



# **BeWell Employee Incentive Program: Creating a Culture of Wellness at Stanford**

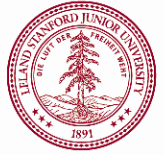
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**Total Worker Health Symposium  
November 29, 2012**

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Health Improvement Program  
Stanford Prevention Research Center  
Stanford University School of Medicine



# Outline

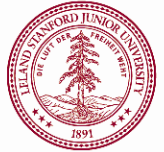


- History and evolution
- *BeWell* employee incentive program
- Outcomes
- Conclusions



# BeWell@Stanford

Established in 2008



**Mission:** By facilitating a culture of wellness at Stanford, BeWell encourages individuals to adopt and maintain healthy lifestyle behaviors and to improve their health, well-being and quality of life.



WorkLife  
Office

STANFORD  
benefits

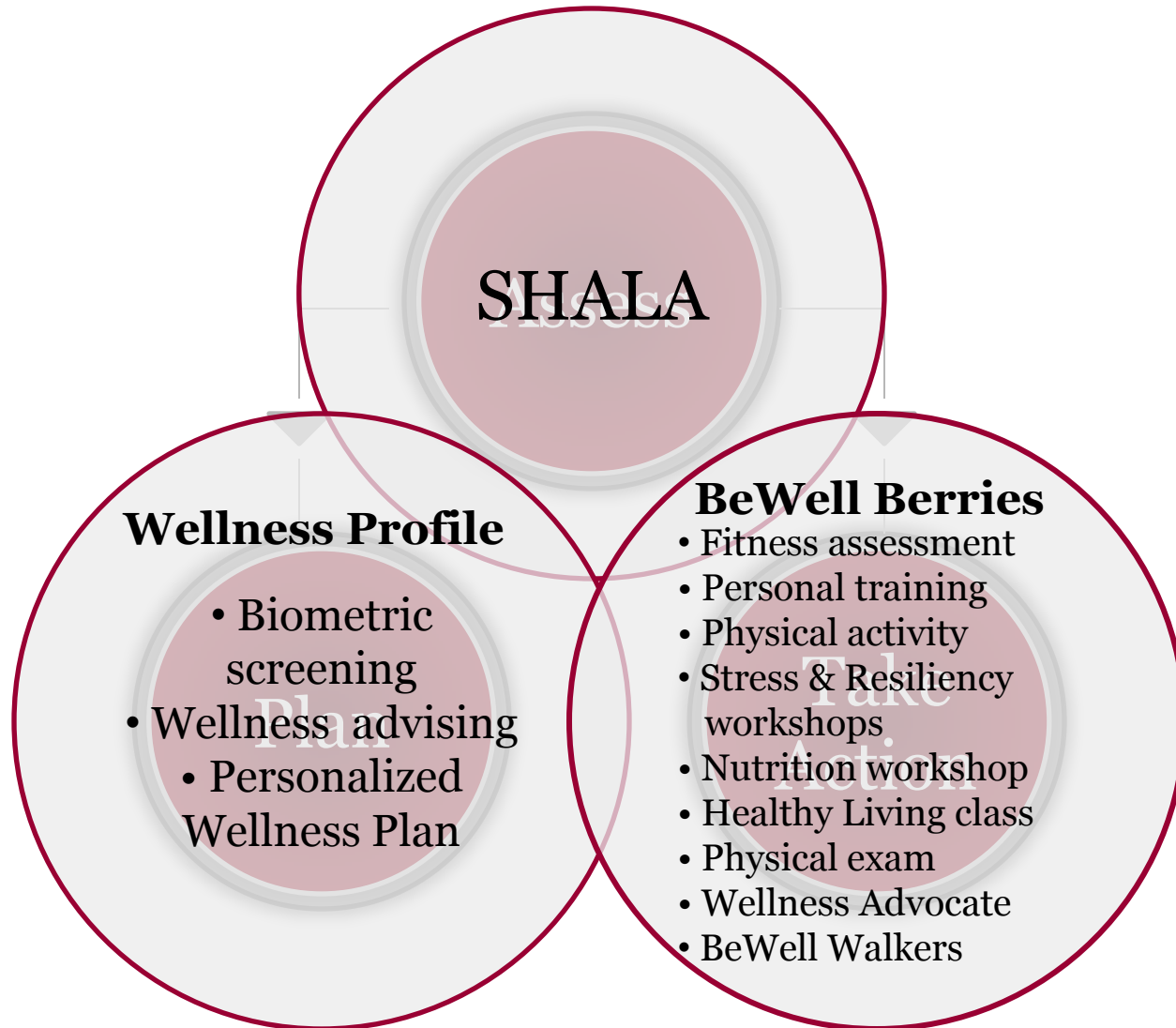
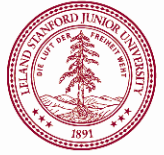
Faculty & Staff  
Help Center



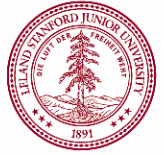
VADEN  
HEALTH  
CENTER  
STANFORD



# Program Design: 2011

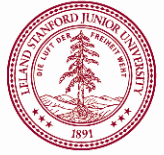


# Monetary Incentives



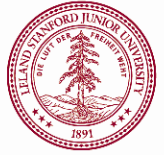
	<b>2008</b>
SHALA	\$100

# Monetary Incentives



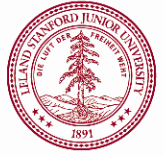
	2008	2009
SHALA	\$100	\$150
	-	-
	-	-
	-	-
BeWell "Berries"	-	\$100

