Innovations Driving Wellness:
Advancing Your Programs Forward
Welcome and Introduction
Ivor Kiwi, Manager, Health Management Services, Oswald Companies

Behavioral Economics and Health
Mitesh S. Patel, MD, MBA, MS
Assistant Professor of Medicine and Health Care Management
Perelman School of Medicine, The Wharton School at the University of Pennsylvania

Client Innovation Panel Discussion
Moderated by Aaron Witwer
Senior Health Management Consultant, Oswald Companies

Engaging Employees through Experiential Learning
Jen Margolis, Co-Leader, Thrive@Work
Jack Ricchiuto, Co-Leader, Thrive@Work

BREAK

Wellness Industry Trends
Tom Ciccotti, Executive Vice President, Wellness Research Institute

Executive Insight Panel Discussion
Moderated by Neil Quinn
VP, Director, Innovation & Strategic Risk Management, Oswald Companies

Conference Concludes
Innovations Driving Wellness:  
Advancing Your Programs Forward

Speaker Biographies

Ivor R. Kiwi  
Health Management Services Manager, Oswald Companies

Ivor Kiwi has over 20 years of experience in health and wellness, operations, process improvement and client relationship management. He leads the efforts of the health management team, ensuring client deliverables are achieved and product offerings meet market demands. Ivor previously managed process improvement initiatives in Oswald’s Group Benefits department, streamlining operations to increase efficiency and standardization.

Ivor has implemented work-site programs and integrated health and wellness initiatives to drive defined outcomes. Previously, at Kaiser Permanente, he led initiatives to streamline operations and processes, developed programs focused on access and utilization of medical services, and managed partner relationships. He positioned the Ohio region of Kaiser Permanente (Healthspan) to be recognized as a Patient Centered Medical Home.

Prior to that, at Nationwide Better Health, he consulted with clients to implement population health programs focusing on absence and disability, wellness and disease management. Additionally, Ivor served as a client and operations manager at Whole Health Management, a provider of worksite-based occupational and preventive healthcare services.

Mr. Kiwi holds a Master’s degree in Business Administration from Weatherhead School of Management at Case Western Reserve University and a Bachelor’s degree from the University of Michigan. In addition, he is black belt certified in Lean Six Sigma.
Innovations Driving Wellness: Advancing Your Programs Forward

Keynote Speaker

Mitesh Patel, MD, MBA, MS
University of Pennsylvania

Mitesh S. Patel, MD, MBA, MS is an Assistant Professor of Medicine and Health Care Management at the Perelman School of Medicine and The Wharton School at the University of Pennsylvania. He is a faculty member at the Penn Medicine Center for Health Care Innovation and the Center for Health Incentives and Behavioral Economics. He is a Staff Physician at the Crescenz Veterans Affairs Medical Center in Philadelphia.

Dr. Patel’s research leverages concepts from behavioral economics to design connected health approaches to improve individual health behaviors. He has experience leading clinical trials that use financial incentives, social incentives and connected health devices within workplace and clinical settings to monitor and change health behaviors. His work also evaluates how information technology-based interventions can be designed to use concepts from behavioral economics to change physician behaviors to reduce low-value services and increase the delivery of high-value care. Dr. Patel’s work has been published in the New England Journal of Medicine, the Journal of the American Medical Association and the Annals of Internal Medicine. His work has been featured in the New York Times, NPR and CNN.
Client Innovation Panel Moderator

Aaron Witwer
Senior Health Management Consultant, Oswald Companies

Aaron Witwer has over 14 years of combined healthcare and health management experience, providing population health management strategy and administering various wellness programming to a variety of clientele; including small manufacturing firms and Fortune 500 companies.

Prior to joining Oswald Companies, Aaron worked as a Wellness Manager at the Cleveland Clinic's Wellness Institute, and before that he served as a Wellness Coach at US Corporate Wellness and Wellness Coaches USA.

Previous work experience also includes: orthopedic rehabilitation, sports medicine, strength & conditioning and business development.

