



# Greater Omaha Packing Company Simply Well Program

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A solution to managing  
Personal Health Records and  
remaining HIPAA compliant  
January 6, 2005



**GREATER  
OMAHA** ★  
SINCE 1920  
PACKED WITH PRIDE IN OMAHA NEBRASKA



# History of Greater Omaha Packing Co.

Started in 1920





- *Third generation, privately owned*
- *Located in heart of corn country*
  - *15,000hd/week*
- *First rate customer service*
  - *\$900 Million in sales*
- *Dedicated to food safety*



# Greater Omaha Packing Expands...an aerial view



**GREAT  
OMAHA**



**EMPLOYEE ENTRANCE** ★

*"Through these doors walk the finest  
food production team in the world"*

Through these doors  
walk the finest food  
production team in  
the world...



# ESL On-Site Classes for Everyone





Our stately  
Cattle  
Processing  
Facility... a  
showcase  
for the  
world







**Our  
magnificent  
Fabrication  
Processing  
Room ...  
the pride of  
our global  
boxed beef  
programs**



## GREATER OMAHA PACKING 2005

# Best Practices for Managing Health and Wellness Programs



# Best Practices

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- Management Buy – In at all levels
  - CEO to Supervisor, at least a few on each level
- Create a Cohesive Wellness Team
  - Nurses, Community Health, Medical Insurance Team Members as a Steering Committee
- Collect Data with Health Questionnaire –
  - Use qualified contractor
  - Find the best way to administer this for your company



# Best Practices

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- Taskforce of staff members to promote and assist in implementation of programs
- Health Fairs provide an essential part of the program for information sharing and access of resources for the program
- Health Fairs provide an opportunity for health screenings

# Best Practices

- Measurement of outcomes for baseline data
- Use a health benchmark program, both national and regional, to determine corporate return on investment
- Utilize the resources of a third party (Simply Well or Wellness Council of America are excellent resources)



# Best Practices



- Greater Omaha Packing Co., Inc. received the Platinum Well Workplace Award from the Wellness Council of America in 2004.
- The Award is for the commitment of the company towards the health and welfare of our employees.

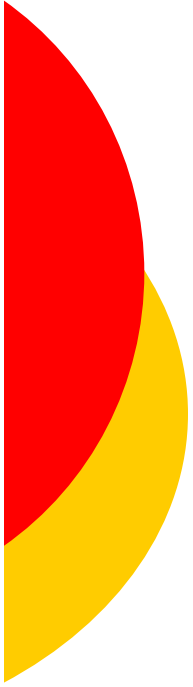




**Simply Well<sup>SM</sup>**  
***Your Future. Your Health.<sup>SM</sup>***



**GREATER OMAHA PACKING 2004**



# Greater Omaha Packing, Co. Inc Goals for Employee Wellness

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*GOP strives to provide a healthy environment for everyone with an unyielding focus on the health, safety, and betterment of both employees and their families*

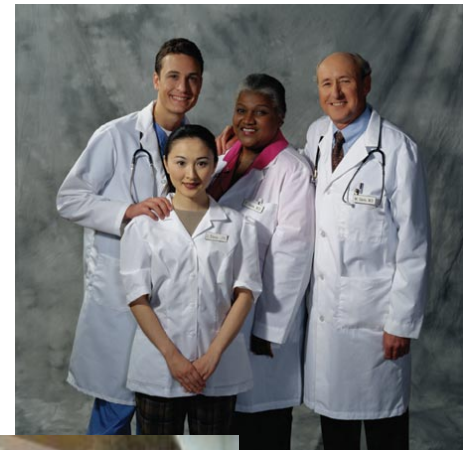




# GOP Wellness Structure

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- Wellness committee
- Annual health fairs
- Free preventative screenings
- Comprehensive health risk appraisal
- On site physicals and education
- Electronic Education



# GOP Population findings





# GOP Employee Wellness Participation Statistics

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**2002**

Participants = 108

81 Men = 75.0 %

27 Women = 25.0 %

15% Participation  
Rate

Omaha Average:  
33%

**2003**

Participants = 81

54 Men = 67%

27 Women = 33%

11% Participation  
Rate

Omaha Average:  
45%

**2004**

Total Participants = 159  
**Registered 255**  
**Health screen 159**

**48 Men = 66%**

**25 Women = 34%**

**% Participation  
Rate**

**Omaha Average:  
85%**

**57 ONE YEAR REPEAT PARTICIPANTS**



## 2004 Survey

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88% of all employees surveyed felt that GOP was concerned about their health and safety.