# Monetary Incentives



	2008	2009	2010
SHALA	\$100	\$150	\$150
Biometric screening	-	-	\$50
	-	-	
Personalized Wellness Plan	-	-	
BeWell "Berries"	-	\$100	\$100

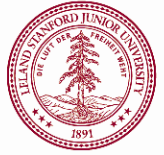
# Monetary Incentives



	2008	2009	2010	2011
SHALA	\$100	\$150	\$150	-
Biometric screening	-	-		
Wellness advising	-	-	\$50	\$200 + \$480 in 2012
Personalized Wellness Plan	-	-		
BeWell "Berries"	-	\$100	\$100	\$100



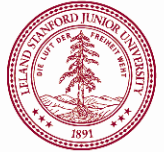
# Monetary Incentives



	2008	2009	2010	2011	2012
SHALA	\$100	\$150	\$150	-	
Biometric screening	-	-			
Wellness advising	-	-	\$50	\$200 + \$480 in 2012	\$200 (if not done in 2011) + \$480 in 2013
Personalized Wellness Plan	-	-			
BeWell "Berries"	-	\$100	\$100	\$100	\$100



# Personalized webpage



Stanford Employee Incentive Program :: Stanford EIP - Welcome

https://eip.stanford.edu/

BeWell @ Stanford Employee Incentive Program

My Profile | Sign Out

### MY ACCOUNT

- My Progress
- My Profile
- SHALA**
- Take New SHALA
- Review My SHALA
- WELLNESS PROFILE**
- My Screening Results
- My Plan
- BERRIES**
- Fitness Assessment
- Personal Training
- Physical Activity
- Stress & Resiliency Workshop
- Nutrition Workshop
- Healthy Living
- Annual Well Visit
- Wellness Advocate
- BeWell Walkers

### My Progress

#### SHALA

The Stanford Health and Lifestyle Assessment (SHALA), an online health risk assessment, is the gateway to the BeWell program.

100%

Completed SHALA

#### Wellness Profile

The Wellness Profile consists of three parts: Screening, Advising and Plan. [Learn More.](#)

0%

- Screening
- Advising
- Plan

#### Berries Activities

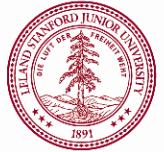
Berries are health-related activities offered by the BeWell@Stanford program to help participants put their wellness goals into action.

60%

- Fitness Assessment
- Personal Training
- Physical Activity
- Stress & Resiliency Workshop
- Nutrition Workshop
- Healthy Living
- Annual Well Visit
- Wellness Advocate
- BeWell Walkers



# Incentives in 2012



The screenshot shows the Stanford Employee Incentive Program (EIP) website. The header includes the "BeWell @ Stanford Employee Incentive Program" logo and navigation links like "My Profile" and "Sign Out". The main content area features three progress indicators, each highlighted with a blue circle:

- Gateway:** Labeled "Gateway" and "\$480". It shows a progress bar at 100% with the text "Completed SHALA".
- Wellness Profile:** Labeled "Wellness Profile" and "\$100 for 5 out of 9". It shows a progress bar at 0% and lists three components: "Screening", "Advising", and "Plan".
- Berries Activities:** Labeled "Berries Activities" and "\$100 for 5 out of 9". It shows a progress bar at 60% and lists various activities such as "Fitness Assessment", "Personal Training", "Physical Activity", "Stress & Resiliency Workshop", "Nutrition Workshop", "Healthy Living", "Annual Well Visit", "Wellness Advocate", and "BeWell Walkers".

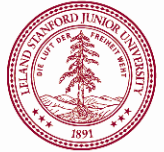
The left sidebar contains a "MY ACCOUNT" menu with links for "My Progress", "My Profile", "SHALA", "WELLNESS PROFILE", and "BERRIES".

# Early Outcomes

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# Number of participants in 2011



## SHALA

9,291

## Wellness profile\*

- Biometrics screening 6,448
- Wellness advising session 6,326
- Online wellness plan 6,326

