The liveWELL initiative was fully implemented in 2007 with specific goals to improve faculty/staff health and thereby organizational performance through an integrated approach to health management. During the past five years, the initiative has expanded from providing an on-line Personal Health Assessment (PHA) survey and on-site Health Coaching services to delivering a comprehensive health management strategy focused on building and sustaining a healthy campus culture. Expanded efforts included the delivery of programs telephonically, on-line and through mobile applications; the creation and implementation of campus wide nutrition guidelines; additional recreation and fitness services; a focus on providing opportunities at the local level; and incentives to support faculty and staff in their health improvement efforts. The initiative has been successful in creating a supportive culture and in delivering positive outcomes at both the individual and institutional level.

2012 HIGHLIGHTS

A majority of faculty and staff are engaged in health management programs

Over 71% of faculty and staff participate on an annual basis in the on-line Personal Health Assessment, and over 82% in the past three years.

Improvements demonstrated in individual health behaviors over a five-year period

- Physical Activity - 13% improvement
- Smoking - 4% improvement
- Healthy Nutrition - 19% improvement

Health care costs and utilization lower for faculty and staff engaged in health management programs

Participants averaged approximately $200 lower health care cost per year due to lower utilization and reduced illness.

Fewer faculty and staff with multiple high risk health related behaviors

- 28% migration of faculty and staff from high risk (4+ risk factors) to lower risk categories from 2010 - 2012.
- Risk migration from higher risk to lower risk is associated with lower rates of absenteeism for faculty and staff.

Cost avoidance / savings estimated at $2M annually as a result of health risk reduction and lowered absenteeism

- Over a three year period, high risk participants used approximately 19 more hours of sick leave as compared to lower risk participants.
- Individuals moving to lower risk categories result in cost savings for the organization.

Collaborative partnerships are vital to the success of the liveWELL initiative. Many departments on campus play a essential role in the provision of services that support health and wellness. The following pages provide an opportunity to learn more about the University's commitment to a healthy campus culture and how these results were achieved through an integrated approach to health and well-being.
PARTICIPATION & ENGAGEMENT

Many programs are available for faculty and staff to address their interests and needs. Programming is offered across a wide spectrum of health levels to appeal to diverse audiences. 82% of faculty and staff have participated in the Personal Health Assessment (PHA) survey at least one time since 2010, with 71% participation for 2012.

The Recreation Membership Incentive Program supports people in their efforts to be physically active. Exercise is an area where The University has seen substantial improvements. In 2008, 55% of faculty and staff reported being physically active; the percentage has increased to 68% in 2012. UI faculty and staff can receive 50% off of their membership to campus recreation facilities as a part of the Recreation Membership Incentive Program. Approximately 1,700 people receive this incentive each month and are actively engaged in utilizing the five recreation facilities on campus.

Mark Nidey, Facilities Management

“The incentive program, along with the Campus Recreation and Wellness Center’s proximity to my workplace, really made the decision to join something I couldn’t pass up. I’ve seen health improvements in all aspects of my life. This program is an incredible advantage that’s hard to put a value on.”

Live Healthy Iowa (LHI) is a state-wide 10-week challenge that motivates participants to practice healthy behaviors. LHI encourages users to track exercise and weight via a user-friendly web portal. Teams of 2-10 people compete over the course of the program; support is offered through liveWELL in terms of motivational tools for Team Captains, on-site presentations and health screenings, and small awards to recognize progress. In 2012, The University had 1,365 participants on 210 teams.

### 2012 LIVE HEALTHY IOWA PROGRAM STATISTICS

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight Loss</td>
<td>3% of total body weight lost during the program</td>
</tr>
<tr>
<td>Physical Activity</td>
<td>366 hours = average activity time per team</td>
</tr>
<tr>
<td></td>
<td>25 minutes = average activity time per employee per day</td>
</tr>
<tr>
<td>Engagement</td>
<td>59% UI participants entered information at least 12 out of the 16 weeks</td>
</tr>
<tr>
<td>Reward</td>
<td>743 UI employees were reimbursed the $15 registration fee based on participation</td>
</tr>
<tr>
<td>Interaction</td>
<td>2,400 page views on Team liveWELL Blog</td>
</tr>
</tbody>
</table>

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SUPPORTIVE ENVIRONMENT

A healthy work environment supports faculty and staff in making healthy choices. Since 2008, population health improvements have been seen in the health risk areas of weight, nutrition, exercise, stress, and smoking.

