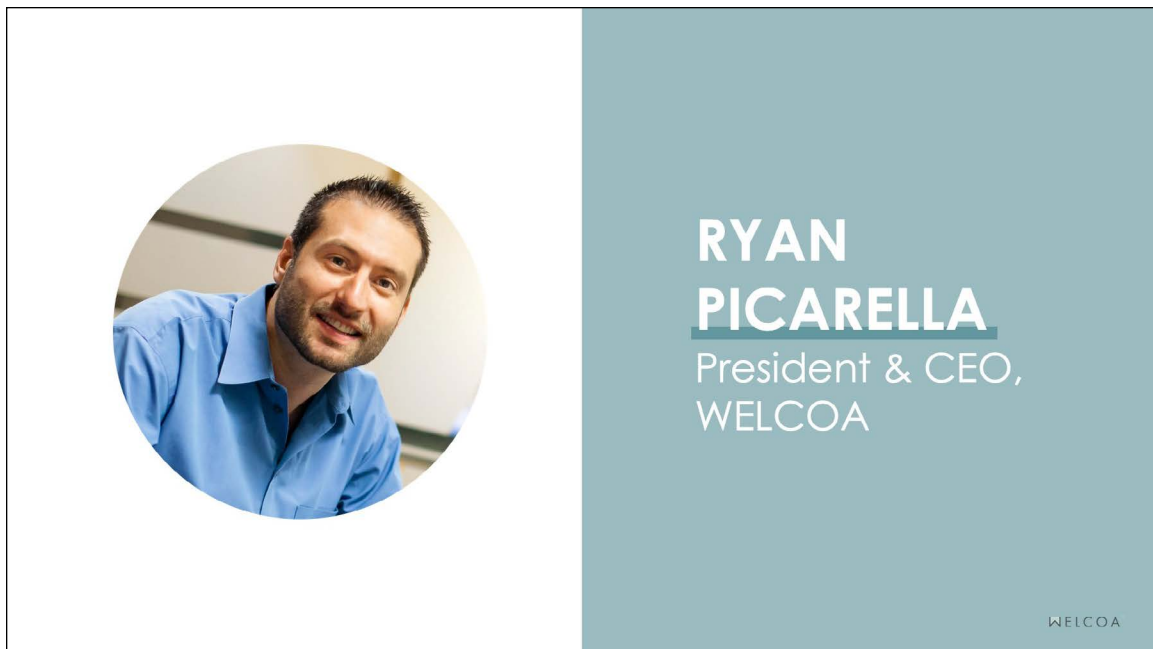


PPN Webinar: How to Conquer the Six Unhealthiest Habits Driving Today's Economic Healthcare Crisis

Bryan Noar • VP Strategic Partnerships, SelfHelpWorks



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A WELCOA PREMIER PROVIDER NETWORK WEBINAR WITH




BRYAN NOAR
VP Strategic Partnerships
SelfHelpWorks

WELCOA*

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A WELCOA PREMIER PROVIDER NETWORK WEBINAR WITH



How to Conquer the
Six Unhealthiest Habits Driving Today's
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WELCOA*

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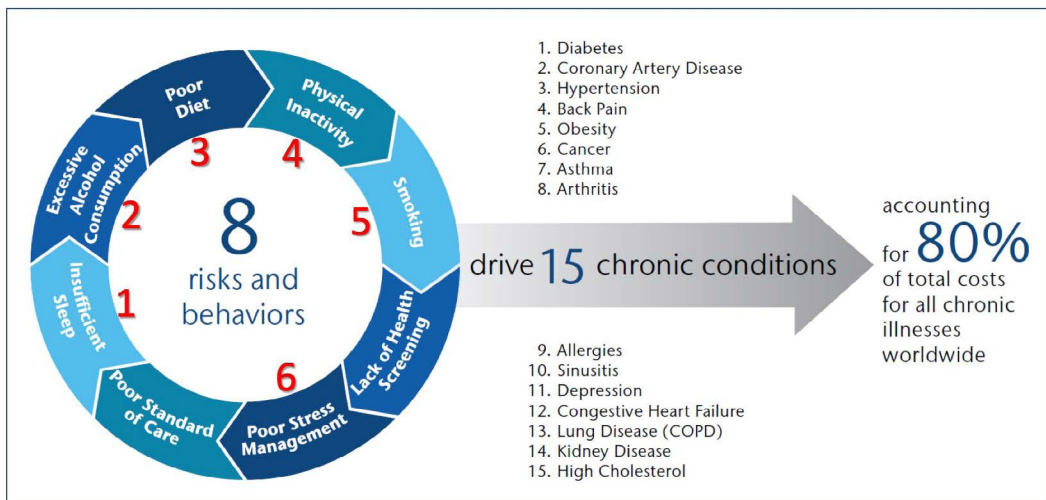


