Data analysis
- Identify champions in culture
- Identify risks
- Long-term commitment

Programs and Activities (2003-2010)



1. Wellness Rewards program (61%)
2. Health Risk Assessments (99%)
3. Bio Metric Testing (85%)
  - Glucose
  - Triglycerides
  - Total Cholesterol
4. Blood Pressure Screenings- Weekly (85%)
5. Body Composition Screenings- Monthly (72%)
6. Smoking Cessation Classes (Ephrata Community Hospital Wellness Center)
7. Personal Nutrition Counseling (Lancaster General Hospital)
8. Employee Assistance Program (5 FREE Sessions) (10%)
9. Annual Flu Shots Immunization (65%)
10. Central Pennsylvania Blood Bank (Blood Drives)
11. Health Related Handouts
12. Newsletter Handouts
13. Health and Safety Bulletin Boards
14. Health & Safety Portals
15. Wellness Committees evolved into Wellness Liaisons
16. Annual Incentive Programs
  - NFL Ticket ( Fall program- 65% of participants increase weekly fitness level by 120 minutes)
  - Maintain Don't Gain (Holiday program - 73% of population enrolled maintained or lost)
  - Anchors Aweigh (Spring program – 68% of population enrolled with 61% losing 10 or more pounds)
17. Work and Home e-mail Communications
18. Face Book page
19. Weekly Wellness Visits (5 plants/12 shifts)
20. Wellness trivia contests
21. Onsite fitness classes
22. Wellness Drivers
  - Wellness Committee 2003-2005
  - Wellness Coaches(vendor) 2005-2007 (20 hours)
  - Full-time onsite coordinator 2007-now (40+ hours)

**Long Term Strategy -** Developing a "BEST" Wellness Culture

**2003-2006**

**Associate Involvement**

- Fun
- Camaraderie

**Awareness**

- Understanding of programs and wellness offerings

**Incentive Plan**

- T-shirts, water bottles, pedometers

**2007-2008**

**Engagement**

- Awareness and understanding of program and wellness
- Increased participation in health risk assessment
- Enrollment in programs (risk modification)



**Incentive Plan**

- Incentive Health Insurance Discount with Participation in 1&2 levels

**2009**

**Behavior Change**

- Increased exercise rate
- Decreased smoking rate
- Increased medication compliance
- Increased preventive care

**Clinical improvements, such as:**

- Reduction in risk factors
- Reduced blood pressure
- Reduced blood glucose for diabetics

**Incentive Plan**

- BINGO (Gift cards)

**2010**

**Outcomes**

- Taking action to prevent disease by minimizing risk.

**Incentive Plan**

- Aligned with outcomes and behaviors (Healthy Living Reward) linked to Health Insurance Discount

**1. Tobacco free for 3+ months**

**2. Body Fat less than 30%**

**3. Blood pressure under 140/90**

**4. Total Cholesterol less than 200**

- (Healthy Behavior Reward) linked to programs completion and preventative care.

