



**CONSTRUCTING  
A HEALTHIER  
WORKFORCE**

**Wellness – A Company  
Strategy**




## Cianbro History



- Incorporated in 1949
- Large heavy civil and industrial construction and construction services company
- 100% employee-owned, open shop, team oriented
- Positive, can-do attitude has been instilled in the Cianbro team
- Strong safety culture focused on eliminating at-risk behavior
- Safety and health a top priority on and off the job

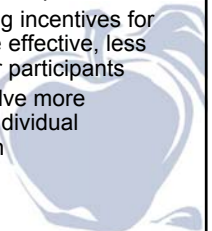
## Why Wellness?



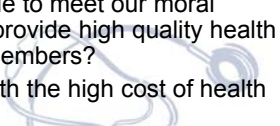
- Morally Right – Wesley & Carl
- Safety & Health are Complementary – Behavior is the key to sustainability
- Preventing injury and / or illness reduces cost (Over 70% of costs may be preventable)
- Employers are in the best position to effect change

## Health Care Unsustainable


- We can all agree the current Health Care System needs to change and there are many different ideas about what to change
- Current debates focus on how Health Insurance coverage is purchased, provided and paid for
- Solutions need to address creating incentives for delivery systems to become more effective, less expensive and more satisfying for participants
- Comprehensive reform must involve more preventive care and encourage individual responsibility for one's own health



## Cianbro's Challenge

- What's most important to our team members?
    - 1) Affordable health care
    - 2) Time off with pay
    - 3) Matching 401K
  - How do we continue to meet our moral responsibility and provide high quality health care to our team members?
  - How do we deal with the high cost of health care?
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## Cianbro's Answer

- What can we influence to change?
  - Change behavior over time through the Wellness Program
    - Apply the same approach used with safety
    - Change at-risk behavior
    - Educate and lead by example
    - Create a total wellness environment
  - Goal: To be the healthiest company in America
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## Uniting Safety & Health



## Cianbro's Wellness Program

- Aligning benefit program with wellness
  - Wellness Matters newsletter and Wellness on Worksites (WOW) Bullets
  - SHARE (Safety & Health Raises Excellence) Committees
  - Lunch and Learns
  - Healthy menu's and vending
  - Health clinics and screenings
  - Daily stretching
  - Wellness website
  - A tobacco-free workplace – **Help Quit Tobacco Today Program**
  - **The Healthy LifeStyle Program**
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## Help Quit Tobacco Today Program

- Tobacco-free as of January 1, 2003.
- Education and tobacco cessation assistance for team members and spouses
- Free Nicotine Replacement Therapy (NRT)
- 50% have reduced or given up tobacco use

## Healthy LifeStyle Program

- Participation is voluntary
- Focus is on major preventable health risk behaviors
- Administered by Dr. Catlett and the health educators at Occupational Medical Consulting LLC (OMC)
- Guides participants toward optimal health using motivational interviewing techniques
- Incentives for participation
- Face-to-face appointments available for team members and spouses



## Healthy LifeStyle Program

		Requirements
<b>Participating Credit</b>	<b>Qualify</b>	<ul style="list-style-type: none"> <li>• Complete Health Risk Appraisal (HRA)</li> <li>• Identify and commit to eliminate controllable at-risk behaviors.</li> <li>• Set health related goals and objectives</li> <li>• Schedule and keep face-to-face follow up appointments.</li> </ul>
	<b>Disqualify</b>	
	First of following month	First of following month

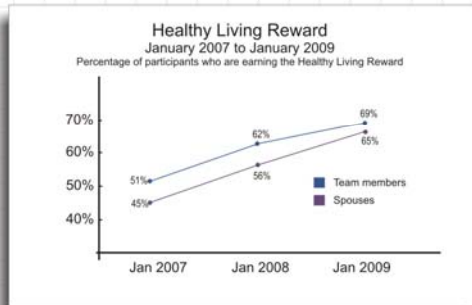


## Healthy LifeStyle Program

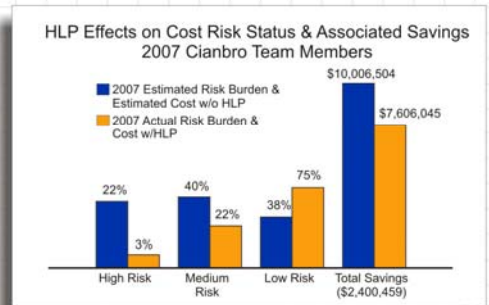
		Requirements
<b>Healthy Living Reward</b>	<b>Qualify</b>	Be at or below 3 out of 4 health risks: <ul style="list-style-type: none"> <li>• Body Mass Index (BMI) less than 27.5</li> <li>• Total Cholesterol less than or equal to 200 and HDL greater than 40</li> <li>• Blood Pressure less than 140 over 90</li> <li>• Tobacco-free for 12 months or more</li> </ul>
	<b>Disqualify</b>	
	During Open Enrollment or first of following month following measurements	Annually during Open Enrollment



## Healthy Living Reward

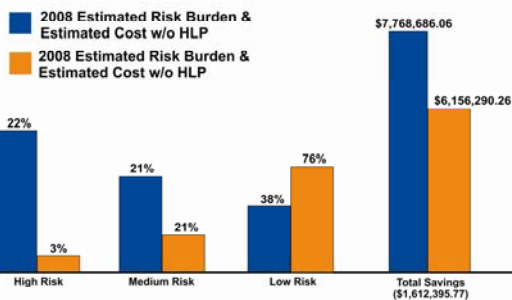


## Healthy LifeStyle Program Effects 2007



## Healthy LifeStyle Program Effects 2008

HLP Effects on Cost Risk Status & Associated Savings  
2008 Cianbro Team Members



## Sharing Our Experience

- Recognized with the
  - Gold & Platinum Level of Achievement in the Well Workplace Awards Initiative from the Wellness Councils of America (WELCOA)
  - Corporate Health Achievement Award from the American College of Occupational and Environmental Medicine (ACOEM)
- Visit from the Centers of Disease Control and Prevention (CDC)
- Part of the Wellness Council of Maine

## Questions about our program?

More information about Cianbro's Wellness Program can be found at:

- Visit our website - [www.Cianbro.com](http://www.Cianbro.com) – click on the link for Safety & Health.
- Contact Rita Bubar, corporate human resources manager and wellness champion, (800)315-2211, ext. 2110.