

Community Wellbeing: Overview of Conversations, other Business Models and our Next Steps

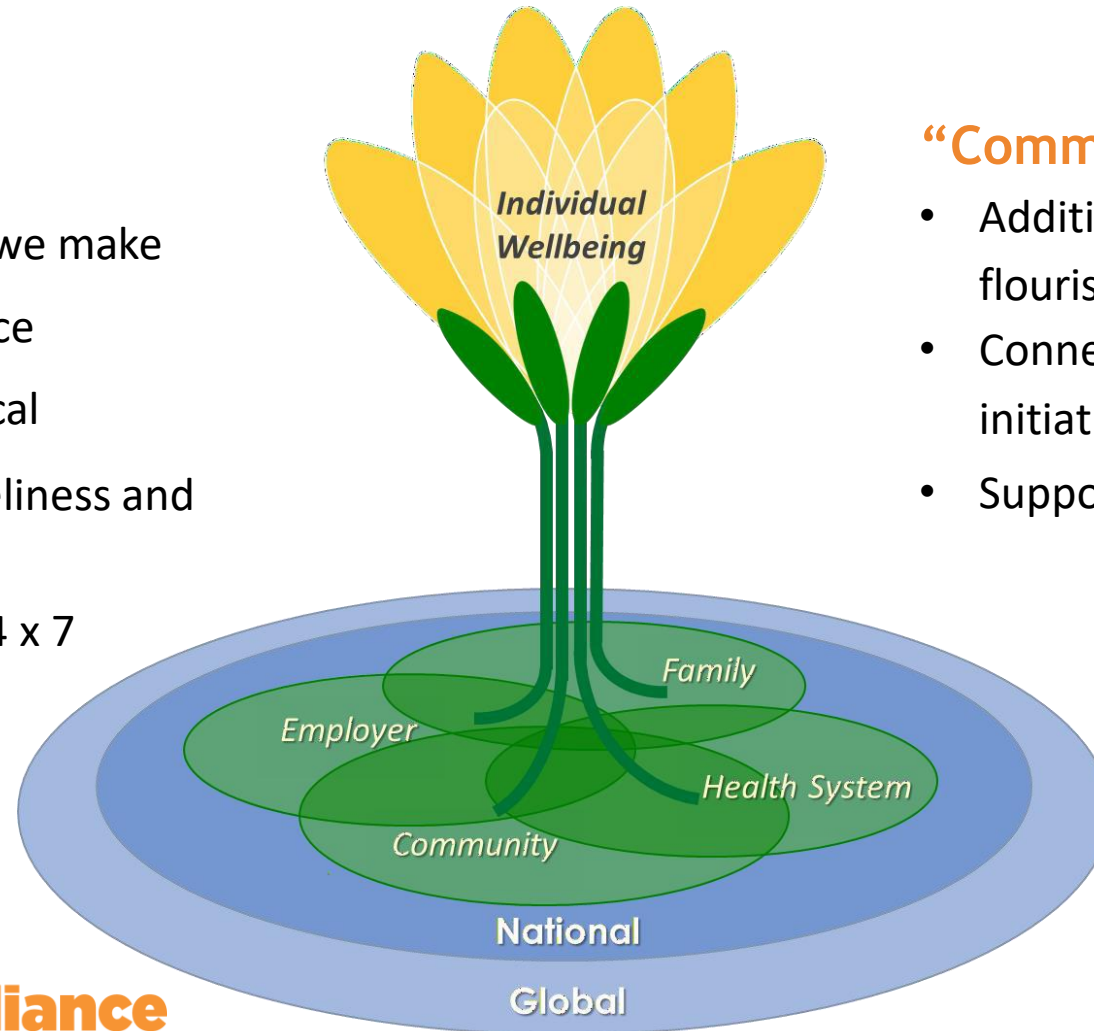
February 2020

Overview of National Alliance Approach

Wellbeing Beyond the Employer's Walls

“Family inclusion”

- Force multiplier in any effort we make
- Women are often key influence
- The role of "caregiver" is critical
- Related to risk factors of loneliness and isolation
- Chronic conditions require 24 x 7 management



“Community Connectedness”

- Additive to helping employees flourish & reach potential
- Connect with community resources and initiatives
- Support and leverage volunteerism

“Systems of Total Health”

