

State of Preventive Health 2008

Progress Energy - Senior Leadership Support

Do the legwork up-front

- Talk with other companies with successful wellness programs and learn from their experience.
 - Benchmark with companies in your industry to see what has been successful for them.
 - Consider using an independent consultant to gather ideas.
- Link your wellness program to your company's benefits strategy and corporate mission statement.
 - Healthy Progress mission statement:
The mission of Progress Energy's employee wellness program, Healthy Progress, is to enhance the safety and productivity of Progress Energy employees by providing wellness resources that will improve their overall quality of life. Through the program, all full-time, active employees are eligible for a variety of voluntary programs designed to help them achieve healthier lifestyles. Healthy Progress is a coordinated effort between the company and its employees.
- Develop a wellness program that fits well with your culture and makes sense from a cost perspective (you don't have to do it all at once).
 - Implement a screening process to collect data to determine further steps and needs (weight loss, smoking cessation, high blood pressure).

Set the stage – engage your senior leadership team and implement a core wellness team

- Gather feedback and gain support among senior leaders.
 - Develop a budget:
 - Wellness employee incentives – benchmarking identified \$100 as the level to obtain maximum interest and participation from employees. Our core team decided that further motivation for employees to achieve challenging health standards would result with a \$500 incentive.
 - Senior leadership communications:
 - At the end of each year, each manager is provided with a summary of health risks for their employees (for groups with 50 or more to protect their personal health information). Each senior manager shares with their team. Each senior manager also has several site wellness coordinators /

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- wellness champions who help to develop creative local ways to engage employees to address health.
- Our Senior Management team also receives updates throughout the year on key program milestones and new program elements.
- Corporate goals:
 - Every team has safety goals for the year and the wellness program is one way to address our number one injury type: sprains and strains.
- Hold focus groups with your employees to find out what will be well-received (and identify wellness champions).
- Set employee expectations:
 - For example – if company sponsored fitness facilities are not in your plan, communicate that clearly to employees.
- Locate enthusiastic employees to serve as champions – they will be critical in supporting the grassroots efforts of the plan.

Develop a long-term master plan

- Review the data you gather through your wellness plan and develop new initiatives in response (e.g., smoking cessation or weight loss).
 - Allow your program to evolve as employee needs become clear.
 - Take advantage of government and nonprofit agencies (American Heart Association, Center for Disease Control, Eat Smart Move More).
- Analyze your company's costs for health and disability benefits, absenteeism, etc., and be intentional about how the wellness program can positively affect those costs.
 - Consider your program a small investment relative to your overall benefits program.
 - Use metrics collected in the program to develop a Wellness Scorecard to track:
 - Employee engagement in the wellness program
 - Wellness program costs
 - Program's impact on health and safety
 - Return on investment. *Because our program launched in 2007, it is too early to see returns. For now, we are using the industry benchmark average of 3:1.*