

# C. Everett Koop National Health Award



**WellBody Program**  
**AMERICAN Cast Iron Pipe Company**

**Sheri Snow, MA, RDN, CDE**  
**August 2015**



# **Corporate Headquarters and Production Facilities Birmingham, Alabama**





**AMERICAN**  
THE RIGHT WAY





# Celebrating a century of service

## Listed on FORTUNE Magazine's list of

## "The 100 Best Companies to Work For in America"

## Nine times!



As one of



### Companies step up wellness efforts

Rising health costs provide incentive to promote healthier employee lifestyles

By Julie Appleby  
USATODAY

BIRMINGHAM, Ala. — To get a glimpse into the future of the battle against rising health care costs, spend a day at American Cast Iron Pipe Co., where molten iron is cast into 5,000-pound pipes.

Next door to the machine shop, workers in the company fitness center run on treadmills, do yoga or lift weights. Others stop by to weigh themselves on a giant scale in the gym's lobby. Across the parking lot, employees and their families head into the company's full-service primary care clinic for doctor or dentist appointments.

Health consciousness so pervades the ACIPCO culture that employees proudly compare cholesterol levels and weight-loss efforts. Those who keep their results within healthy levels qualify for an annual bonus.

Blacksmith Leo Nabors had slightly high cholesterol when he began

exercising in the company gym in 1996, and could only do about 15 minutes in an aerobics class before tiring. But he became so much of a regular at the gym that he now teaches an aerobics class one day a week, and his cholesterol is down.

"You get so much from working out that money can't buy," says Nabors, 51. "You can buy medicine, but not health."

Employers nationwide, stung by five years of health care costs that have grown at several times the rate of inflation, are searching for ways to slow spending increases. Three-quarters of the 150 top executives at large U.S. firms surveyed by PricewaterhouseCoopers this spring say they may raise worker payments for health care. But a growing number also want employees to take more responsibility for both costs and health choices. Eight of 10 in the survey said the best option for reducing costs is financial incentives to encourage healthier lifestyles.

"Employers can't afford for employees to make unhealthy choices. It hits them on the bottom line," says Sue Willette at Mercer, a benefit consulting firm.

About 41% of companies have incentives aimed at encouraging

healthy behavior, up from 34% in 1996, according to benefit firm Hewitt Associates. For some, that may simply be passing out health brochures and testing blood pressure at annual health fairs. At others, it is a health-risk assessment that employers ask workers to fill out. Some use the results to steer at-risk workers to special diet, exercise or disease-management programs.

While improving health is something few take issue with, some say the workplace wellness movement could eventually go too far.

"Where we're headed is essentially lifestyle monitoring," says Washington, D.C.-based privacy consultant Robert Gellman. While many of the programs are well motivated, he wonders where the line will be drawn. "Are you not allowed to ride a bike or a motorcycle or sky-dive?"

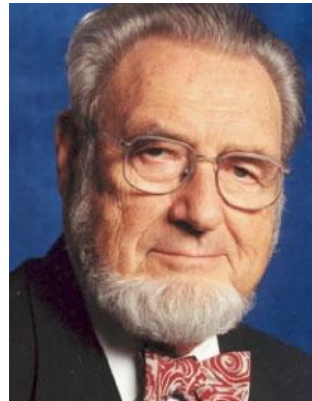
Employers already can impose such requirements as wearing seatbelts in company cars or not smoking anywhere on a work site.

"Who is going to pay your health costs if you get sick?" asks Dee Edington, director of the Health Management Research Center at the University of Michigan, who has studied and helped develop wellness programs for 25 years. "A company does have a right to protect its investment to some extent. Research has shown that healthy employees make a significant contribution to lower health care costs and higher productivity."

