

Accident Fund Insurance Company Uses HRAs to Build Trust and Assess Needs

Initiative in Brief

To determine its employees' specific health needs prior to starting a wellness program, Accident Fund contracted with Sparrow Community Health to perform onsite Health Risk Appraisals for employees. Of the 479 Accident Fund employees, 302 volunteered to receive the health assessment that included a finger prick to check cholesterol and HDL, blood pressure readings, self-reported weight and height, and a questionnaire regarding health risk behaviors. Appraisals were free for all employees interested in participating.

With the support and participation of upper-level management, employees were encouraged to take work time to complete the assessment. Employees received their results and attended feedback sessions to ask questions and learn how to interpret the data. Employees were assured of confidentiality and that only aggregate data would be used for the planning of future wellness initiatives.

Along with encouragement from management, Wellness Coordinator Jenny Quinn informed employees about the HRAs through a biweekly e-mail newsletter, the company Intranet and flyers on company bulletin boards. Accident Fund is currently using the data to plan wellness activities for the coming year. The lessons learned from the first HRA initiative will be used to improve participation next year.

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Benefits

Noted benefits of the program are:

- Raising individuals' awareness of their health status
- Paving the way for future corporate wellness activities
- Prompting important lifestyle changes by employees

"Whether you consider your health and fitness to be at an optimum level, or you know there are significant changes you want to make – the health risk appraisals can help ensure that your numbers are where they should be and if there are adjustments you need to make to retain or achieve long-term health."

Wayne Jackson, Senior Manager
Collaborative Process/Wellness Services

Lessons Learned

- Use incentives, no matter how small, to increase voluntary participation.
- Make sure motives are clearly communicated and stress confidentiality.
- There was a high correlation between identified health needs and the desires of employees to address various health behaviors.

Cost: \$65 per employee for Health Risk Appraisal
Risk Factor: BMI, Physical Inactivity, Tobacco Use
Impact/Reach: 302 employees
Business/Sector: Health Insurance/Service Sector