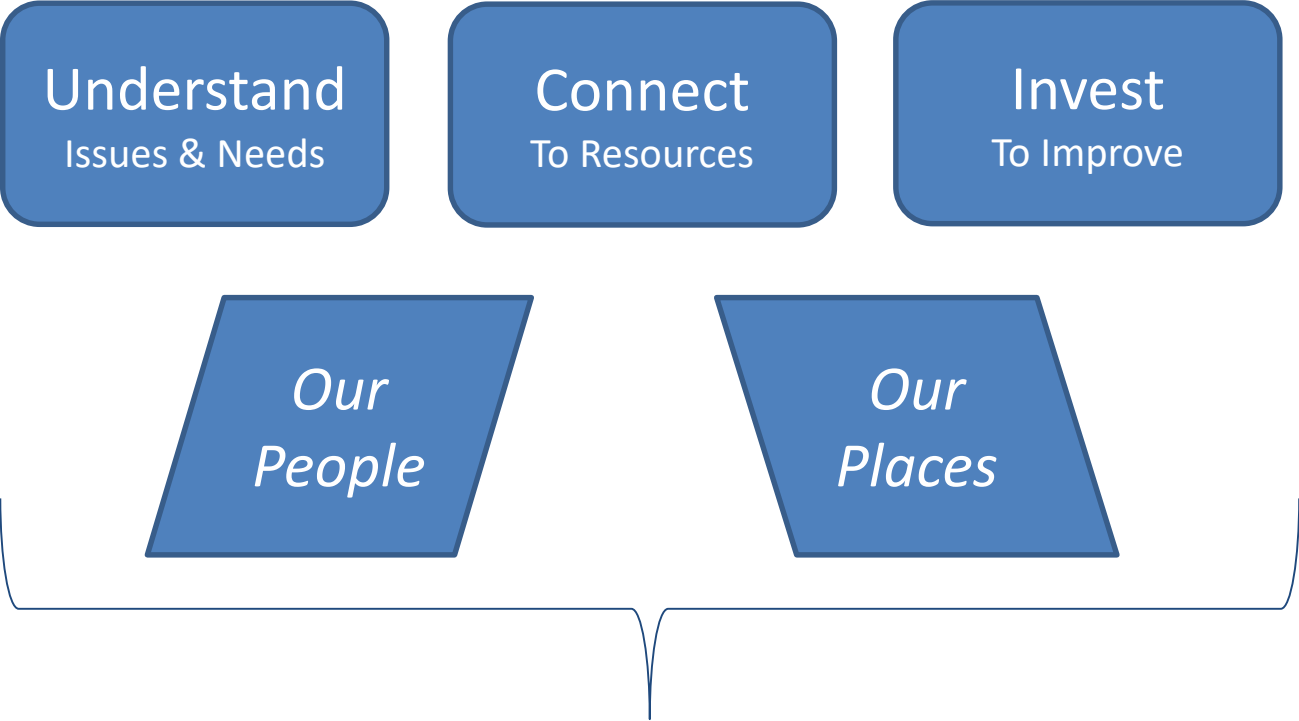
- Healers - Joy of Work
- Social Determinants of Health
- Integrative Medicine
- Redefined Outcomes

Integrating Community Wellbeing: For Employers, The Next Frontier

| | Foundational Programs | Enhanced and Integrated programs | Organizational Culture of Wellbeing | Integration of Community Wellbeing |
|----------|--|---|---|---|
| Focus | <ul style="list-style-type: none"> • Endorsed by leadership • Program-based focused on traditional wellness and PHM concepts | <ul style="list-style-type: none"> • Leadership engaged • Program-based with broad support for mental health and whole-person wellbeing | <ul style="list-style-type: none"> • Meta-Leadership throughout • Comprehensive people strategy woven into fabric of the organization | <ul style="list-style-type: none"> • Meta-Leadership across stakeholders & communities • Social determinants of health and wellbeing. |
| Benefits | <ul style="list-style-type: none"> • Participation in programs positive • Potential reduction in health risks and costs | <ul style="list-style-type: none"> • Broader support for overall wellbeing • More competitive programs | <ul style="list-style-type: none"> • Support for wellbeing is self-sustaining • Organization becomes an “employer of choice” | <ul style="list-style-type: none"> • Flourishing employees, families, organizations • Vibrant, thriving and inclusive communities |