Mr. Witwer graduated from Indiana University, earning a Bachelor’s degree in Kinesiology. In addition, he earned a Master’s degree in Sports Health Care from A.T. Still University (Mesa, AZ). Mr. Witwer is an eagle scout and a law enforcement fitness specialist (Cooper Institute). Aaron currently serves as Vice-Chair of the MetroHealth N.E.T. group; a collection of emerging leaders who advance the mission and vision of The MetroHealth System. He also sits on the Young Professionals Board of the Cleveland American Heart Association.
Innovations Driving Wellness:
Advancing Your Programs Forward

Client Innovation Panelist Biographies

Abby Pecoraro
Benefits Administrative Manager, Cleveland Bakers & Teamsters, Health and Welfare Fund

Abby Pecoraro is the Administrative Manager for the Cleveland Bakers & Teamsters (CBT) Health and Welfare Fund with administrative offices in Independence, Ohio. Abby completed her coursework at the University of Toledo and is active with the International Foundation of Employee Benefits. At CBT, Abby initiated her work on the Benefits Team, leading the wellness effort as the newly assigned Program Manager. Now, as the Administrative Manager, she works closely with the Fund Board and oversees her team that has direct responsibility for the 11,000 covered lives.

While the wellness program core components are a Health Assessment, biometrics and coaching, Abby supports bringing a holistic approach to wellness by offering newsletters with a variety of topics (not just biometric based). She ensured communications get the message across while having fun themes, vivid colors, pictures and a variety of mediums. Abby, while working with her Oswald team, was instrumental in the decision to innovate by using mobile technology, as well as roll out a financial evaluation platform.

Martha Kimura
Benefits Specialist, ACRT

Martha Kimura is currently the Benefits Specialist at ACRT. With over 10 years of Human Resources experience, Martha aims to create and implement first class benefit strategies that enhance the wellness of over 800 employees in 38 states. Martha has conducted health risk assessments, developed education strategies and created wellness challenges for her employees. When Martha isn’t engrossed in benefit strategies, she is busy exploring the wilderness, playing with her three Italian Greyhounds and training to be a superhero.
Innovations Driving Wellness:  
Advancing Your Programs Forward

Dennis W. Swearingen  
Director of Human Resources, EG Industries

Dennis Swearingen is the Director of Human Resources for EG Industries. Prior to joining EG Industries, Dennis spent the last 27 years in the Human Resources field, most recently as Director of HR in the medical laboratory industry and 13 years in the HR outsourcing industry in Indiana and Ohio, where he served in the capacity of HR Director, Executive VP of Operations, VP of Sales and as interim President. In addition, Dennis spent his early career as Human Resources Manager in various manufacturing environments, and as an Accountant.

Dennis’ key qualifications in the human resources industry includes years of HR experience in both non-union and union environments, successful contract negotiations, an unblemished record of defeating several arbitration cases and a number of years of managing the HR functions that are a critical part of the human resource services, such as payroll, workers’ compensation and unemployment administration, employee benefit plan design and administration, human resource compliance and employee/organizational growth and development. His ability to create a “profit center” mentality in the HR area for the organization has made him a valuable partner to the company. Dennis earned his Bachelor’s degree in accounting from Ohio University, where he was also a four year letterman as quarterback of the football team and earned honors on the Mid-American conference all-academic team.

Harold G. Harrison  
Chief Human Resources Officer, Cleveland Metroparks

Harold G. Harrison is the Chief Human Resources Officer for Cleveland Metroparks. In this role, he is responsible for the management of all human resources functions, which include compensation, employee relations, benefits, labor relations, training, diversity and volunteer services. Prior to joining Cleveland Metroparks, Mr. Harrison also held senior level human resource positions at Summit County Board of Disabilities, Summit County Children’s Services Board and Cuyahoga County government. Mr. Harrison obtained his Bachelor’s of Science degree from the University of Toledo and received a Master’s in Labor Relations and Human Resources from Cleveland State University. Mr. Harrison is a certified Senior Professional in Human Resources (SPHR) via the Society for Human Resources Management Certification Institute.
Jennifer Margolis  
Co-Leader

Jen Margolis is a Co-Leader at Thrive@Work, a Cleveland based organization that designs experiences and habits to help people grow their happiness at work. Jen and her Thrive@Work partners work with teams and organization of all sizes to help people experience and live their happiness, from random acts of kindness, to giant wishing walls, storytelling and passion based cooking, to mindful tea ceremonies.