## BeWell “Berries”\*



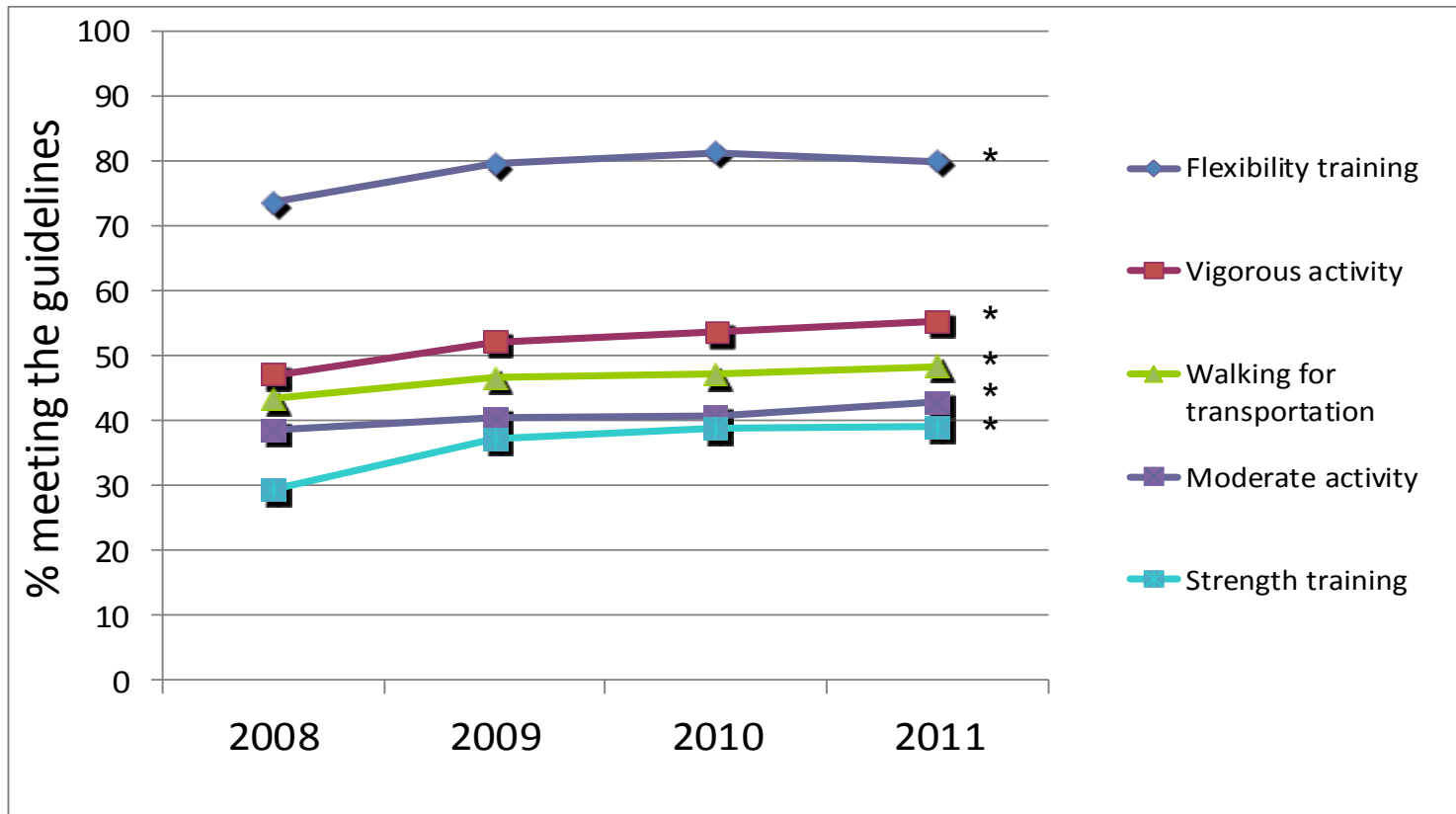
- Fitness assessment 2,196
- Personal training 1,356
- Physical activity 3,352
- Stress workshop 1,626
- Nutrition workshop 1,943
- Healthy living class 2,093
- Physical exam 2,109
- Wellness advocate 1,588
- BeWell walkers 889

\*Only those who have taken SHALA are eligible to participate in Wellness profile and BeWell berries.



# Changes in Physical Activity

(From SHALA, 2008-2011 repeat participants)



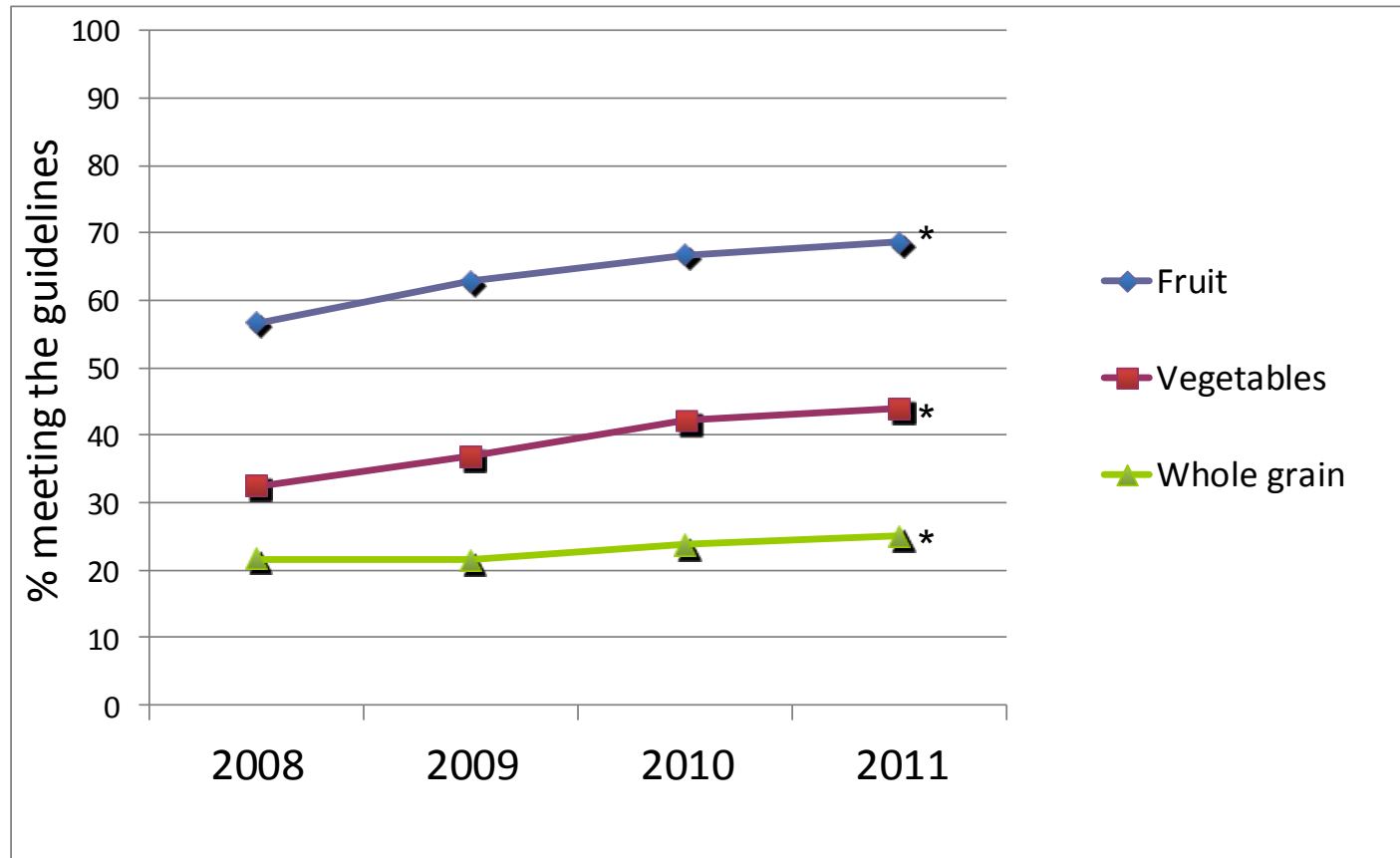
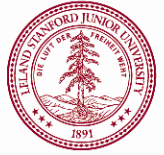
n=3,156 (71% female; mean age 46 years old in 2011).