Integrating Community Into Organizational Wellbeing Strategy



- Potential issues & opportunities
- Economic Sustainability
 - Organizational Boundaries
 - Need to simplify execution
 - "Intentional" data-driven strategy

Wellbeing in the Nation (WIN) construct

Integrating Social Determinants by Addressing Workforce Needs in the Community

Addressing People Needs

- Facilitate Access to Social Resources
- Caregiving Support
- Individual Purpose & Connection

Addressing Community Needs

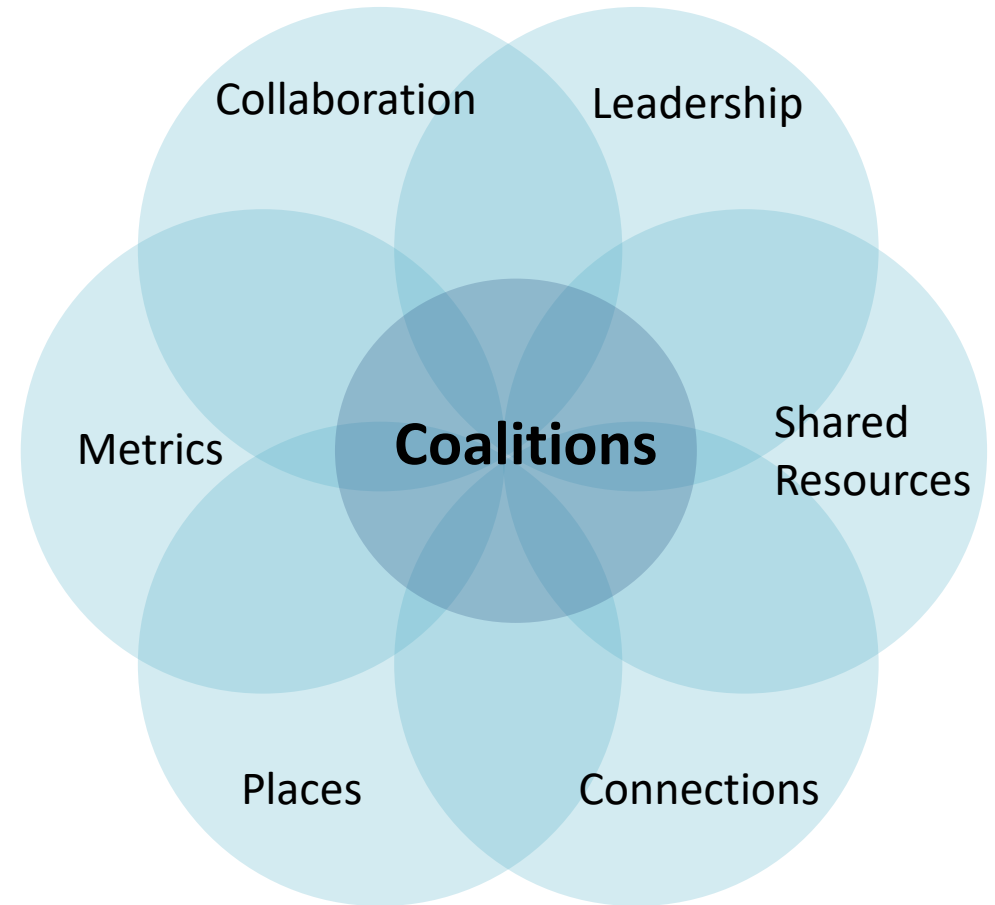
- Organizational Philosophy & Philanthropy
- Employee Volunteerism
- Collective Community Initiatives

Potential Role of Coalitions in Community Wellbeing

Levers within Organizations



Levers Across Community



The levers are parallel when moving into Community

☐ *Need for Selectivity & Financing*

Potential National Alliance Infrastructure

to Support Coalitions & Their Members (and Wellbeing in the Nation)

Understand
Issues & Needs

- Common definitions of employer-relevant SDOHs
- Metrics and benchmarks to prioritize opportunities
- Tools to support customized employer assessment

Connect
To Resources

- Common relationships to facilitate access to resources & support
- Connection to national networks of regional entities (eg YMCA, NAMI)
- Platform to integrate regional initiatives (for national employers)

Invest
To Improve

- Share and leverage regional initiatives and related resources
- Convene and share across coalitions and stakeholders
- Coordinate and seek financing for multi-site RESET initiatives

