



**CASE STUDY:
JEFFERSON CENTER**

Situation:

Jefferson Center is a not-for-profit community mental health center serving three Colorado counties. They have both contract and non-contract staff in several administrative offices and community centers covering a wide geographic area. Jefferson Center's HR Department had instituted a health and wellness program using free resources that could be obtained over the web as well as materials and classes available through their healthcare provider, Kaiser Permanente.

Challenge:

Jefferson Center's challenge was twofold: running a wellness program on top of day-to-day HR duties became unmanageable, and insurance premiums were continuing to rise.

"Our program grew to the point that some weeks I would spend 20 hours on wellness alone. I would feel overwhelmed at the thought of sending out a company-wide email because of the number of responses it would generate, and the time it would take to respond. Now HPMI is doing 95% of the work. They field all the calls, questions and administration related to the wellness program. It's given me and my staff the ability to get back to many projects that had been put on hold...it gave us back those hours in our work week. It's been phenomenal." Sandra Steinman, HR Director

"We hired HPMI over ten years ago because we were seeing year after year increases in our insurance premiums. In 2006 we experienced an increase of more than 50% for one of our plans, in 2007 premiums went up in this plan by another 32%." David Goff, CFO

Solution:

"HPMI helped us create an internal wellness committee, an incentive-based program and they continuously introduce fresh and creative ideas to keep employees engaged." Sandra Steinman, HR Director.

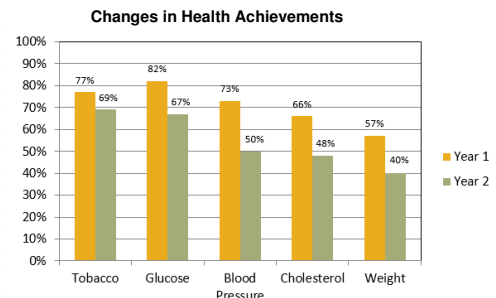
In the first year, employees who participated in the Health Risk Assessment and Health Screenings received 10% off their monthly health premiums. In following years, the premium reduction has increased to 15% and requirements for the incentive has expanded to include progress-based health achievements, health coaching and additional lifestyle management programs such as seminars, health challenges and intensive behavior change interventions.

"When we rolled out the program I was happily surprised that nearly two thirds of our employees signed up. Participation continues to grow and many people have embraced it. HPMI has really taken us to the next level. They bring variety, creativity and professionalism to the table, and they're open to committee ideas and suggestions. The partnership is fun and rewarding."
- Sandra Steinman, HR Director

Results:

Results include:

- ✓ Half of the smoking population has quit
- ✓ Cholesterol and blood pressure levels have dropped
- ✓ More employees get regular exercise
- ✓ Participation has increased year after year



Financial results include:

- ✓ Health insurance increases dropped to zero percent after the first year
- ✓ Realized a positive return on investment in the second year
- ✓ Sustained less than a 5% increase in health insurance premiums since the program's inception
- ✓ Workers' comp premiums have dropped by more than half

Comments from Participants:

"I think it is great to feel supported in wellness by my company and colleagues. The incentives do make a difference, and I am grateful that JCMH offers this."

"Getting points for independent exercise has motivated me to stay with my personal exercise programs."

This program is great! Too many times we overlook the little things that can be corrected before it becomes a serious health issue/risk. My family and I are now making better health choices. I am grateful. Thank you very much."

"We've doubled our payroll over the past five years, but our health care premiums are now trending around 5% and our workers comp premium has dropped by more than half. Beyond gaining cost savings much more quickly expected, there is the excitement that people are really making healthier choices, and that's inspiring to see. If we were forced to make budget cuts, I'd fight tooth and nail for this program to stay."

-David Goff, CFO, Jefferson Center