\* Proportion in 2011 significantly different from that in 2008 ( $p < 0.001$ ).



# Changes in Dietary Intake

(From SHALA, 2008-2011 repeat participants)

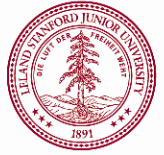


n=3,156 (71% female; mean age 46 years old in 2011).

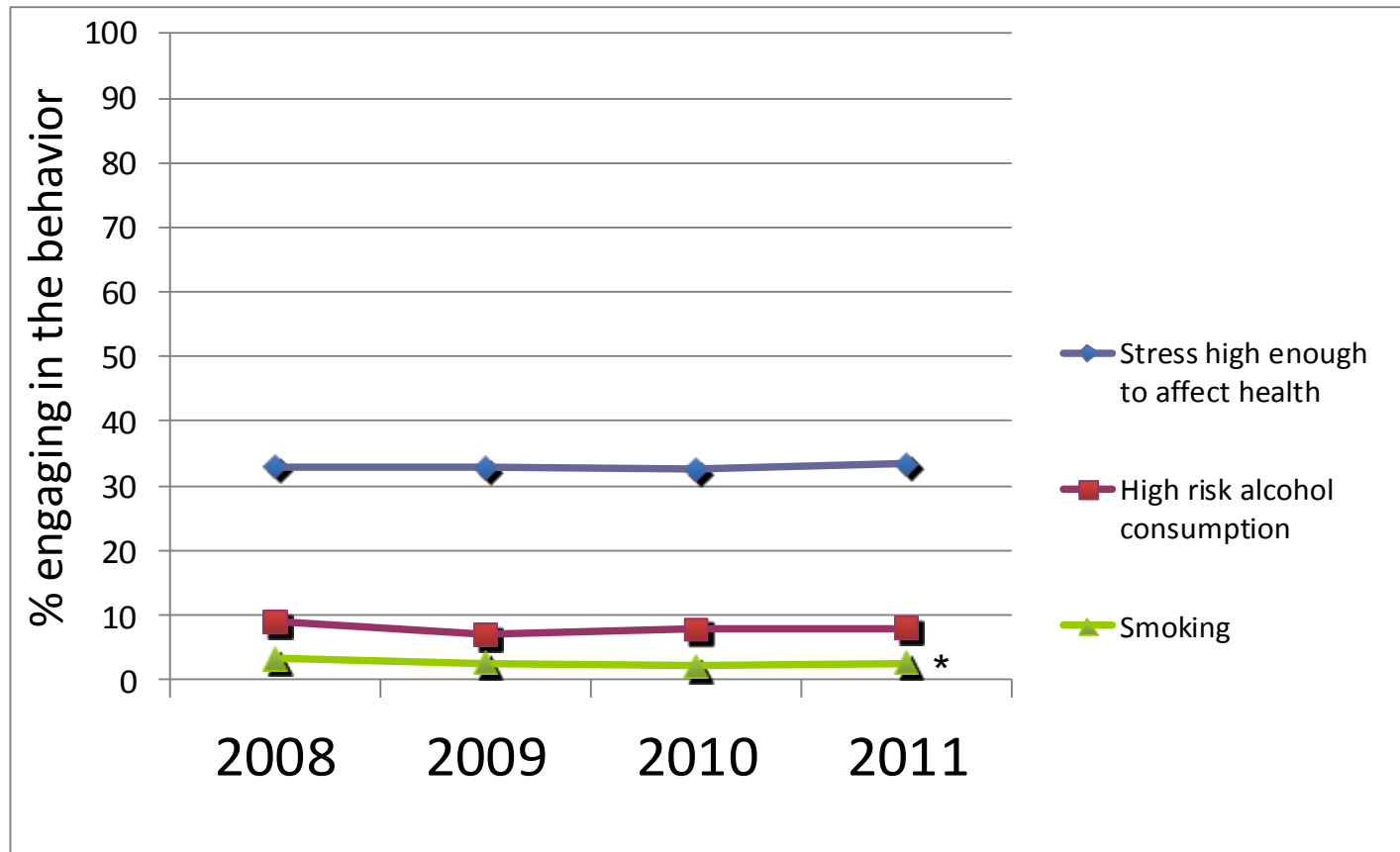
\* Proportion in 2011 significantly different from that in 2008 (p < 0.001).



