Maine Micro-Wellness Project
A Community Approach for Health & Productivity

Andy Spaulding
Maine Cardiovascular Health Program
Worksite Health Specialist

Bill Primmerman
Greater Somerset Public Health Collaborative and Somerset Heart Health Project Director
Outline

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

**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

**PWP/HRA’s**
- 9 different reports with physician/business/individual connections

**Incentives**
- HMP and Business

**Measurement**
- Assessments
- Program Evaluation
- (ME CPH, MCD and MUSKI)
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
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
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

Andy Spaulding  
Worksite Health Specialist  
Maine Cardiovascular Health Program  
aspaulding@mcd.org  
(207)622-7566  x262

Bill Primmerman  
Project Director  
Greater Somerset Public Health Collaborative  
And Somerset Heart Health  
(207)474-7473 ext. 201  
bprimerman@rfgh.net