

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

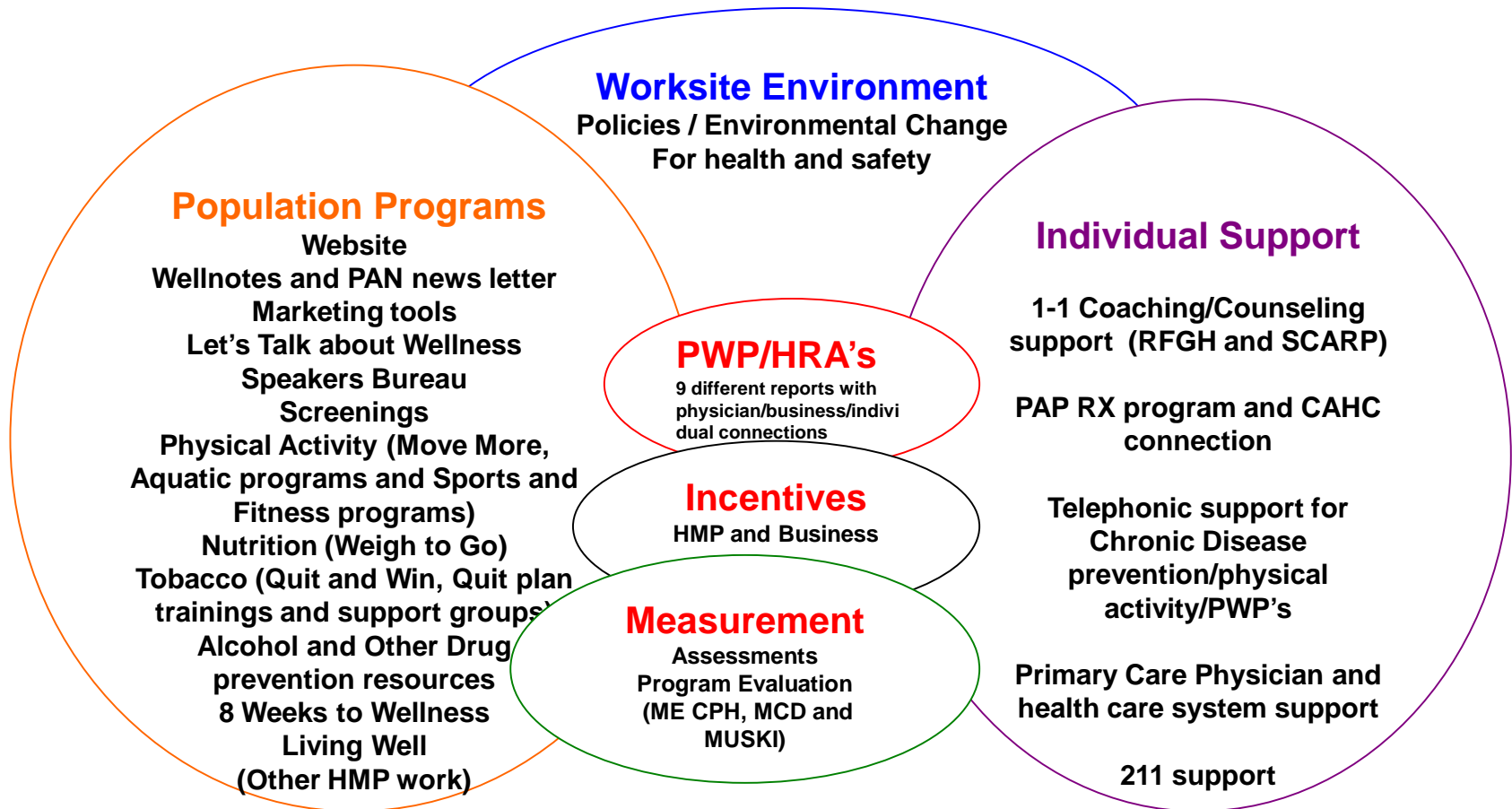
In what sport does the defense have the ball?

- 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)



Microwellness Grant

What is this?

- Community-based EHM as a coverage add-on for very small bus'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

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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

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What does success look like?

- Short term: The extent to which small businesses participate
- Intermediate term: The extent to which a micro-worksite 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 **all** businesses...with strong partnerships between public health, employers, brokers, carriers, providers

Contact Information

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