



North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



Integrated Health Management Presentation to the Board of Trustees

Anne B. Rogers

January 25, 2013



A Division of the Department of State Treasurer

Brown Creek Correctional Institutional Pilot

August 2011-2012

Brown Creek Correctional Institution (BCCI) employees were educated about NC HealthSmart (NCHS) resources using a variety of communications strategies including presentations, posters, videos, and printed materials. The Campaign had seven defined goals that the Plan evaluated using baseline and follow-up surveys, leader interviews, focus groups and utilization data. The outcomes for each goal are highlighted below.

MEMBER AWARENESS OF NC HEALTHSMART RESOURCES INCREASED.

- The number of employees who reported awareness of NCHS resources increased by 85.4%.
- As of May 2012, employees reported awareness of QuitlineNC (93%), maternity coaching and Stork Rewards (89%), Eat Smart Move More Weigh Less (76%) and online Personal Health Portal (70%). Prior to the Campaign, less than 34% were aware of any of these resources.
- There was a 22.4% increase in the number of employees who reported they were likely to use a NCHS resource within the next 6 months.

HEALTH LITERACY, SELF-ADVOCACY AND WISE-CONSUMERISM OF HEALTH AND WELLNESS SERVICES IMPROVED.

- At the completion of the Campaign, more employees reported their desire to improve their health and wellness, primarily through physical activity and weight management.
- The number of employees with health and wellness goals increased by 13.9%.
- As of May 2012, the majority of employees (73%) reported engagement in efforts to improve their health and wellness and being confident that their health would improve over the next 12 months.

Brown Creek Correctional Institutional Pilot

August 2011-2012

UTILIZATION OF PREVENTION AND WELLNESS BENEFITS WAS IMPACTED MINIMALLY.

- Less than 4% of BCCI employees used NCHS resources from November 2011 through August 2012 even though the percentage reflects a slight increase from the period between January 2011 and October 2011.
- The most common resources used were the BMI and blood pressure trackers and the Personal Health Assessment.
- Employees reported being more likely to use health and wellness resources if they perceived the need (21%); had more time (18%); or were allowed to use services while on work time (12%).

EMPLOYEES WERE NOT CONNECTED WITH LOCAL HEALTH AND WELLNESS RESOURCES.

- There were changes in key leadership positions during the Campaign resulting in the inability to address this goal.
- During the focus groups, employees expressed their interest in discounts to local resources, such as gym memberships and therapeutic massages.
- Employees stated that they did not perceive having time in their work day to get involved with worksite wellness activities; however, they indicated a willingness to participate if the administration supported the activities and encouraged employee participation.

Brown Creek Correctional Institutional Pilot

August 2011-2012

ESTABLISHED A HEALTH EDUCATION AND RESOURCE AWARENESS CAMPAIGN THAT CAN BE REPLICATED AT OTHER ORGANIZATIONS.

- Due to the positive feedback received from the surveys, leader interviews, and employee focus groups, the Plan intends to create a NCHS promotional toolkit of posters and motivational materials that can be displayed at other agencies and correctional facilities throughout the state.
- Overall, the leaders at DOC and BCCI stated that the amount of time spent on the Campaign was reasonable and that the health topics promoted were appropriate for their employees.
- The Plan will consider member suggestions as the toolkit is developed and implemented.

MORALE AMONG EMPLOYEES WAS IMPACTED.

- Employees stated that the Campaign was “a step in the right direction” and resulted in their feeling more appreciated and valued by their employer.
- Employees also expressed appreciation to the Plan for conducting focus groups to obtain their feedback about the Campaign.

AVENUES FOR PROGRAM SUSTAINABILITY WERE IDENTIFIED.

- Information gained from the leader interviews and employee focus groups provided insight on how the Plan might continue to promote NC Health*Smart* at BCCI. One idea was to include Plan-specific and NCHS information in new employee orientations.

TOOL KIT RESOURCE

- The Plan will develop a toolkit to replicate the Campaign within other correctional facilities and employer groups.

Charlotte Mecklenburg Schools Pilot

Jan. 2012-March 2014

- Year 1 participants: 1,847 members (1,123 Subscribers)
- 8 out of 20 screening events completed
 - *Now offering Saturday screenings*
 - *Approximately 300 Subscribers screened to date*
- Copay reduction period for Year 2
 - April 1, 2013- March 31, 2014
- Bi-weekly district-wide Member communications

DHHS Expansion Pilot

Dec. 2010-May 2014

- Year 1 participants: 803 members (511 Subscribers)
- Worksite screening events completed October 2012
 - *405 Subscribers screened*
- Copay reduction period for Year 2
 - December 1, 2012- November 30, 2013
- Finalizing Year 2 health screening and participation results

