

Wellness Via Websites?

The social media boom and how we
can harness it to improve health in
the workplace



Health & Wellness Communications are everywhere in the Online Space

What to Expect
 American Heart Association (forums)
 PSYCH CENTRAL
WebMd
 Breast Cancer Network of Strength (formerly Y-Me)
American Diabetes Association
MedHelp
 PeerTrainer
 Daily Strength
FAT SECRET
 Discovery Health/National Body Challenge

Susan G Komen for theCure
Everyday Health
iVillage
 Diabetes in Control
 Biggest Loser Club
 Diabetic Living

CancerCare
 Close Concerns

FitDay
 eDiets

DiabetesDaily

PatientsLikeMe
 MENDOSA
 Depression and Bipolar Support Alliance

cafamom
 BabyCenter

CalorieKing
 Fit Day TRAINEO

dlife
 PeerTrainer
 TuDiabetes The Daily Plate
 Never Say Diet
 HealingWell.com

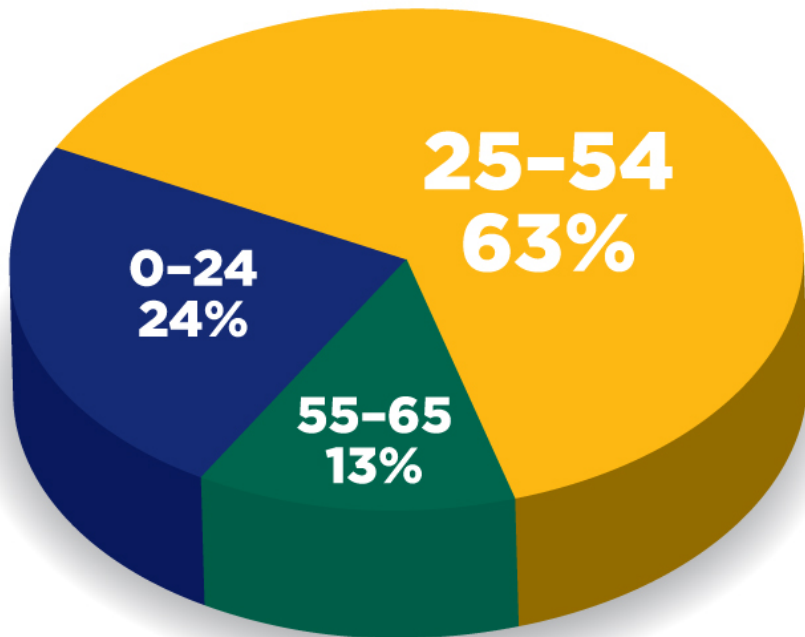
The Daily Plate (Livestrong.com)
 Diabetic Mommy DiabetesMine Diabetes Health
livestrong.com
 ASTHMA AND ALLERGY FOUNDATION OF AMERICA
calorie count
 NUTRITION DATA **FoodFit** *Shape Online*