Prior to Thrive, Jen served as a management consultant at Cobalt Group in Cleveland, with a focus on organization and leadership development. Jen holds a Master’s of Social Science Administration (M.S.W.) and a Master’s of Science in Positive Organization Development from Case Western Reserve University, and a B.A. in International Relations from Carleton College. She holds a certificate in Positive Psychology from Whole Being Institute, led by Dr. Tal Ben-Shahar. Jen is also a certified yoga instructor. She lives in Cleveland Heights with her husband, Dan and two children.

Jack Ricchiuto  
Co-Leader

Jack is a writer who teaches people in organizations and communities how to be smarter together. He is the originator of The Agile Canvas that is globally revolutionizing the way we grow smart organizations. Jack is a Co-Leader of Thrive@Work, a Cleveland based organization that designs experiences and habits to help people grow their happiness at work.

As a 19-time author, Jack has been delivering workshops and coaching over the past 30 years, in over 24 industry sectors with hundreds of organizations and dozens of communities across the US and globally. Jack’s work is based on his experience, his writing and the latest science and research.
Innovations Driving Wellness: 
Advancing Your Programs Forward

Speaker

Tom Ciccotti
Executive Vice President, Wellness Research Institute

Tom Ciccotti is the Executive Vice President and co-founder of the Wellness Research Institute (WRI). His primary responsibility is cultivating relationships with WRI's consultant partners and advising on wellness industry trends.

The Wellness Research Institute’s Wellness Navigator platform helps consultants and employers identify the best wellness companies by matching an employer’s unique program goals, budget, size, geographic location and demographics with the wellness companies that are best positioned to support that employer’s unique needs.

The Wellness Navigator is the largest wellness database currently available, with over 150 of the nation’s top wellness companies. The Wellness Navigator analyzes over 1,000,000 data points during a typical vendor identification process, ensuring the best wellness companies are selected for an employer.

Prior to finding the Wellness Research Institute, Tom was the Sr. Vice President of Sales for a wellness company in the Midwest that specialized in biometric screenings and incentive plan design. Tom has designed and implemented more than 500 unique wellness initiatives for clients across the US and has contributed to numerous wellness-industry publications. When Tom isn’t working, he enjoys traveling and golfing (poorly).
Executive Insight Panel Moderator

Neil Quinn  
Vice President, Director of Innovation and Strategic Risk Management, Oswald Companies

Mr. Quinn’s leadership experience in innovation and proactive human capital engagement and risk reduction strategies spans more than 25 years with expertise in directing and creating health services, wellness and disease reversal, and cost control strategies. With a strategic focus on identifying, measuring, and management employee and organizational risks, Mr. Quinn integrates proven approaches to aid employers in gaining real control of excess costs and in quantifying outcomes and return on value. This leadership of novel concepts and cross-linked risk reduction services elevates Oswald’s ingenuity and effectiveness in serving clients. Prior to this, he developed Oswald’s integrated benefits and health management consulting and service practice, and served as Director of Health Management Services.

Before joining Oswald Companies, he served as Director of Preventive Care Services for Whole Health Management, a JCAHO accredited provider of worksite-based occupational and preventive healthcare. Mr. Quinn provided oversight for proactive clinical and population health risk management and health enhancement initiatives. He was responsible for prevention-focused services and professional development for worksite clinics and fitness centers with over 300 clinicians and allied health associates.

Mr. Quinn spent five years pioneering interactive personal health programs. He managed the University of Michigan Health Media Research lab, developing cutting-edge multimedia expert system- and user-guided health assessment, disease prevention and health improvement programs through federal, state and private funding. He was a founding member of and directed development for HealthMedia, Inc., a lifestyle management and disease prevention company utilizing proprietary expert-tailored counseling technology to provide e-health and print solutions for end-user populations of employers, health plans and pharmaceutical companies. Prior to that, Mr. Quinn held leadership positions with the University of Michigan Health System. This included managing the university’s Corporate Health Promotion Division, building relationships with Fortune 500 employers and health plans for health promotion management services and consultation.

Mr. Quinn holds a Master’s degree in Kinesiology and a Bachelor’s degree in Pre-Med and Communication Theory and Methods from the University of Michigan.
Executive Insight Panelist Biographies

**Tom Hastings, CPA**  
**Chief Operating Officer, BCG & Company**

Tom Hastings joined BCG & Company initially in 1995 serving in the firm’s assurance services department. He was promoted to partner in 2008 and took over the firm’s Nonprofit Practice Group. In 2001, Tom left the firm to pursue his passion for the nonprofit community and served as CFO for Barberton Community Foundation for two years.

