

# Leverage In-house and External Resources

Small/medium-sized companies can provide well-rounded employee health promotion programs by leveraging resources available both within and outside of the company (e.g., community health agencies, health plans, and wellness vendors).

A key strategy is establishing **wellness champions**. These employee volunteers can serve as a planning and motivational group and assemble the core elements and tools of a comprehensive health promotion program.

Companies have several options to develop wellness champions including hiring a part-time or full-time wellness professional or training staff to implement and manage the program, however, establishing a wellness champion model that develops local ownership and engagement is recommended.

## Internal Resources

**Wellness champions** and professional staff can help plan and coordinate—in collaboration with third-party organizations to deliver—worksite health promotion activities, such as:

- Health Risk Assessments (HRAs)
- Health screenings
- Health coaching
- Health communications (e.g., print and online)
- Onsite events (e.g., immunizations, “lunch and learn” lectures)

## External Resources

The following **third-party organizations** may offer a variety of programming tools and expertise:

- Health plans and health promotion/wellness vendors
- Not-for-profit organizations (e.g., American Heart Association, American Diabetes Association, American Cancer Society)
- Physicians, pharmacists, and hospitals
- Local health clubs/YMCAs
- Colleges and universities
- Business health coalitions
- Governmental agencies, such as the Centers for Disease Control and Prevention (CDC) and state or local health departments
- Professional Organizations (e.g., American College of Occupational and Environmental Medicine or National Association of Chronic Disease Directors)



David P. Morgan  
President, Seitlin Benefits

## Seitlin & Company SWAT (Seitlin Wellness Action Team)

### Company Overview

- Insurance and advisory services
- Miami, Ft. Lauderdale; West Palm Beach, Florida
- 130 employees

### Program Components

- External partnerships (e.g., Miami-Dade County Health Dept., UM Hospital, Partnership for Prevention, etc.).
- Smoking cessation program.
- Walking program/fitness contests.
- Health risk assessments.
- Onsite biometric screenings.
- Stress management and nutrition workshops.
- Healthy vending machines and healthy breakfast/lunches for meetings.
- Onsite massages.
- Wellness incentive and reimbursement program.
- Participation in community walks/races.

### Program Success Story

- Small business winner of the 2009 South Florida Worksite Wellness Forum and Awards presented by the Consortium for a Healthier Miami-Dade.
- Employee participation enhanced by starting slowly, ensuring comfort level, and garnering employee support and buy-in from the beginning.
- Percentage of employees in the “extreme risk” category decreased from 7% in 2009 to 2% in 2010.
- Percentage of employees who tested positive for nicotine decreased from 16% in 2008 to 7% in 2010.
- Percentage of employees reporting existing medical problems decreased from 56% in 2009 to 46% in 2010.
- Percentage of employees reporting back pain decreased from 13% in 2009 to 6% in 2010.

### President’s Statement

“The SWAT Committee has done a great job of keeping wellness education, programs, and events active and alive throughout the year. Our incentive-based medical plan is intended to model best practices in shared accountability for healthy lifestyles and efficient health care utilization.”