



**BALANCE**<sup>®</sup>

Your life ▲ Your rewards

**Building healthy  
workplaces**

**Peak people  
Peak performance**



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# Why do we care about wellness?

## For every 100 employees:

- 90** have at least one risk factor for heart disease or stroke<sup>1</sup>.
- 60** are overweight or obese<sup>3</sup>.
- 32** do not engage in recommended physical activity<sup>2</sup>.
- 23** report a high degree of life stress<sup>4</sup>.
- 16** smoke<sup>5</sup>.
- 10** have been diagnosed with diabetes<sup>6</sup>.
- 5** have symptoms of a mood disorder<sup>7</sup>.

1.PHAC 2009, 2.Colley et al 2011, 3.Statistics Canada 2012, 4.PHAC 2009, 5.Health Canada 2013, 6.Canadian Diabetes Association 2009, 7.PHAC 2006

# What's known about wellness

More than 80 per cent of all heart disease, stroke and Type 2 diabetes, and more than 40 per cent of cancer are preventable if we

- stop smoking,
- start eating healthy, and
- get in shape<sup>1</sup>.

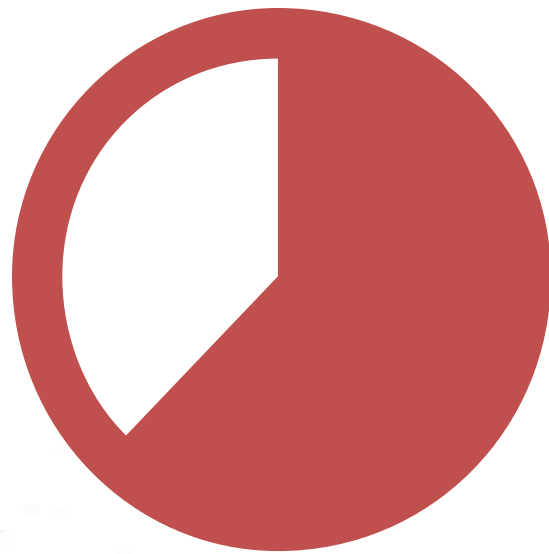
<sup>1</sup> World Health Organization

# What's known about wellness

Chronic diseases cost the Canadian health-care system about \$80 billion per year.



# Why wellness in the workplace matters



60%

- More than 67 per cent of the population over the age of 15 is in the workforce and spends an average of 60 per cent of its waking hours in the workplace<sup>1</sup>.

<sup>1</sup> Alberta Health Services



# Why does wellness matter?

- Chronic disease is the leading cause of death and disability in Alberta<sup>1</sup>.
- More than **40 per cent** of chronic disease can be prevented<sup>1</sup>.
- When individuals look after their wellness, they perform to their maximum capacity.

<sup>1</sup> *Wellness Alberta*

# Behaviour change is extremely complex

## Stages of behaviour change



# Creating a healthy workplace







# Alberta Blue Cross's wellness strategy

## Vision

Empowering potential:  
**peak people,  
peak performance and  
peak potential.**