Health Coach Service
To help support individuals in their health improvement efforts, a Health Coach Service is offered at no cost to University faculty and staff. Health Coaching occurs in person at two campus locations and via phone, Skype®, or email. Analysis of the Health Coach Service shows a lower health care cost trend for participants, sustained positive lifestyle changes after program completion, and improvements in the health behavior areas noted above.

Wellness Ambassadors
The University actively supports and promotes a culture of health and well-being for all campus community members. Research shows that health behaviors are directly correlated to those of individuals that we spend a majority of our time. If a co-worker exhibits healthy behaviors, we are more likely to, as well. Grass-roots programs help bring wellness to life in the over 120 buildings and 30 organizational units. A network of 116 Wellness Ambassador volunteers are champions for wellness in their own work area. Wellness Ambassadors receive monthly announcements from UI Wellness in addition to an annual training; they disseminate messages to their colleagues to instill a culture of health.

In 2012, a Wellness Grants Pilot Program was implemented to support health and well-being at the local level. Wellness Grants allow for requesting departments to receive up to $500 to implement a wellness initiative in their work area. In the 6 months since the program was implemented, 13 departments have requested funding.

In September 2012, the Division of Sponsored Programs (Office of the Vice President for Research) received a wellness grant to provide pedometers for 25 staff to start a walking program. The group celebrated their funding by participating in a 1-kilometer walk as a part of the Healthiest State Walk held state-wide on October 3.

“The pedometers were a great tool to increase camaraderie among the DSP staff, and fitness is just good for business, more oxygen to the brain solves problems faster. Participants were excited about watching step counts increase through both walking and general movement. Instead of viewing activity as a defined period each day, the pedometers helped motivate users to seek opportunities throughout the day to add in more steps here and there to keep counts high.”

- Wellness Ambassador
Amanda Jorgensen
FOCUS ON OUTCOMES

As a part of The University of Iowa’s 5-year strategic plan, Renewing the Iowa Promise, the University is focused on attracting and supporting a healthy and engaged workforce to maximize performance, reduce costs, and achieve excellence. The liveWELL initiative, through its positive impact at both the individual and institutional level, supports these goals.

IMPACT ON THE ORGANIZATION

Risk Migration and Absenteeism
Research has shown that individuals with fewer health risks have lower health care costs and fewer days away from work due to illness. University data for the most recent time period of 2009 – 2011 indicates that individuals in high risk categories report approximately 19 hours more sick leave per year as compared to lower risk individuals. Individuals moving to lower risk categories results in an estimated annual cost savings and cost avoidance of $2 Million.

Health Care Cost Management
An analysis was completed for UI Choice health plan participants for the period 2008 – 2011 which reviewed a subset of approximately 1,600 faculty and staff engaged in the liveWELL initiative as compared to approximately 1,100 faculty/staff who were not engaged. Key findings include:

- Participants averaged $197 lower risk adjusted health care claim costs than non-participants
- Utilization trend rates were lower for participants for admissions, ER visits, office visits and prescription drug use
- Three-year average claim trend was 3% for participants as compared to 12% for non-participants

Acknowledgements
We want to thank our partners across campus for their support and collaboration. These include our colleagues in University Human Resources, Department of Recreational Services and UI Health Care. Special thanks to our Integrated Health Management Advisory Group and our Wellness Ambassadors.

IMPACT ON PEOPLE

Wendy Truesdale-Dirst, Radiology, UI Health Care

“The programs that I have participated in have helped me realize that I can be healthy while still leading a busy life. I have learned better eating habits, how to fit exercise in, and how to generally become healthier. I have lost enough weight to get me off of two blood pressure medicines and have even pulled some of the clothes out of the back of my closet because they fit again!”

(Wendy is a campus recreation member and participated in the 10-week Lifestyles course from UI Wellness)