THE HEALTH PROJECT PRESENTS
The 2016 C. Everett Koop National Health Awards

Including a History of Cost-Effective Wellness Programs

Health promotion and disease prevention with demonstrated results, available free online

www.thehealthproject.com
Dr. C. Everett Koop (1916-2013) was an American pediatric surgeon and public health administrator. He was a vice admiral in the Public Health Service Commissioned Corps, and served as the 13th Surgeon General of the United States under President Ronald Reagan from 1982 to 1989. Dr. Koop became a household name during his tenure and is widely regarded as the most influential Surgeon General in American history. During his term, he played a crucial role in changing public attitudes about smoking and advocating for a smoke-free America.

Dr. Koop spent the vast majority of his career as a practicing physician. For 35 years, from 1946 to 1981, he was pediatric surgeon-in-chief at the Children's Hospital of Philadelphia (CHOP) and in 1956, he established the nation's first neonatal surgical intensive care unit. While a surgeon in Philadelphia, Dr. Koop performed groundbreaking surgical procedures on conjoined twins, invented techniques that today are commonly used for infant surgery and saved the lives of countless children who otherwise might have been allowed to die.

The Health Project has been awarding annual prizes to organizations with proven health improvement and cost savings programs since 1994, when the organization was established, with Dr. Koop as its chairperson. Dr. Koop was known as ‘America’s Doctor’ and The Health Project will continue to present the annual C. Everett Koop National Health Award in his honor.
Boise School District
Boise School District Wellness Program

In 2011, Boise School District created a comprehensive wellness program for its 3,000+ employees, who were dispersed over 58 geographical locations. The aim of the multi-year program was to improve employee health behaviors, lower elevated health risks, prevent chronic diseases, and curb rising healthcare costs. Additionally, the program was extended to spouses and retirees. To maximize program reach, technology was leveraged so that every component of the program could be streamed to any mobile device or computer and was available in multiple languages. Participation increased from 66 percent in 2011 to 81 percent in 2014. The program has produced evidence of positive changes in behavior, improvements in biometrics associated with health risks and boosted mental health. Evaluation of six years of medical claims data found that wellness program participants cost significantly less than non-participants. For every dollar the district spent on wellness, it saved $3.50. From 2009 to 2014, the district experienced no overall increase in health care costs.

2016 Honorable Mention

Sandia National Laboratories
Sandia’s Health Benefits and Employee Services
Preventive Health Program
2015 & 2014
C. Everett Koop National Health Award Winners

Below are brief descriptions of the C. Everett Koop National Health Award winners from the previous two years. You are invited to visit our website, learn more about the programs, and use this information in the development of your own health promotion and disease prevention programs.

O’Neal Industries (ONI) is the parent organization of a group of closely affiliated companies that, together, forms the nation’s largest family-owned metals service center, employing about 3,000 people worldwide. In 2011, ONI introduced ONI LIVESMART as its signature health and wellness program. Designed using best practices and evidence-based research, the program encourages employees and family members to have healthy lifestyles by supporting their efforts to maintain or improve their health. The ONI LIVESMART program has kept employees actively involved, with over 82 percent employee participation. Based on an evaluation of repeat health measures from 2011-2014, risk reduction was seen in body mass index, blood pressure, blood glucose, physical inactivity, triglyceride levels and tobacco use. The program has achieved net cost savings of about half a million dollars annually and a positive return-on-investment of $1.52 for every dollar spent.

McKesson Corporation, You. Even better Program (2015)
McKesson Corporation has been actively seeking to improve the health of its workforce since 2007. Beginning with a simple program that offered health risk assessments and screening to help employees understand their health risks, the health promotion program has evolved to incorporate a wide range of evidence-based initiatives. Between 2011 and 2014, participants increased their involvement in the program from an average of 21 to 106 activities per year, with 83 percent of employees and spouses completing at least one health promoting activity in 2014. From 2012 to 2014, on-the-job performance increased by 3.6 percent, as measured by the World Health Organization Health and Work Performance Questionnaire, with the greatest increase seen for employees with the highest level of program utilization. Independent assessment indicates that early savings exceed program costs. A multi-year investment of $12.2 million in the program has produced a positive-return-on-investment (ROI) for the company.
BP America, *BP Wellness Program* (2014) With a primary focus on prevention, productivity, and safety, BP America launched its integrated BP Wellness Program in 2010. BP’s wellness program offers a variety of options for employees across the health spectrum, providing programs and facilities to help employees achieve their personal health goals. Components of BP’s comprehensive program include on-site biometric screenings and fitness facilities, disease and lifestyle management, access to healthy food choices at work, as well as a strong communications strategy. The BP Wellness Program has maintained outstanding participation rates, with over 91 percent of incentive-eligible employees and spouses participating in some aspect of the program every year since its introduction. BP employees’ overall health risks have been reduced by nearly 10 percent, far exceeding industry benchmarks. A rigorous analysis showed a cumulative return-on-investment (ROI) of $2.10 for every dollar spent over the program’s first three years.