*Our
People*

*Our
Places*

Other Models of Wellbeing

Business Organizations

WELCOA

7 BENCHMARKS - UPDATED 2019



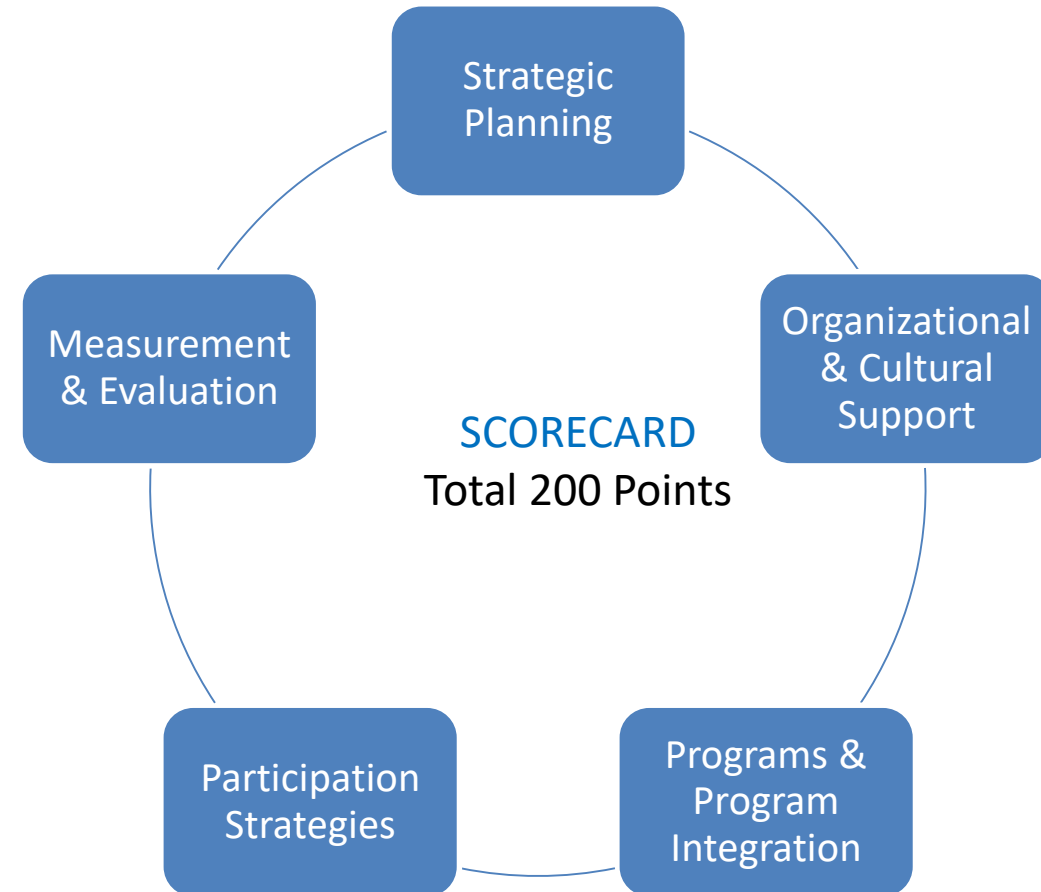
Health Enhancement Research Organization (HERO)

OVERVIEW

- FREE web-based tool
- Designed to help employers, providers, and other stakeholders identify and learn about workplace health and well-being (HWB) best practices
- More than 2,500 organizations have completed since 2009 launch of online Scorecard
- Subjected to validation studies aligning higher scores with better health risk trends, medical cost trends, and stock performance
- New study links specific practices to higher participation rates, health impact, cost impact, and employee perceptions of organizational support (manuscript in review)

