Maine Micro-Wellness Project

A Community Approach for Health & Productivity



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Outline

- A Community Approach Health Improvement for Small Business
- Maine Micro-Wellness Grant
- New Opportunities

A System of Proactive Care

In what sport does the defense have the ball?

- A. Basketball
- B. Baseball
- C. Hockey
- D. Football
- E. Golf
- Small employers may eventually purchase insurance together through an exchange, but it is in their communities that they come together to access wellness services for their workers.

A Community Based Proactive Health Care Model for Small Businesses

(Adapted from the UM, HMRC, 2008)

Worksite Environment

Policies / Environmental Change
For health and safety

Population Programs

Website Wellnotes and PAN news letter Marketing tools Let's Talk about Wellness **Speakers Bureau Screenings** Physical Activity (Move More, Aquatic programs and Sports and **Fitness programs**) **Nutrition (Weigh to Go)** Tobacco (Quit and Win, Quit plan, trainings and support groups Alcohol and Other Drug/ prevention resources **8 Weeks to Wellness** Living Well

(Other HMP work)

PWP/HRA's

9 different reports with physician/business/indivi dual connections

Incentives

HMP and Business

Measurement

Assessments
Program Evaluation
(ME CPH, MCD and
MUSKI)

Individual Support

1-1 Coaching/Counseling support (RFGH and SCARP)

PAP RX program and CAHC connection

Telephonic support for Chronic Disease prevention/physical activity/PWP's

Primary Care Physician and health care system support

211 support

Microwellness Grant What is this?

- Community-based EHM as a coverage add-on for very small buz's linking EHM attainment with simulated rebate payments
- Business model for community-based EHM that shares insurance cost offsets for wellness between purchaser and community health agency
- Defined criteria and process for qualifying EHM programs for rebates/credits

Microwellness Grant Milestones

- By June 30:
 - EHM criteria finalized and businesses activated
 - Credit/rebates amounts finalized; qualifying process determined
- By December 31, 2011
 - Measure EHM program and participation
 - Award nominal rebate to participating employers
- By Dec. 31, 2012
 - Measure EHM program; Award rebates
 - Commercial and regulatory adoption of EHM standards and discounts for small business

Microwellness Grant

What does success look like?

- Short term: The extent to which small businesses participate
- Intermediate term: The extent to which a microworksite wellness add-on and EHM criteria are adopted (tax credit/insurer rebate)
- Long term:
 - Impact on overall health and productivity
 - Adoption of model by other community health agencies

New Opportunities

- In Maine, approximately 97% of all businesses employ fewer than 50 employees, representing more than half of Maine's workforce
- With this project...
 - A way to reach small business with comprehensive EHM
 - A sustainable approach for health agencies/departments
 - Incentives to attract businesses to participate
 - A model for <u>all</u> businesses...with strong partnerships between public health, employers, brokers, carriers, providers

Contact Information

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