How to Conquer the Six Unhealthiest Habits Driving Today's Economic Healthcare Crisis

- What they cost (*a.k.a. engaging the 'C' Suite*)
- Why they are so hard to break
- How to successfully eliminate them

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Six Unhealthy Habits Drive Most Chronic Disease



Source: AON Annual Health Care Survey



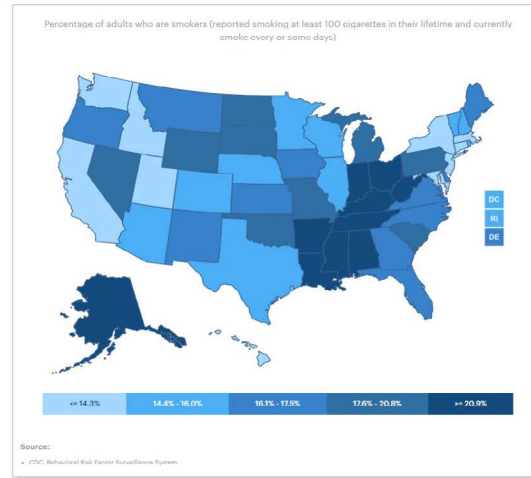
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How Much Do These Habits Actually Cost?

- Estimates vary
 - Study design
 - Demographics
 - Location, industry, age, etc.
- To request sources:
 - go.selfhelpworks.com/contact-bryan



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Prevalence and Estimated Average Annual Costs

Modifiable Health Risk	Prevalence in US Adult Population	Increased Healthcare Costs	Lost Productivity
Obesity	39.8%	\$ 1,429	\$ 506

Sources: NIH, CDC, Health Affairs – references available upon request



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Smoking	15.5%	\$ 2,056	\$ 3,760

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Obesity	39.8%	\$ 1,429	\$ 506
Smoking	15.5%	\$ 2,056	\$ 3,760
Alcoholism	6.2%	\$ 89	\$ 581
Binge Drinking (4x/mth)	16.7%		

Sources: CDC – references available upon request



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Binge Drinking	16.7%		
Physically inactive	25%	\$ 1,437	\$ 532

Sources: CDC, Univ. of Washington – references available upon request



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Binge Drinking	16.7%		
Physically inactive	25%	\$ 1,437	\$ 532
High stress at work	25-33%	\$ 1,420	\$ 301

Sources: NIH, CDC, Amer Inst of Stress – references available upon request



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Binge Drinking	16.7%		
Physically inactive	25%	\$ 1,437	\$ 532
High stress at work	25-33%	\$ 1,420	\$ 301
Poor sleep	35.2%	?	\$ 1,967

Sources: NIH, Jnl Occup Environ Med – references available upon request



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Average Estimated Annual Cost to the Organization

Modifiable Health Risk	Average Cost per 100 Employees
Obesity	\$77,013
Smoking	\$90,148
Excessive Alcohol	\$15,343
Physically inactive	\$49,225
High stress at work	\$49,909
Poor sleep	\$69,238

Estimated cost per 100 employees: \$ 350,876 per year
- Over \$180,000 is due to lost productivity



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Why Are These Six Habits So Hard to Break?