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## Points to share

- C. Everett Koop National Health Award
- A Journey
- Our High Five



THE HEALTH PROJECT

**C. Everett Koop**

National Health Award Winners

## **The Health Project and the C. Everett Koop National Health Award**

- George H. W. Bush Administration – 1992
- The US could not sustain its rate of increase in health costs indefinitely.
- Dr. Roger Porter – reduce nation’s health care costs by keeping people healthy
- Dr. C. Everett Koop – Surgeon General
- The Health Project Mission – recognize private and public health initiatives which have improved measurably the health status of Americans

## Criteria

- Must employ **comprehensive and evidence-based** population health management strategies
- Designed to improve the health of the eligible population **across the health continuum.**
- The program(s) must have been in place for a *minimum* of **three years.**
- Program must be **well integrated** into the organization
- Yielded significant improvement in **population health** and **net financial savings.**
- Documented ability to improve health and reduce costs through traditional and innovative methods. **70%** of application is focused on **evaluation methodology and results**

*Might include fitness, nutrition, tobacco use cessation, stress management, weight control, medical self-care, and disease management components.*

# Visionary Leadership



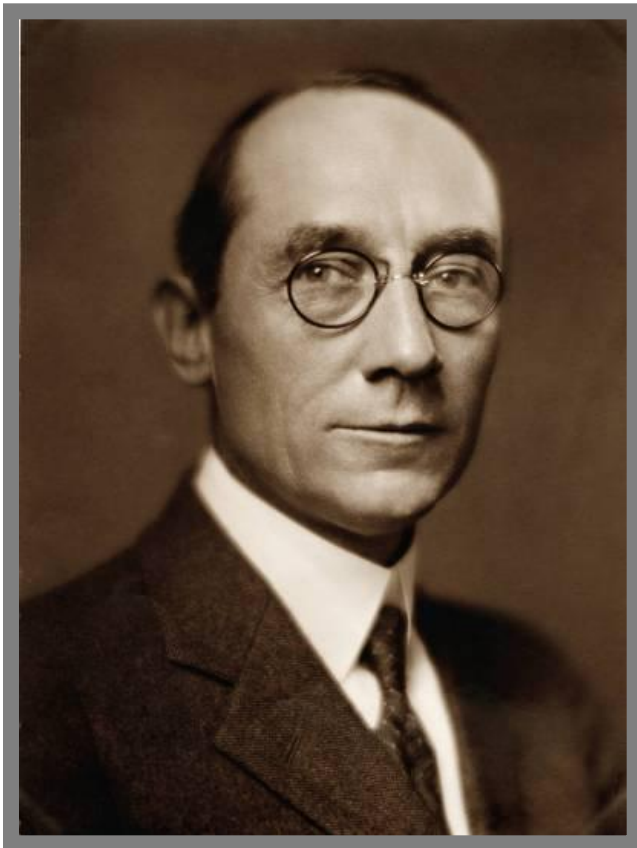




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## Visionary Leadership



John J. Eagan

- Founded in 1905 in Birmingham, Alabama.
- John J. Eagan was the first president and later sole proprietor of the company.
- Eagan's business philosophy: the Golden Rule – treat others the way you want to be treated.
- When Eagan died in 1924, he willed ownership of the company in a trust to the employees.



Cira 1912



Before Eagan's death in 1924, *AMERICAN* Cast Iron Pipe Co. had established the following benefits...

- Annual Bonus
- Overtime Wages
- **Onsite Medical and Dental Services**
- Savings Plan
- Life Insurance



## ACIPCO Medical Group



## More than 70 Years Later



2002








# On Target

## 2014 CORPORATE GOALS

### AIM: A Perfect Score

Whether the target is zero or 100, to achieve big things, we must aim for a perfect score, believing we can make the mark.

-  Aim: To be the industry leader in advanced technologies to improve processes, manufacture the highest quality products and stand behind every product we make to ensure zero customer complaints.
-  Aim: To increase our steel pipe capacity by 100%, making our operations world-class, able to compete with any producer from anywhere.
-  Aim: Zero injuries, achieved by everyone participating in the company-wide safety program and taking ownership of our safety and the safety of those around us.
-  Aim: 100% participation in WellBody. Zero absences due to illness. Improve our health and take advantage of monetary rewards for our wellness efforts, while lowering our health care costs.
-  Aim: Give of ourselves and our talents to make the communities in which we live and work, better, stronger communities.