80% were very or mostly satisfied with their work





## Areas of low risk

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Good lifting 82%

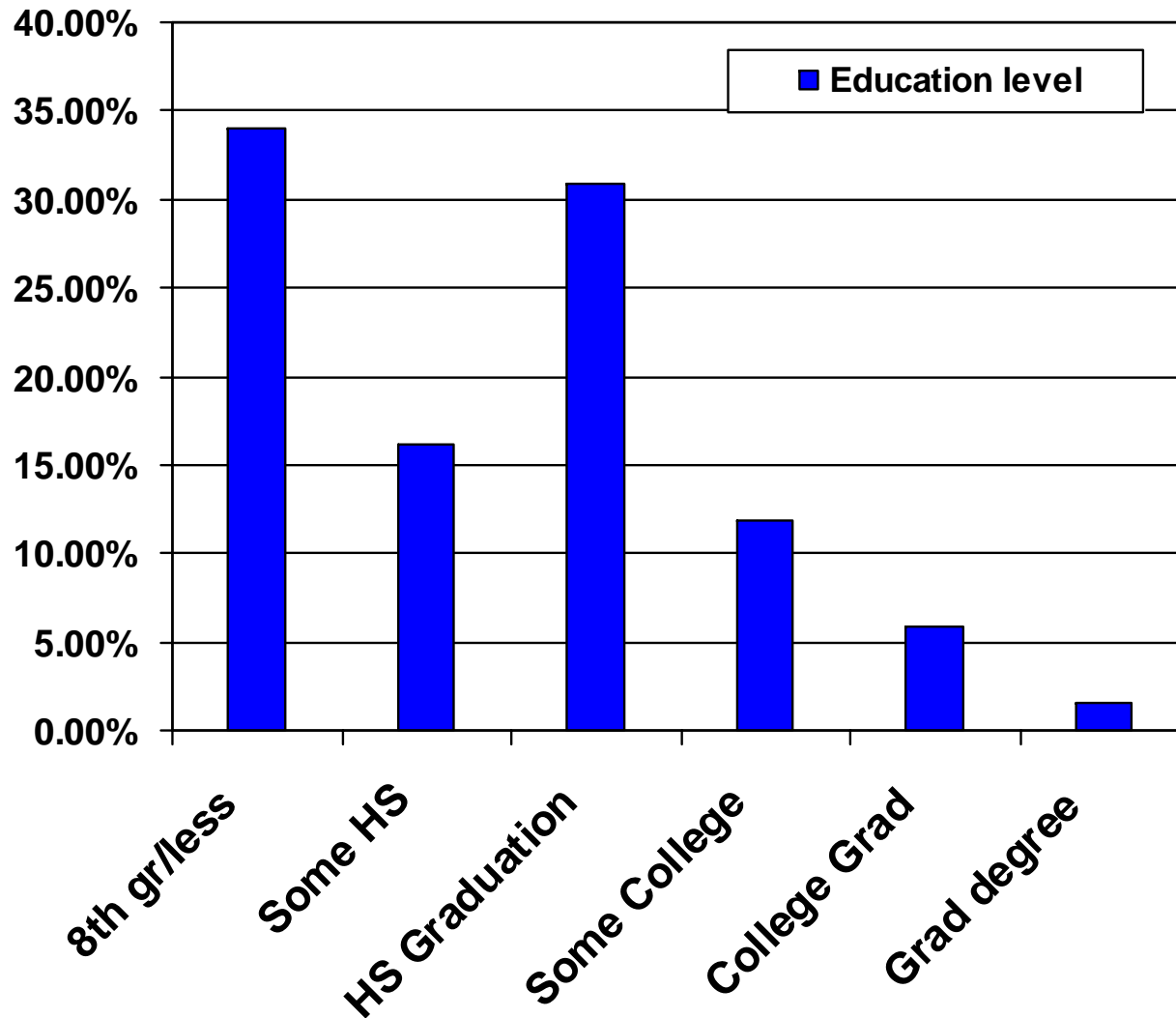
Little or no stress 95%

Good social support 90%

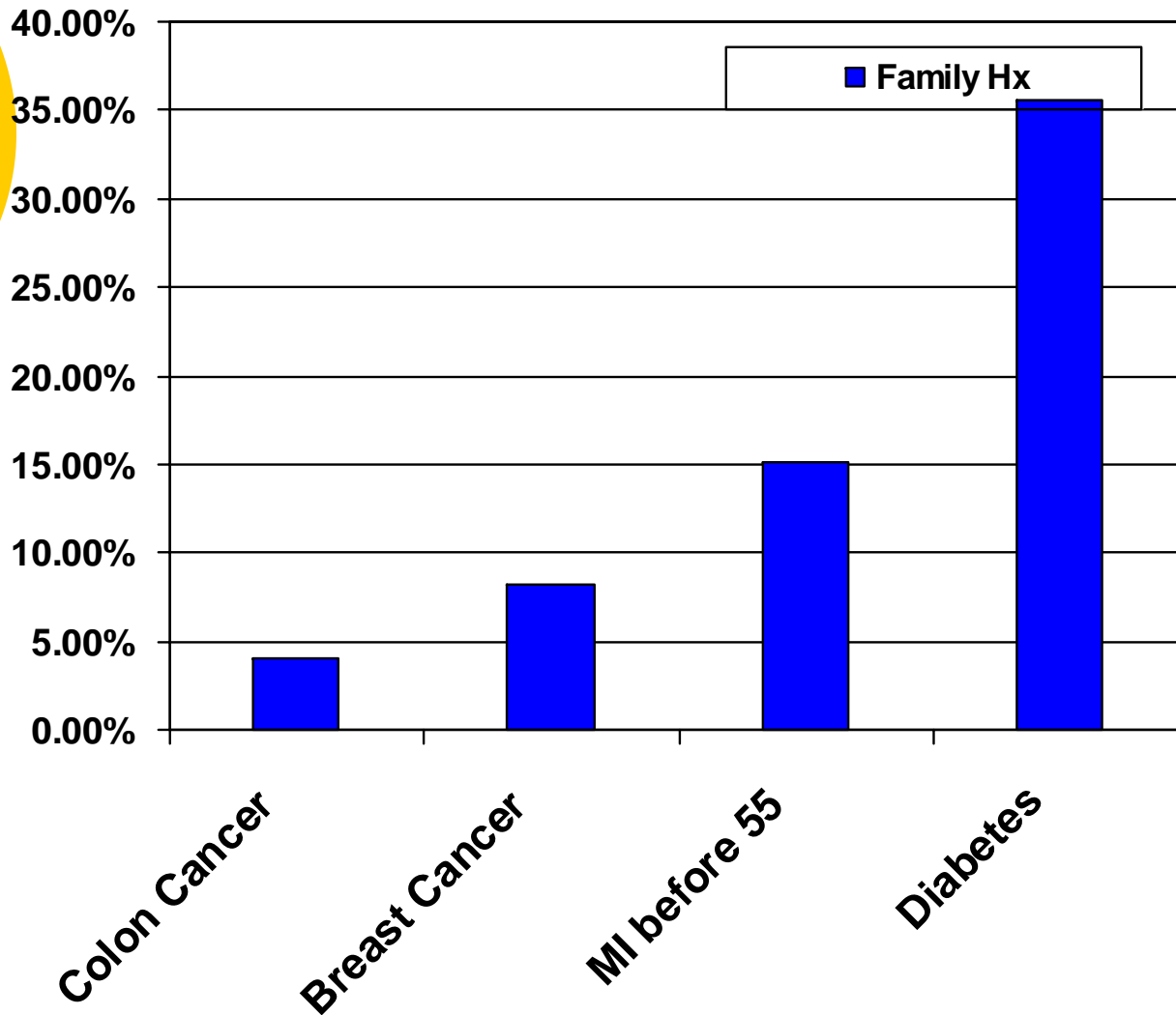
No exposure to violence 93%



# Employee Education



# FAMILY HISTORY



# Diet risk: 0% Good to Excellent

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- Breakfast 69%
- Snacks 69%
- Fast food 22% 2-7X/wk
- Fats in diet 65% (9% all of the time)
- Whole grains 28%
- Dark leafy vegetables 26% less than 3X/Mo
- Heavy salt use 31%