- Emotional component
Resists standard behavior modification techniques
- Example
*Obese employee with high blood pressure and diabetes keeps telling their coach they want to lose weight ...
But doesn't exercise and keeps going back to candy and junk food*



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The "Missing Link" in Many Wellness Programs

- Not all participants are created equal ...
Many wellness programs do not provide viable solutions designed specifically for those struggling to change highly resistant emotion-driven habits

Perceived Barriers to Healthy Eating and Physical Activity Among Participants in a Workplace Obesity Intervention

Stankewitz, Kavita MGH; Dement, John PhD; Schoenfish, Ashley PhD, MSPH; Joyner, Julie BA; Clancy, Shayna M. BA; Stoo, Marissa BS; Ostbye, Truls MD, PhD

Journal of Occupational & Environmental Medicine: August 2017 - Volume 59 - Issue 8 - p 716-751

doi: 10.1097/JOM.0000000000001092

Original Articles

important among obese individuals than in the general population.
The sense of lack of control among obese individuals is important to consider when designing a weight loss or maintenance intervention.
Population based studies have also found lack of access to healthy

... completed a questionnaire to ascertain barriers to physical activity and healthy eating. Exploratory factor analysis was used to determine the factor structure for EPA and BHE. The relationships of these factors with accelerometer data and dietary behaviors were assessed using linear regression.

Results: Barriers to physical activity included time constraints and lack of interest and motivation, and to healthy eating, lack of self control and convenience, and lack of access to healthy foods. Higher BHE correlated with higher sugary beverage intake but not fruit and vegetable and fat intake.

Conclusions: To improve their effectiveness, workplace weight management programs should consider addressing and reducing barriers to healthy eating and physical activity.

Source: Jnl Occup Environ Med, Aug 2017

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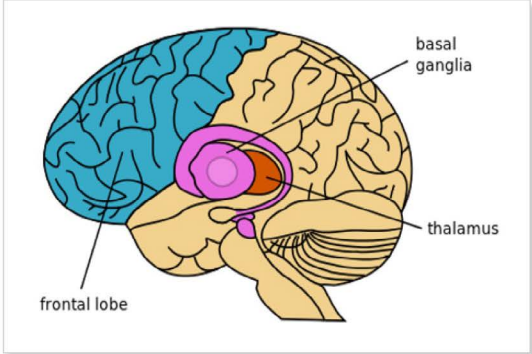
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Two Types of Habit

- Practical
 - Developed for efficiency
 - Easy to change
- Emotional
 - Developed for pleasure or temporary comfort
 - Regular repetition causes brain to interpret as a survival need

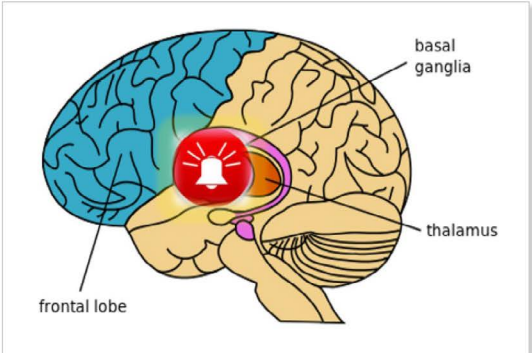


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When You Try to Break an Emotional Habit

- Brain produces alarm signals
 - Discomfort, stress, cravings
 - The more you resist, the stronger the signals get
 - Eventually they overwhelm your willpower



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How to Successfully Change an Emotional Habit

- Two things need to change ...
Or the habit will keep coming back
 1. Core mindset (self-identity)
 2. Brain's trained cognitive response to everyday triggers



"Behavior begins in the mind, not in the body."



