

NDWellnessCenter.com

A statewide resource dedicated to maintaining and improving the health of all North Dakotans

Why a focus on “staying well”

- A focus on maintaining health rather than treating illness will bring emotional, physical and financial benefits.
- Small steps bring big benefits:
 - 70 percent of health care costs stem from preventable chronic illness.¹
 - A sustained 10 percent weight loss can reduce an overweight individual's lifetime medical costs by \$2,200 to \$5,300.²

Why an online tool

- NDWellnessCenter.com provides BCBSND members and non-members easy access to a health risk assessment tool, as a benchmark for improving their health.
- Tips & Resources section provides an excellent starting point in the search for more health programs, tools and information.
- The web site allows for constant update of resources and valuable links.
- Online is a cost-efficient way to deliver customized wellness programs to eligible BCBSND members, such as MyHealthCenter.
- The web site also allows quick access to all worksite-based BCBSND programs dedicated to wellness and health management including the new Health Club Credit program.
- Consumers, especially those with disabilities or chronic conditions, are increasingly using the web for health information.

What does “worksite wellness” mean for employers

Getting healthy, quitting smoking and getting exercise do a lot more to control costs than drugs, surgery and doctor's visits. Working well brings increased productivity and job satisfaction, lower absenteeism, decreased turnover and reduced insurance costs.

- Sick workers cost American businesses \$15 billion annually in insurance premiums.³
- For every \$1 spent on wellness programs, a business can potentially realize \$3 in reduced medical claims and absenteeism.⁴
- A 1 percent decrease in absenteeism can mean a 1 percent increase in profit for a business.⁵
- Absenteeism in smokers is 50 percent higher; individuals with high blood pressure have a 17 percent higher absenteeism rate.⁶

More statistics on the cost impact of “staying well” and worksite wellness

Medical Cost Reference Guide, Blue Cross Blue Shield Association

An annual update with facts and trends driving health care costs, quality and access available as a downloadable PDF at

<http://www.bcbs.com/blueresources/mcrg/2008>

The Costs of Unhealthy Behaviors and What is a Healthy Employee Worth?, the Wellness Councils of America

Two of many expert interviews, reports and case studies are all available as downloadable PDFs at

<http://welcoa.org>

http://welcoa.org/freeresources/pdf/costs_of_unhealthy_behaviors.pdf

http://welcoa.org/freeresources/pdf/healthy_employee_2.pdf

¹Cullen, Lisa Takeuchi. 2007. The Company Doctor. Time, June 25

²Stanford University and Rand Corporation study

³Centers for Disease Control and Prevention

⁴Colliver, Victoria. 2007. Keeping employees healthy. San Francisco Chronicle, June 15

⁵Doherty, Kathleen. 1989. Is worksite wellness good business? Business & Health, February

⁶Hirsch, Jim. 1986. What's new in wellness programs; going for non-cash benefits. New York Times, October 5

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