# Overweight and Obese

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Weight

Men: Overweight 46% Obese 36%

Women: Overweight 24% Obese 32%





# GOP Abnormal Clinical Findings

(Abnormal means moderate to high risk)

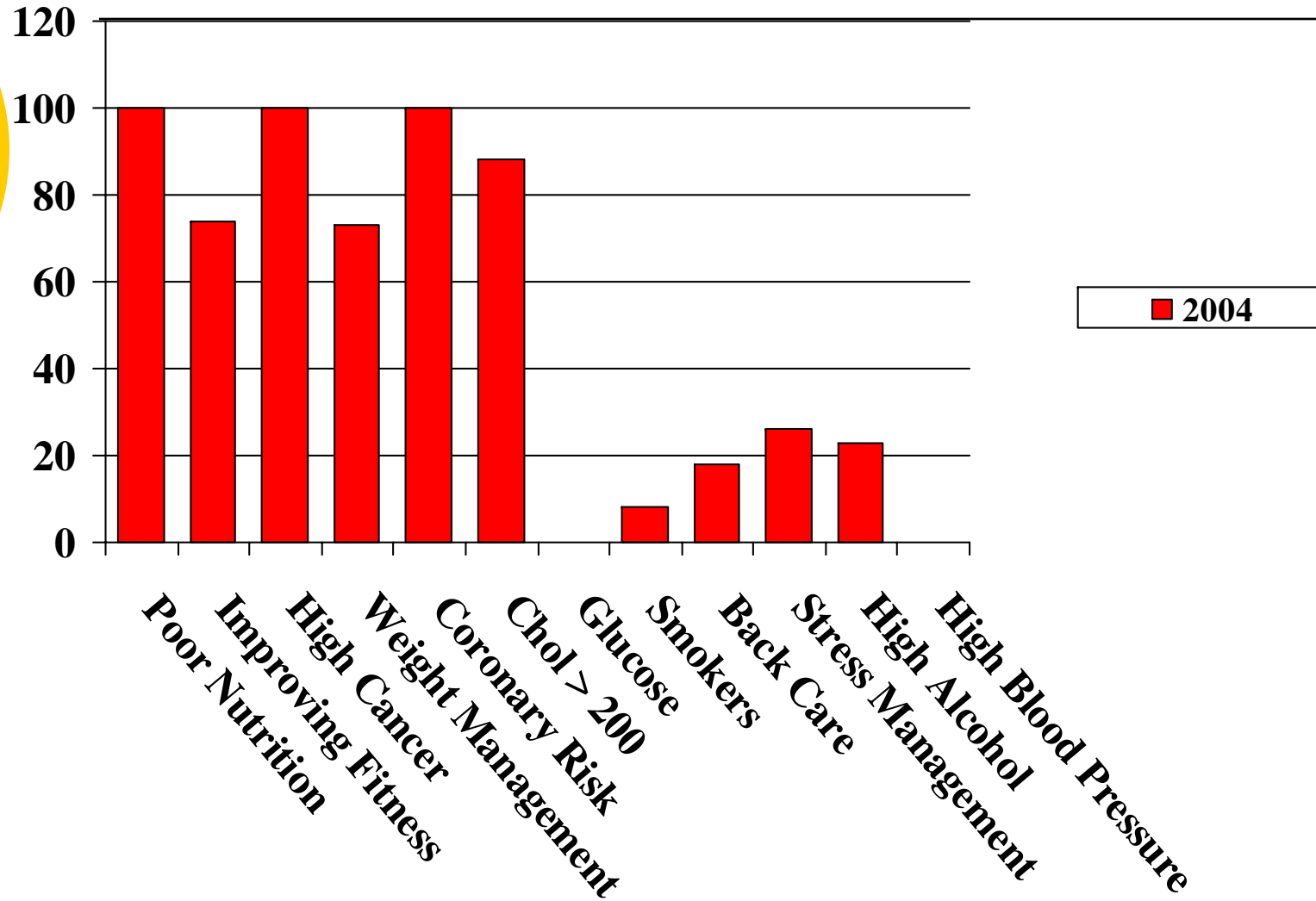
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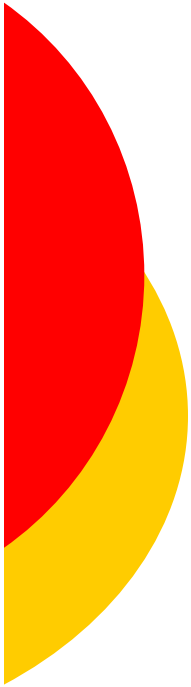
	Identified 2002	Identified 2003	Identified 2004
○ Cholesterol	49	72	
○ Abnormal LDL	42	47	
○ Abnormal Glucose	22	7	
○ Abnormal HDL	37	26	
○ High Blood Pressure*	8	40	
○ Abnormal Triglycerides	31	49	
<b>TOTAL</b>	<b>189</b>	<b>241</b>	