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What SelfHelpWorks Does

- Suite of proprietary online cognitive behavioral training solutions
 - Derived from CBT
 - Changes mindset and trained cognitive response
 - Combined with health coaching techniques
 - Motivation, ongoing engagement
 - Delivered online
- Available as a suite or a la carte



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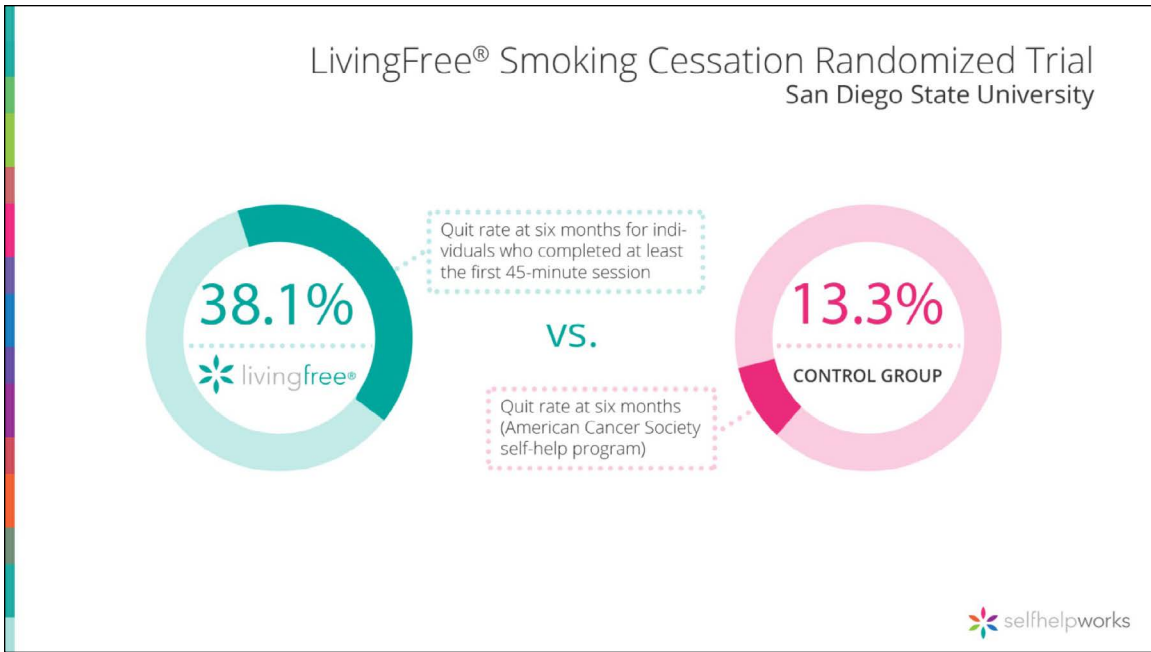
Who Is SelfHelpWorks?

- Established 1999
 - Purpose: Create online versions of live courses previously taught in hospitals, clinics, large corps.
- Who We Serve
 - Health plans
 - Health & Wellness providers
 - Over 600 employer groups





