

HealthMatters

Wellness with Purpose

Monthly Employer Newsletter

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An additional feature available to you as a client of LMC is our new [Health Matters website!](#)



Check out our resources section and find links to some of the most valuable wellness information out there!



Introduction

Welcome to the first edition of our new monthly wellness newsletter titled “Health Matters”. Our newsletter is designed specifically for clients of LMC. We hope you find the information we share a valuable resource to you and your organization.

Health Management Services, Health Matters, started in the summer of 2007. The leader of our Employee Benefits Department, Rick DeBartolo, Sr. VP, attended a wellness conference in Chicago with several of our partner agencies from around the country. Presentations were given by companies that had already developed these services for their clients. The presenters shared the positive results and impact they had on their clients benefit program costs (i.e. health insurance claims, disability claims, etc.), as well as risk management and productivity. “After leaving the conference, two things were clear to me,” DeBartolo stated. “Our agency had to get into the development of these services, and, we needed personnel to specialize in this area.”

Thus, in November of 2007, LMC’s Health Management Services Department began. HMS is an area that is fundamentally important to organizations as they struggle to manage the rising costs of health care services and employee productivity issues. The goal of the department is to develop client programs dedicated to building the foundation for a culture of health at the worksite, while inspiring and empowering employees to be more knowledgeable about their health.

Our Vision:

The strategy of a well-defined, organized health management program starts first with the understanding of ‘*what is health management,*’ versus ‘*what is a wellness program.*’ We use the term **health management** because it more clearly defines our vision and strategy.

Health management programs combine the information and data we gather on your employees’ interests, the employee benefit program costs and utilization, and results of a worksite audit to develop a series of wellness programming that will positively affect your organization for the long term. These programs are also intended to improve the lives of your employees, their productivity both at work and at home, and the health of their families. Lastly, the programs are primarily rolled out at the workplace, but are intended to become integrated into a person’s everyday life, both at work and at home.

Our Team:

The team of individuals that will assist you in the implementation of a well designed health management program may begin with your Employee Benefit and/or your Risk Management consultant(s) here at LMC. These people specialize in the understanding and development of your employee benefits and risk management programs, and, they are experts in the insurance industry. The development of a **health management strategy** at your company, however, requires people that specialize in the growing industry of workplace wellness and health promotion programs.

Susie Roberts, Health Management Services Account Executive, was brought on board to develop the department from the ground up. Prior to joining LMC, Susie had been a Client Service Executive in employee benefits at another insurance agency for eight



(LMC's Wellness Kickoff Meeting pictured from left to right: Colleen Moore, Mark Lyons, Susie Roberts, and Amanda Moser)

Walking the Talk

LMC kicked off their New Wellness Benefit titled "Heart Health Home" in 2008. We are dedicated to building a culture of health for our clients as well as our own employees.



(Pictured left to right: Amanda Moser and Susie Roberts)

Healthy Holidays to all!

Susie and Amanda added some holiday cheer this season by creating Happy (and Healthy) Holiday greeting cards to distribute to their clients.

years, gaining experience in all aspects of benefit management, including renewals, marketing, claims analysis, employee communications, problem resolution, etc. From 1989 to 1999, Roberts was employed at Ruan Transportation, with most of that time managing benefits for 3,000 employees located in 42 states.

Roberts earned her Bachelor of Arts degree at Upper Iowa University – and has continued her education with the following degrees & designations:

- Master's of Science in Business Management – Iowa State University
- Courses in Human Nutrition, Anatomy & Physiology, Health Science Microbiology – Des Moines Area Community College
- Iowa Accident & Health Insurance Licenses
- WELCOA Well Workplace University training
- Intrinsic Coaching, Totally Coached

"The national statistics are truly staggering," commented Rick DeBartolo. "We must embrace our health and productivity issues, and proactively identify solutions. The response from our clients for HM services has been so over-whelming that we've hired Amanda Moser to join Susie in the HMS department. Amanda earned her Bachelor degree in Health Promotion from the University of Northern Iowa where she focused her coursework specifically in the wellness arena. Along with her education, Amanda also brings prior work experience with an insurance investment company. With Susie & Amanda's passion, education & focus, LMC will strive to bring the best health management strategies to our clients."

Our Service Model:

The basis of our [Health Management Services](#) lies in the consulting, the program development, comprehensive assessment, vendor management, and program evaluation pieces of the puzzle. There is so much more to wellness than just sponsoring an annual health screening! We take our clients through a [purpose-driven process](#) with the ultimate goal being to establish a true culture of health. In the last few years, LMC has developed a unique partnership with one of our largest clients, the Iowa Hospital Association. In addition to property & casualty and employee benefit programs, IHA has asked LMC to develop a wellness/health management program that can be tailored to its member hospitals. The result was [HealthMatters: Wellness with Purpose](#), with the hospital being the "goodie in the middle," where it provides core education programs and services, not only for its own employees and family members, but for other employers in the community.

The Journey:

We are very excited about the expansion of services we provide to our clients. We pledge to continue to provide you the highest level of service, and to keep you informed of our progress.



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A Division of LMC



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For Wellmark Small Business members (groups under 100 covered lives) Managing your Weight is a new program that is part of "A Healthier You" series of seminars offered by Wellmark Blue Cross Blue Shield's Community Wellness Program (free of charge!). This program is open to the community and will focus on ways for people to manage their weight. Click [here](#) for more details.