\*Hypertension is defined as 120/80 was 140/85.

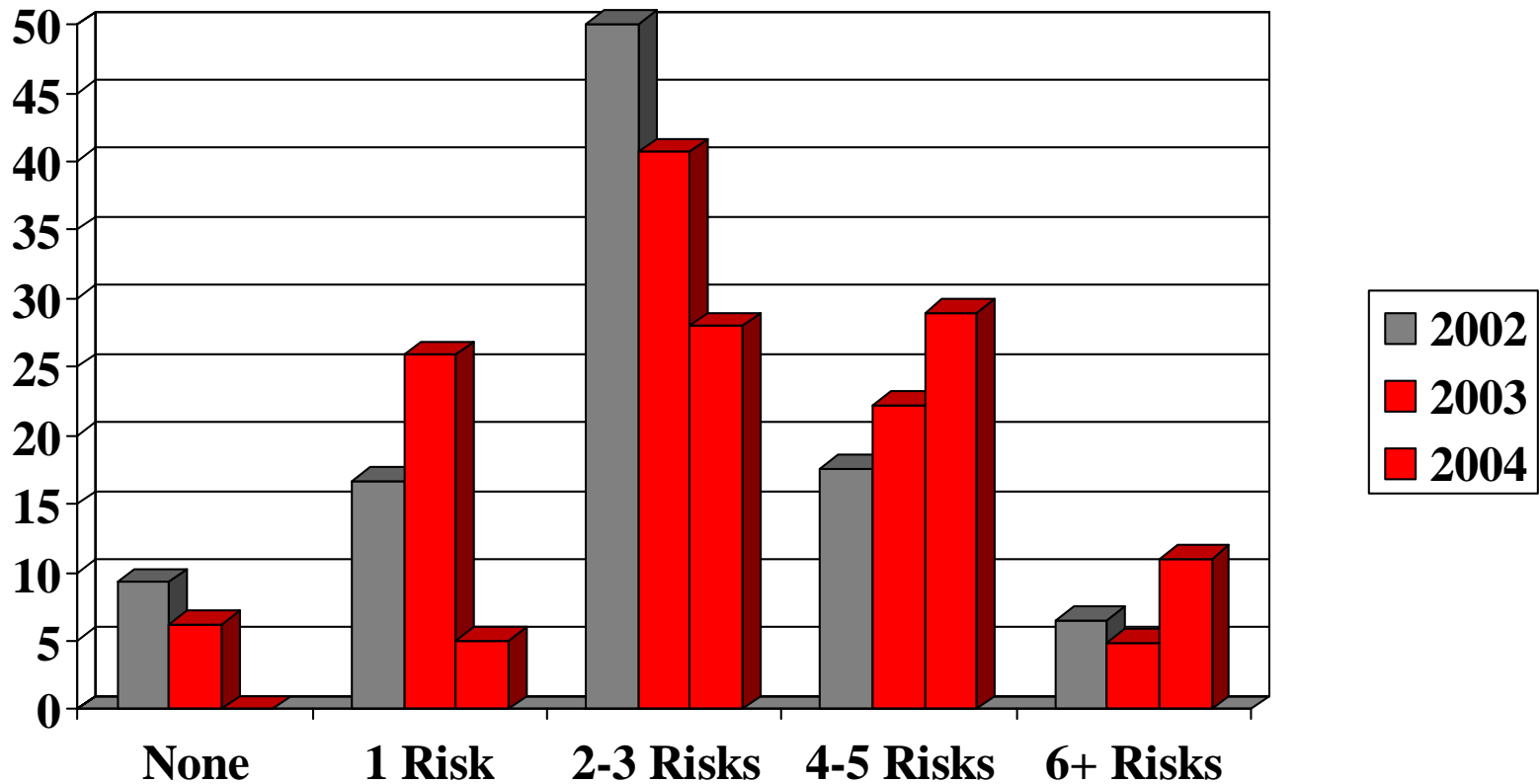
**Expect 2261 abnormal findings if entire work force screened**