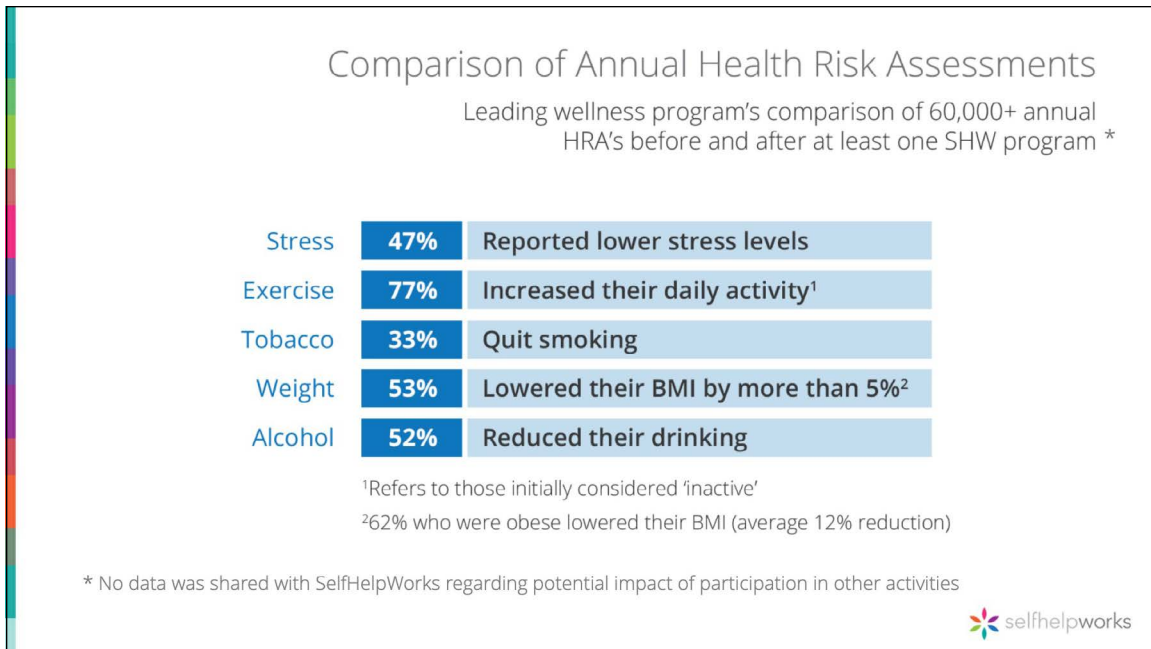
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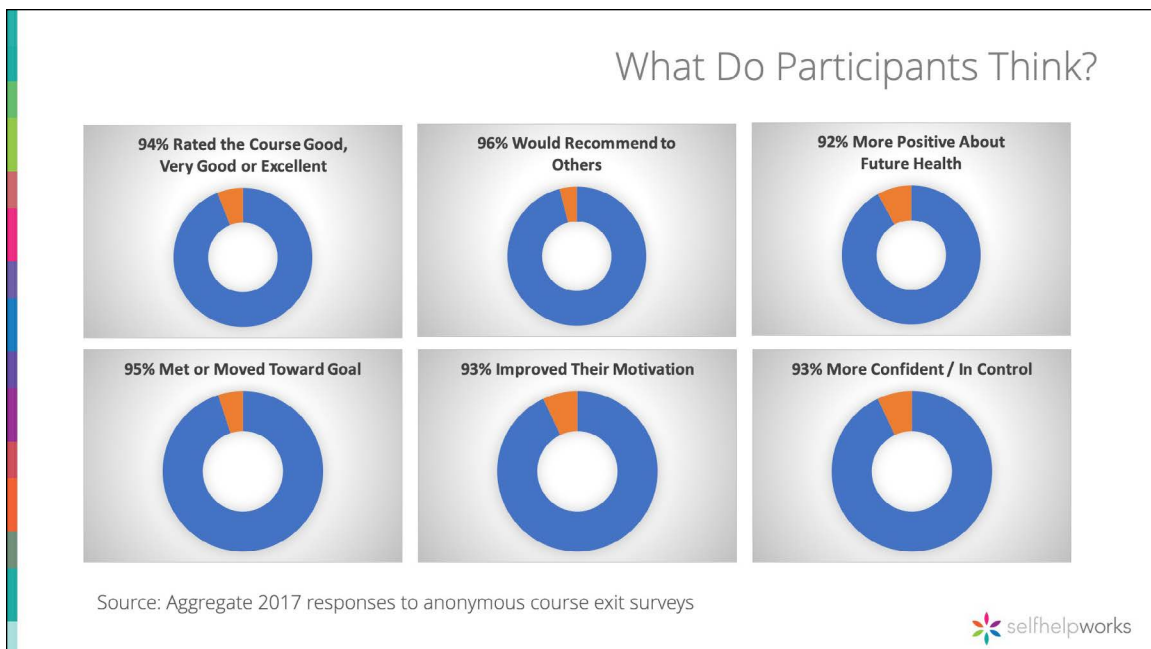
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What Do Participants Think?



