



# case study



**JASON**

**Jason Incorporated**  
**411 E. Wisconsin Avenue, Suite 2100**  
**Milwaukee, Wisconsin 53202**



Jason Incorporated needed an employee wellness program that addressed their needs and their corporate culture.

### Jason Incorporated

Jason Incorporated (Jason) is a diversified manufacturing company composed of five business units that supply a number of industrial markets. Jason's businesses may be divided into two main segments: industrial products and motor vehicle products. Jason's industrial products businesses manufacture finishing products, such as consumable brushes, buffing wheels and compounds. Jason's motor vehicle products businesses include the manufacture of acoustical insulation and other trim and finishing products. Jason Inc. values collegial working relationships and emphasizes lean manufacturing and company growth.

Jason, with the support and guidance of their broker Willis, approached Health Designs in 2007, looking for ways to reduce health care costs and increase their employee health initiatives. The last two years Health Designs and Jason started a new initiative based plan that is results-oriented and closely tied to insurance premiums. This plan is producing significant benefits.

### Jason's approach to employee wellness

Jason's approach to employee wellness centers on individual responsibility. Jason believes that employees must take charge of their own health and Jason wants to support them in this endeavor.

Jason, through Health Designs, created a health plan that rewards employees who maintain healthy lifestyles, participate in Health Risk Assessments, avoid tobacco use, and either achieve a BMI of 27.5 or make progress of 1 point loss toward this goal annually.

Jason devotes substantial local and corporate resources to help their employees achieve their wellness goals, including the provision of free smoking cessation programs and health and weight loss coaching programs.

At the highest level, Jason's wellness initiatives are overseen by an HR Council composed of representatives from each Jason business. At the ground level, local wellness committees are being formed to determine a calendar of activities best suited for their location. Jason believes that there needs to be a balance between corporate and local decision-making to achieve the best results.

**I used my Personal Health Summary to make my 2010 year better than last year. I got a health coach to help me reach all my goals. I lost weight by walking, changed the way I ate, and went to my doctor for all of my annual appointments. The year of 2010 turned into a great year! I am going to try and make 2011 even better and will keep my spirits high and go for it! Thank you for all of your work you do Health Designs!**

—Milsco employee, Jackson, MI



Jason's wellness program through Health Designs is yielding major health care savings for them. The results is an estimated savings of \$80,194 in one year alone!



### Outcomes of the Result-Based Initiative

Although Jason's results-based focus is just a little over a year old, they are already seeing positive results. Employees are losing weight and quitting smoking, which statistically translates into lower health care costs. In fact, the benchmarking data shows that last year Jason achieved lower overall health care costs than industry peers.

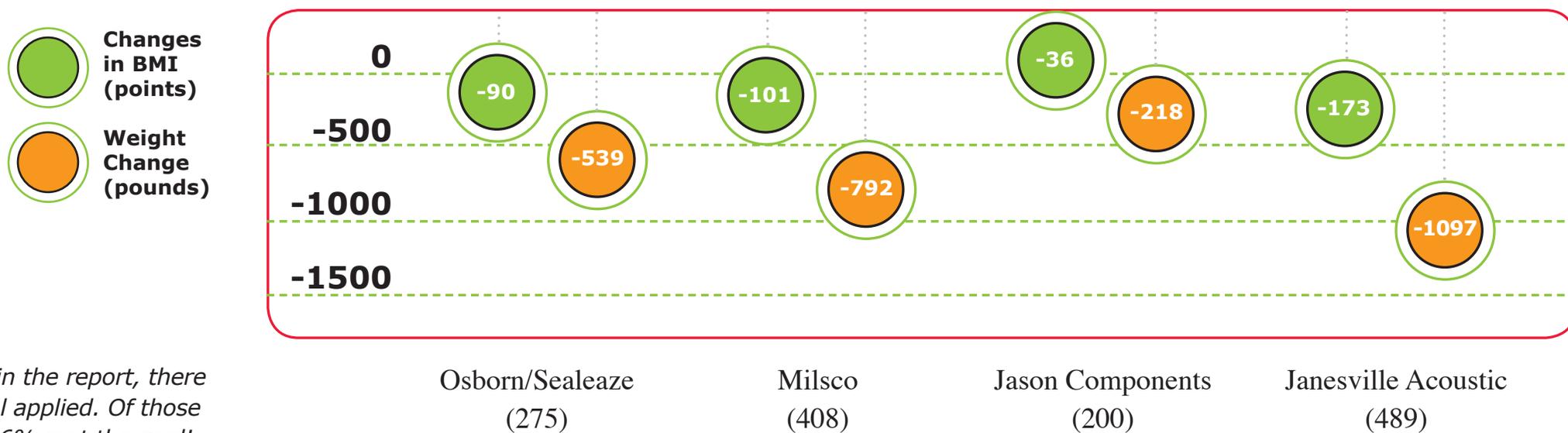
The Jason Wellness Program took a results-based approach beginning in 2010 – focusing directly on being smoke-free and working toward a healthy BMI (< or =27.5). BMI results in just one year are significantly positive!