January 2009 Observances:



Cervical Health Awareness Month
<http://www.nccc-online.org/>

National Blood Donor Month
<http://www.bloodonor.org/>

National Birth Defects Prevention Month
<http://www.marchofdimes.com/>

National Glaucoma Awareness Month
<http://www.preventblindness.org/>

National Radon Action Month
<http://www.epa.gov/radon/>

Thyroid Awareness Month
<http://www.thyroidawareness.com/>

Healthy Weight Week (1/18-1/24)
<http://www.healthyweightnetwork.com/>

To help you communicate and educate your employees on these observances as well as many other wellness topics, login to your [MyWave Portal](#) to view the turnkey tools and resources that are available to you for being an LMC client!

Healthy Weight Week (1/18-1/24)



With the holidays having come and gone, most of us are now looking to start anew from the over-indulgence that we partook in over the holidays.

Franklin Covey conducted a survey in 2007 asking people what their New Year's Resolution was for 2008. Not surprisingly, #2 on the chart was losing weight, and, in the #3 spot was developing a healthy habit like exercising more or health eating

(getting out of debt/saving money took #1).

Why not take this opportunity to help encourage your employees to hold tight to those New Year's Resolutions this year? Here are some helpful tips on how you can help them succeed:

- **Conduct a "Lunch and Learn"** regarding Healthy Eating and Exercise in the New Year. In the Des Moines area, [Mercy Medical Center](#) provides up to 3 free speaker sessions per year on an assortment of topics.
- **As a group, get involved in an activity.** Start a "Winter Walkers" group and coordinate times during the week to go to a local mall to walk and/or walk the halls of your office or building. If you are not interested in or able to coordinate a program, check out opportunities in your local community that could get your employees active (examples: bowling, volleyball, or basketball leagues).

These are just a few ideas to get you started. Depending on the culture of your work place, you might be able to brainstorm with your employees about activities that they would be interested in participating!

Employer Tools from LMC

We'd like to take this opportunity to re-educate our clients on a sometimes forgotten tool: the MyWave Portal. MyWave is a value-added web site that allows you access to the following:

- ✓ Time-saving tools and resources, including FLMA, COBRA, HIPAA
- ✓ Timely news, information, and resources
- ✓ Ability to connect with over 100,000 peers in your industry in the Collaboration Center by entering group discussions, or posting a question or message of your own
- ✓ Benchmark Surveys - participate in employee benefit plan surveys, and learn how your plans compare to other employers across the U.S.
- ✓ Collaboration Center - you'll have access to important information that LMC's Employee Benefit and/or Property & Casualty departments post
- ✓ Employee Communications - users can download, update, and use any of hundreds of employee communication materials, including payroll stuffers, flyers, presentations, etc. The topics focus on employee benefits and wellness...as a matter of fact, there are many Live Well, Work Well pieces that correspond to each month's National Health Observance topics.

Contact your LMC Employee Benefit and/or Risk Management account manager or account executive today for more details. Our toll-free number is 800-677-1529.



The Wellmark Blue Cross and Blue Shield Community Wellness Program is teaming up with Live Healthy America for an exciting new program to help small businesses encourage employees to engage in healthy behaviors. If you would like to learn more or to register, visit the [Wellmark Blue Cross Blue Shield Small Business Challenge website](#).



Visit the Live Healthy America display at your local Hy-Vee after January 1 for details on how to get an \$8 discount toward the Live Healthy America participation fee by purchasing healthy food items!! [Learn more here!](#)

News from the Blues:

For those of you with Wellmark coverage (both large and small groups), a new program, Blue365SM, has been designed by the Blue Cross Blue Shield Association. It offers value-added discounts and services to members.

Click on the Blue365 icon below to learn more.



Live Healthy Iowa

January 14th-April 23rd

Registration began December 19th and will continue to be taken throughout the program!



What is Live Healthy Iowa?

- ★ The Live Healthy Iowa 100 Day Challenge is a based weight loss & physical activity program that will assist your employees in making positive changes that lead to a healthier lifestyle. By competing you will begin to form healthy habits through physical activity and improved nutrition.

Is there an entry fee?

- ★ Yes, the entry fee is \$18.00. However, read under the HyVee icon to the left to learn how you can receive a discount on this fee!

How does LHI work?

- ★ You track weight loss and/or minutes of activity in a competition of who can accumulate the most during the 100 Day Challenge.

Features:

- ★ Live Healthy Iowa encourages you to set realistic goals and make informed decisions about your health. The Live Healthy Iowa Program offers:
 - A Free one year subscription to a lifestyle magazine upon logging on to your personal dashboard.
 - Live Healthy Iowa Training Shirt
 - Chances to win prizes and incentives
 - Weekly activity, nutrition and recipe tips via e-mail
 - Personalized online dashboard to track your progress
 - Team Leaderboards
 - Access to the LHI resource page powered by Fitness Magazine
 - Personalized meal plans
 - Customized Workouts
 - Community Discussion board
 - Calorie charts and MORE

For more information visit the [Live Healthy Iowa Website](#) !

January is also National Blood Donor Month!



This would be a great chance for your employees to give the gift of life by donating blood. Reach out to your employees and let them know how important the gift of blood can really be.

Below is a communication flyer that you can distribute to your employees that contains FAQ regarding blood donation. It also includes links to the Blood Center of Iowa so you can both print this off for your employee or send out via email. [Blood Donation Flyer](#)

We want your feedback!

We want to continue to improve our HealthMatters website and newsletter. Please contact Susie Robert (susie.roberts@lmcins.com) or Amanda Moser (amanda.moser@lmcins.com) with any comments, feedback or suggestions! Our toll-free number is 800-677-1526.