# Alberta Blue Cross's wellness strategy

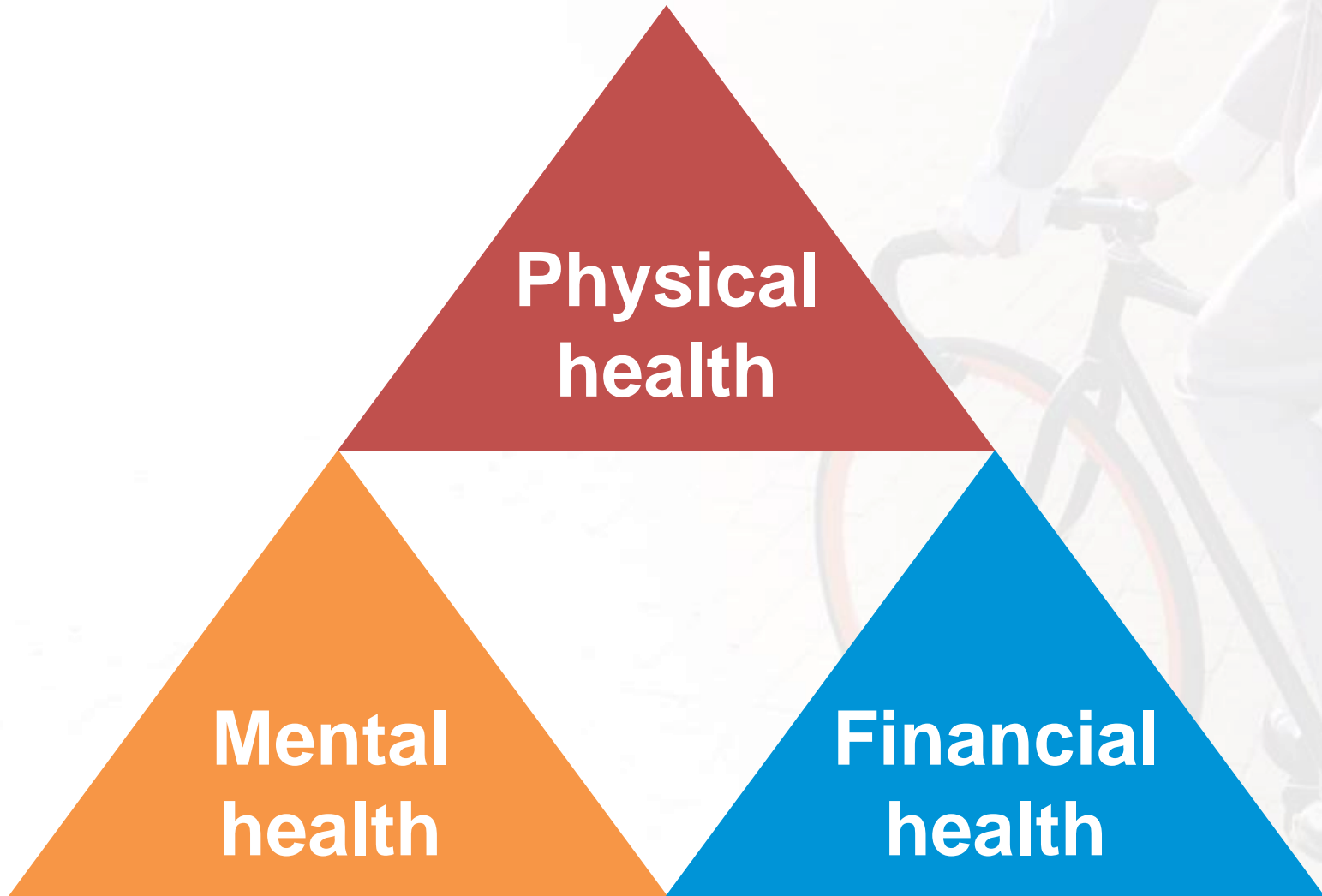
## Mission

Empower healthy, vibrant individuals, workplaces and communities by keeping people well through innovative solutions that drive behaviour change.

# Internal wellness objectives

1. Provide employee education on mental, physical, and financial health in alignment with the individual and the organization.
2. Enhance leadership support and corporate culture to increase workplace health and wellness engagement.
3. Work with supporting departments to use data and reporting to build a story around a culture of wellness.