A study published in the Journal of Occupational & Environmental Medicine (2006) indicates that, for every point change in BMI, employers can see a change of \$202 in medical and pharmaceutical costs, per year. In this case, the total repeat population showed a net improvement of 397 points — a significant reduction in BMI. This would equate to an estimated savings of \$80,194 in one year alone!

“I started receiving treatment for prostate cancer after the PSA screening from last year indicated I was at risk. I would have never known if I had not done the screening at work offered by Health Designs.”

—Milsco employee, Redgranite, WI

### Changes in Weight and BMI for Repeat Participants



Of the 1711 who were included in the report, there were 939 for whom the BMI goal applied. Of those 939, 622 met their BMI goal – 66% met the goal!

Risk levels for 2011 are trending in the right direction. Health Designs and Jason are working toward a shift to the lower risk categories.

I received the best coaching session I have had in the past couple of years this year! It was very helpful!

—Osborn employee, Cleveland, OH

Participating in this program has empowered me to quit smoking. The staff was very personable and easy to talk to, and the diet tips were really useful!

—Corporate Headquarters employee, Milwaukee, WI

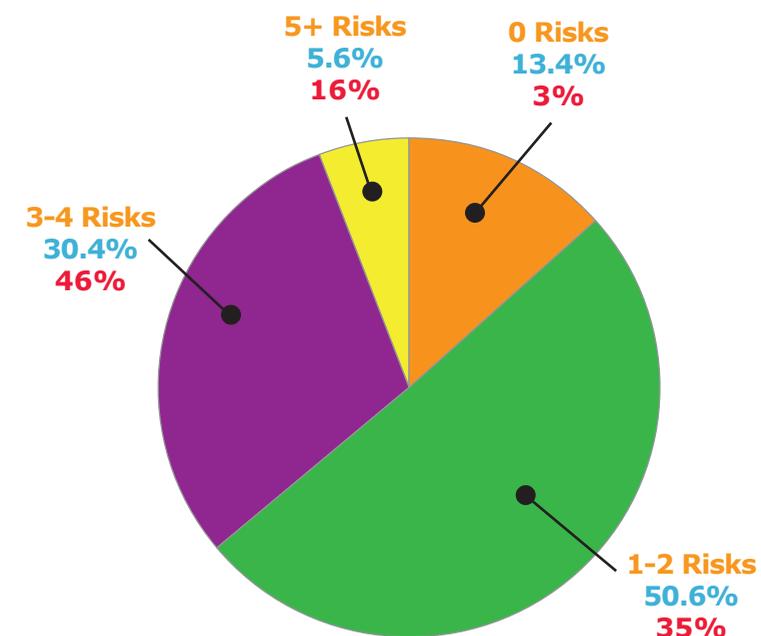
### Jason's Risk Stratification

According to research (Wright, Beard, Edington, JOEM, 2002), risk levels can be associated with several corporate cost measures, including: short-term disability, workers' compensation, absence, medical & pharmacy. Low Risk has been categorized as 0-2 risks, Medium as 3-4 risks, and High as 5 or more risks. In the research, costs associated with these risk levels have indicated that people in the medium risk category generally have twice the costs of low risk and people in the high risk level are generally three to four times more costly. We believe the 0 risk category should stand alone as an optimal achievement.