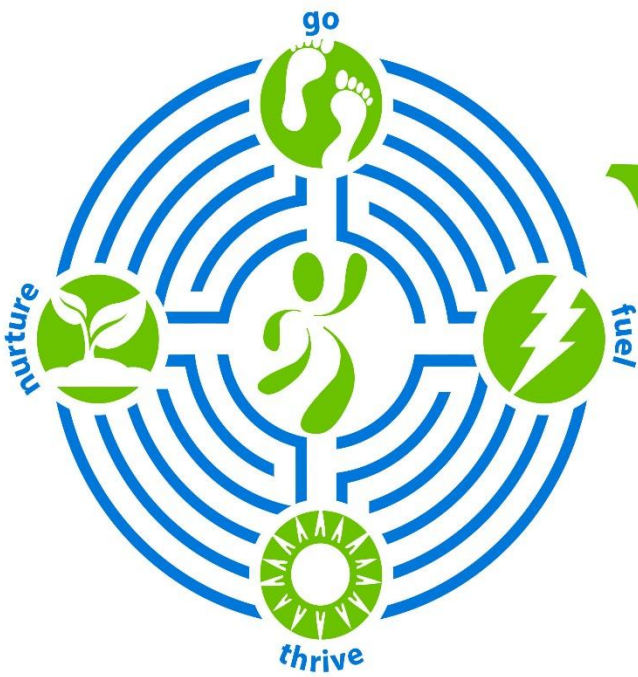


- Zero lost time accidents
- Zero absences due to illness
- 100% participation in WellBody