# Our three key pillars



# What we were looking for?

**Evidence-based**



**Holistic**



**Driven by  
organizational data**



**Comprehensive**

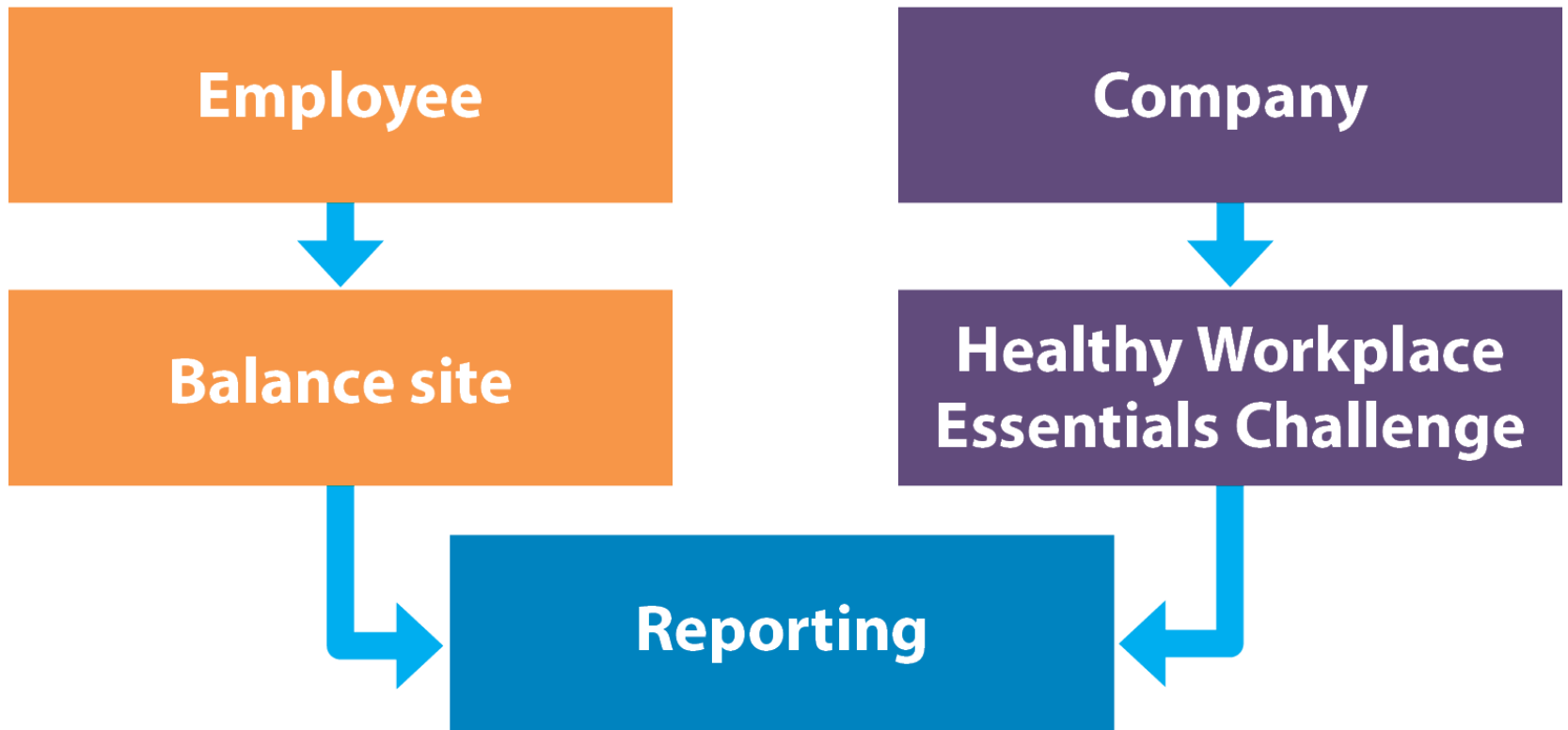


**Measurable**



**Innovative, cutting-edge and engaging**

# Our prevention solution

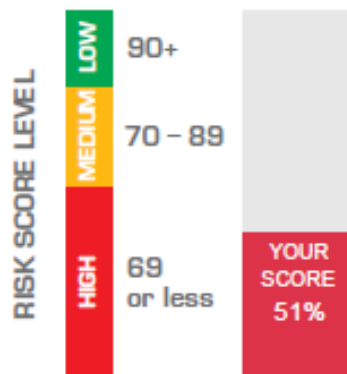






**Balance**





# My **BALANCE**

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## Report Card

February 5, 2016

## WELCOME TO YOUR HEALTH ASSESSMENT RESULTS

Below is a summary of your results. Remember you can retake your assessment at anytime!

DEMOGRAPHICS AND SELF ASSESSMENT		
Weight:	185 lbs	Height: 5'5"
Waist size:	38 inches	BMI Score: 31
Diet rating:	A mix of healthy and unhealthy	
Relationship with partner:	Some stress/ tension, with some difficulty	
Finances:	My current finances cause me some stress but I feel the situation will improve with time	
Overall health rating / Impact on daily activities:		Poor / Major impact
Physical activity rating:		Poor
Friends and relationships:		I have one or two good friends but find it difficult to meet new people
Biggest health concern:		Becoming a burden on my family

PERSONAL AND FAMILY HISTORY		
Told blood pressure high previously:	N/A	Blood pressure: Systolic: 145 / Diastolic: 90
Told cholesterol high previously:	Yes	Cholesterol: N/A

## My Priorities

Based on your results, we've identified some priority areas that you may work on at your own pace. Where would you like to start?