AMERICAN Cast Iron Pipe Company, *WellBody Program* (2014) AMERICAN Cast Iron Pipe Company introduced the WellBody Program as its signature health and wellness initiative in the early 1990s. The program, designed using best practices that align with proven health and wellness models, provides employees, retirees, and family members with opportunities to support healthy lifestyles by maintaining or improving their health. The resulting culture of health has proven to be a foundational component of the program’s success. With strong management support, the WellBody Program offers an on-site wellness center, individual health coaching sessions, and access to registered dieticians and exercise instructors. More than 80 percent of employees participate in WellBody’s annual health screening and health coaching program. Over the past five years, this high level of engagement has been sustained, resulting in a significant overall health risk reduction of 9 percent. And an estimated return on investment (ROI) of $1.70 for every dollar spent.
1994 - 2013
C. Everett Koop National Health Award Winners

More information about these programs can be found on The Health Project website at: www.thehealthproject.com

*Aetna, Inc.  
Alcon Laboratories  
Alliance Data  
Applied Materials  
Caterpillar  
*Champion International Corp.  
Chevron  
CIGNA  
*Citibank  
DaimlerChrysler Corp.  
Dell, Inc.  
*Dow Chemical Company  
Eastman Chemical  
Eli Lilly and Company  
Energy Corporation of America  
Fairview Health Services  
Fannie Mae  
FedEx Corporation  
Glaxo-Wellcome Inc.  
Hawaii Medical Services Association (HMSA)  
Health Management Corporation  
Health Net  
Healthtrac Inc.  
Honeywell Inc.  
International Business Machines Corporation (IBM)  
Johnson & Johnson  
*L.L.Bean, Inc.  
Lincoln Industries  
Lockheed Martin Idaho Technologies  
Marriott International Inc.  
Medical Mutual of Ohio  
Motorola  
Northeast Utilities  
*Pacific Bell
Park Nicollet Medical Foundation  
Pepsi Bottling Group  
*Pfizer Inc.  
*Pitney Bowes  
Prudential Financial  
Quaker Oats Company  
San Jose City Fire Department  
Sentara  
SHIELDS for Families Project, Inc.  
State of Nebraska  
Steelcase Inc.  
Texas Instruments  
The Volvo Group

Trigon Blue Cross Blue Shield and Subsidiary Health Management Corp.  
UAW - General Motors  
*Union Pacific Railroad  
University of Alabama at Birmingham - School of Education  
University of Vermont  
*UNUM Corporation  
USAA  
Vanderbilt University  
WE Energies  
Wisconsin Education Association (WEA) Insurance Trust

*Multi-year Winner
The Health Project Honorable Mention Winners

In addition to full award winners, there have been many programs considered to be outstanding, but have lacked sufficient health improvement or cost savings data to meet The Health Project criteria. These programs are awarded the C. Everett Koop National Health Honorable Mention.

| American Express | HealthMedia, Inc. and Care Management Institute |
| Arc | Health Partners |
| AFSCME Council 31 | Healthwise |
| AT&T | Houston Independent School District |
| Berkshire Health Systems | HPN WorldWide |
| Blue Cross Blue Shield of Tennessee | Hughes Electronics Corp. |
| Blue Shield of California | Hunter Industries |
| Burlington Northern Railroad | Idaho National Engineering & Environmental Laboratory |
| Carrel Fertilizer | Indian Health Service |
| Charleston Area Medical Centers | International Truck and Engine Corporation |
| City of Birmingham | Kaiser Permanente |
| The Coca-Cola Company | Kal-Aero Incorporated |
| Coors | Lockton Companies |
| Cornell University | Lowe’s Companies, Inc. |
| Cummins Inc. | MBNA |
| Dell Inc. | Michelin Tire Corporation |
| DuPont | Monterey County |
| First National Bank of Chicago | New York City Department of Health & Mental Hygiene |
| Franklin Memorial Hospital | |
| Graco | |
| GE Fitness Center | |
Several programs that have been awarded Honorable Mentions have gone on to win full awards. The Health Project encourages Honorable Mention recipients to re-apply in the following years. The following programs are Honorable Mention recipients that have become Award Winners:

CIGNA
Citibank
Dell Inc.
Health Net
Honeywell, Incorporated

Johnson & Johnson
Motorola
Union Pacific Railroad
University of Vermont
UNUM Life Insurance Company

Health costs will continue to rise.