## Key Components

1. Visionary Leadership
2. Creative and Innovative Programs



# WellBody

*A good health movement*

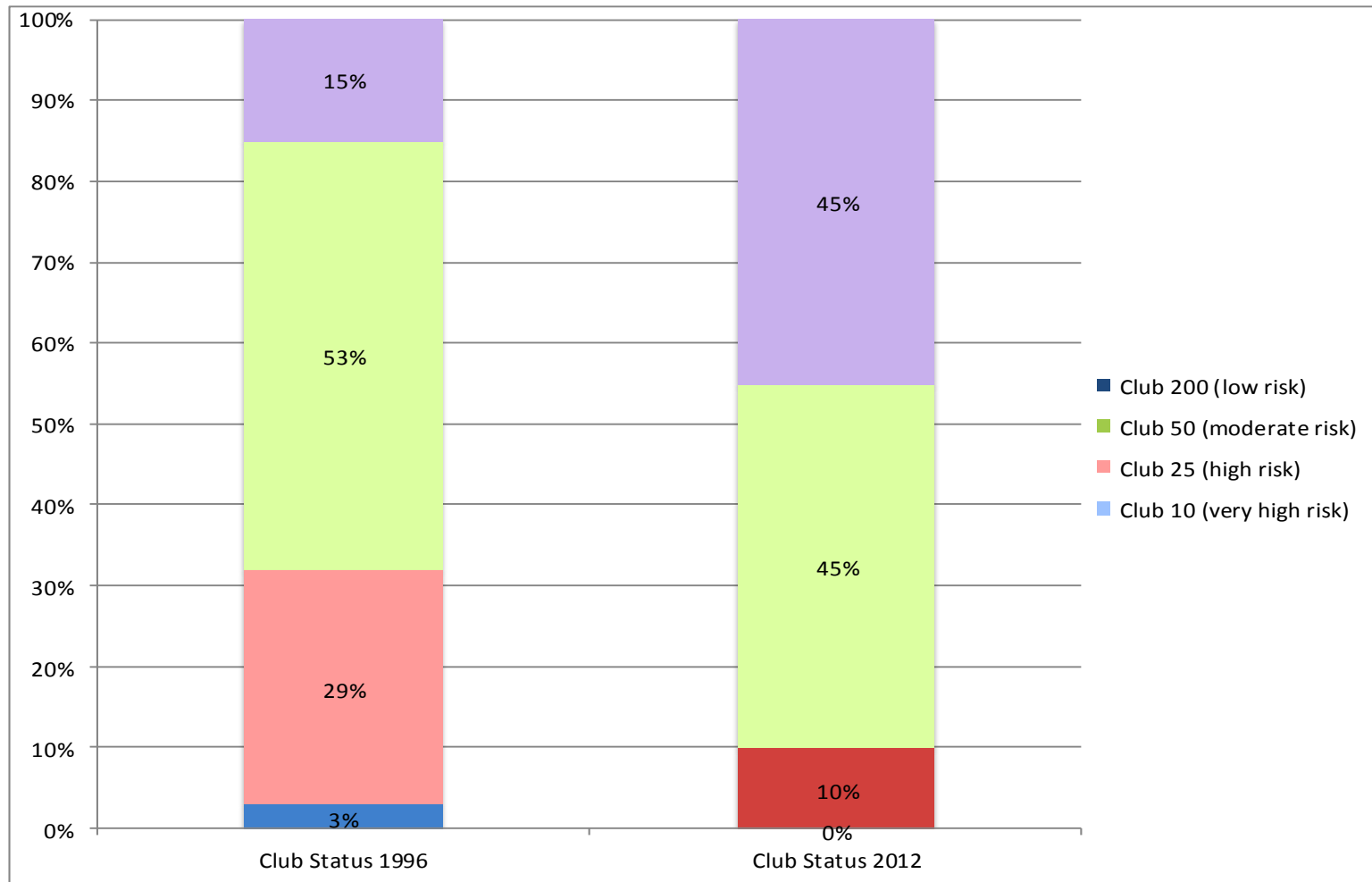


## WellBody Club Program

- Voluntary, completed on company time with cash incentives
- Targeted to reach 80% of employees
- Risk screening: body composition, cholesterol, triglycerides, blood glucose, blood pressure, exercise, lower back flexibility and tobacco use status
- Follow-up assessments annually

Club Category	Annual Award	Advancement Award	Follow-Up
200	\$200.00		2 Years
50	\$50.00	\$100.00	1 Year
25	\$25.00	\$150.00	1 Year
10	\$10.00	\$200.00	6 Months

## Evaluation - prevalence of participating workforce qualifying as “Club 200” has favorable trending over a 17-year timeframe.







