



Wellness Program





- Premium incentive program for employees enrolled in medical
- Started in 2008 to engage employees in improving their health
- Incentive structure provides encouragement
  - \$5 per week premium discount; \$260 per year (2008-10);  
\$15/\$780 for the store
    - Non-tobacco + HL = \$12 a week/\$624 a year for employee;  
\$36/\$1872 for store
  - \$15 per week in 2011 (includes tobacco incentive);  
\$45/\$2340 for the store



- 2011 Program Requirements:
  - Biometric Screening
  - Completion of Personal Health Assessment
  - Participation in two lifestyle events
  - Non-tobacco OR enroll and successfully complete a tobacco cessation program
- Employees earn “participating” or “non-participating” premium status

# Biometric Screenings

- Available at Hy-Vee stores across the company
  - Or employees can utilize their personal physician
- 12 hours fasting required

| Screening Requirements |                     |
|------------------------|---------------------|
| Total Cholesterol      | Blood Pressure      |
| LDL                    | Height              |
| HDL                    | Weight              |
| Triglycerides          | BMI                 |
| Glucose                | Waist Circumference |

# Personal Health Assessment

- Biometric data uploaded to Wellmark
  - Secure internet site
  - Employee or dietitian/pharmacist entered
- Employee can complete PHA online or on paper
- Personal report is emailed to employee, identifying their risk factors
  - Aggregate data to Hy-Vee

# Lifestyle Events

- Wide variety – health based (flu shot), physical (Hy-Vee Triathlon), community (volunteering)
- Events encourage preventive health screenings
  - Dental cleanings (increased engagement 3%)
  - Mammograms (increased engagement 9%)

# Events

## LIFESTYLE EVENT CHOICES

### HEALTH OPTIONS

- Flu Shot
- Dental Cleaning
- Certified Weight Loss Program
- Live Healthy America/Hy-Vee
- Hy-Vee pharmacy medication review
- Smoking cessation program
- Naturally Slim

### ATTENDANCE OPTIONS

- Volunteer for the Hy-Vee Triathlon or other sanctioned fitness events
- Attend a wellness learning event
- Attend a Healthy Cooking Class
- Attend a Lunch 'n Learn Event
- Wellness Committee Member

### PARTICIPATION OPTIONS

- The Hy-Vee Triathlon
- JDRF Walk
- JDRF Ride to Cure Diabetes
- Any sanctioned fitness event or team (RAGBRAI, Race for the Cure, Softball Team, etc.)

*\*For questions on qualifying events, contact your benefit plan coordinator.*

## LIFESTYLE EVENT CHOICES

Select Two

| ACTIVITY/EVENT   | VALIDATION  |
|--|---|
| <input type="checkbox"/> Flu shot<br><input type="checkbox"/> Dental Cleaning<br><input type="checkbox"/> Certified Weight Loss Program<br><input type="checkbox"/> Live Healthy America/Hy-Vee<br><input type="checkbox"/> Naturally Slim   | Receipt, proof of registrations or certification<br>Explanation of benefits, or signature of management |
| <input type="checkbox"/> Hy-Vee pharmacy medication review   | Signature of provider (below)   |
| <input type="checkbox"/> Smoking cessation   | Attach a copy of:<br><i>Hy-Vee form/receipt</i>   |
| <input type="checkbox"/> Volunteering for the Hy-Vee Triathlon<br><input type="checkbox"/> Volunteering for sanctioned fitness event   | Proof of volunteer registration or signature of management  |
| <input type="checkbox"/> Attend a wellness learning event<br><input type="checkbox"/> Attend a Healthy Cooking Class<br><input type="checkbox"/> Attend a Lunch 'n Learn Event   | Signature of provider or signature of management  |
| Participation in:<br><input type="checkbox"/> The Hy-Vee Triathlon<br><input type="checkbox"/> JDRF Walk<br><input type="checkbox"/> JDRF Ride to Cure Diabetes<br><input type="checkbox"/> Any sanctioned fitness event or team (RAGBRAI, Race for the Cure, Softball Team, etc.) | Receipt, proof of registrations or certification; or signature of management                            |

\*Verification form must be submitted by 12/31/10 to ensure your 2011 discount.

\_\_\_\_\_  
Employee Name (print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Validation Signature

\_\_\_\_\_  
Date

Mail completed form to Hy-Vee Benefit Plan department. Retain a copy for your records.

# Program Development

- **2008 – 14% report using tobacco**  
**2009 – 16% report using tobacco**
- 2008 – 46% high blood pressure  
2009 – 43% high blood pressure
- 2008 – 23% high cholesterol  
2009 – 16% high cholesterol
- **2008 – 34% overweight**  
**2009 – 34% overweight**

# Tobacco Cessation

- Smoking Cessation Program
  - Two options:
    - Hy-Vee Pharmacist/Dietitian classroom program
    - QuitNet telephonic program
  - Program lasts six weeks
  - \$150 to use for a Nicotine Replacement Therapy drug
  - Incentive – Participating premiums for 2011 with successful completion of the program and Healthy Lifestyles
    - Re-payment of incentive required for non-completion
- Total incentive for being tobacco free (or enrolled in a cessation program) and completing Healthy Lifestyles requirements - \$15 per week, \$780 per year



# Interventions

Start building your healthy habits today with **Naturally Slim**.

Visit [www.Hy-VeeNaturallySlim.com](http://www.Hy-VeeNaturallySlim.com) to sign up today.

**HyVee.**

**HyVee.**



Change your habits.  
Change your life.