# Changes in Stress, Alcohol, & Tobacco Use



(From SHALA, 2008-2011 repeat participants)



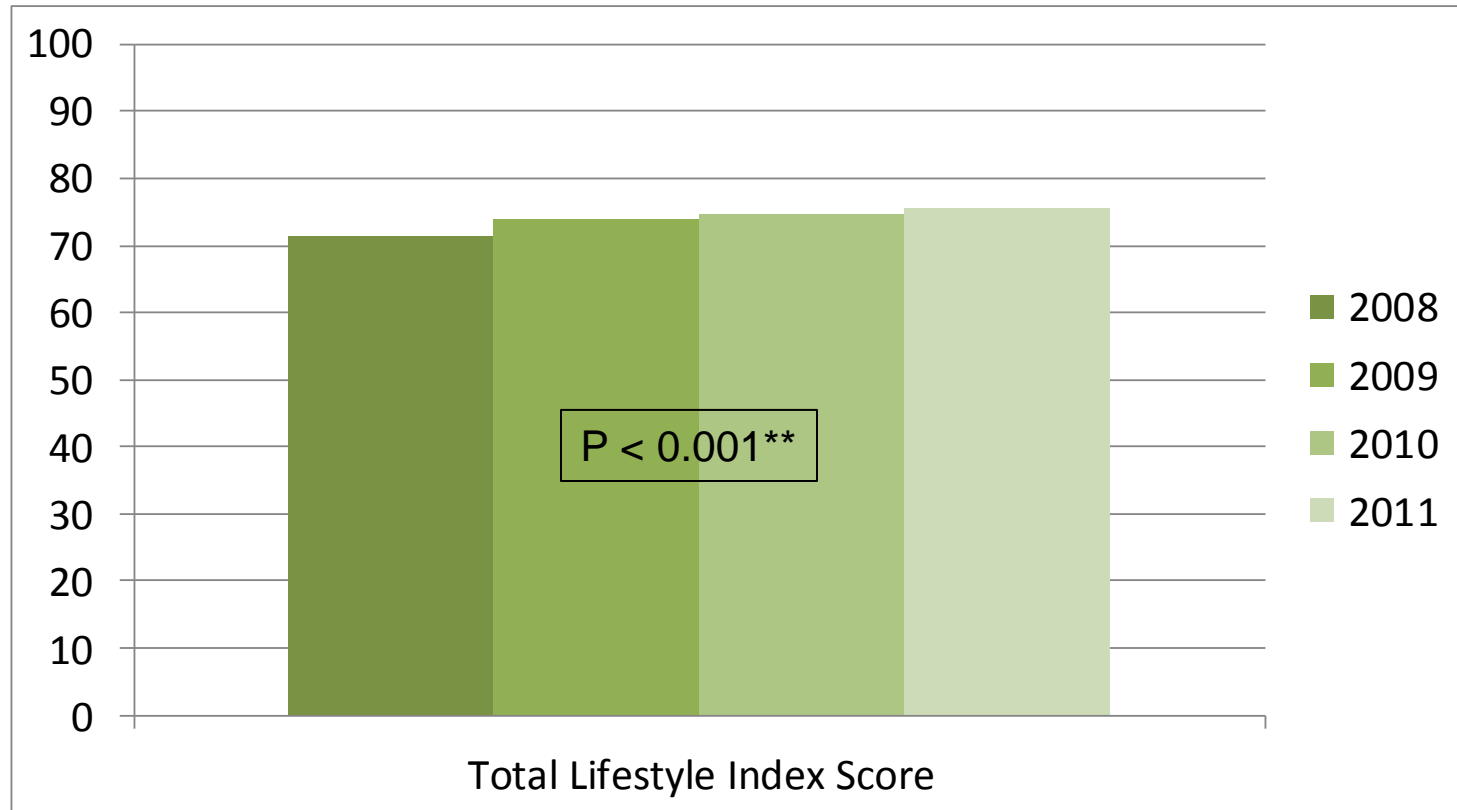
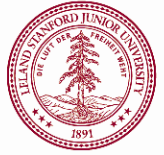
n=3,156 (71% female; mean age 46 years old in 2011).

\* Proportion in 2011 significantly different from that in 2008 ( $p < 0.05$ ).



