

Vendors and Outside Agencies Foot the Bill For Education Seminars and Screening

Initiative in Brief

Education programs can be a breeze if you reach out to vendors and others who may have interest in the health of your employees, according to Tom Anderson of Compuware. Tom works with vendors from pharmaceutical suppliers and private practices to athletic supply stores, hospitals, and Universities to bring education to his fellow Compuware employees on such topics as cancer, finance, stress, diabetes, and general health and wellness.

Following the *National Wellness Institute National Health Observances* calendar, Tom schedules 3 lunch and learn education seminars and/or screenings each month and schedules them 3 months ahead so that employees can plan to attend. Tom likes following the National Health Observances calendar because the seminar topics are linked with current mass media messages. This media tie-in helps to maximize the impact of the education by reinforcing messages heard in the seminars with radio, TV, and print media they might receive in their homes, cars, etc.

Screenings may follow or precede a seminar depending on the topic. Seminars can be used as a way to explain results of a screening performed on site by a local hospital or their on site family medical clinic. Compuware uses a quarterly *Health Connection* newsletter sent to employees' homes and the *Wellness Information Network* (known as WIN) web to reinforce or provide additional information following seminars. Vendors typically bring their own incentives and do the seminars at no cost as a way to curry the favor of employers and reach out to employees who may patronize their business.

Contact Info: Tom Anderson,
Wellness & Work Life Manager, 313/227-7322
tom.m.anderson@compuware.com

Benefits

Noted benefits of the program are:

- Workers report they love being able to walk down the hall from their office to get to screenings.
- Space allocation and coordination time is the only cost, as vendors do seminars for free and bring their own incentives.



"In light of the rising cost of health care, Compuware believes programs such as these not only benefit our employees, but help us reduce our health care costs."

Tom Costello, Jr.
Senior Vice President Human Resources

Lessons Learned

- Balancing over saturation of education information with periodic reinforcing messages so that employees don't become numb to health messages.
- Make sure your topics are varied and hit a variety of health concerns so that all employees feel as though the sessions apply to them.

Cost: Time spent by wellness coordinator
Risk Factor: Physical Inactivity/ Nutrition/
Tobacco Use
Impact/Reach: HQ and US
Business/Sector: Computer Software and IT
Services