



Dean Clinic

Corporate Office: Madison | **Employees:** 4,200
Employees Participating in Wellness Program: 3,214
Success Story: HRA Program and Health and Wellness Web Portal

Wellness Program Components

- Wellness program receives executive level support, cited as a company goal for 2010 and 2011.
- A 15-person wellness team supports and provides wellness programs.
- Employees complete Health Risk Assessments, biometric screenings, and personal wellness profile questionnaire.
- A Health and Wellness Web Portal achieved a company-wide launch in February 2011.

HRA Program Highlights

Over the course of 45 days, Dean Clinic administered Health Risk Assessments to 3,214 employees. With 70 percent participation, Dean Clinic obtained an excellent foundation to build a successful, employee-driven health and wellness program. Biometric screenings, made available to employees at the majority of the Dean Clinic locations across Southwest Wisconsin, included a fasting blood draw for total cholesterol, glucose, blood pressure, weight, height, and waist circumference. Employees were also given an online personal wellness profile questionnaire consisting of 40 questions that assisted in identifying personal health risks. Upon completion of the questionnaire, a personal health risk profile was provided to each participating employee.

Program Success

Dean Clinic cites both accessibility and incentives as major contributors to the success of its biometric screenings administration. In an effort to make the screenings available to all employees, Dean Clinic administered them at 44 of 56 locations, often on multiple days and before clinic-patient hours began. Employees also had the opportunity to participate without attending an actual biometric screening if they were able to provide the necessary values from their doctor. A personal reminder email was sent to all employees 24 hours prior to the following day's screenings. Each participating employee was then eligible to save \$20 on monthly health insurance premiums for completing the screening and online questionnaire. A drawing for 25, \$100 gift cards added extra incentive.

Overcoming Challenges

Because Dean Clinic had never administered HRAs before, it had to educate staff about the process and benefits. To accomplish this, information was included in employee emails, newsletters, and in a letter from the CEO sent to each employee's home.

Health and Wellness Web Portal Program Highlights

In February 2011, Dean Clinic successfully launched its Health and Wellness Web Portal. The web portal allows Dean Clinic to communicate with all 60+ locations simultaneously, giving each employee the same opportunity to make better lifestyle choices, whether it is through challenges, finding health and wellness information, or just interacting with fellow co-workers. Dean Clinic collaborated with LiveHealthier, a company that provides comprehensive employee wellness solutions to corporations, on the development of the web portal.

Program Success

The joint effort between LiveHealthier and Dean Clinic made the web launch a success, with careful attention given to customizing the portal to look and feel like a Dean product. Including pertinent content made the site attractive and usable to employees, and more than 1,200 employees accessed the portal within the first three days of launch.

Overcoming Challenges

A "soft launch" to 120 employees allowed for internal testing and feedback prior to the official launch in February.

Dean Clinic's goal is to create a long-term culture change and to provide opportunities for employees to make healthier choices at work, enabling them to live and maintain a healthy lifestyle.