breastcancer.org
 National Alliance on Mental Illness

SparkPeople



Social Media Users



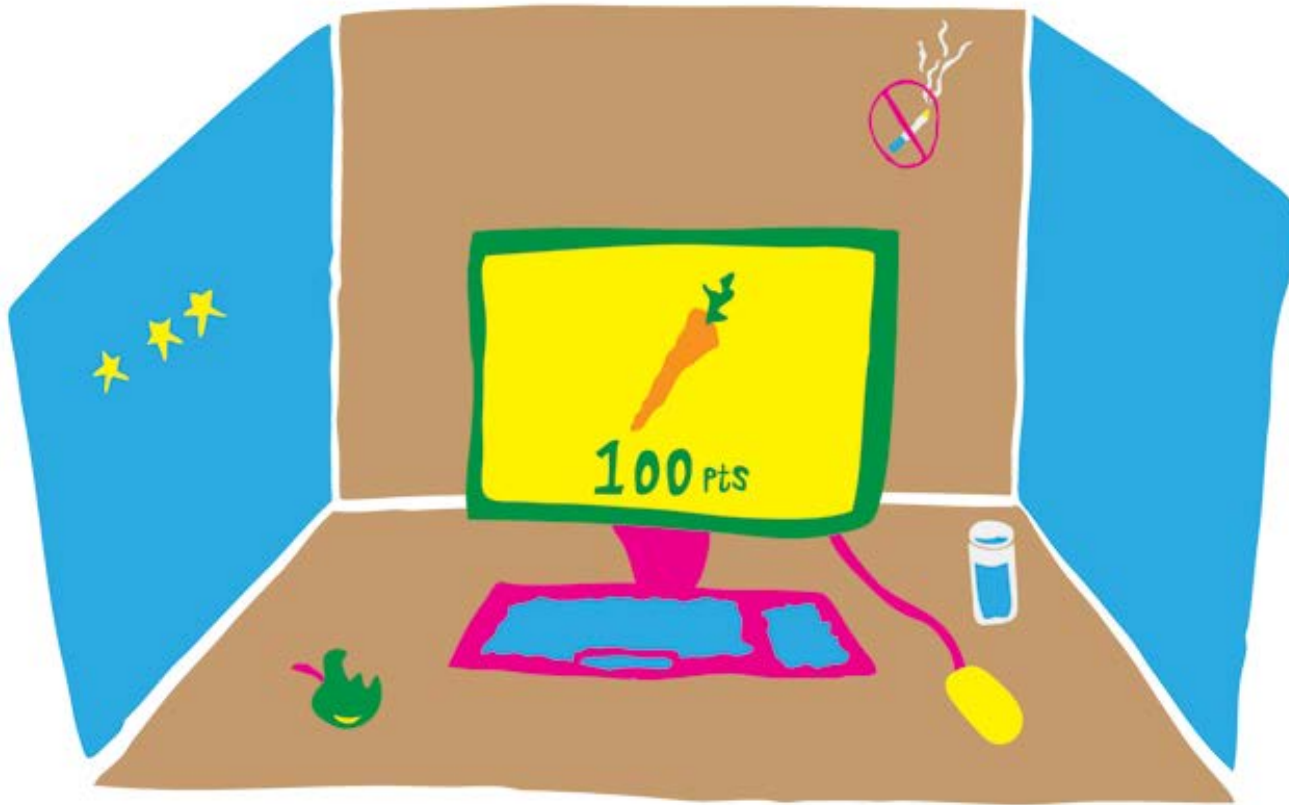
Source: Google Ad Planner

- **Fastest growing Facebook segment: Women 55-65**
- **Social networking time up 82% in 2009**
- **55% of Americans 45-54 have a profile on a social networking site**
- **25% of search results for top-20 brands link to user-generated content**
- **>60 million Facebook status updates everyday.**
- **The average midsize or large has 178 “social media assets” (Twitter handles, employee blogs, etc.)**



Gamification: applying game design thinking to non-game applications to make them more fun and engaging.





Tying workplace wellness programs to online games or social media lights a fire under workers as no number of posters in the break room can. “That social aspect creates some level of accountability,” says Brad Bell, an associate professor of HR at Cornell University. “You know that if you don’t show up, people are going to notice.”





Can Social Media and Gamification produce results?

“It’s not the technology, it’s
the psychology”



Wellness Case Studies

 In ShapeUp's survey, 75 percent of companies offering some type of online fitness challenge said it had improved employees' perception of their corporate wellness program, and 71 percent said employees were using more wellness resources because of the programs.

 During the hospital's first 100-day challenge, 336 employees used the platform to track losing an aggregate 1,230 pounds, eating 8,918 additional servings of fruit and vegetables and putting in 1,274 extra days of exercise.



Sprint Nextel Corp. estimates it saved approximately \$1.1 million through a companywide fitness challenge launched in 2011 as employees' healthier lifestyles led to fewer medical claims. In the company's first 12-week Sprint Get Fit Challenge run by online gaming sites, about 16,000 employees lost a collective 41,000 pounds, took more than 4.8 billion steps and logged nearly 22 million exercise minutes, according to the company.