Tom serves as the firm’s Chief Operating Office and the Director of Learning. He currently oversees the strategic financial planning for the firm, as well as focusing on developing, finding and retaining talent.

Tom holds a Bachelor’s of Science degree in Accounting from The University of Akron and is a Certified Public Accountant. He utilizes his strong financial background and passion for developing people to create and implement the strategic growth plan of BCG & Company. Additionally he is a member of the American Institute of Certified Public Accountants (AICPA) and the Ohio Society of Certified Public Accountants (ASCPA). Tom also serves as the Vice Chair and past Chair of Info Line, Inc.

---

**Josephine Soukup**  
**Chief Financial Officer, SSP Fittings Corp.**

Josephine Soukup, CPA, is a results oriented management executive with over 25 years in manufacturing environments. Her experience includes several years in public accounting, five years in computer hardware manufacturing industry, 19 years as the Executive Vice President and CFO for an FDA regulated diagnostic manufacturing company and her current role as CFO for SSP Fittings Corp., a manufacturer of fittings and valves. With a strong knowledge of both cash and accrual accounting systems, Josephine has been responsible for multi-fund budgets ranging from $5 million to $50 million, as well as having experience in all aspects of financial forecasting, resource allocation, fund management, accounting and control. As CFO for SSP Fittings Corp., Josephine leads the Finance, HR and IT teams, bringing her experience and knowledge to support corporate growth and support a positive customer experience.
Innovations Driving Wellness:
Advancing Your Programs Forward

David Wright
Director of Finance, University School

David Wright has been the Director of Finance for University School in Cleveland, Ohio for 16 years. The School's operating budget is $28 million and its Endowment is $80 million. He also coaches 8th grade football for University School. Prior to University School, David was the CFO of the Ohio Turnpike and a small liberal arts college. He spent the first 10 years of his career in corporate accounting for major retailers. A graduate of Muskingum University, David received his CPA certification early in his career and has worked in the financial and accounting world for over 30 years.

David has served 6 years on the National Business Officers Association (NBOA) board. He currently is serving on the board of Cuyahoga Valley Christian Academy (CVCA). In addition, he is a member of the Association of Business Officer for Independent Schools (ABOIS), Midwest Business Managers and the Ohio Association of Independent Schools. David has volunteered as treasurer for both his local church and a pre-k to 6th grade private Christian school. He also is a personal financial coach in group settings or one-on-one training. He lives with his wife Beth in Silver Lake, near Akron, Ohio. David and Beth have been blessed with three daughters ranging from 17 to 27 years old.

Karl A. Reuther, II
President, Reuther Mold & Mfg. Co.

Karl Reuther grew up in the family business started in 1950 by his grandfather. Karl started out mowing the lawn, working the shop and being involved in many different company positions prior to taking over the presidency in 1994. Three years ago he started the wellness push and continues to push change to the benefit of the employees and the Company. Karl and Diane, his bride of 31 years, along with their four children, live in Silver Lake, OH. Karl and Diane enjoy ballroom dancing, evening walks and traveling.
Panelist Program Overviews

Cleveland Bakers and Teamsters Health and Welfare Fund

The Cleveland Bakers and Teamsters (CBT) Health and Welfare Fund is a multi-employer trust fund established to provide health and welfare benefits to collectively bargained members represented by Bakers’ Union Local No. 19 and Teamsters Local No. 507. There are more than 5,200 fund participants, totaling 10,000 lives (participants, spouses and dependents) touched by the services of the Health and Welfare Fund. Dannon, Schwebels, Heinen’s and New York Foods are just a few of the employer groups in the Fund.

Program Highlights

- The CBT Wellness Program consists of an annual health assessment (online, mobile, paper) and a biometric screening via on-site health screenings or through their primary care physician. Annually more than 25 on-site screenings are coordinated and include Saturday screenings. In addition to completing the biometric screening, the employees and spouses must meet three of six biometric measures. If the biometric measures are not met, the employees are eligible to enroll in a health coaching program as a reasonable alternative. Coaching programs include: weight management, exercise, stress, hypertension/hyperlipidemia, tobacco cessation, asthma, diabetes, lower back pain, heart failure and coronary artery disease.