Poor health habits and lack of early attention to modifiable risk factors will be major contributors.

Their effect on the overall economy will be increasingly severe.

The one sustainable way to contain health costs is to prevent illness or injury in the first place.

The Health Project salutes organizations that subscribe to this philosophy and have implemented evidence-based programs. These programs have produced significant, proven results for employers, communities and the nation.
The Health Project Mission

The Health Project is a public-private non-profit organization formed to bring about critical attitudinal and behavioral changes in the American health care system, so that providers and consumers employ its vast resources with increasing knowledge and understanding.

Health care is a major concern of Americans as they struggle with complex issues such as cost and availability. However, the way we use health care services and the attention we give to our personal health is pervasive. Many organizations are working hard to develop programs that encourage better health habits and improved understanding of how to use health services more efficiently.

The mission of The Health Project is to seek out, evaluate, promote, and disseminate the lessons learned from programs with demonstrated effectiveness in influencing personal health habits and the cost-effective use of health care services. These programs have the objectives of (1) to improve population health by helping individuals change unhealthy behaviors and reduce health risks, and (2) educate and engage individuals in becoming more informed and activated health care consumers.

The Health Project is a dedicated undertaking, capitalizing on carefully selected private and public health initiatives, which have improved measurably the health status of Americans. It will store those proven programs in a repository so that corporations and community agencies may draw on them according to their needs, constantly improving and enlarging them through a widening user network to improve population health outcomes. The Health Project focuses on improving personal health care practices, and supporting population health improvement.

Thus, individuals have a responsibility not adopt healthy lifestyles; providers must broaden their outlook by supporting positive health practices, assuming greater responsibility for educating their patients in good health habits; employers must play a leadership role in encouraging good health behaviors and cultivating good health care purchasing practices by employees, with emphasis on positive health incentives to improve health; and all parties to the health care process must recognize that improved personal health habits are not only desirable, but also necessary in the prevention of the serious chronic illnesses, which often occur later in life.

The programs that are recognized by The Health Project are not meant by any definition to distract from consideration of such hard issues as access to health care coverage, medical tort reform, and insurance industry policies and practices. Instead, they highlight positive, productive, and well-designed programs supporting optimum use of community and business health care resources.
The Health Project Board of Directors

Chairman and Co-Founder .......................................................... Carson E. Beadle
Security Mutual Life Insurance Company of New York

President and CEO ................................................................. Ron Z. Goetzel, PhD
Institute for Health and Productivity Studies and Truven Health Analytics

Vice President .......................................................... Seth Serxner, PhD, MPH
Optum

Chief Science Officer .......................................................... James F. Fries, MD
Stanford University School of Medicine

Secretary/Treasurer .......................................................... James Wiehl, JD
Fulbright & Jaworski

Ex Officio .......................................................... David C.F. Koop
The Burish Group

David R. Anderson, PhD ........................................................ StayWell
David W. Ballard, PsyD, MBA ........................................ American Psychological Association
Cheryl J. Christensen, D.O., M.S., FACOEM .................. The Procter & Gamble Company
Michelle Hatzis, PhD ........................................................ Google, Inc.
Pam Hymel, MD, MPH ........................................................ Walt Disney Parks and Resorts
Kimberly Jinnett, PhD, MSPH ........................................... Integrated Benefits Institute
Rebecca Kelly, RD, CDE, PhD ......................................... The University of Alabama
Debra Lerner, MS, PhD ........................................................ Tufts Medical Center
Joseph A. Leutzinger, PhD .............................................. Health Improvement Solutions, Inc.
Tre’ McCalister, MA, EdD ................................................ Mercer
Michael O’Donnell, PhD ................................................ American Journal of Health Promotion
Kenneth R. Pelletier, PhD, MD ........................................ University of Arizona School of Medicine
University of California (UCSF) School of Medicine
Stewart Sill, MS ........................................................ IBM Integrated Health Services
John F. Troy, JD ........................................................ Public Policy Consulting

Advisory Directors:

Ellen Exum ............................................................. IBM
Daniel Gold, PhD ............................................................ Optum
Willis B. Goldbeck ................................................ Institute for Alternative Futures
Jason E. Lang, MPH, MS ........................................ Centers for Disease Control and Prevention (CDC)
Jacque J. Sokolov, MD ................................................ SSB Solutions
2016 Supporters of The Health Project

The Health Project, Inc.
1341 22nd Street NW, Washington, DC 20037
Phone (202) 808-9025 Fax (866) 371-1633
Website address: www.thehealthproject.com