

## Reducing Barriers to Create a Healthier Workforce

### BACKGROUND

Companies A, B and C are Massachusetts manufacturers with the same owner. Together they have 250 employees with an approximate tobacco use rate of 53% (36% higher than the state average.) The companies were referred to worksite wellness through A.I.M. Mutual's IPWW Consultants. The Consultants were aware that there had been a recent lung cancer diagnosis with a company employee and recognized this may motivate the companies to bring awareness to the benefits of living a healthy lifestyle.

### UNDERSTANDING THE IMPACT

In November 2013, A.I.M. Mutual met to educate company management on how tobacco use has affected and continues to impact their employee populations along with their bottom line. Chronic disease, productivity, and financials were all addressed. Once the group understood that workers compensation claims for a tobacco user cost an average of 1243% more than those of a non-tobacco user, they agreed it was clear that something needed to be done for their employees. By the end of the meeting, the owner along with his managers explained they would be interested in committing to sponsoring and implementing tobacco cessation programs at the worksites, but would need consistent support from A.I.M. Mutual.

### CHOOSING A PATH

In early December 2013, A.I.M. Mutual met with the owner and his managers to review their options for a tobacco cessation program. In this meeting support was provided in the areas of product selection, incentive design for participants, incentive design for supporting employees, communications, and bilingual barriers that would need to be resolved.

*(continued)*

# CASE STUDY (continued)

## BROADENING THE SCOPE

A.I.M. Mutual reached out to the health insurer to begin the process of implementing their tobacco cessation for employees. Language barriers were addressed, and A.I.M. Mutual advocated for the insurer to work with the policyholder to ensure that this program could be delivered to English and Spanish-speaking employees.

A.I.M. Mutual also provided support by designing an incentive plan for employee participation and held educational/informational sessions at staff meetings for each location.

From there, meetings took place between A.I.M. Mutual, the insurer, and the policyholders to ensure the appropriate services were being delivered.

## RESULTS TO DATE

As a result, 44% of tobacco-using employees signed up to participate in the tobacco cessation programs that began on February 19, 2014. As of June 30, 2014, 57% of employees enrolled had successfully completed the tobacco cessation program.

With this level of success, the company's owner felt empowered to implement an ongoing policy that would continue to encourage employees to live a healthy lifestyle. By partnering with A.I.M. Mutual, a wellness incentive/policy was created that allows each employee the opportunity to earn an additional \$265 annually if they are tobacco free.

In addition, onsite tobacco cessation programs will continue to be offered to all employees on an annual basis in order to promote a healthy lifestyle.

### TIMELINE

Fall 2013 - Lung cancer diagnosis serves as impetus to explore worksite tobacco cessation program.

November 2013 - Policyholder invites A.I.M. Mutual's IPWW staff in to learn about tobacco's far-reaching effects.

December 2013 - With IPWW consultants, policyholder reviews various options.

December 2013 - January 2014 - A.I.M. Mutual liaises with employer's health insurer to facilitate program. Assists in introducing supplemental features. Provides ongoing support.

February 2014 - First on-site sessions begin.

June 2014 - Nearly 60% of enrolled employees successfully complete program.