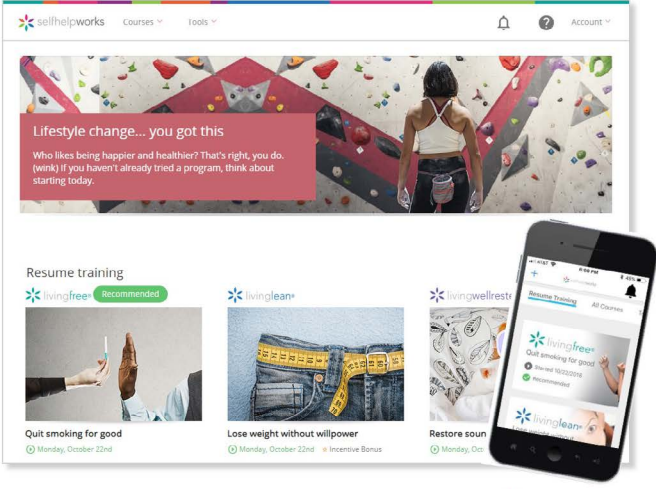
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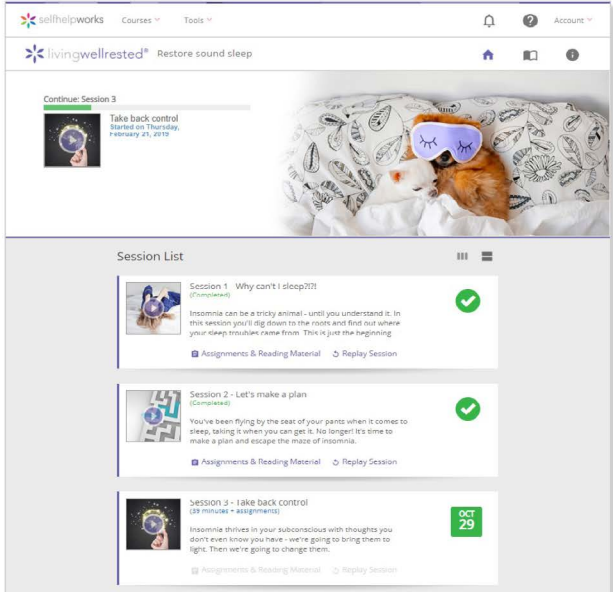
Engaging User Experience


- Simulates live training
 - Curriculum-driven courses plus support tools
 - Pre-recorded live video
 - Closed captions (English, Spanish)
 - Self-managed calendar
 - Auto-bookmarking
 - Mobile companion app
 - PersonalCoach™ (algorithms)





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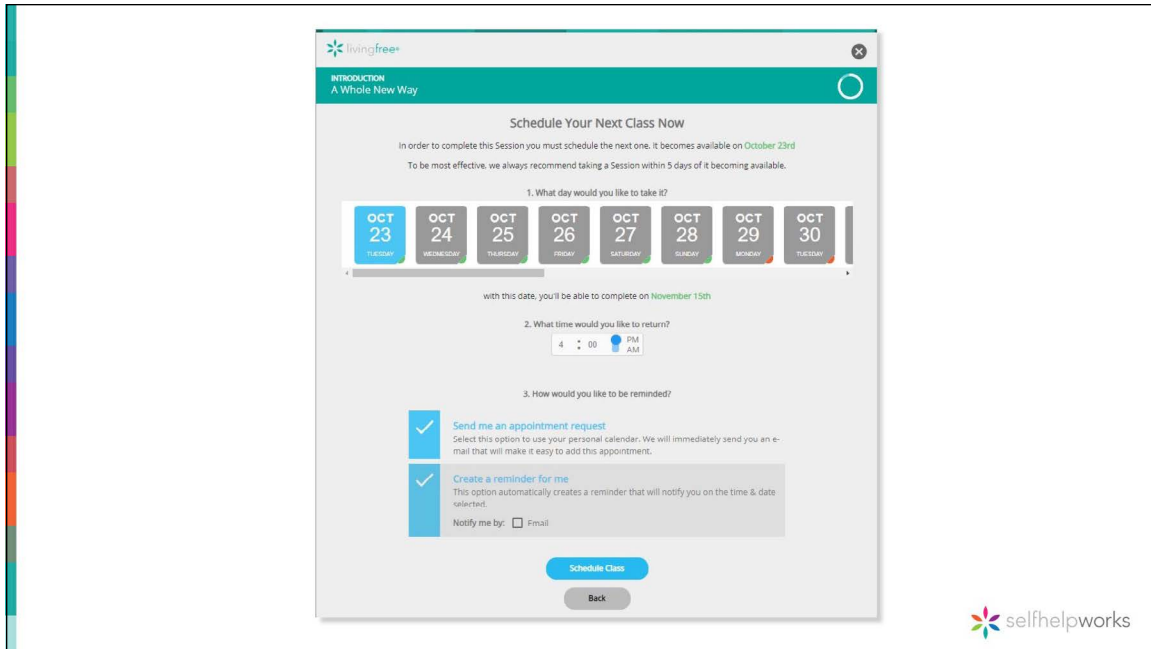