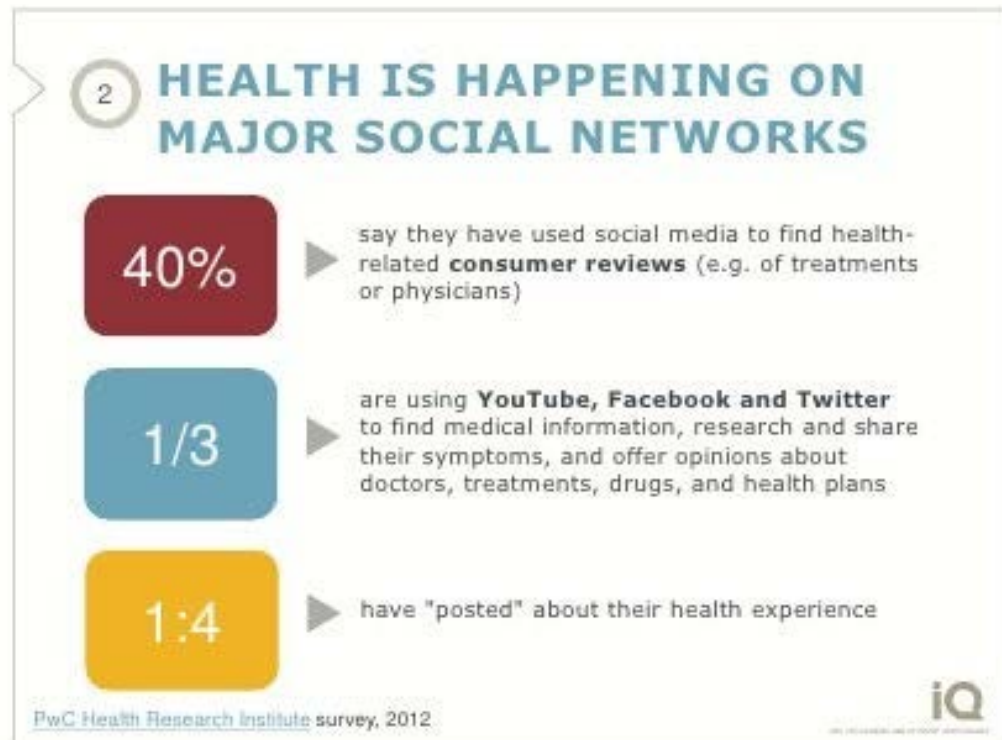
... COMPANIES CHALLENGE EMPLOYEES TO GET IN BETTER SHAPE

Web-based competitions are now commonplace. The vast majority of 351 U.S. companies polled this spring are using online competitions and challenges or are considering using them.

Plans for online wellness competitions	Percentage
Currently using	56%
Considering using	40
No plans to use either	5

Social media now reaches the majority of Americans, with 52% having a profile on one or more social networks.

In 2008, the first year American Financial Group, or AFG, ran a social media-based walking program through vendor WalkingSpree, the insurance company saved \$9.27 in employee health care costs for every \$1 spent on the program.