# GOP Health Risk Percentage





# GOP Preventable Risk Scores



2002 none to one risk = 26.0%

2003 none to one risk = 32.1%

2004 none to one risk = 6.8%



## Excess utilization

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- Emergency Room
- 20% of the employees went to the emergency room
- Each visit averaged \$425
  
- \$64,000 in ER Cost





# Opportunities: Utilization ER

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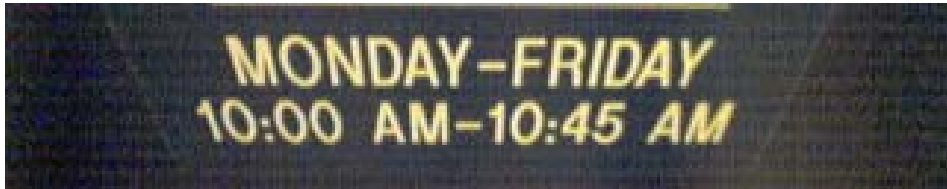
- Education

  - Posting available physicians and hours from the plan

  - Information about the cost and type of care in the ER

- Plan Design

  - Higher deductibles



MONDAY-FRIDAY  
10:00 AM-10:45 AM

# Opportunities: Utilization Primary Physician

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- 45% do not have a physician
- Encourage annual physical
- On site services?
- Post nearby clinics





## Opportunities: Utilization of screening

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- Incentives for completion of the entire screening process and earned points
- Access to terminals and assistance with sign up





# Opportunities: Utilization of education

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- 3200 education modules in English and Spanish
- Customized education based on disease and risk factors





## Opportunities: Risk and Disease management

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- Phone coaches will call 2-4 times per year
- Health tracking for exercise, diabetes management, High Blood pressure





## Summary

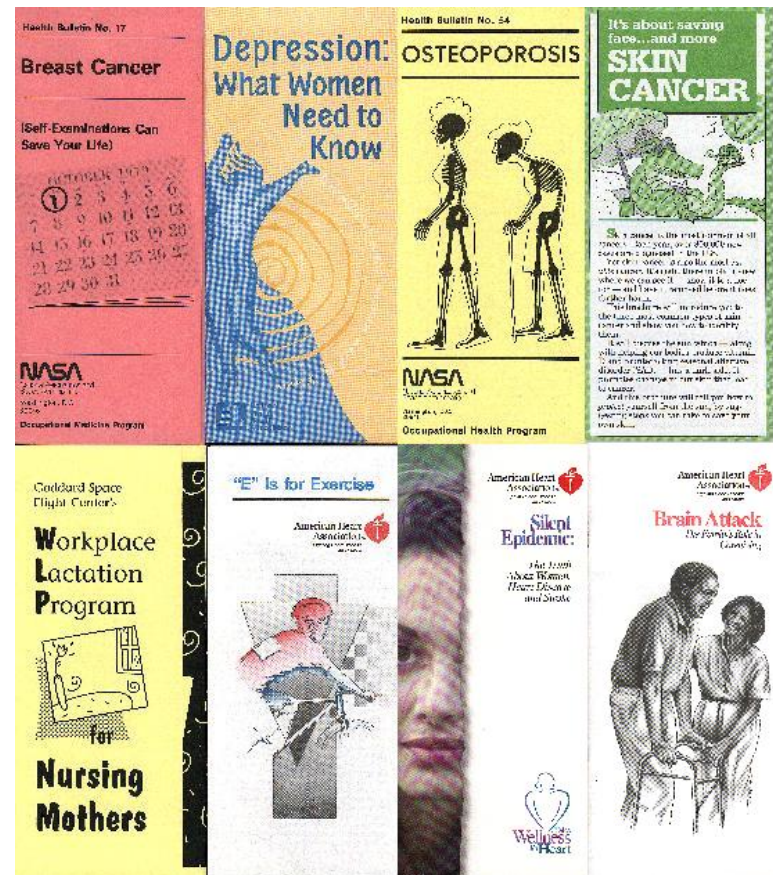
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- Healthcare cost 7% vs. 15-25% growth of industry (down from 35% growth 2001)
- Injury to illness ratio of 5.9% compared to industry value of 20
- Attrition rate of 5% -

**Lower Health Care Costs**

# 2004 Additional Programs

- Education classes
  - B
  - C
- One on one counseling
- Booklets
- Etc.