Check All That Apply

<input checked="" type="checkbox"/>	Medication	View Plan
<input checked="" type="checkbox"/>	Physical Activity	View Plan
<input checked="" type="checkbox"/>	Stress	View Plan
<input checked="" type="checkbox"/>	Diet	View Plan
<input checked="" type="checkbox"/>	Lung Health	View Plan
<input checked="" type="checkbox"/>	Alcohol	View Plan
<input checked="" type="checkbox"/>	Financial Health	View Plan
<input type="checkbox"/>	Sleep	View Plan

## My Small Steps Action Plan

### Medication

Know your Medications

0% COMPLETE

[Learn & Earn](#)

[Medication Reminder Reminders](#)

### Your Tip of the Week



#### Tip

Make a note of how you've made it easy for yourself to take your medication every day. The same technique(s) might come in useful next time you want to establish a new habit.

# Confidence and conviction

Help us to provide you with the right support tools by answering these two questions related to your diet.

# 1. On a scale from 1 to 10, where 1 is not at all important and 10 is extremely important, how important is it for you to improve your *diet*?

1 2 3 4 5 6 7 8 9 10

Not at all important

Important

Extremely important

# 2. How confident are you in your ability to improve your *diet*?

1 2 3 4 5 6 7 8 9 10

Not at all confident

Confident

Extremely confident

Submit

# Learn & Earn

[Home](#) > [Learn & Earn](#) > **Stress: Building Solutions & Positive Change**

## Learning Module - Stress: Building Solutions & Positive Change

About Stress

Prevention

In this section you will learn about stress, the consequences of stress and your risk.

### What is stress?



Stress is part of our everyday lives. Everyone lives in a hectic world where we have social, family, work and financial commitments that we have to meet. Stress is how you and your body respond to the demands placed on it by your life.

# Create SMART goals

[Home](#) > [Spotlight](#) > **30-Day Challenges**

## 30-Day Challenges

### Create Your Own SMART Goal

Think about your goals using the S.M.A.R.T. formula for success.

**S**

#### **Specific**

Make sure your healthy change is specific so that you can focus on it.

**M**

#### **Manageable**

Are you able to easily incorporate the change into your life?

**A**

#### **Achievable**

Are you setting yourself up for success using a 'small steps' approach?

**R**

#### **Realistic**

When will you incorporate the healthy activity?

**T**

#### **Timely**

How much time will your change take to incorporate into your daily or weekly routine?

# Health and medication reminders

[Home](#) > Reminders

## Reminders

Use this page to review your medications or add new medications, simply and at your convenience. Note: you must respond to your reminders by 11:59 pm EST to earn your points for the day.

Medications Reminders

Refill  
Reminder

Daily  
Reminder

Remove  
Medication

Add MEDICATION for reminders and learning:

Enter your medication's DIN

Enter

[What is a DIN?](#)

## My Health Reminders

Get a pap smear

How Often?: One time  
Reminder Start Date 2016-03-16



Edit

Remove

# Self-reported trackers



## Stress Tracker

Stress is a normal part of everyday life but high levels of stress is also a risk factor for many health conditions. Track your levels and sources of stress as well as relaxation strategies. Use the report to help you find solutions to better manage your stress.

25 REWARD POINTS

[Learn More »](#)



## Track Your Pain Improvement

Track the impact your pain is having on different aspects of your life including work, family responsibilities, and social interactions to help monitor the effectiveness of your treatment.

100 REWARD POINTS

[Learn More »](#)



## Weight Tracker

Weight loss begins by choosing a healthy goal weight. With the BALANCE™ weight tracker, you can set your goal, track your weight as it changes and generate weight loss charts to view your progress.

100 REWARD POINTS

[Learn More »](#)



# Sync your Fitbit

## My Score

JANUARY 8, 2016



[VIEW HISTORY](#) | [VIEW REPORT](#)

Not happy with your score? Don't worry; you can redo the health assessment as many times as you'd like. Keep your score and action plan current by redoing it every six months, and watch your improvements over time.

[FINISH ASSESSMENT](#)

fitbit [Have a FitBit? Click here!](#)

Have a Bonus Code?

 + ?

Search for Tools, Learning & Rewards

 Search 

Create a SMART Goal Today!

