



HOW TO INCREASE THE EFFECTIVENESS OF YOUR HRA

Offering your employees a health risk assessment (HRA) without a follow-up plan is like going to your doctor's office and getting sent home with a diagnosis but no treatment plan. To really improve the health of your employees and see measurable differences in your healthcare costs, productivity, and work loss days, an HRA should be the "gateway" to a more comprehensive program designed to:

- Identify the prevailing health risks in your organization
- Set corporate goals for improvement
- Educate employees on the benefits of improving their health
- Enroll employees in appropriate intervention programs
- Motivate ongoing participation in your wellness program
- Track improvement and reward progress
- Evaluate your results from one year to the next, and
- Establish a healthy corporate culture

The cycle of an effective wellness program from the viewpoint of a corporate wellness coordinator starts here:

1 PLAN

- a. **Build** the business case for wellness to management.
- b. **Create** a mission statement and set long-term objectives.
- c. **Promote** the program to employees.

2 ASSESS

- a. **Offer** an online or paper lifestyle questionnaire.
- b. **Conduct** health screening to collect biometric data (optional).
- c. **Address** confidentiality issues.

3 DISCOVER

- a. **Review** aggregate group results.
- b. **Identify** prevailing health risks in your company.
- c. **Set** corporate health goals for improvement.

4 FOLLOW UP

- a. **Inform** employees of their assessment results and educate them on improving their health.
- b. **Refer** high-risk employees to their healthcare provider for follow-up.
- c. **Invite** employees to enroll in needed intervention programs.

5 INTERVENE

- a. **Offer** group programs to reduce risks and enhance health.
- b. **Provide** self-study guides and online interventions.
- c. **Enlist** a health coach for one-on-one support in making lifestyle changes.



6 MOTIVATE

- a. **Communicate** health messages to your employees throughout the year to inspire commitment to a healthier lifestyle.
- b. **Sustain** their interest by offering a variety of health information resources – online or print.
- c. **Provide** incentives and tie participation to your employee benefits program.

7 TRACK

- a. **Design** a way to log participation in events and completed health activities.
- b. **Gather** data to track employee progress toward health improvement goals.
- c. **Offer** awards and recognition for personal accomplishments.

8 EVALUATE

- a. **Repeat** the assessment annually to capture changes and improvements.
- b. **Analyze** trends and savings in productivity, work loss time, and healthcare expenses.
- c. **Adjust** your corporate culture as needed to promote a healthy work environment.