# Summary

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- Action plan and focus correlated with decreased coronary risk, smoking, cholesterol, and Diabetes management.
- Additional work needed for Cancer, nutrition and fitness
- Enrollment should exceed 50% in 2005



*Health Programs*



# Greater Omaha Packing Company Simply Well Program

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A solution to managing  
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# SimplyWell...

## Personal Health Record solution

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- Offers a confidential Personal Wellness Profile based on individual employee history
- Offers a Bi-lingual website solution
- PHR accessed on-line in a protected website
- Offers Employer solutions to IT development of PHR

**Confidential**

**Bi-lingual**

**Online**

# Personal Health Management Website

SimplyWell :: Personal Health Management Program - Microsoft Internet Explorer

Address: <https://secure.simplywell.com/partHlthAsmtSumm.do>

## Personal Health Management Program

Monday, December 27

**LOGOUT**  
Welcome ... Robert!  
Click to logout ...

- HOME
- MY INFORMATION
  - contacts & security
  - medical chart
  - lab & test results
  - health report
  - health screenings
  - health testing
  - temporary access
- ACTION PLAN
- HEALTH GUIDES
- CONTACT US

English Language Mode  
Cambie al Español ...

### HEALTH REPORT

The Health Report screen allows participants to view risk scores from the personal health assessment.

**Base Points:** 6220  
**Extra Credit:** 50

#### Health Assessment Summary

Below is your risk assessment from your most recent health report.

Health Area	Risk Assessment Key			
	High Risk	Increased Risk	Doing Well	Excellent
Blood Pressure	5.0			
Body Composition	21.0			
Cancer	23.0			
Cholesterol	1.0			
Diabetes	20.0			
Fitness	19.0			

Done Internet

Start RealOne Pl... Inbox - Mic... needed mo... SimplyWe... Desktop 4:21 PM



# Personal Wellness Profile - Online

## Personal Wellness Profile

### Physician Summary Report

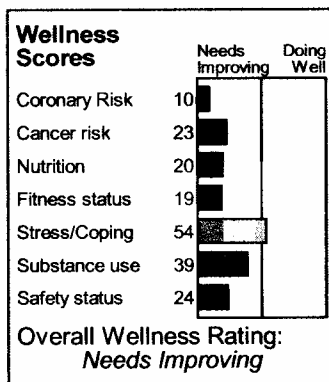
Robert BadHealth  
1234 Unhealthy People  
Omaha, NE 68154

M39 ID# 2102  
PCP -  
INS -

Profile Date: 6/28/2004  
Phone: 4025555555  
Birthdate: 5/5/1965

### Physician Summary

### Understanding Your Wellness Scores



### Preventive Exams

#### Recommended (not current)

Blood pressure check, one to two years  
Dental exams, regularly  
Monthly testicular self-examination

#### Immunizations:

Pneumonia, once

### Healthy Habits

Lifestyle habits - doing well  
None

### Existing Problems

#### Current Symptoms

Frequent urination and thirst  
Frequent back pain  
Trouble sleeping lately

### Health History

#### Personal Health History

Allergies  
Diabetes mellitus (Rx)  
High blood pressure (140/90+) (Rx)  
High blood cholesterol (200+)(Rx)  
Kidney disease

#### Family Health History

Colorectal cancer

Diabetes

Coronary heart disease, heart attack, or coronary surgery  
High blood pressure  
High blood cholesterol

### Major Risk Factors and Health Findings

#### Body Composition

Ht: 72 in, Wt: 245 lbs, BMI: 33.2

#### Risk Factors

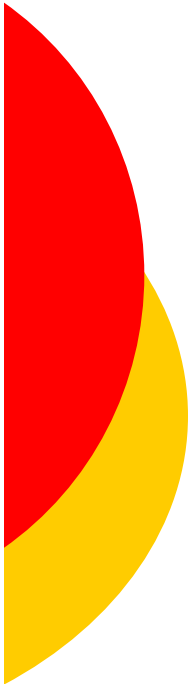
Current smoker  
Elevated/high blood pressure (156/90)  
High risk cholesterol  
Sedentary  
High risk cancer screening  
Elevated blood glucose  
Diabetes mellitus  
Overweight  
High AIDS/STD risk

