

THE HEALTH PROJECT
APPLICATION FOR THE 2020 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 improving employee population health and related business outcomes. To win the C. Everett Koop National Health Award, programs need to be rigorously evaluated and applicants must be willing to share their results as credible evidence of their accomplishments.

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 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.

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
on your submission

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

DEADLINE FOR SUBMITTING PROGRAM APPLICATIONS: 5 PM EST ON FRIDAY, MAY 15, 2020

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

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

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, 60% 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 rules, 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 the impact your program has had on population health improvement/risk reduction and its VOI demonstrated by improved business results. This includes describing innovative approaches you have taken that have contributed to the success of your program.

The table below summarizes the application requirement categories and their respective weight towards the overall scoring.

Application Category	Weight (% of total score)
PROGRAM DESIGN & IMPLEMENTATION	
1. Organizational Strategy and Support	10%
2. Health Management Strategy, Program Goals, and Tactics	10%
3. Program Participation and Engagement	10%
OUTCOMES	
4. Health Outcomes	30%
5. Business Outcomes	30%
INNOVATION	
6. Innovative Approaches	10%
Total	100%

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 analyst, editor, provider, university faculty, 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 a summary 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, low-wage workers, have a work disability, are field-based,

work from home, or are 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 program's 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, please explain why. Reasons may include difficulty engaging workers, inability to provide incentives, or lack of leadership support. Participation rates must be defined and detailed in Section III.
- **Longevity:** As a reminder, programs should be in place for a minimum of three years to be considered competitive for the Koop Award.
- **Design Changes:** Describe any significant changes to the design of your program(s) and medical benefits or other relevant human resource policies and plans undertaken 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, education, 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 assessment tools available (e.g., [The HERO Health & Well-Being Best Practices Scorecard in Collaboration with Mercer®](#), the [CDC Worksite Health ScoreCard](#), the [WELCOA Well Workplace Checklist](#), the [American Heart Association's \(AHA\) Workplace Health Achievement Index](#)) 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 to business outcomes 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 outcomes are attributable to your health promotion program(s).*

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

- Health Risk Assessments (HRA)
- Biometric Screenings
- 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. Please also describe any plan design changes during the period measured. 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 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. See Appendix for an example template table to complete for each key variable assessed. 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 (inclusive of full-time, part-time, and any union, temporary or contract workers). 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” (including your definition of engagement), 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 Outcomes:

Examples of common key health and health-related outcomes:

- Tobacco cessation
- Physical activity
- Healthy eating
- Body mass index
- Blood pressure levels
- Alcohol and other substance use
- Blood glucose, lipid, and/or HbA1c values
- Disease incidence/prevalence
- Absenteeism/presenteeism
- Work Disability
- Safety incidents

C. Organizational Outcomes:

Examples of common key organizational outcomes:

- Health care utilization/cost
- Employee productivity
- Employee engagement
- Workers’ compensation claims
- Turnover/retention
- Job satisfaction/morale
- Organizational commitment
- Corporate reputation
- Revenue or profitability

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

Section IV. Innovation (maximum 500 words):

Briefly describe any innovative approaches your program has utilized. These can be related to the structural aspects (e.g., design, programs, policies, environmental supports), implementation processes (e.g., communication strategies, engagement methods, quality control), or evaluation methodology. Explain how your approaches may be viewed as cutting-edge.

Section V. Supplemental Documentation:

Provide essential non-duplicative documentation that supports the information you provided in Sections II, III, and IV of this application. Documentation that is helpful to understanding the content of the application may include abstracts published in peer-reviewed journals, 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 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:

INSERT VARIABLE NAME HERE		ADD COLUMN FOR EACH ADDITIONAL VARIABLE
Evaluation Design: <i>(Choose the most applicable design)</i>	<input type="checkbox"/> Experimental Design – Randomized Controlled Trial <input type="checkbox"/> Quasi-Experimental Design with Statistical Controls for Potential Confounding Factors (e.g., demographics) <input type="checkbox"/> Pre- and Post-Program Design (Repeated measurement without comparison groups) <input type="checkbox"/> Observational Study ¹ <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 individuals (employees, spouses, and retirees)	
Participant Selection Method: <i>(If applicable)</i>	Example: 3,031 repeat participants comparing results from the 2015 health assessment to results from the 2017 health assessment	
Control/Comparison Group: <i>(If applicable)</i>	Example: 643 employees who were eligible but not exposed to the program because of location, timing, business unit	
Key Outcomes and Results:	Example: Smoking rates in the eligible population were reduced by five percentage points.	
Analysis:	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. ²	

¹Non-experimental investigation in which individuals are observed or certain outcomes are measured. No attempt is made to affect the outcome.

²Articles themselves are not reviewed when the application is scored.