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## Key Components

1. Visionary Leadership
2. Creative and Innovative Programs
3. Communication and Engagement

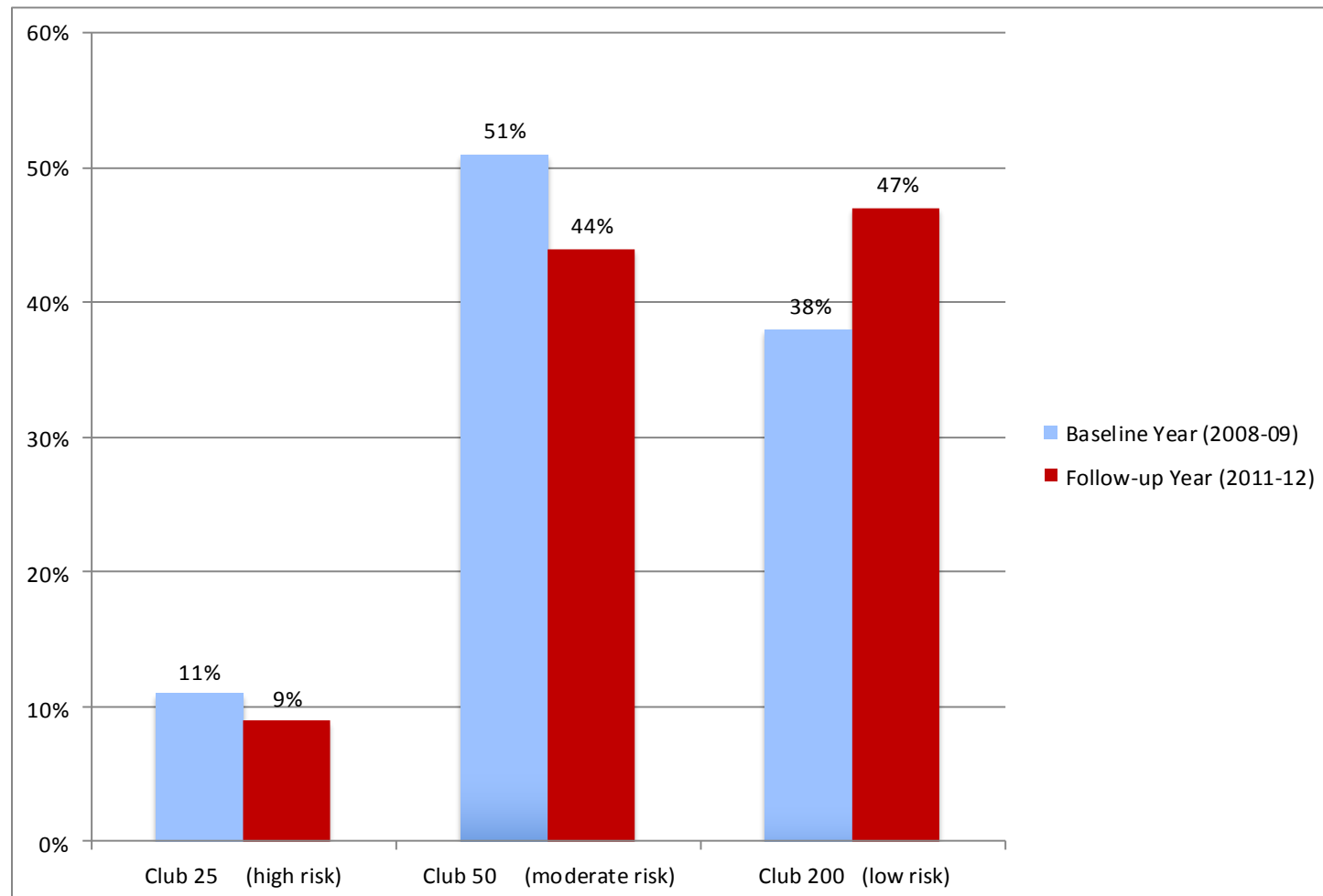




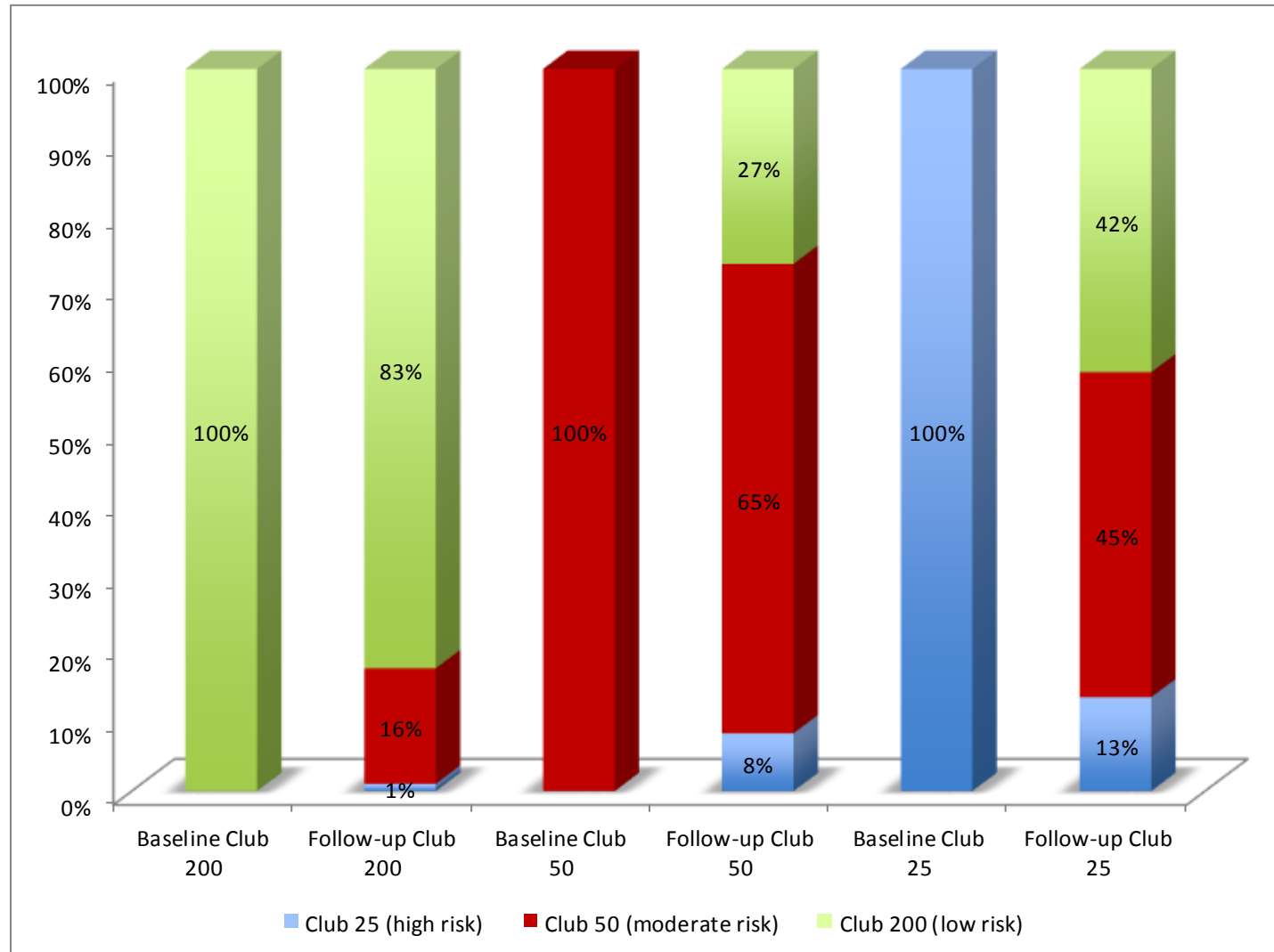
## Key Components

1. Visionary Leadership
2. Creative and Innovative Programs
3. Communication and Engagement
4. Meaningful Results

## Continued measurement (n = 778)



# Risk Migration



## **Health Care Costs Trend Between 2008 and 2012 based on Risk (club levels) and Improvement**

- Low to moderate risk category – 6% increase over 5 years
- High risk category – 9% increase over 5 years
- Non-participants – 12% increase over 5 years

## Absenteeism Comparison of Baseline and Follow up

Average days absent for HIGH Risk or movement to HIGH Risk	13.5 days
Average days absent for LOW/MODERATE Risk or movement to LOW/MODERATE Risk	5.5 days