# Changes in lifestyle behaviors

(From SHALA, 2008-2011 repeat participants)

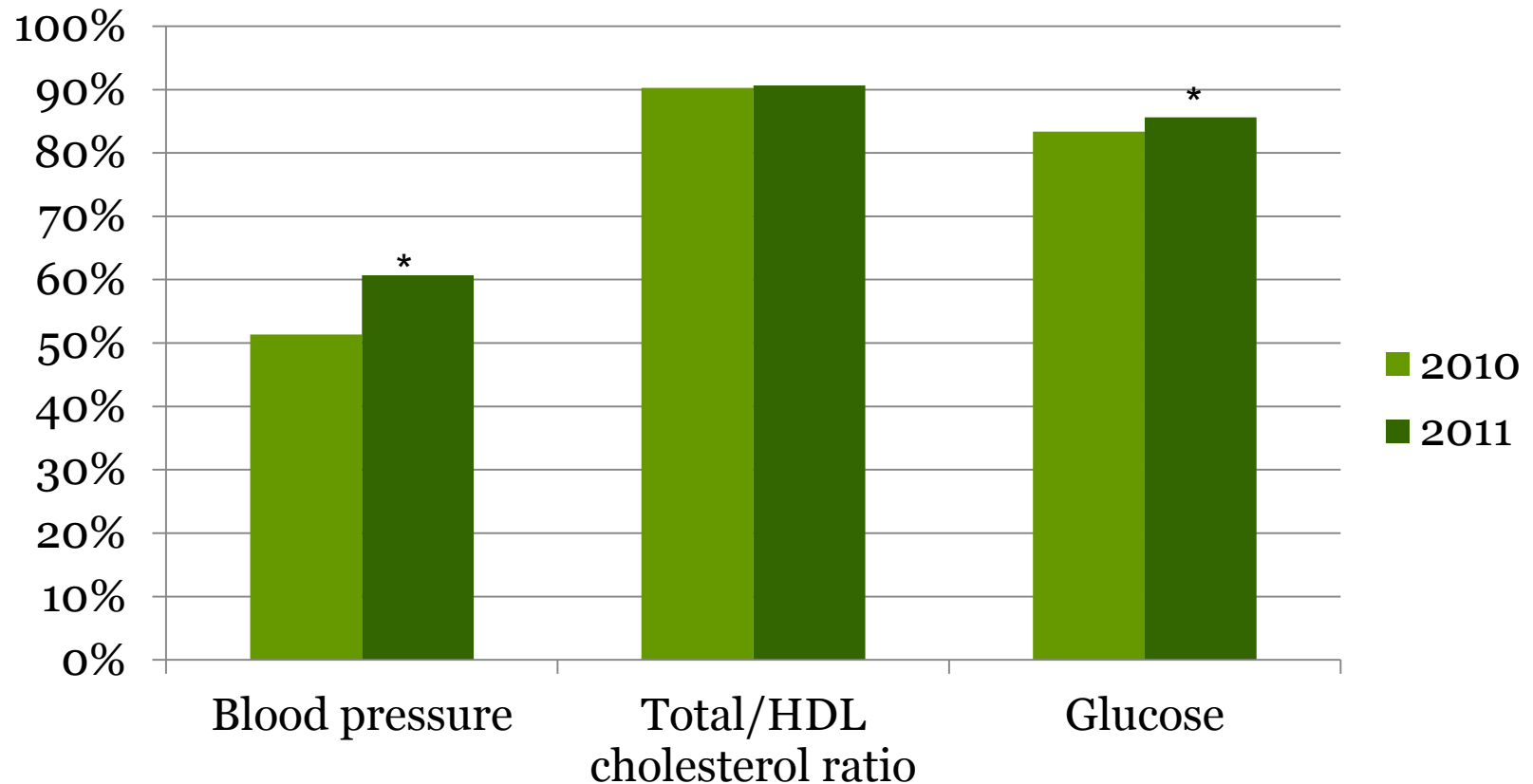
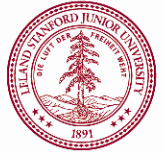


\*n=3,156; 72% female; mean age 45 years old in 2011

\*\* There was a linear change in the total Lifestyle Score from 2008 to 2011 ( $p < 0.001$ ).

Note: Total lifestyle index score is a weighted sum of the following lifestyle behaviors, ranging from 0 to 100 (physical activity, dietary intake, smoking, alcohol consumption, and stress).

# Changes in % with **healthy** biometric measures, from 2010 to 2011

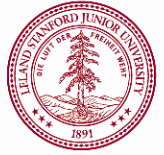


“Healthy” biometric measures include normal or low values for the indicator.

\*  $p < 0.01$

Note: This analysis was performed among those who participated in the Biometric Screening both in 2010 and 2011 (n=2,433).

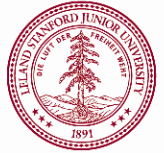
# Removing barriers through policy and environmental change