- The 2015 Campaign is the fourth year for the Wellness Program. As the program matures, additional Wellness Program interventions and resources are being made available. In 2016 new, but non-incented activities, such as access to new technology apps which allow a wearable device to connect with their wellness dashboard online will be available. Quarterly newsletters and a web-based Lifestyle Manager also support the ongoing engagement.

- Communications are a cornerstone to getting the message to all the participants. CBT and Oswald work to keep the program communications engaging, visually appealing and easy to follow for participants. To meet this objective, an annual wellness packet is mailed to every home.

- CBT engages Oswald to utilize the Population Health Dashboard in the management and consulting of programs and interventions to guide the recommendations for ongoing management and improvements.

- The program engagement has gained momentum over time from 40% participation in screenings the first year to over 77% participation in the last screening campaign.
ACRT, Inc.

Founded in 1985 and headquartered in Akron, Ohio, ACRT, Inc. is an employee-owned, independent and client-focused utility vegetation management (UVM) consulting firm. Their primary objective is to help utilities provide safe and reliable electric service to their customers and members. ACRT has been 100% employee owned since 2003.

ACRT is the first and largest national vocational commercial urban forestry consulting firm in the United States with 850 employees, and the first national line clearance, tree care, urban forestry training organization. Their multifunctional urban forestry team has grown to include utility arborists, horticulturists, urban foresters and GIS technicians.

The employee population is dispersed throughout 41 states and work individually, often in rural, difficult terrain. It is not uncommon for foresters to only see a fellow ACRT employee owner once or twice a month. Communication and instilling the ACRT culture are amongst the company’s greatest challenges.

Program Highlights

- Strong focus on total worker health; both safety and personal health are essential
- The best solution for keeping all employees connected and informed is educating frontline managers and communicating through a multitude of channels.
  - Monthly health, safety and insurance information is disseminated to ALL managers and area safety representatives (ASRs) to share with ALL employees, whether in a group setting or via phone or email. This keeps safety and personal health top-of-mind for all employees.
  - Reward points are accumulated for a variety of methods, such as correctly answering quiz questions related to safety tailboards, participating in different contests or leading safety tailboard meetings. Points may be redeemed via an online marketplace.
    - Successful completion of the safety tailboard often counts as continuing educational credits for the employee’s certifications.
  - Information about insurance and how to use the insurance plan is disseminated throughout the year so that employees better understand how their utilization affects overall costs.
- ACRT uses multiple modes of communication to all employees and family members including, a newsletter to employee’s home, intranet, emails, voicemails, text messages, supervisor portal and team meetings.
EG Industries

Since 1981, EG Industries has been manufacturing high quality products and providing value added services for worldwide customer satisfaction. EG Industries offers the industry’s most disciplined R&D, design, engineering and manufacturing production processes that now supports industries including: automotive, medical, energy and life sciences, as well as consumer and industrial customers.

EG Industries core competencies focus on injection molding, coating, chrome plating, assembly and packaging technologies supported by our R&D and program management teams.

The company’s 905 employees are spread amongst 14 locations throughout the Midwest and Eastern Seaboard. Many locations have a dedicated human resource representative that works closely with each plant/location manager to initiate and sustain health management programming.

Program Highlights

- EG Industries offers a discount on all Medical Plan premiums for employees and spouses who participate in some health-related actions. These include:
  - Preventive Care proof: demonstrate that all age- and gender-specific preventive care is current via a physician sign-off
  - Attend an Open Enrollment/Education Meeting annually
  - Tobacco/Nicotine status: be nicotine-free or participate in cessation program via telephonic coaching
  - Health Risk Assessment completion
- High-Risk individuals have the opportunity to receive concentrated attention on their health concerns via a disease management program. Communication must be effective, regular, and consistent to each employee so they feel empowered to accept help when they’re ready.
  - Cooperation between operations and human resources is instrumental

EG Industries continues to explore and evaluate additional features of their health management program for 2016 and beyond to include programming such as, wearable technology and activity challenges/games, health fairs, mobile technology, next-generation biometric screenings, health advocacy and community health events to involve families.
Cleveland Metroparks

Cleveland Metroparks strives to protect our natural world, while educating users and allowing them to enjoy nature in a variety of ways. When visiting Cleveland Metroparks, individuals can choose from 18 park reservations spanning over 23,000 acres. There is something for everyone with over 100 trails, eight golf courses, five swimming areas, more than 2,500 picnic tables, 14 miles of Lakefront, 700-foot Toboggan chutes and a nationally acclaimed zoo.

