

**THE HEALTH PROJECT**  
**APPLICATION FOR THE 2019 C. EVERETT KOOP NATIONAL HEALTH AWARDS**  
**Documenting Excellence in Health Promotion and Value on Investment**

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. To win the C. Everett Koop National Health Award, programs need to be rigorously evaluated and be willing to share their results as credible evidence of their accomplishments in improving population health.

***Eligibility***

To be recognized, a program must employ comprehensive and evidence-based population health management strategies designed to improve the health and well-being of the entire population under consideration and across the health continuum. The program must have been in place for a minimum of three years. The application must demonstrate that the program is well integrated into the organization's infrastructure and that it has yielded significant improvement in population health and noteworthy business results (e.g., medical cost savings, reduced absenteeism, fewer accidents, increased worker productivity, or improvements in other indicators documenting value-on-investment [VOI] such as improved attraction/retention of talent, job satisfaction, engagement, and morale). Programs may include individual health improvement components in such areas as physical activity, healthy eating, stress management, tobacco use cessation, weight control, medical self-care, evidence-based preventive screenings, and disease management – all integrated into an organizational culture that promotes health and well-being.

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***Application Submission***

Please create a PDF copy of your application and e-mail to:

**info@thehealthproject.com**

*No paper applications will be accepted*

Please cc [rgoetzel@us.ibm.com](mailto:rgoetzel@us.ibm.com)  
on your submission

Ron Z. Goetzel, Ph.D.,  
Chairman, Program Selection Task Force

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**DEADLINE FOR SUBMITTING PROGRAM APPLICATIONS: 5 PM EST ON FRIDAY, MAY 31, 2019**

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Include the following information on the cover page of your application:

Name of Program:  
Company/Organization:  
Address:  
City/State/Zip:  
Contact Person:  
Telephone:  
Email address:  
Program URL, if applicable:  
Vendor(s), if applicable:  
Word count:

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## APPLICATION GUIDELINES AND REQUIREMENTS

For the Koop Award, programs are judged on their documented ability to improve health and demonstrate a business case for investing in the health and well-being of populations. Therefore, approximately 70% of the Koop Award application is focused on a description of program evaluation methodology and results. To the extent possible, please highlight the connection between your program design and outcomes. Outstanding applications provide enough information to establish a link between measurable outcomes and specific program elements, thereby demonstrating how results can be attributed to your efforts.

The structure of your program will also be considered, with attention given to leadership commitment and organizational culture, strategic planning, communications/marketing/promotion, intervention components, integration into benefit design, program coordination, and data management/evaluation. We recognize that a health promotion program will be most effective when it is offered in the context of broader organizational efforts related to business strategy and practices, benefit design, absenteeism policy, career development, and other relevant policies. We are interested in hearing about these complementary efforts in the context of the overall program. However, the focus of your application should be on the core health promotion program(s). Make the best case for your program with respect to health improvement/risk reduction and value-on-investment through business results.

Please report all individuals and organizations involved in the completion of your application. Specifically, you should report any vendors or other third parties who helped prepare the application and describe their role (e.g., consultant, data analysis vendor, editor, wellness provider, university, etc.).

Please adhere to the highlighted word counts. A font size of 12 is requested, including in tables.

Structure your application in the following manner:

### **Section I. Executive Summary of Program and Evaluation Highlights (maximum 500 words):**

Prepare an abstract for this section, focusing on a high-level overview of the program and evaluation results.

### **Section II. Narrative Description of Program (maximum 2,000 words):**

#### **A. Your Organization (maximum - 500 words):**

Briefly describe your organization, including its culture, business strategy, location, core products, number of employees, and any major benefit design changes that occurred during the period covered by the evaluation and how these changes may have affected results. Please include information regarding the unique characteristics of your employee population, which may include the percentage of employees who are racial/ethnic minorities, have a disability, are field-based, work from home, or members of union groups. This information will be used to assess whether your health promotion program has been tailored to meet the needs of your workers.

#### **B. Health Management Strategy/Programs (maximum – 1,500 words):**

Please describe your health promotion program by explaining what you have done to communicate your health promotion vision and mission; create awareness of health improvement initiatives; engage and motivate employees to adopt healthy lifestyles; help employees develop the skills they need to achieve and maintain positive health behaviors; and the physical, organizational and cultural environments you have created and nurtured to support those changes.

Program descriptions may also include mention of the following:

- **Participation:** A base program participation/engagement rate is 40-50%, a good rate is 60-70%, and a best practice rate is 80+%. If your program has a low participation rate, you should explain why here. Reasons may include difficulty engaging workers, inability to provide incentives, or lack of leadership support. Participation rates must be detailed in Section III.
- **Longevity:** As a reminder, programs should be in place for a minimum of three years to be considered a competitive applicant for the Koop Award.

