



**THE HEALTH PROJECT**

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**PRESENTS**

**The 2016**

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***C. Everett Koop  
National  
Health Awards***

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**Including a History of  
Cost-Effective  
Wellness Programs**

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

[www.thehealthproject.com](http://www.thehealthproject.com)

## **About Dr. C. Everett Koop**

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 13<sup>th</sup> 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.

## **2016 Winner of The C. Everett Koop National Health Award**

*Honoring Health Promotion and Disease Prevention Programs with  
Demonstrated Savings from Improving Health Behaviors*

### **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, Inc., ONI LIVESMART Program (2015)** 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 dietitians 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](http://www.thehealthproject.com)*

*Aetna, Inc.	Glaxo-Wellcome Inc.
Alcon Laboratories	Hawaii Medical Services Association (HMSA)
Alliance Data	Health Management Corporation
Applied Materials	Health Net
Caterpillar	Healthtrac Inc.
*Champion International Corp.	Honeywell Inc.
Chevron	International Business Machines Corporation (IBM)
CIGNA	Johnson & Johnson
*Citibank	*L.L.Bean, Inc.
DaimlerChrysler Corp.	Lincoln Industries
Dell, Inc.	Lockheed Martin Idaho Technologies
*Dow Chemical Company	Marriott International Inc.
Eastman Chemical	Medical Mutual of Ohio
Eli Lilly and Company	Motorola
Energy Corporation of America	Northeast Utilities
Fairview Health Services	*Pacific Bell
Fannie Mae	
FedEx Corporation	

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	

New York Life Insurance Company	Tenneco
North Bay Health Resources Center	The Travelers
PepsiCo	Trek Bicycle Corporation
Perdue Farms, Inc.	Union of Pan Asian Communities
Project Freedom	University of Iowa
Roche, Inc.	University of Kentucky
Sandia National Laboratories	University of Michigan
San Mateo County	University of Virginia
Sentara Healthcare	US Dept. Energy, Morgantown
Southeast Alaska Regional Health Consortium	Wachovia Corporation
Stanford Five Cities Project	Washoe County School District

*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	Johnson & Johnson
Citibank	Motorola
Dell Inc.	Union Pacific Railroad
Health Net	University of Vermont
Honeywell, Incorporated	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 to (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.

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