



**THE HEALTH PROJECT**

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**PRESENTS**

**The 2017**

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

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

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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.

## **2017 Winner of The C. Everett Koop National Health Award**

*No Winners Selected*

## **2017 Honorable Mention Recipients**

**Delta Air Lines**  
*The Delta Flight Plan*

**IDEXX Laboratories, Inc.**  
*IDEXX Life*

**PepsiCo**  
*Healthy Living at PepsiCo*

## **2016 & 2015 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.*

### **Boise School District, Boise School District Wellness Program (2016)**

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.

**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.

## 1994 - 2014

### 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.	Health Management Corporation
Alcon Laboratories	Health Net
Alliance Data	Healthtrac Inc.
AMERICAN Cast Iron Pipe Company	Honeywell Inc.
Applied Materials	International Business Machines Corporation (IBM)
BP America	Johnson & Johnson
Caterpillar	*L.L.Bean, Inc.
*Champion International Corp.	Lincoln Industries
Chevron	Lockheed Martin Idaho Technologies
CIGNA	Marriott International Inc.
*Citibank	Medical Mutual of Ohio
DaimlerChrysler Corp.	Motorola
Dell, Inc.	Northeast Utilities
*Dow Chemical Company	*Pacific Bell
Eastman Chemical	Park Nicollet Medical Foundation
Eli Lilly and Company	Pepsi Bottling Group
Energy Corporation of America	*Pfizer Inc.
Fairview Health Services	*Pitney Bowes
Fannie Mae	Prudential Financial
FedEx Corporation	Quaker Oats Company
Glaxo-Wellcome Inc.	San Jose City Fire Department
Hawaii Medical Services Association (HMSA)	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	Healthwise
Arc	Houston Independent School District
AFSCME Council 31	HPN WorldWide
AT&T	Hughes Electronics Corp.
Berkshire Health Systems	Hunter Industries
Blue Cross Blue Shield of Tennessee	Idaho National Engineering & Environmental Laboratory
Blue Shield of California	Indian Health Service
Burlington Northern Railroad	International Truck and Engine Corporation
Carrel Fertilizer	Kaiser Permanente
Charleston Area Medical Centers	Kal-Aero Incorporated
City of Birmingham	Lockton Companies
The Coca-Cola Company	Lowe's Companies, Inc.
Coors	MBNA
Cornell University	Michelin Tire Corporation
Cummins Inc.	Monterey County
Dell Inc.	New York City Department of Health & Mental Hygiene
DuPont	New York Life Insurance Company
First National Bank of Chicago	North Bay Health Resources Center
Franklin Memorial Hospital	PepsiCo
Graco	Perdue Farms, Inc.
GE Fitness Center	Project Freedom
HealthMedia, Inc. and Care Management Institute	
Health Partners	



Roche, Inc.	Union of Pan Asian Communities
Sandia National Laboratories*	University of Iowa
San Mateo County	University of Kentucky
Sentara Healthcare	University of Michigan
Southeast Alaska Regional Health Consortium	University of Virginia
Stanford Five Cities Project	US Dept. Energy, Morgantown
Tenneco	Wachovia Corporation
The Travelers	Washoe County School District
Trek Bicycle Corporation	*Multi-year Winner

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, Inc. (The Health Project), is a tax-exempt not-for-profit corporation formed to bring about critical attitudinal and behavioral changes in addressing the health and well-being of Americans. The Health Project focuses on improving personal health care practices and supporting population health by reaching adults where they spend most of their waking hours: at work. Many organizations have adopted health promotion (wellness) programs that encourage good health habits and improved understanding of how to use health services more effectively by individual workers and their families.

The mission of The Health Project is to seek out, evaluate, promote, and disseminate the lessons learned from exemplary health promotion and disease prevention programs with demonstrated effectiveness in influencing personal health habits and cost-effective use of health care resources. These programs have the objectives of (1) improving population health by helping individuals change unhealthy behaviors and reducing health risks, (2) establishing a culture of health at the workplace and surrounding community, and (3) offering good value for the money spent investing in these programs.

Employers must play a leadership role in promoting good health and preventing serious chronic illnesses by establishing evidence-based programs, policies, and environmental supports that emphasize positive health habits and judicious use of health care services. At the same time, individual workers have a responsibility to adopt healthy lifestyles and all parties must recognize that good health habits are not only desirable, but also necessary for building and maintaining a healthy and productive workforce.

The Health Project is dedicated to spotlighting private and public health programs that have measurably improved the health and well-being of individuals and their families, and have done so cost-effectively. The programs recognized by The Health Project, through the C. Everett Koop National Health Awards, highlight positive, productive, and well-designed initiatives that support optimum use of community and business health care resources. These best-practice programs are stored in a free web-based repository so that public and private organizations 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.

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**The Health Project, Inc.**

1341 22<sup>nd</sup> Street NW, Washington, DC 20037  
Phone (202) 808-9025 Fax (866) 371-1633

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

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