[Earn Points](#)

Four circular indicators at the bottom, with the rightmost one filled.

# Rewards store

EACH CHANCE TO WIN REQUIRES 250 REWARD POINTS



## \$250 Fairmont Hotels & Resorts Gift Card

Shake up your everyday routine and visit an extraordinary place that is created by combining unique architecture and structure, expressive [±](#)

REDEEM POINTS FOR  
A CHANCE TO WIN

Countdown to next draw: 48 days  
You have 0 chances to win the next draw  
Total number of entries:70



## Canon powershot Elph 170IS

Versatile and easy to use, the Canon PowerShot ELPH 170 IS makes taking photos nearly effortless. The camera will capture memories [±](#)

REDEEM POINTS FOR  
A CHANCE TO WIN

Countdown to next draw: 48 days  
You have 0 chances to win the next draw  
Total number of entries:30



## GoPro HERO Waterproof HD Sports & Helmet Camera - HERO Edition

Don't let your incredible adventures go undocumented. The GoPro HERO Edition camera features a slim profile, is wearable and [±](#)

REDEEM POINTS FOR  
A CHANCE TO WIN

Countdown to next draw: 104 days



## Fitbit Charge HR Fitness Tracker - Large

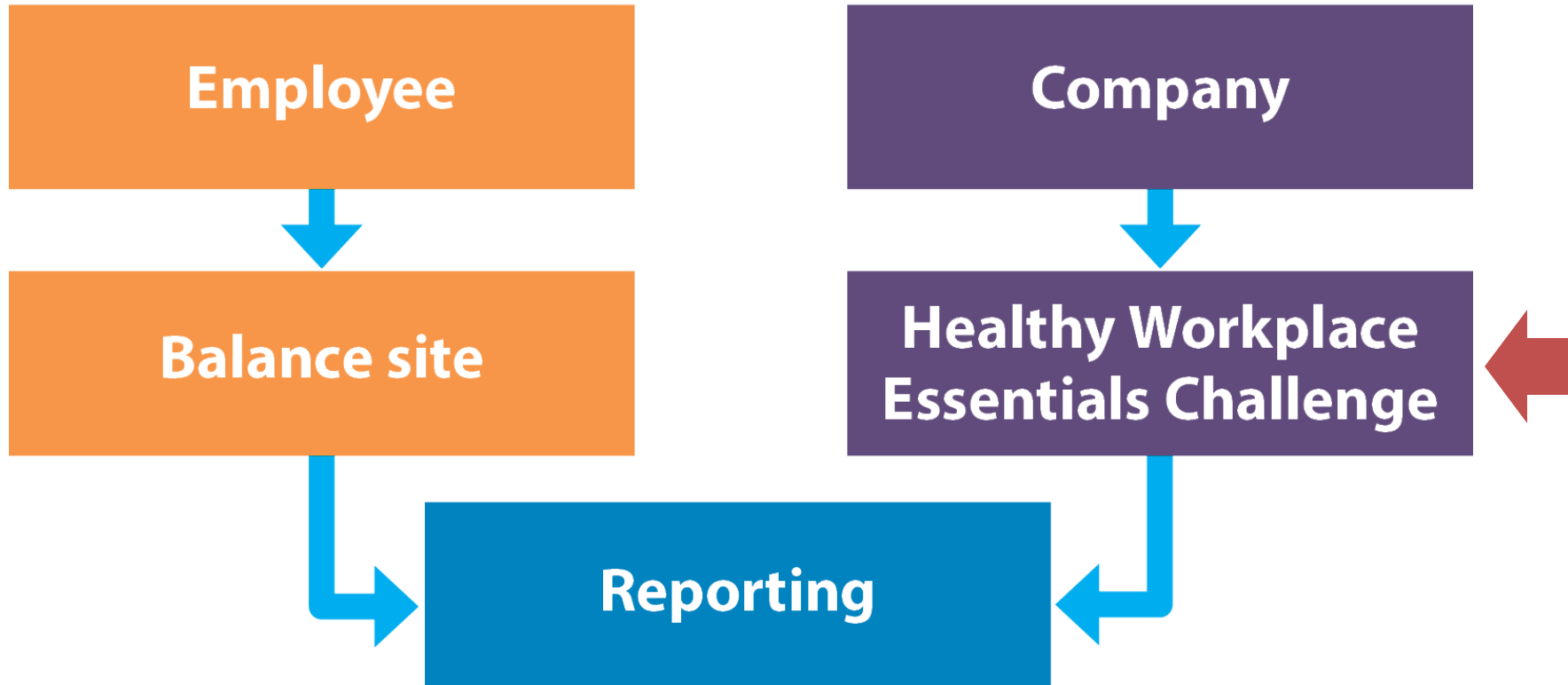
Fitbit monitors heart rate without cumbersome chest straps as well as activity all day and night, so you can accurately track real-time stats [±](#)