Average days absent for NON-PARTICIPANTS	10.25 days

## Documented lifestyle improvement from 1996-2013

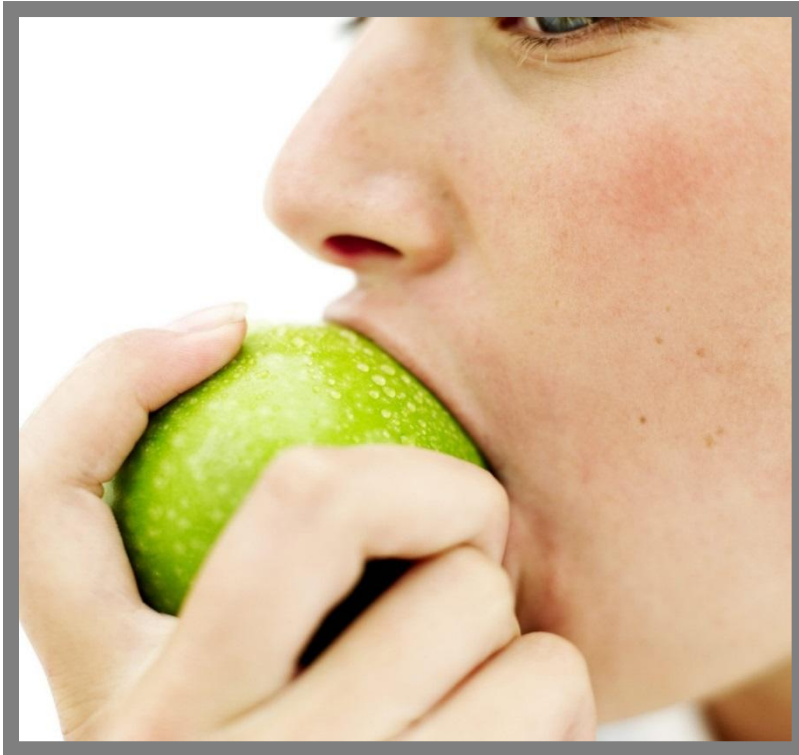
Number of Employees who:

Quit Smoking	>412
Lowered Blood Pressure to Normal	685
Lowered Cholesterol to Normal	1275
Improved their Blood Glucose (Sugar)	>225
Began an Exercise Program	1325
Were diagnosed with Diabetes	100

## Key Components

1. Visionary Leadership
2. Creative and Innovative Programs
3. Communication and Engagement
4. Meaningful Results
5. Collaborative Alignment

## Perspective - from prevention to chronic disease management



- Diabetes Education Program
- Recognition from ADA - 1997
- 10 years – Average of a 1 point reduction in Hgb1C
- Equates to \$1900 cost savings per participant
  - *.9 average reduction in 2013*
  - *~\$104,000 cost savings*