Cleveland Metroparks is a three-time National Recreation and Park Association (NRPA) Gold Medal winner and a 2015 finalist.

Program Highlights

- Throughout the years, Cleveland Metroparks' has put forth a great effort in establishing a culture of health for their 735 employees that extends into the family life of their employees and the community that they serve. The intent and purpose behind the Healthy by Nature brand (created by the wellness committee) is to educate and promote opportunities that support the values associated with living healthy lifestyles for all employees, their dependents and the communities they serve. This statement of purpose confirms nicely with Cleveland Metroparks’ mission to promote community health and wellbeing.

- Core components driving strategy to contain health care costs and achieve health risk reduction within the group:
  - Preventive Care Campaign
  - Teledoc registration
  - Annual health fair tied into employee recognition event (has included a biometric screening)
  - Health Risk Assessment
  - Encourage and invite spousal participation
  - Premium based incentives

- Other initiatives implemented in order to support the behavior changes necessary to achieve a healthy lifestyle, and therefore contain health risk within the group have included, but are not limited to:
  - Onsite yoga
  - Onsite Weight Watchers
  - Onsite wellness presentations
  - Engage EAP services
  - Team oriented physical activity/challenges
  - Smoke-free and healthy food choices
BCG & Company

Since its foundation as a regional accounting firm in 1986, BCG & Company, located in Akron, Ohio, has since added three other lines of practice over the past years including, BCG Wealth Advisors, LLC., a wealth management practice; BCG Legacy Advisors, a resource for companies needing help with their succession planning needs; and BCG Systems Inc., a nationally recognized IT consulting firm. BCG&Co. has clients from coast to coast and has been recognized as an Accounting Today Top 100 Accounting Firm, a NorthCoast 99 Top Workplace and other best places to work awards.

Program Highlights

BCG&Co. offers many different health and wellness initiatives as part of their engagement strategy for their 75 employees:

- Three behavior change programs are offered per year to help educate participants and assist in creating healthy habits.
- All employees and spouses are offered access to Health Risk Assessments each year.
- As part of the ERC Health program, many additional components are provided:
  - Onsite Coaching is offered once per month to assist in engaging participants with their available wellness resources and help employees realize their personal health risks on a one-on-one basis through consultative experience.
  - Free fitness facility access through the Healthy Lifestyles program.
  - Preventive Care sign-off program is performed on an annual basis.
  - BCG&Co. also offers direct dollar incentives as HSA contributions for participating in wellness programming, such as their Preventive Care Campaign, Onsite Health Coaching, Behavior Change Programs and various other events and activities.

BCG&Co.’s goal is to provide support for their employees in the effort to decrease health risks and ultimately help the firm become more successful.
SSP Fittings Corp.

SSP Corp. was originally founded in Cleveland, Ohio in 1926. With almost 90 years in business, SSP is a Leader in Operational Excellence specializing in stainless steel and nickel-based alloy fluid system components and assemblies. This Twinsburg, Ohio based manufacturer emphasizes “Best Value” in their product and service delivery process, as their overall goal is to be the installer’s supplier of choice. SSP employs approximately 180 employees who participate in their wellness initiatives.

SSP is a privately held, midsized domestic company with a distinctly personalized attitude that provides companies of all sizes with “big customer” treatment. SSP focuses on delivering faster than their larger competitors, and with more precision and control than smaller ones. Customers can specify SSP with confidence. SSP offers a competitive line of quality fittings, valves and tubing; always striving to provide end users with the solutions they need.