REDEEM POINTS FOR  
A CHANCE TO WIN

Countdown to next draw: 104 days

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# Healthy Workplace Essentials Challenge (HWECC)



**Partnership with Excellence Canada**



**Ten milestones**



**Positions organizations  
for bronze certification**

<p><b>1. Commitment</b> The organization has a stated commitment that fosters physical and psychological health and safety in the workplace and has communicated this commitment across the organization. <a href="#">More</a></p> <p>Confirm Completion</p> <p><b>500</b> REWARD POINTS</p>	<p><b>2. Policy</b> Health and Safety policies have been developed with input from employees, and include reference to the reinforcement and promotion of both physical and psychological health and safety in the workplace. <a href="#">More</a></p> <p>Confirm Completion</p> <p><b>500</b> REWARD POINTS</p>	<p><b>3. Education</b> Education about employee health and well-being is made available, is accessible, and is ongoing. <a href="#">More</a></p> <p>Confirm Completion</p> <p><b>500</b> REWARD POINTS</p>	<p><b>4. Committee</b> A committee oversees the development and execution of the plan and a senior leader is engaged as the sponsor of the plan. <a href="#">More</a></p> <p>Confirm Completion</p> <p><b>500</b> REWARD POINTS</p>	<p><b>5. Planning</b> Healthy workplace planning, programs, and services reflect the personal health and wellness needs, concerns and interests of all employees, including employees on disability leave. <a href="#">More</a></p> <p>Confirm Completion</p> <p><b>500</b> REWARD POINTS</p>
<p><b>6. Metrics</b> Key healthy workplace priorities with measurable indicators and goals have been developed and are aligned to the strategic business plan and/or human resource plan. <a href="#">More</a></p> <p>Confirm Completion</p> <p><b>500</b> REWARD POINTS</p>	<p><b>7. Communication</b> The organization plans and carries out communication strategies to improve awareness and to promote physical and psychological health and safety. <a href="#">More</a></p> <p>Confirm Completion</p> <p><b>500</b> REWARD POINTS</p>	<p><b>8. Empowerment</b> Employees are empowered to provide input on work-related matters, such as supervision, productivity goals, work schedules, equipment, training, and the health and safety of their work environment. <a href="#">More</a></p> <p>Confirm Completion</p> <p><b>500</b> REWARD POINTS</p>	<p><b>9. Environment</b> The workplace environment is supportive and employees can participate in healthy workplace initiatives and seek assistance whenever they are having health or safety-related problems at work. <a href="#">More</a></p> <p>Confirm Completion</p> <p><b>500</b> REWARD POINTS</p>	<p><b>10. Operations</b> Organizational structure, work processes, and job design are assessed for their impact on employee health and safety, and improvements are discussed, documented, and implemented. <a href="#">More</a></p> <p>Confirm Completion</p> <p><b>500</b> REWARD POINTS</p>

# Milestone completion

The following initiatives are examples of how to achieve this milestone. Further suggestions are available in the *Healthy Workplace® Essentials Guide*.

- Senior leadership demonstrates a commitment to fostering support for a physically and psychologically healthy and safe workplace by engaging in the Balance *Healthy Workplace® Essentials* Program and communicating this commitment to all employees.
- There is support for the development and provision of related employee wellness programs, initiatives and services (for example, allocation of funds and resources).
- The vision, mission or values statement acknowledges the well-being of employees and this has been communicated to all stakeholders.
- Leaders “walk the talk” in respect of a healthy workplace culture.

For more information from Excellence Canada please send an email to [HWEssentials@excellence.ca](mailto:HWEssentials@excellence.ca) with “BALANCE™ Healthy Workplace® Essentials Program” in the subject line.

