



**THE HEALTH PROJECT**

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**PRESENTS**

**The 2018**

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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.

**2018 Winner of  
The C. Everett Koop National Health Award**

*No Winner Selected*

**2018 Honorable Mention Recipients**

**LG&E and KU Energy**  
*“Healthy for Life”*

**Kaiser Permanente**  
*Healthy Workforce*

**MaineGeneral**  
*“A Healthier You”*

**2016  
C. Everett Koop National Health Award Winner**

*Below is a brief description of the previous C. Everett Koop National Health Award winner. 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.

**1994 - 2015**  
**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)*

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|---------------------------------|---|
| *Aetna, Inc.                    | Fannie Mae  |
| Alcon Laboratories              | FedEx Corporation                                 |
| Alliance Data                   | Glaxo-Wellcome Inc.                               |
| AMERICAN Cast Iron Pipe Company | Hawaii Medical Services Association (HMSA)        |
| Applied Materials               | Health Management Corporation                     |
| BP America                      | 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                | McKesson Corporation                              |
| Eli Lilly and Company           | Medical Mutual of Ohio                            |
| Energy Corporation of America   |   |
| Fairview Health Services        |   |

Motorola  
Northeast Utilities  
O'Neal Industries, Inc.  
\*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	Health Partners
Arc	Healthwise
AFSCME Council 31	Houston Independent School District
AT&T	HPN WorldWide
Berkshire Health Systems	Hughes Electronics Corp.
Blue Cross Blue Shield of Tennessee	Hunter Industries
Blue Shield of California	Idaho National Engineering & Environmental Laboratory
Burlington Northern Railroad	IDEXX Laboratories Inc.
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
Delta Air Lines	Monterey County
DuPont	New York City Department of Health & Mental Hygiene
First National Bank of Chicago	New York Life Insurance Company
Franklin Memorial Hospital	North Bay Health Resources Center
Graco	PepsiCo*
GE Fitness Center	
HealthMedia, Inc. and Care Management Institute	

Perdue Farms, Inc.  
Project Freedom  
Roche, Inc.  
Sandia National Laboratories\*  
San Mateo County  
Sentara Healthcare  
Southeast Alaska Regional Health Consortium  
Stanford Five Cities Project  
Tenneco  
The Travelers

Trek Bicycle Corporation  
Union of Pan Asian Communities  
University of Iowa  
University of Kentucky  
University of Michigan  
University of Virginia  
US Dept. Energy, Morgantown  
Wachovia Corporation  
Washoe County School District

*\*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  
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, 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 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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