*Naturally*  
**Slim**

# Naturally Slim

- Naturally Slim – employees and spouses
  - Weight loss/behavior management program
  - Targets metabolic syndrome and the reduction of five risk factors
  - Web-based program that includes email and social networking support
  - 10 weeks in length, approximately one hour per week



# Interventions

## CONGRATULATIONS

Live Healthy Hy-Vee Participants



### 2010 Results

|         |   |
|---------|---|
| 663,496 | miles walked, ran or biked                    |
| 138,374 | hours of physical activity                    |
| 36,833  | pounds lost                                   |
| 6,032   | participants finished the program             |
| 900     | teams   |
| 100     | days, the length of the program               |
| 1093    | \$10 awards for losing 5%                     |
| 234     | \$50 awards for losing 10%                    |
| 41      | \$100 awards for losing 15%                   |
| 16      | \$200 awards for losing 20%                   |
| 1       | Persons desire to live a healthier lifestyle! |



# 100 DAY WELLNESS CHALLENGE

TEAM UP  
AND GET INVOLVED!

January 14-April 23



# Live Healthy Hy-Vee

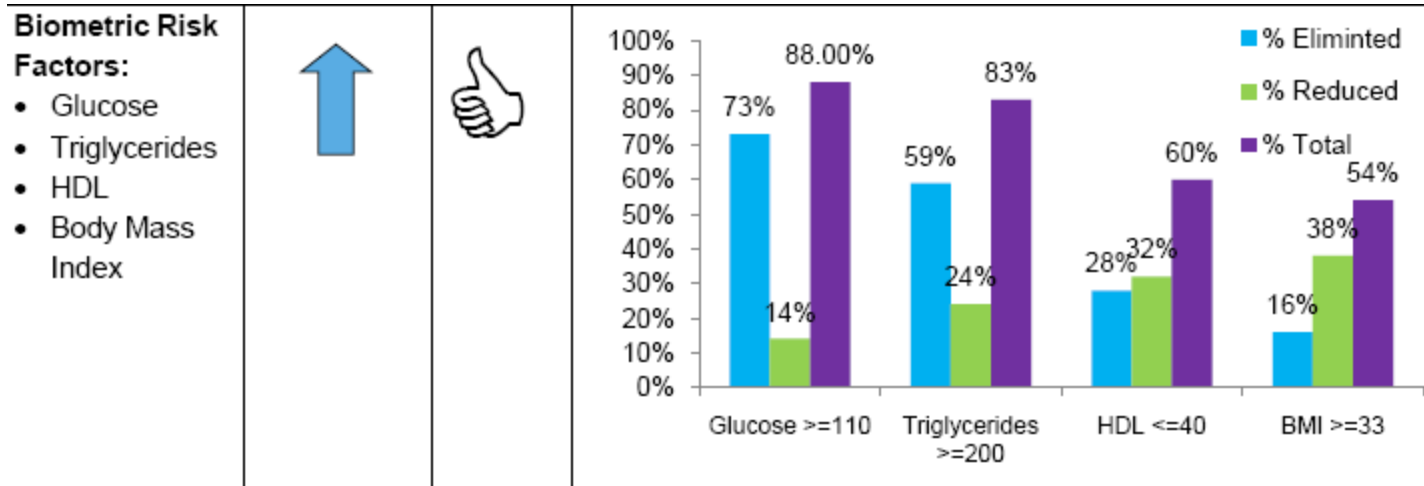
- For all employees aged 19 or older
  - Offered in conjunction with Live Healthy America 100 Day Challenge
  - Employees form teams of 2-10 participants and record weight, activity minutes or both
  - Incentives for participation:
    - Gift Cards for weight loss
    - Participation awards for team engagement
    - Fitness awards for individual activity



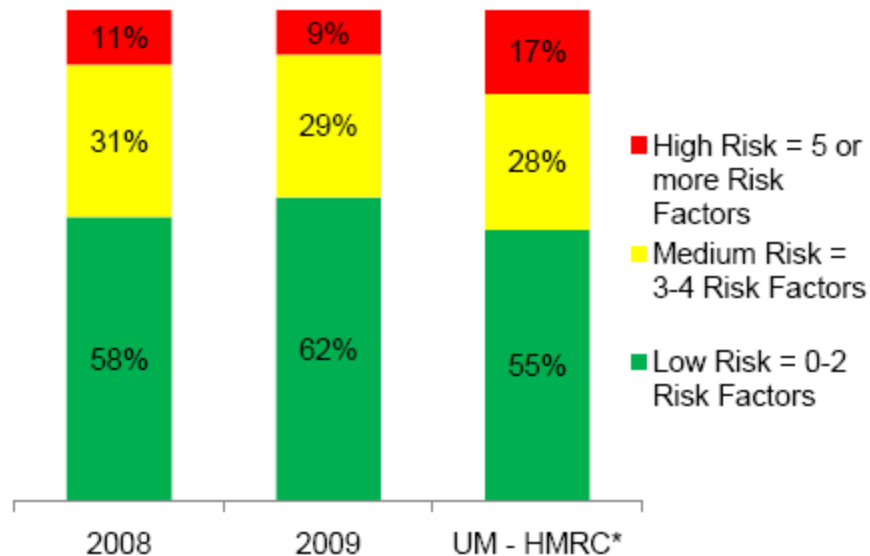
# Participation

- **2009**
  - 7,730 employees received the premium discount in 2009 for events completed in 2008
  - 9,413 Personal Health Assessments completed
- **2010**
  - 10,633 employees have received the premium discount for 2010
  - 10,801 Personal Health Assessments completed
  - 11,844 biometric screenings completed at our stores

# Biometric/Risk Results



## Risk Category



# Store Support and Culture

- “making lives easier, healthier and happier”
  - Encouraging our employees, results in encouragement to our customers
- True Champions – Hy-Vee dietitians and pharmacists
  - Program development, screenings, support
- Healthy Competition – attain 100% completion – pride/accomplishment at the store