I confirm this task is completed

Submit



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**CONGRATULATIONS**

You have earned  
500 points for each  
of your participating  
employees!

Points you have earned for each employee to date: 500 out of 5,000

# What we know about wellness programs

- **Sixty-two per cent** of employers say their health and wellness programs are not tailored to their employees' needs.
- **Sixty-one per cent** of employees say they would be more inclined to participate in a health and wellness program if it was tailored to their individual needs<sup>1</sup>.
- Johnson & Johnson estimates that wellness programs have **saved the company \$250 million** in health care costs over 10 years.
- From 2002 to 2008, Johnson and Johnson calculated **a rate of return of \$2.71 for every dollar spent** on wellness.

*1 GoodLife Fitness survey of Canadian senior leaders, HR managers and Canadians.*



# Meet our wellness champions



# Create a framework to promote health and wellness

Your framework should focus on

- awareness,
- motivation,
- skills development,
- opportunity,
- implementation, and
- evaluation<sup>1</sup>.

Regularly assess your framework.

<sup>1</sup> Michael O'Donnell

“

*Being a great place to work is the difference between being a good company and a great company.*

*— Brian Kristofek, president and CEO, Upshot*

”

# Motivation and tipping points

What creates motivation and serves as a tipping point towards action organizationally in regards to wellness?

Comprehensive analytics allow you to

- have the ability to pinpoint organizational areas of need on an ongoing basis;
- have the ability to evaluate expected outcomes and measure success; and
- create the ability to adjust organizational priorities quickly and in a more focused manner.

# Motivation and tipping points

Balance analytics offer organizations

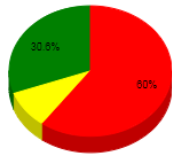
- participation and usage trends and demographics;
- assessments of users' modifiable risk factors, such as financial health, stress, sleep, diet, etc., and health condition risks, such as heart health, mental health, disease risk and more;
- comparison of measures to national Averages;
- health behaviour change measures, such as readiness for change measures, conviction and confidence levels for identified risk factors, areas of organizational opportunity; and
- additional information related to the drivers behind key risk factors.



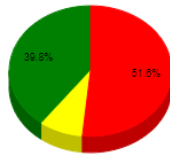
# Balance analytics

## Physical Activity

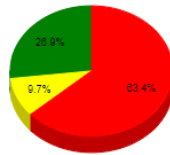
Your Company (n=2,495)



Male (n=719)



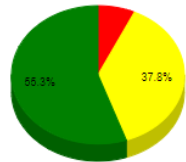
Female (n=1,776)



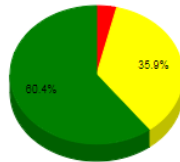
69.4% of your employees have elevated risk related to Physical Activity

## Stress

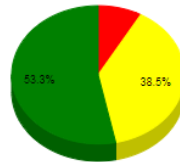
Your Company (n=2,495)



Male (n=719)



Female (n=1,776)



44.7% of your employees have elevated risk related to Stress

Lifestyle	Your Members	National Averages
<b>Smoking Prevalence</b>	<b>7.4%</b> of your members currently smoke	18.1% of Canadians currently smoke (Statistics Canada 2014)
<b>Excessive Alcohol</b>	<b>2.4%</b> of your members report drinking excessive levels of alcohol regularly	17.4% of Canadians drink excessive levels of alcohol regularly, i.e. more than 10 drinks a week for women or more than 15 drinks a week for men (Statistics Canada 2012).
<b>Inactivity</b>	<b>69.4%</b> of your members do not complete the Health Canada recommended daily activity - 150 minutes of moderate to vigorous physical activity, each week	44.8% of Canadians do not complete the Health Canada recommended daily activity - 150 minutes of moderate to vigorous physical activity, each week (Statistics Canada 2013)
<b>Overweight/Obese</b>	<b>62.1%</b> of your members are overweight or obese based on their BMI	53.6% of Canadians are overweight or obese, with a Body Mass Index (BMI) greater than 25 (Statistics Canada 2013).
<b>High Stress</b>	<b>44.7%</b> of your members report moderate to extreme stress	23.0% of Canadians have moderate to extreme stress (Statistics Canada 2013)
<b>&gt;5 Fruit and Veg</b>	<b>55%</b> of your members eat ≥ 5 fruit and vegetable servings per day	40.8% of Canadians eat ≥ 5 fruit/vegetable servings per day (Statistics Canada 2013)
<b>Sleep</b>	<b>29.5%</b> of your members report less than 7 hours per night	Canadians sleep an average 8.3 hours per night (Statistics Canada 2013). The recommended amount of sleep for Canadian adults is 7-8 hours per night.