Program Highlights

SSP takes the same pride with their wellness programming as they do with their business structure. SSP’s wellness programming strives to promote healthy lifestyles for all employees by offering a multitude of resources:

- Knowing how much time an employee spends on the job and realizing time is a prime stressor in an employee’s life, SSP has provided onsite physician services. They have partnered with a local physician and nurse, on a weekly basis, to assist employees and their family’s minor medical needs.
- An onsite fitness facility with strength-training and cardio equipment has been provided for employees.
- As a member of the ERC Health program, SSP provides employees with onsite Health Coaching once per week as well. Health Coaching helps employees develop personal health goals and keeps them accountable as they take the necessary steps to reduce health risks. Their Health Coach provides quarterly education seminars, known as EduBreaks. SSP’s HR department attends department meetings after these quick learning sessions to gauge attitudes and knowledge of each subject.
- Robust incentive structures, meant to stimulate action and responsibility to the enrolled employee, focus on these main factors:
  - An annual preventive care visit with their Primary Care Physician
  - Personal health biometrics, obtained from their preventive care visit
  - Health Coaching participation
  - Tobacco use
University Schools

This year marks University School’s 125th anniversary. University School students prepare for college within a program of academic rigor, become competent and capable working with their hands as well as their minds, and participate in athletics to promote fitness and character. University School maintains two campuses composed of a diverse population of 871 Greater Cleveland male students enrolled. Grades K through 8 are located in Shaker Heights, Ohio, and is home to 74 faculty members, while Grades 9 through 12 are located in Hunting Valley, Ohio, and is home to 78 faculty members.

Program Highlights

- University School’s Health and Wellness Program strives to promote healthy lifestyles and targets the specific health risks of their 230 employees. The program is directed by the University School Health & Wellness Committee, which is comprised of 14 diverse members.
- Participation in the program (Healthy Activity Tracker) to earn the incentive requires an employee to complete the following:
  - A preventive care statement;
  - two informational programs;
  - five one-day health events; and
  - three behavior change programs
- All employees who successfully complete the Health Activity Tracker will either receive a premium discount or a monetary reward.
- All employees are also offered a fitness activity/equipment reimbursement. Final participation for the 2015 benefit plan year was approximately 50%.

The ultimate goal is to “bend the trend” and impact the employee’s present and future health by creating relationships with a physician and providing wellness programs that meet the needs of University School’s employees.
Reuther Mold and Manufacturing

Found in 1950 in Akron, Ohio, Reuther Mold designs and builds Molds for all black Rubber, Silicone and TPE/TPR compounds. They also design and build molds for the processing of Graphite fibers, Prepegs, Crush Core, SMC and BMC.

The engineers, designers and programmers offer complete mold design services from concept to finished detail mold drawings. Based on customer part specifications, mold sketches or drawings, Reuther Mold can manufacture a quality mold to produce quality products.

Program Highlights

- The leadership team at Reuther Mold is committed to providing a wellness program that supports and encourages the health of their 60 employees and their families, builds a productive workforce and drives lower premiums along the way.
- The health management strategy at Reuther Mold is results-based in nature, and designed to reduce the risk of cardiometabolic syndrome within the group. There are three levels of participation to this program, which include an annual preventive care visit, meeting a certain number, as well as level, of biometric results, along with tobacco status. Spouses are encourage to participate, and there is an additional incentive in the form of a premium differential, when they participate and meet the specified biometric criteria.
- Other initiatives used in the strategy include, but are not limited to:
  - Online health risk assessment
  - Onsite health screenings
  - Onsite flu shots
  - Wellness presentations on various subject matter
  - Health and wellness challenges
- Historically, the leadership team and wellness committee have reviewed data collected from the HRA, onsite screenings and the wellness program administrator. This is done on an annual basis to monitor change in health risks, and continue to avoid escalating health care costs that are largely preventable.
Innovations Driving Wellness:
Advancing Your Programs Forward

Special thanks to other conference content contributors:

Andy Carr, Health Management Services Product Leader
Jessica Hedman, Presentation & Project Design Specialist
Alyssa Jacunski, Health Services Support Specialist
Sarah LoPresti, Marketing Communication Specialist
Stacey Lopriore, Team Leader, Corporate – Support
Fred Kirtner, Senior Administrative Coordinator
Robin Kish, Senior Health Management Consultant
Dani Klassen, Senior Health Management Consultant
Pamela Krutkiewicz, Health Management Consultant
Nikki Pawlowski, Health Management Consultant
Christina Schmitz, Director, Marketing Communications & Media
Rochelle Sevchek, Marketing Communications Specialist

Special thanks to the following vendors for raffle prizes:

Aetna
American Health Holdings, Inc.
The American Institute of Preventive Medicine
Anthem
Cigna

Health Fitness
LiveHealthier
UnitedHealthCare
Vibe Market (Aramark)
Wellness Coaches USA