#### Blood Tests

Blood lipids:

\* Total cholesterol 300 mg/dl  
\* LDL cholesterol 203 mg/dl  
\* HDL cholesterol 25 mg/dl  
\* T-Chol/HDL Ratio 12.0  
\* Triglycerides 360 mg/dl  
\* Glucose fasting 130 mg/dl  
\* Hemoglobin 9.0 g/dL

\* Outside recommended levels



# Personal Wellness Profile - Online

(continued form)

<b>Educational Issues</b>	<b>Readiness to Change</b>
<b>Health Interests</b> ("Do NOT notify me...")	Physical activity      Contemplative Good eating habits      Precontemplative
<b>Nutritional concerns</b> Less than five servings of fruit and vegetables per day	No smoking/tobacco use      Precontemplative Maintain healthy weight      Contemplative
Not eating breakfast more than three times per week	Handle stress well      Planning
Not using primarily whole grains	Alcohol moderation      Precontemplative
Saturated fat intake may be high	Healthy lifestyle      Planning
<b>Health Status</b>	<b>Health Status Questionnaire (HSQ)</b>
<b>Self-rated health status</b> My overall health is fair I am somewhat confident to live a healthy lifestyle	Physical Composite Score (PCS): 36.6 Mental Composite Score (MCS): 41.0 Note: PCS, MCS score over 50 is desirable

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*This report is confidential - not for insurance purposes or disclosure without written perm.*



# Advantages of PHR on-line digital conversion to SimplyWell

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- Access to PHR with health resources and solutions on a specific identified health risk
- Consumer protected through individual assigned password for privacy protection
- Immediate access to educational health resources based on major risk factors and health findings
- Confidential Consumer Wellness Profile measured and compared annually
- Computer literacy training





## Employer Advantages... Return on Investment

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**Lower Costs**

- Provides a solution to managing claims and overall healthcare costs
- Prior to SimplyWell in 2001, GOP Healthcare costs rose 35%
- After three years with program, negotiated a 4.4 % decrease for group medical insurance premium rates for 2005 plan year compared to the National Average of an 18-30% increase
- 5-year Self-funded costs savings vs. Standard Premium of \$3M to corporate bottom-line

# SimplyWell..PHR

## GOP Overall costs

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- SimplyWell Program is a Fee for Service
- SimplyWell program is available to all GOP employees
- Individual Investment of 2% of total healthcare premium cost PEPM.
- Investment of Kiosks to assist employees with on-site education
- Medical Health Coordinator assists in the initial stages of implementation



# Administration of PHR Systems

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- GOP assists in the conversion to paperless PHR systems working with SimplyWell system education of employees
- SimplyWell is the TPA managing all of the hardware, software, disaster recovery, and IT for Greater Omaha





# Management of on-site SimplyWell

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- Buy-in of program from CEO, Senior Management, Middle Management, and employees affords creative programming and employee involvement
- Continuous on-site training through classroom setting “lunch and learns” using 3-12 minute snippets from the SimplyWell on-line video training
- Executive Summary and benchmarking data used to determine educational programs



# Employee Perspective

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- Low Attrition rates send strong message of employee acceptance of programs
- SimplyWell is the cornerstone of family health conversion in healthy lifestyle changes
- SimplyWell offers solutions for bridging the gap of making healthy choices based on individual needs and health risk assessments
- Over 1200 employees and family members attend GOP Health Fair annually







# Challenges and Benefits

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- Challenge -Time constraints of employee education based on the cultural differences of healthcare in the paradigm shift from disease management to disease prevention
- Benefit – GOP has been involved in health and wellness program education for over 10 years and have the strong partner, SimplyWell, to impact change through the utilization of a very sophisticated on-site, on-line program



# SimplyWell...Ideal PHR

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- SimplyWell is the ideal PHR for our employees
  - Comprehensive Data and Benchmarking
  - Bi-lingual
  - HIPAA compliant
  - TPA solution
  - Excellent medical resources for disease management and prevention