# Balance analytics

CHART II: CONVICTION/CONFIDENCE FOR EACH MODIFIABLE RISK FACTOR

Conviction/Confidence Model	Lack of knowledge and cynical	Skeptics (e.g. have knowledge but unconvinced)	Frustrated (e.g. want to make the change but struggling)	Empowered (e.g. having success with changes made)
Physical Activity n=585	11.6%	2.1%	9.2%	77.1%
Financial Health n=513	13.6%	3.7%	12.5%	70.2%
Diet n=458	12.7%	2.2%	9.4%	75.8%
Stress n=382	15.7%	0.3%	13.4%	70.7%
Sleep n=288	19.4%	3.1%	14.9%	62.5%
Alcohol n=118	21.2%	5.1%	8.5%	65.3%
Smoking Status n=82	32.9%	2.4%	23.2%	41.5%
Medication n=64	4.7%	3.1%	3.1%	89.1%

n = 2,492

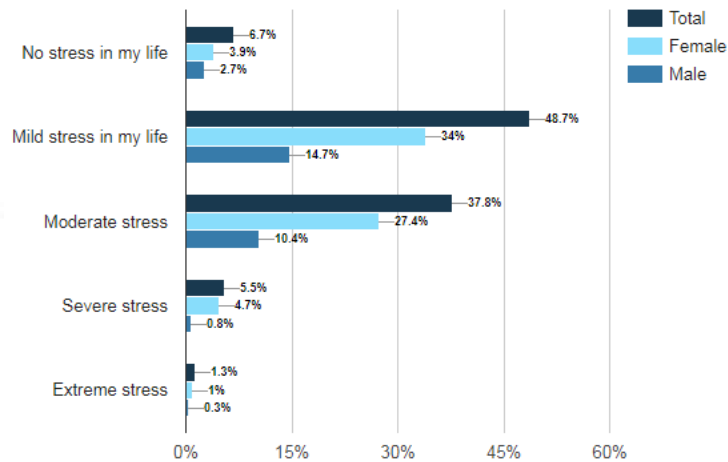
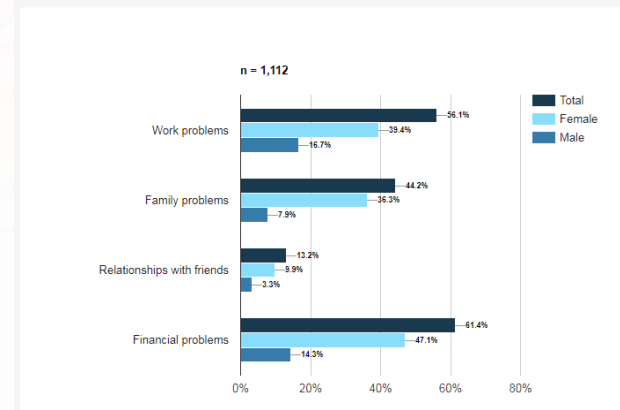


CHART III: AREAS OF OPPORTUNITY

Lifestyle Risk	Members at risk (# of members with "red light" and "yellow light" for risk)	"I wish I could" (important but not confident about making change)
Smoking Status	82	23.2% of "red light" and "yellow light" members are "frustrated"
Sleep	288	14.9% of "red light" and "yellow light" members are "frustrated"
Stress	382	13.4% of "red light" and "yellow light" members are "frustrated"
Financial Health	513	12.5% of "red light" and "yellow light" members are "frustrated"
Diet	458	9.4% of "red light" and "yellow light" members are "frustrated"
Physical Activity	585	9.2% of "red light" and "yellow light" members are "frustrated"
Alcohol	118	8.5% of "red light" and "yellow light" members are "frustrated"
Medication	64	3.1% of "red light" and "yellow light" members are "frustrated"

Moderate or Greater: Causes of Stress

For those who answered moderate or greater (n = 1112, % = 44.6), "Which of the following is causing your stress (check all that apply)?"





# Questions





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**BLUE CROSS®**

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