


**BB&T Insurance Services**  
Global Resources – Client Focused



*Do It Yourself Wellness Program*  
**Silicon Valley Women in HR**

Presented by: Jenny Vonderwerth, SPHR-CA, CIP  
November 14, 2012

---

---

---

---

---

---

---

---

**BB&T Insurance Services**  
Global Resources – Client Focused

**Agenda**

- What Is A Wellness Program “Total Health Management (THM)”?
- Why THM?
- Keys To A System For Success
- Implementation Steps and Timeline
- Resources
- Samples

---

---

---

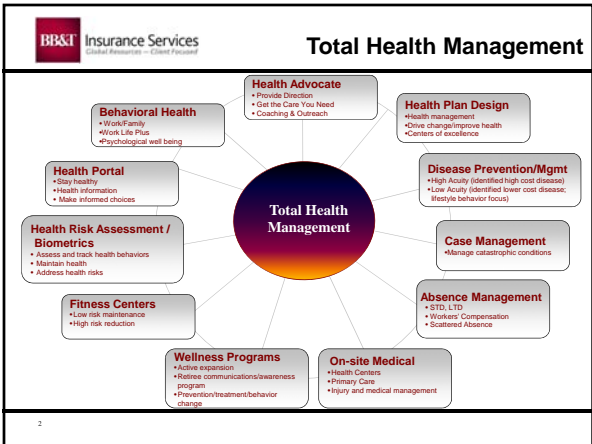
---

---

---

---

---




---

---

---

---

---

---

---

---

### Why Total Health Management?

- Control medical claims through fewer medical services and better outcomes
- Improve the health status of employees
- Engage members in improving their health and getting better results
- Improve productivity, reduce absenteeism and presenteeism
- Reduce disability, workers comp and safety claims
- Support HR attraction and retention strategies

3

---

---

---

---

---

---

---

---

---

---

---

---

### Population Health Management



4

---

---

---

---

---

---

---

---

---

---

---

---

### Causes of Health Care Costs

- How much are unhealthy lifestyles costing you\*:
  - Obesity - Adds \$591 a year per person to health care costs
  - High stress - Adds \$600 a year per person to health care costs
  - Lack of exercise - Adds \$330 a year per person to health care costs
  - Diabetes - Adds \$3,600 a year per person to health care costs
  - Heart disease - Adds \$3,195 a year per person to health care costs
  - High Blood Pressure - Adds \$1,600 a year per person to health care costs
- Many chronic conditions can be avoided or controlled with a change in lifestyle

\* CA\_HealthWorks 2010

5

---

---

---

---

---

---

---

---

---

---

---

---



**BB&T Insurance Services**  
Global Resources — Client Focused

## Implementation Timeline

**STEP 5**

**Decide on Programs**

- Health Newsletter: Monthly Live Well, Work Well Newsletter
- Target specific physical conditions with LWOW flyers
- Workplace Wellness: Low-Cost Resources for Small Businesses
- Workplace Wellness: Low-Cost Activities That Work
- Workplace Wellness: Low-Cost Activities to Promote Weight Loss
- Posters, e.g. Hand Hygiene Poster, An Apple A Day - Poster
- Programs, e.g. Designing the Healthy Vending Machine, Designing a Stay Well Stairwell Program

**STEP 6**


**Support Programs**

- Workplace Wellness: Tobacco-Free Workplace Policy
- Workplace Wellness: Maintaining Motivation and Interest
- Workplace Wellness: Keeping Your Healthy Employees Healthy
- Supportive Practices and Supportive Benefits
- Live Well, Work Well monthly newsletter

**STEP 7**

**Evaluate Results**

- Workplace Wellness: Evaluation
- Workplace Wellness: Sample Evaluation Tool & Measures
- Workplace Wellness: Calculating Your ROI




---

---

---

---

---

---

---

---

---

---

---

---

**BB&T Insurance Services**  
Global Resources — Client Focused

**For more information about developing a wellness program or a culture of health in your organization, contact:**

**Jenny Vonderwerth, SPHR-CA, CIP**  
**BB&T – Liberty Benefit Insurance Services**  
 5446 Thornwood Drive, Suite 200  
 San Jose, CA 95123  
 Phone: (408) 218-6177  
 Email: [jvonderwerth@bbandt.com](mailto:jvonderwerth@bbandt.com)

---

---

---

---

---

---

---

---

---

---

---

---

**BB&T Insurance Services**  
Global Resources — Client Focused

**So, what's next?**




---

---

---

---

---

---

---

---

---

---

---

---