



Sally Mason, PhD
President

Program Overview

- Number of employees: 15,000 faculty and staff

Program Goals

- A culture that supports people as our most important asset.
- Individual faculty and staff health improvement.
- Demonstrated return on investment through the management of health care expenditures and individual health enhancement leading to improved organizational performance.

Program Components

- An online health risk assessment available to faculty and staff.
- A multimodal *Health Coach Service* utilizing onsite, telephonic, and computer-based coaching.
- An *Integrated Health Management Model* that utilizes our onsite campus experts in the areas of health, safety, human resources, fitness, ergonomics, and facilities planning.
- Incentives and subsidy programs for participation in health and wellness services.
- Multiple targeted behavior change programs at the individual and group level including weight management, smoking cessation, stress management, chronic condition management, and personal training services.

Key Findings

- Demonstrated reduction in population behavioral risk factors of physical inactivity, poor nutrition, and unmanaged stress.
- For 2007, utilization of free flu vaccinations was 11,763 for an estimated cost savings of \$900,000.
- Demonstrated decrease in predicted medical expenditure of approximately \$200 per year for those individuals who participate in the *Health Coach Service*.
- *Well Workplace Gold Level* distinction Fall 2007—Wellness Councils of America.

“At the University of Iowa we fully incorporate health and wellness into the lives of our campus community members through our commitment to a healthy campus culture. In the spirit of individual learning and discovery that is at the heart of our distinguished public university, we provide resources and tools to enhance the vitality and well-being of our faculty and staff. From policies, such as our recently revised campus smoking policy, to the built environment featuring a newly commissioned campus recreation and wellness center, the University demonstrates this commitment. It is my belief that a supportive environment and a healthy campus climate create the foundation for members of our community to engage in positive lifestyles.”



THE BOTTOM LINE

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