To learn more about our clients, we run a risk stratification using the following risks and parameters:

#### 2011 risk factors

- ✓ BP:  $\geq 140$  or  $90$
- ✓ BMI:  $\geq 27.5$
- ✓ Tobacco: Current smoker
- ✓ Physical Activity:  $< 1/\text{wk}$
- ✓ TC/HDL:  $> 5.0$
- ✓ Glucose:  $\geq 200$  or  $\geq 126$  Fasting
- ✓ Stress: Often/always
- ✓ Alcohol:  $> 14$ (men);  $> 7$ (women)
- ✓ Nutrition: High Fat or Low Fiber or High Sugar



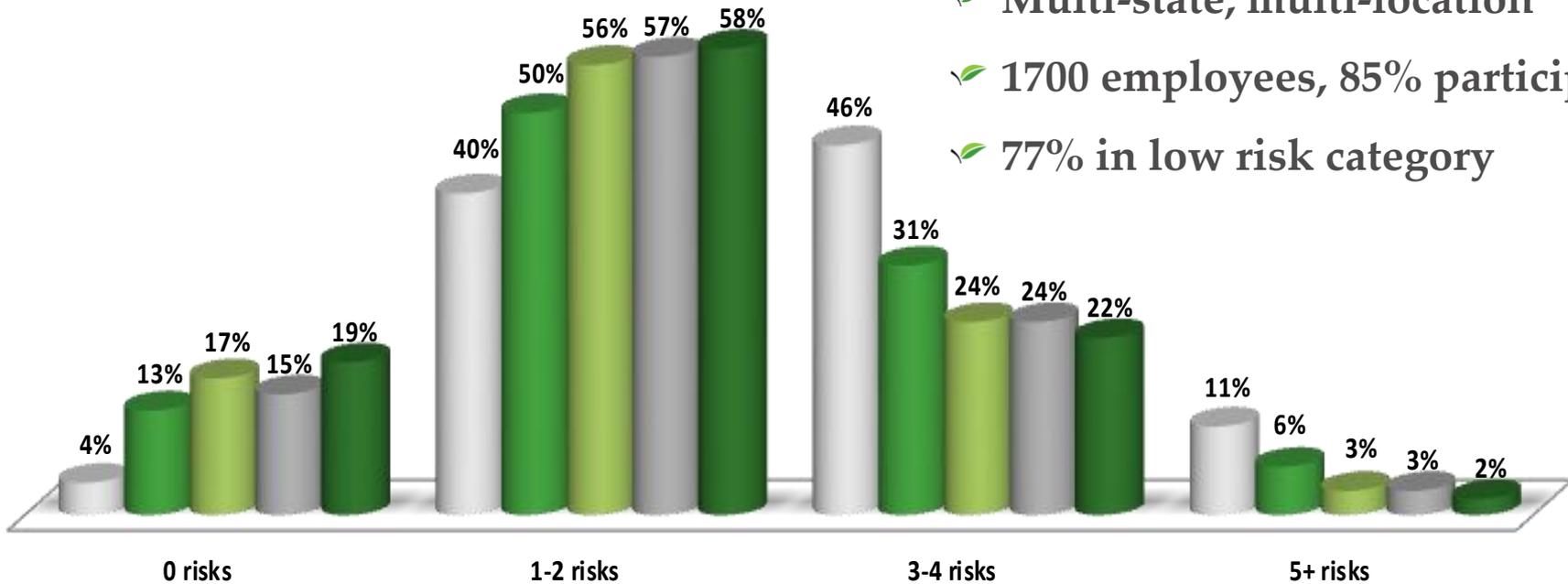
Jason's risk stratification for 2011

Jason's risk stratification for 2010

# Data-Driven Results

## Client Results

- ✓ Multi-state, multi-location
- ✓ 1700 employees, 85% participation
- ✓ 77% in low risk category



■ 2010 ■ 2011 ■ 2012 ■ 2013 ■ 2014

300 clients (and counting!) can't be wrong.



Jason Incorporated values the fact that Health Designs reached out to Jason employees on a personal level, rather than just taking measurements and running tests. Jason feels that Health Designs showed that they truly cared about their employees.

Health Designs gave each employee individual coaching and they did it very well. Jason employees see that the Health Designs representatives are highly knowledgeable and passionate about wellness, and that they truly want to help.

**Health Designs is more than just experts of corporate health and wellness programs. Health Designs pioneers the best practices the industry now considers the foundation of an effective wellness program.**

Health Designs tackles the urgent business challenge of designing and implementing workplace wellness programs to meet your exact needs. Health Designs creates a culture of health for your employees. Health Designs knows better than anyone else what's happening in the areas of employee health and worksite wellness, how to engage your employees, and how it all affects your business.



[www.healthdesigns.net](http://www.healthdesigns.net)  
904-285-2019