

Healthy People Credits: a Boom for Daimler Chrysler - Screening Participation Swells to 80%

Initiative in Brief

Financial incentives known as *Healthy People Credits*, given to employees who voluntarily participate in wellness activities, created a swell in Health Screening participation at DaimlerChrysler's headquarters. Participation, previously at 41% for the prevention initiative, effectively doubled to 80% when the \$240 worth of *Healthy People Credits* were instituted this year as part of the benefits package offered by DaimlerChrysler to its professional, administrative, management and executive employees. When this article went to press, employees still had a couple of months left to literally "cash in" on the offer, potentially bringing participation near 100%.

Third party contractors work with employees to screen for total cholesterol, HDL cholesterol, blood sugar, and blood pressure and fill out a questionnaire asking their health habits and behaviors. Employees then receive an individualized report along with follow-up counseling. The questionnaire and the blood screening are worth \$120 each in *Healthy People Credits* for total cash in your pocket value of \$240, regardless of health status or results. In addition, free T-shirts are given that highlight various DaimlerChrysler products.

The tag line, *Healthy People Drive Our Future*, highlights the need for the automotive company to focus on the health of its employees as a way to stay competitive. The *Healthy People Credits* help to raise awareness among employees of the need for individual and corporate responsibility for both personal health maintenance and long-term corporate stability.

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Benefits

Noted benefits of the program are:

- Identifies people who are unaware that they are at risk
- Employees reported they believe that DaimlerChrysler cares about their individual health
- Raising awareness among employees has brought about changes to family health habits



"We're excited employees can earn \$240 a year to help offset health care premiums, and we expect to save double that so it will be a win-win for DCC and employees!"

Kate Kohn-Parrott

Lessons Learned

- Screenings at smaller remote sites represent a real challenge to remain cost-effective and available
- Constant communication about confidentiality is important in developing trust while increasing participation
- Incentives really do increase participation rates

Cost: Unavailable

Risk Factor: Nutrition/physical inactivity/tobacco use

Impact/Reach: 14,400 of total 18,000 population

Business/Sector: Automotive manufacturing/sales