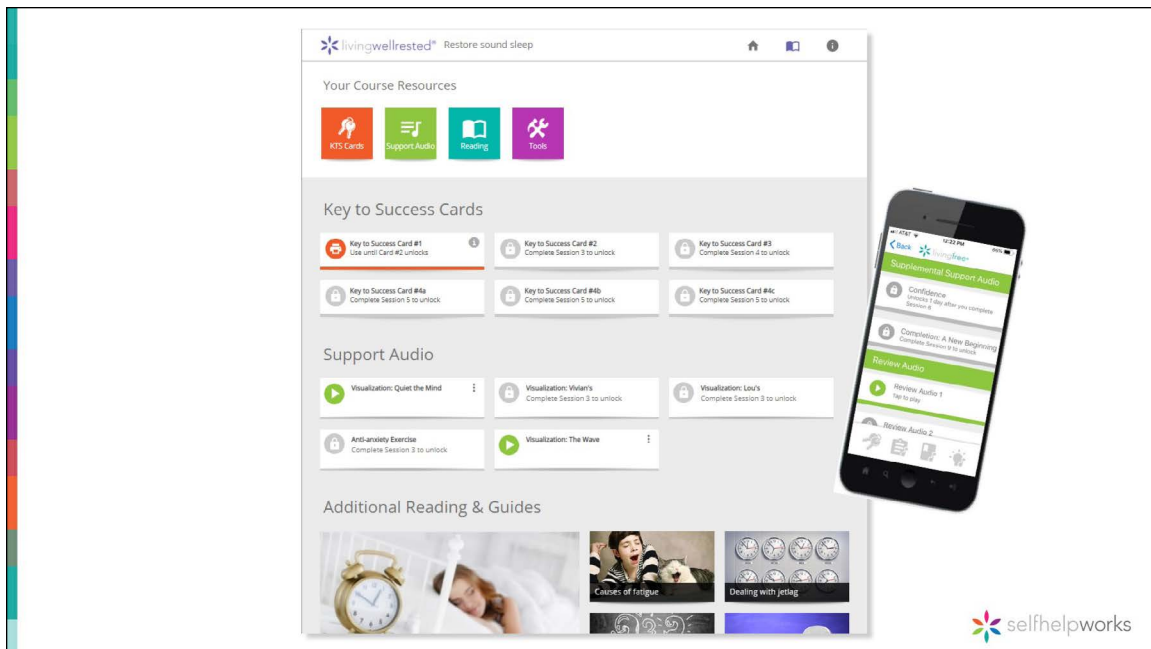
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Technical Capabilities

- HIPAA-compliant, GDPR, S 508 (WCAG)
- White labeling
- Standard reporting
- Automated data feeds available
- Flexible and easy to implement



Multiple configuration options
Stand-alone or integrate into existing wellness platform
Eligibility files, single sign-on (SSO), etc.



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Pricing

- Low cost
Hours of cognitive training and support for pennies on the dollar
- Capitated (PEPM) is usually most cost-effective
- Participation-based also available
Small groups, Reasonable Alternative, special needs




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Thank you!

To request study sources,
ask questions, or learn more:
go.selfhelpworks.com/contact-bryan




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TAKE THE EVALUATION
Don't Forget...

You will receive an evaluation via email in approximately 90 minutes. Please complete it and you'll receive **clickable source references for all of these studies referenced** in the webinar's behavioral cost slides. SelfHelpWorks spent literally months combing the literature to dig these up.

If you have questions, please submit them to WELCOA via email at webinars@welcoa.org.



WELCOA*

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