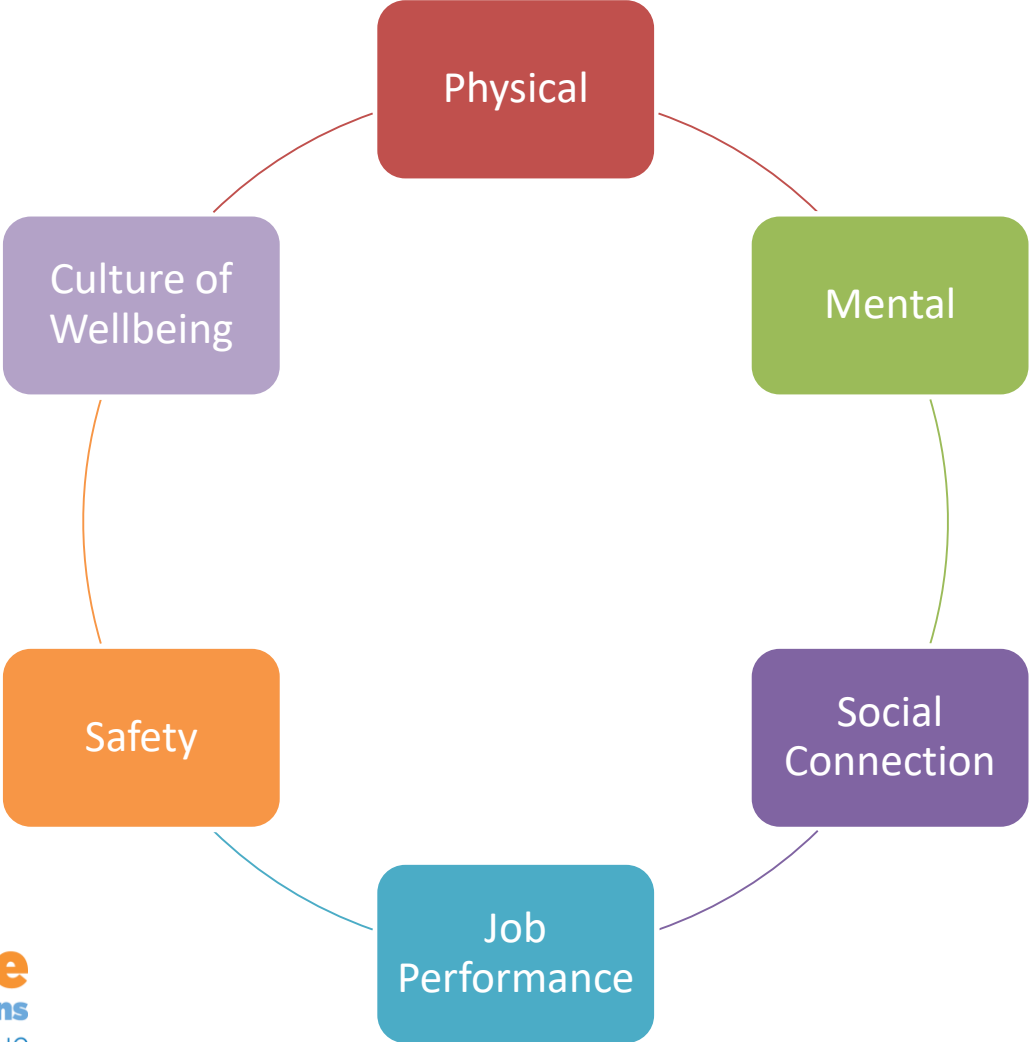
SCORECARD PRACTICES

- Represent the foundational components that support exemplary HWB programs
- While no inventory of best practices will include all innovative approaches, the HERO Scorecard utilizes those most commonly recognized as drivers of successful programs among industry thought-leaders and in published research.



National Business Group on Health

WELLBEING STRATEGY OVERVIEW



Discussion: Community Wellbeing

- Reactions to what as presented – how can these efforts impact what your current efforts are?
- If we work collectively, are there potential for grants we can apply for? How would we address this?
- On last community health call – there was interest in looking at SDOH – we think the work presented here relates - what is the interest on this? ... and what could we look at collectively??

NOTE: Coalitions involved in conversations: Memphis BGH (Cristie), Florida Healthcare Value (Karen), Greater Philadelphia BCH (Neil), North Carolina BGH (Jon), Houston BGH (Chris)



Health Enhancement Research Organization

Consortium Membership Opportunity

Mission

- HERO is a national non-profit dedicated to identifying and sharing best practices in the field of workplace health and well-being.

Member Benefits

- Inclusion in national conversations with industry leaders and researchers
- Development and enhancement of well-being agenda and employer tools
- Access to the HERO Resource Center (webinars, whitepapers, guides)
- Two seats for HERO Think Tank meetings (February, July, and Fall)
- Discounted registration for annual HERO Forum conference
- Invitation to join the HERO “Think Tank members only” LinkedIn group

Member Dues

- \$4,500 for up to ten non-profit consortium members (\$450 annually per organization)