Cardiovascular Health Improvement Summit

March 5, 2013

North Carolina Statistics:

- “Stroke Belt” with 3 times the national average of stroke-related deaths
- 7th highest stroke mortality rate in the nation
- 2nd leading cause of death is heart disease

State Health Plan Statistics (non-Medicare primary members)

- 2% with coronary artery disease
- 24% with hypertension
- 32% overweight or obese

Summit Goals:

- Share federal, state, public and private efforts around heart disease and stroke prevention
- Establish work group to evaluate existing SHP-sponsored resources
- Develop strategy consistent with NC Cardiovascular Plan

Cardiovascular Health Improvement Summit

Approximately 50 Participants:

- NC Division of Public Health (Community Transformation Grant, QuitlineNC, Eat Smart Move More Weigh Less)
- Justus-Warren Task Force on Heart Disease and Stroke Prevention
- Community Care of NC
- NC Prevention Partners
- NC Stroke Collaborative
- NC Stroke Regional Coordinators
- NC Stroke Advisory Council
- National Forum for Heart Disease and Stroke Prevention
- ActiveHealth Management
- BCBSNC
- Value Options
- Express Scripts

Cardiovascular Health Improvement Summit

Agenda

Time	Agenda Item	Presenter
8:30 am – 8:45 am	Welcome	Lacey Barnes, SHP Interim Executive Administrator
8:45 am – 9:05 am	Guest Speaker	Peg O'Connell
9:05 am – 9:25 am	National & State Initiatives	Anita Holmes, NC Heart Disease & Stroke Prevention Program
9:25 am – 9:40 am	Break	
9:40 am – 10:15 am	Community Transformation Grant (CTG) Activities	Dr. Ruth Petersen, Section Chief NC Div. Public Health, Dr. Samuel Cykert, NC AHEC
10:15 am – 10:35 am	NC Stroke Care	Paige Bennett, Susanne Schmal, Sylvia Coleman, NC Heart Disease & Stroke Prevention Program
10:35 am – 10:50 am	Break	
10:50 am – 11:10 am	CCNC Cardiovascular Disease Initiatives	Denise Levis, Jennifer Cockerham, Dr. Tom Wroth
11:10 am – 11:25 am	NC Quitline	Sally Maleck, Joyce Swetlick
11:25 am – 11:40	Eat Smart, Move More, Weigh Less	Cathy Thomas, Carolyn Dunn
11:40 am – 12:00 pm	Prevention Partners	Melva Okun, Whitney Davis
12:00 pm – 1:00 pm	Open Discussion for Opportunities to Collaborate	

Ongoing Member Outreach Efforts

- Health Promotion and Wellness Team will conduct member outreach to increase awareness of and participation in NC HealthSmart programs and services.
- Train the Trainer Initiative: Prior to October 2012, Team offered individual employers onsite presentations/webinars for members and train-the-trainer sessions for interested employees
- To increase employer uptake, the Plan included an article in the October 2012 Health Benefit Representative e-newsletter that promoted the availability of Plan staff to conduct NC HealthSmart presentations.

Ongoing NCHS Member Outreach Efforts

Prior to HBR Article

Presentation Date(s)	Employer Group	Employer Type	Organization/Setting/Location	Total # of Attendees
7/10-11/2012	Com College	Member	TPCB - Tobacco Free Com College Webinar	35
8/15/2012	Com College	Member	Coastal CC	7
9/10/2012	School	Train the Trainer	Wilkes County	10
9/21/2012	School	Train the Trainer	Gates County	3
10/1/2012	Agency	Member	DST	8
TOTAL:				63

After HBR Article

Presentation Date(s)	Employer Group	Employer Type	Organization/Setting/Location	Total # of Attendees
11/5/2012	School	Member	NCAEE	3
11/6/2012	School	Member	Lee County Schools	18
11/6/2012	Agency	Train the Trainer	NCPP & OSP	13
11/14/2012	Com College	Member	Caldwell Community College	10
11/26/2012	Agency	Member	DHHS DIRM	21
11/30/2012	Agency	Member	Dept of Revenue	16
12/11/2012	Agency	Member	NC DSS	12
12/14/2012	Agency	Member	Dept of Revenue	19
12/17/2012	Com College	Member	Central Carolinas Community College	89
1/4/2013	Com College	Member	Roanoke-Cabarrus Com College	8
TOTAL:				209

Ongoing NCHS Member Outreach Efforts

Future Presentations Scheduled

Presentation Date(s)	Employer Group	Employer Type	Organization/Setting/Location	Total # of Attendees
TBD	Agency	Member	Dept of Revenue-12 satellite offices	210 expected
2/11/13	Com College	Member	Central Carolinas Com College	100 expected
TOTAL:				310 expected