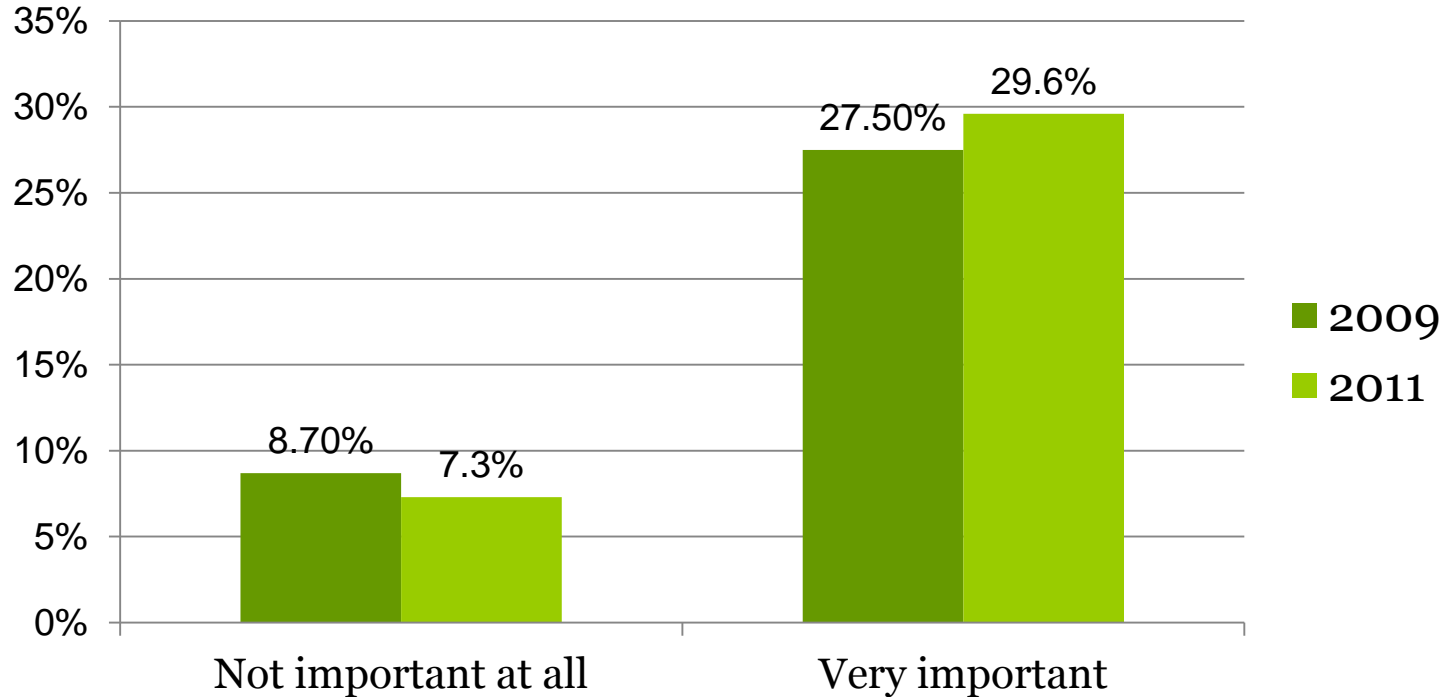
- University executive management's support for wellness
- "Well-time"
- Scholarship for enrollment in wellness programs
- "Wellness-on-Wheels" program
- Reaching out to low participation subgroups: LBRE (WorkWell)
- R&DE (translating and completing SHALA)
- Expanding the program to include spouse/registered domestic partner



# Perceptions Survey



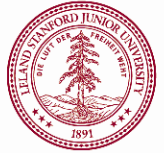
**How important is it to you that your coworkers lead a healthy lifestyle?**



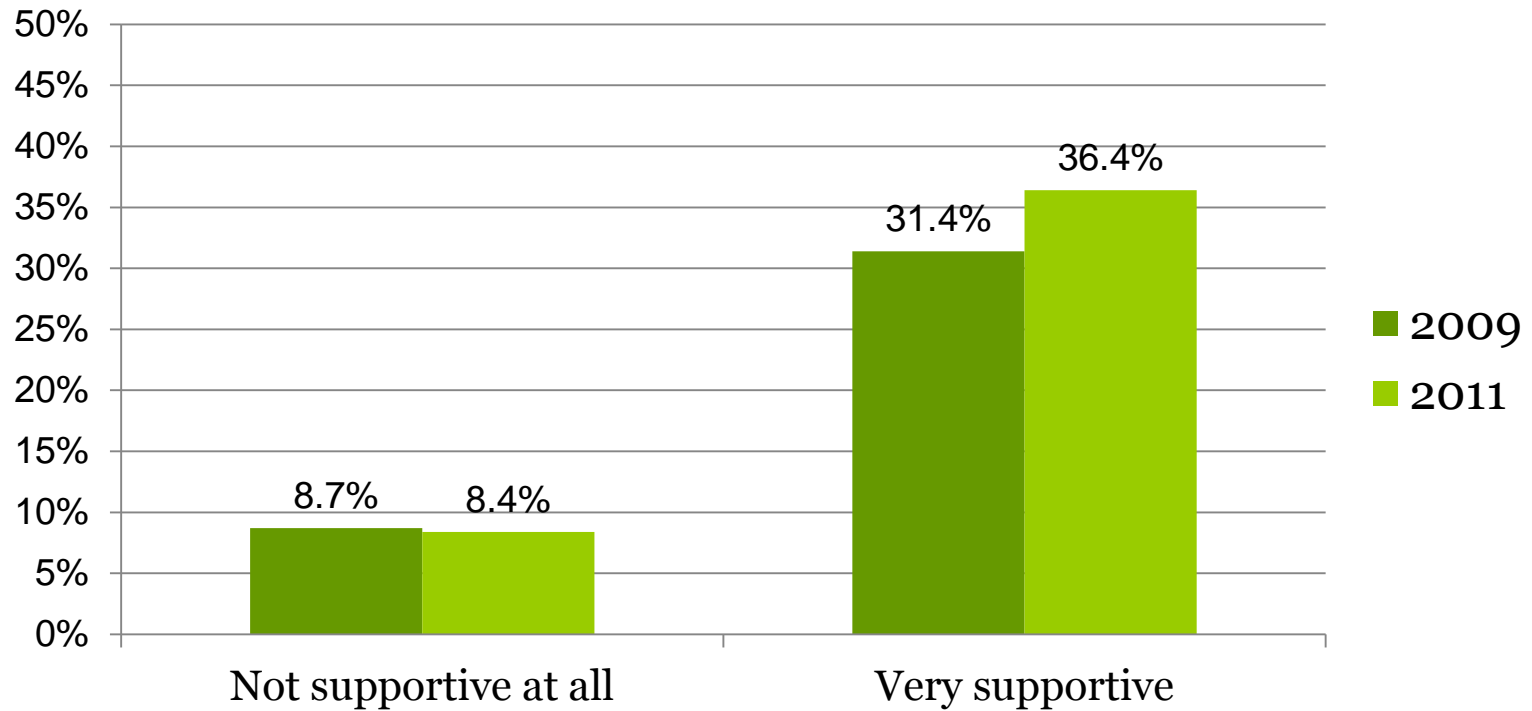
N=663 (2009); 1,208 (2011)