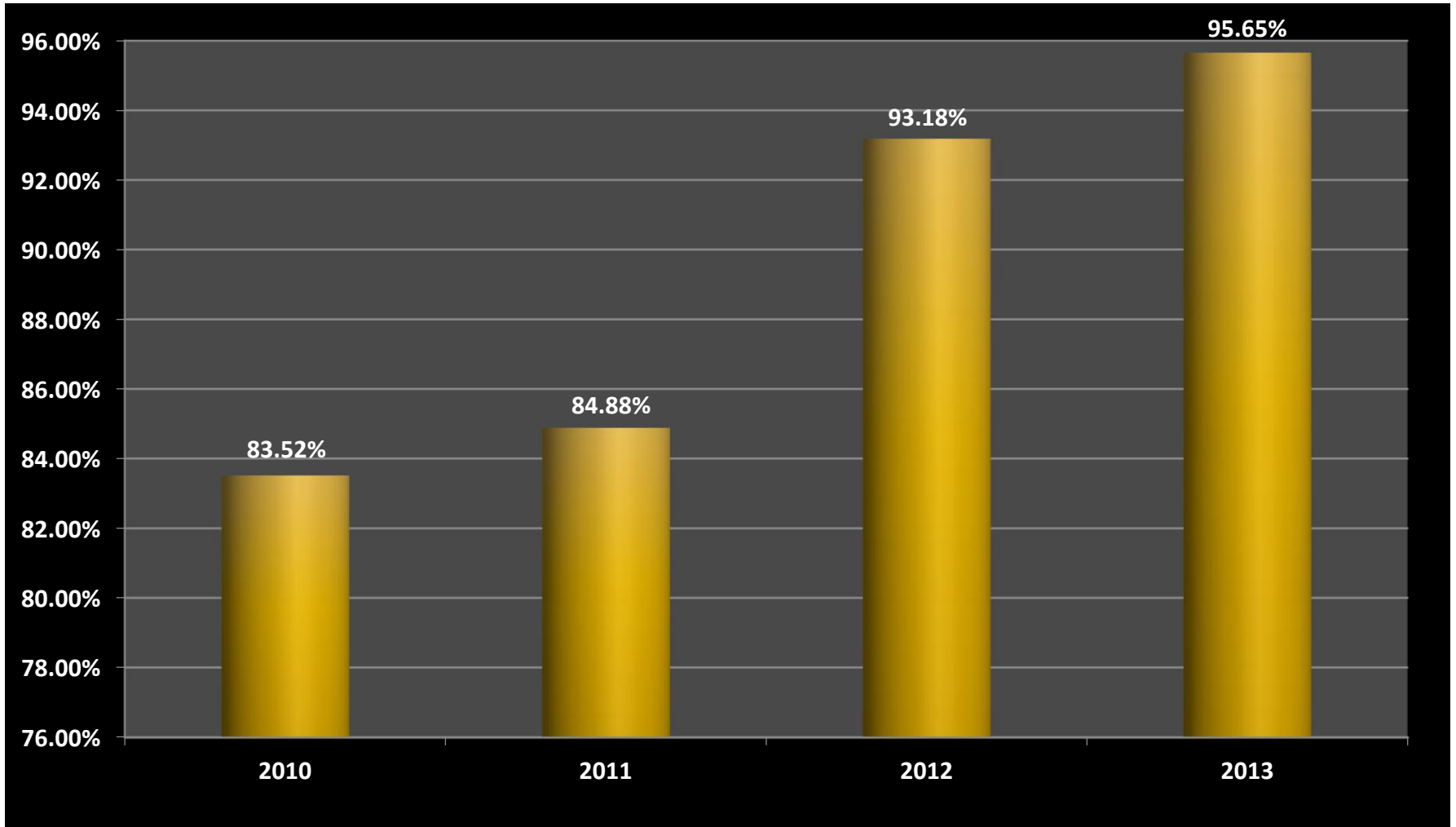
## **Productivity and return to work**

### **Onsite physical therapy and rehab**

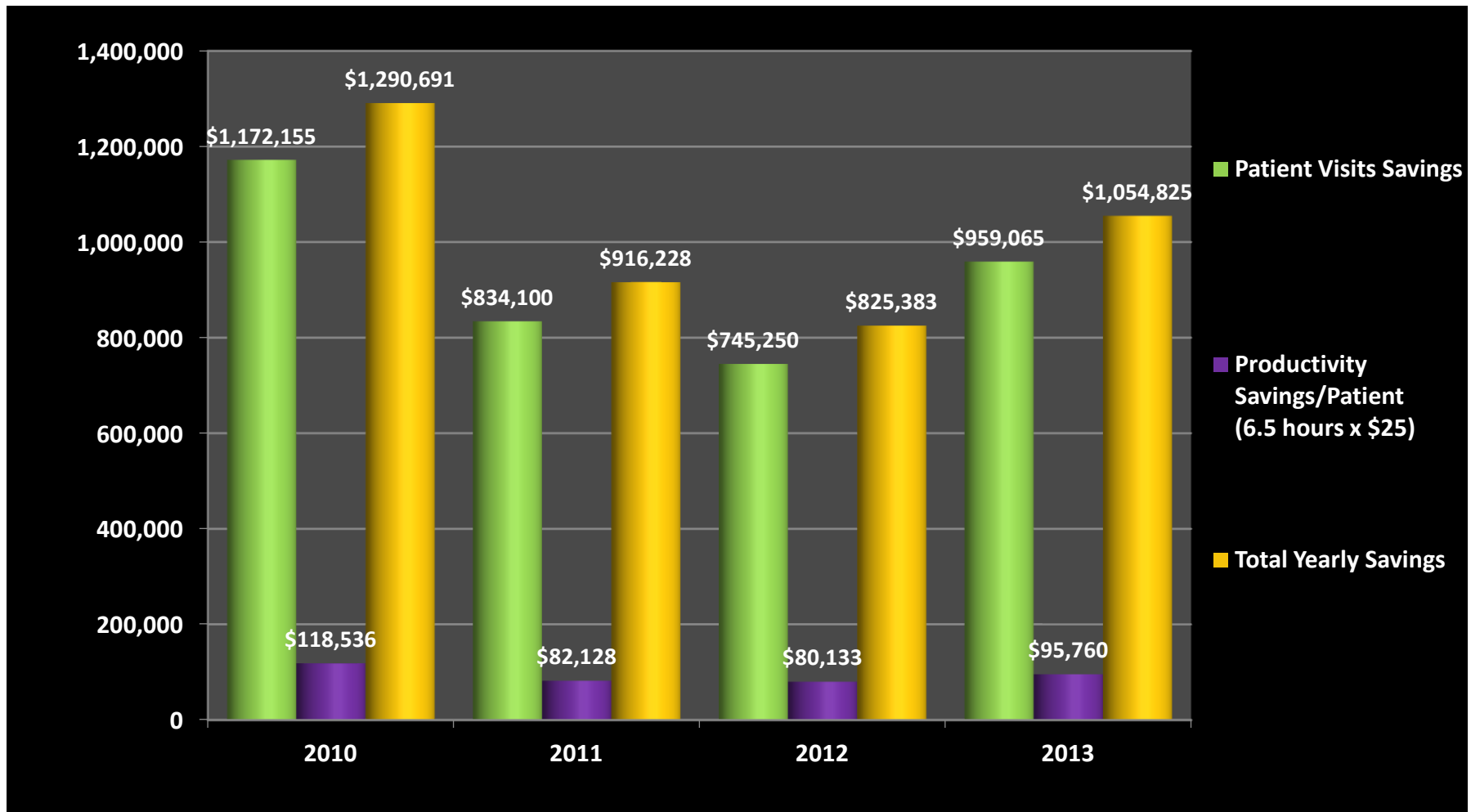
- Fosters the attitude to return to work quickly
- Employees (work comp, other)
- Reduction in time – 2.5 to 1 hour off the job
- Work conditioning/work hardening
- Focus on treating the person – not the injury
- Prevention – work description and job site analysis

**Paid for Eagan Center for Wellness in 3 years**

## PT Outcomes – Return to Full Duty



# Savings – Off-Site Clinic



## Decreased visits per patient

### Achieved Through:

- Early treatment (1-2 days vs. 15–30 days)
- Focus on hands-on soft tissue treatment & manual therapy
- Job specific treatment & exercises
- Aggressive treatment with a focus on Return To Work



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