Success Metrics To Date For CafeWell

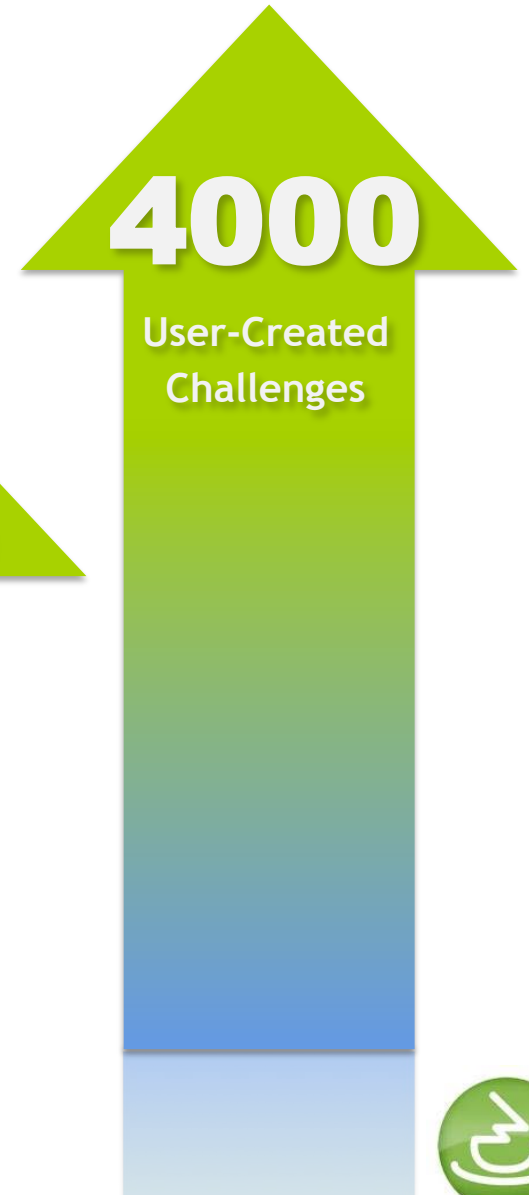


**30 Minutes/
Month**

Average CaféWell
Member Use



**Over 1 Billion
Steps
Walked!**



How Does Social Stack Up to Traditional Wellness Programs?

Growing evidence suggests that gamified health behavior change approaches are out-competing traditional clinical and behavioral approaches and at a fraction of the cost.



Employee Wellness At A Glance

- A meta-analysis of workplace disease prevention and wellness programs found that for every dollar spent on the program, medical costs dropped by about US \$3.27 and absenteeism costs dropped by about US \$2.73
- Sick Time costs a company \$602 per year, per employee. It's been demonstrated in multiple studies that this figure can be reduced by 25% with an effective wellness program
- Work health promotion programs can have positive effects on employee's health and productivity including more than a 20% reduction in sick leave.
- Researchers studied claims of 44,000+ employees over six years and found that 25% of all outpatient and inpatient health claims were related to seven major health risks - the health risks that are addressed in wellness programs – poor nutrition, lack of exercise, stress, obesity, smoking, depression, high blood pressure, high cholesterol, blood glucose and alcohol use.
- In a study which reviewed the savings versus the costs of weight management programs, the evidence revealed that a 5% -10% weight loss in obese individuals could reduce the risks and complications of diabetes, high cholesterol and high blood pressure. The study also suggests that a 5% weight loss in obese employees could result in an average savings of \$90 per year
- On average, health care claims costs for IBM employees who exercised one or two times a week are \$350 a year less than those who don't exercise at all, a figure which is predicted to drop as low as \$500.



The Dangers of Social Media

Also to avoid privacy issues, social wellness product vendors are being careful to use their platforms to share health and wellness information but not dispense personalized health care advice

- Employees sharing confidential information of their employer or its customers (when looking into social wellness sites, most will be HIPAA compliant as far as personal information is concerned – be wary of ones where your health information could possibly be shared)
- Employees disparaging employers or co-workers
- Employee's harming their employer's reputation by personal postings that include inappropriate comments or pictures.



Getting Started On Your Own

Pick a social media tool to serve as the backbone of an employee wellness campaign before deciding what you want to accomplish and you could set yourself up for failure.

- **Map goals to workplace issues** – You'll get a better buy in if you create a program that addresses your company's needs
- **Research available tools** – this space is evolving quickly with many options; some customizable solutions, some not. Many times these social wellness programs partner with major health plans. You may already have access.
- **Do a price check** – Prices for social/online gaming programs are usually per employer per month/year and can range from 100 yearly to .25 per month.
- **Offer incentives** – Talk to your employees and understand what motivates them. Maybe its gift cards or it could be as easy as social recognition.
- **Don't expect a quick ROI** - Most tools are so new that most companies can't yet measure their effect on long term employee health care benefit costs. I would suggest measuring engagement, or how many employees sign up for a program or campaign



Committing For The Long Haul

Social Media and Gamification of health in the work place can play a major role in getting people to start taking ownership in their health. In order for long term success, these programs need to be part of a larger commitment.

- Awareness, awareness, awareness
- Ambassador for wellness
- Nutritious/healthy choices in the workplace
- Exercise facility/gym discount
- Company blog/e-newsletter on upcoming health events
- Old Fashioned print materials/health reminders



Questions?