# Perceptions Survey



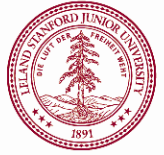
**How supportive is your overall work environment (e.g., supervisor, work schedule, facilities) in promoting a healthy lifestyle?**



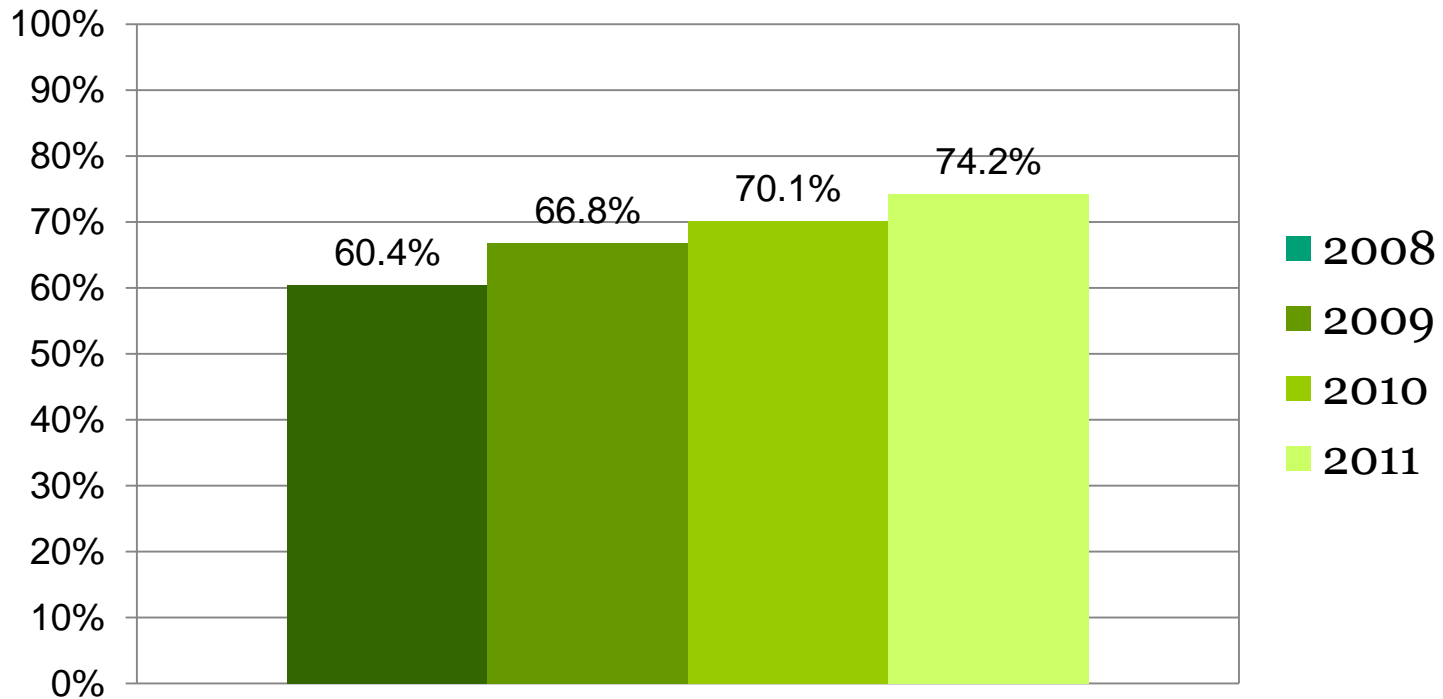
N=663 (2009); 1,208 (2011)



# Perceptions Survey



**Stanford is “Very committed” to improving the health of ALL employees**



N=2,074 (2008); 713 (2009); 857 (2010); 1,262 (2011)



# Conclusions



- The *BeWell* Employee Incentive Program is changing the culture of wellness among faculty and staff
- Participation has increased each year since 2008
- Improvements are shown for most lifestyle behaviors, for the lifestyle accumulated score, and biometric measures
- In January, *BeWell* will receive claims data from the health plans and will send lifestyle, biometric, and participation data to the health plans.
- Return on Investment is important to the university administration. ROI measures will come into focus with this exchange of data between the university and the health plans.