- **Design Changes:** Describe any significant changes to the design of your program(s) and medical benefits or other human resource policies and plans during the evaluation period.
- **Addressing Disparities:** Include a description of actions taken to address health disparities at your worksite(s) in terms of program use, health risks targeted, and difficulties in achieving your outcomes. Disparities may exist in terms of race, ethnicity, cultural background, gender, job type (salary vs. non-salary), job placement (office vs. factory vs. field), age, work location (headquarters vs. remote offices), or shift schedule.
- **Health Management Scorecard Data:** We encourage applicants to complete one of the several organizational health tools available (for example [The HERO Health & Well-Being Best Practices Scorecard in Collaboration with Mercer®](#) or the [CDC Worksite Health ScoreCard](#)) and include the results (e.g., total scores and section scores) as part of the application. These Scorecards are free and allow organizations to assess their current health promotion programs, as well as provide insights about employee health management best practices. Although completing a scorecard *is not mandatory*, it will help reviewers in their evaluations of program structure and processes. It is understood that scorecard results are based on self-report, and therefore do not provide the objective measurement of program content and delivery, required for the Koop Award application.

### **Section III: Evaluation Methodology & Business Case Results (maximum - 3,000 words):**

The most important criteria for the Koop Award are demonstrating (1) high levels of year-round engagement in the health promotion program; (2) positive health improvements in the target population; and (3) direct linkage of engagement and health improvements to business outcomes most important to the organization. *The most common reason for not winning the Koop Award is failure to provide a detailed description of evaluation methods, so it is especially important that you clearly describe the methodology used to evaluate each of the outcomes and how each is attributable to your health promotion program(s).*

Common sources of data include (but are not limited to):

- Health Risk Assessments (HRA)
- Employee Surveys
- Medical Claims
- Short-Term Disability Claims
- Workers' Compensation Records
- Absenteeism Records
- Presenteeism Surveys
- Net Promoter Scores

**Trend Analyses:** Please provide multi-year data. We recommend a minimum of one baseline year and three intervention years of data. Comparisons to external norms, particularly those adjusted to the demographics of your population are desirable. Reports of net cost savings for shorter intervention periods must be particularly well documented to be considered credible.

Please provide a maximum of six (6) tables and/or figures documenting, for example, program participation, health improvements, cost savings, or other business results. For each key variable assessed, you are encouraged to complete a table (see appendix) - insert an additional column for each variable. If you are evaluating multiple variables and cannot fit all the information in one table, please feel free to use multiple tables. *Note: Using the table format provided in the appendix will not be counted in the six-table limit.*

#### **A. Program Participation & Engagement:**

Descriptive statistics regarding participation for the entire eligible population are required. To fully describe participation, you are encouraged to provide a "participation cascade" (otherwise referred to as an attrition table) that shows the number of employees eligible for the program, the number enrolled, the number who became "engaged," and the number who are long-term participants. Please provide overall participation and engagement information, as well as participation in specific elements of your program including (where appropriate) health assessments, biometric screenings, coaching, fitness centers, medical clinics, EAP, campaigns, or other health promotion activities. Include "raw" numbers (N's) related to program participation (overall and by element) along with percentages. Data and results based on the entire employee population, plus any cohort group subset followed over the entire study period, are requested. Also, programs that engage both employees and their dependents are considered favorably based on evidence of greater effectiveness.

## **B. Health Impacts:**

Examples of common key impact variables:

- Weight management
- Smoking cessation
- Physical activity
- Healthy eating
- Blood pressure management
- Healthcare utilization/cost
- Absenteeism
- Disability
- Safety incidents

## **C. Business Outcomes—Cost Savings & Financial Impact:**

Examples of common key impact variables:

- Health care utilization/cost
- Productivity
- Employee engagement
- Safety
- Turnover/retention
- Job satisfaction/morale
- Organizational commitment
- Corporate reputation

Finally, please note any limitations of your program, data, methods, or presentation of results at the conclusion of this section.

## **Section IV. Supplemental Documentation:**

Provide essential non-duplicative documentation that supports the information you provided in Sections II and III of this application. Documentation that is helpful to understanding the content of the application may include abstracts published in peer-reviewed journals, or they may be based on consultant reports, survey results, internal memoranda, or other evaluation materials.

A maximum of five total pages will be accepted for this section.

Please refer to our website [www.thehealthproject.com/winning-programs](http://www.thehealthproject.com/winning-programs) for examples of winning applications with special attention given to the data submitted as part of the application.

Thank you for applying!

The Health Project Board of Directors

**APPENDIX**

Key Variable Table:

Evaluation Design (Choose the most applicable design):	<input type="checkbox"/> Experimental Design – Randomized Controlled Trial <input type="checkbox"/> Quasi-Experimental Design with Statistical Controls for Alternative Explanations <input type="checkbox"/> Pre and Post Design <input type="checkbox"/> Observational Study <input type="checkbox"/> Comparison to National/Regional Norms vs. Trend Analysis <input type="checkbox"/> Other (Please describe)
Number of Participants and the Target Population:	Example: 235 program participants (employees, spouses, and retirees); 878 eligible participants (employees, spouses, and retirees)
Participant Selection Method (if applicable):	Example: 3,031 repeat participants comparing results from the 2015 health assessment to results from the 2017 health assessment
Control/Comparison Group (if applicable):	Example: 643 employees who were eligible but did not participate
Key Outcomes and Results:	Example: Smoking rates in the eligible population were reduced by five percentage points.
Analysis (what statistical procedure(s) used):	Provide descriptive data and identify the relevant statistical methods used for your analyses.
Publications:	If any of the analyses described here were published in a peer-reviewed journal, please provide the citation.