Population facts
• Predominantly male population
• High prevalence of hypertension

Actions
• Partnered with Cigna in 2006 to introduce “Values Toward Health” wellness program
• In 2008, introduced three-phase incentive approach to encourage completion of health assessment
• In 2009, expanded health assessment initiative to employees’ spouses

Outcomes
• 98% completion rate for the health assessment during 2008 – all but two employees elected to complete the assessment by the end of the 2008
• 99% completion rate for employees and 98% completion rate among spouses during 2009 enrollment period
• Placed automatic digital blood pressure monitors throughout workplace to promote self-monitoring

As a private, family-owned and operated business headquartered in Richmond, Virginia, Luck Stone Corporation is one of the largest producers of crushed stone in the nation. In addition to operating crushed stone plants, stone studios, workshops and sales yards, the company runs a successful real estate business and Lee Tennis Court Products. As a mid-sized company with a predominantly male workforce, Luck Stone is dedicated to values-based leadership and nationally recognized for its commitment to conservation and community relations programs.

2006: Wellness program launched
Cigna partnered with Luck Stone in 2006 to support the new “Values Toward Health” wellness program. One of the goals of “Values Toward Health” is to educate Luck Stone employees on the importance of a relationship with their doctor for routine and preventive care. “Values Toward Health” often integrates the concepts of health and safety by comparing the necessary maintenance of their service equipment and trucks to necessary preventive care for employees.

From the beginning, Cigna and Luck Stone representatives from the “Values Toward Health” committee were available at worksites to educate employees about the many tools and resources that could help them better manage their health. The most important tool they promoted was the health assessment. During onsite benefits fairs, Luck Stone placed a computer kiosk at each work location so employees would have access to the Internet. In addition to completing the health assessment, the computers gave employees access to myCigna.com and use of the available tools and resources at any time.

To encourage health assessment completion, Luck Stone also introduced a two-phase incentive program.
• Phase 1: Five $1,000 drawings were held for employees who completed the assessment by May 31, 2006.
• Phase 2: Five $500 drawings were held for employees who completed the assessment between June 1 and October 31, 2006.

Once Luck Stone employees completed their health assessment, they were able to learn more about the Cigna programs available to help them improve their health, based on their health assessment profile report.
2008: Push for total health assessment participation

Luck Stone’s leadership team asked the benefits committee to get 100% of employees to complete the Cigna online health assessment during 2008. Their intent was to help employees improve their overall health by becoming more aware of their health status, and more involved with their doctors and Cigna benefits.

Building on campaigns from previous years, 2008 benefits fairs continued to focus heavily on health assessment completion. This year’s fairs also included pharmacists who conducted blood pressure screenings and discussed medication adherence. Two Luck Stone employees were sent immediately to their doctors because of their blood pressure screenings. One employee commented that his doctor told him “there must have been an angel on your shoulder today to get you into this office.”

The two-phase incentive program also continued to be effective during 2008. In addition, a third phase was introduced at open enrollment. Employees who completed the health assessment were eligible for a lower monthly contribution for health insurance. Luck Stone did not want to make the health assessment mandatory, but they wanted to reward employees who made better choices about their health.

By the end of 2008, Luck Stone realized a 98% completion rate — all but two of its employees elected to complete the health assessment.

2009: Health assessment goals expand to spouses

In 2009, another enormous challenge was presented to the “Values Toward Health” wellness program team – have all employees and their spouses complete the Cigna online health assessment.

- The three-phased incentive program continued, expanding its reward opportunities to spouses.
- Cigna visited Luck Stone worksites to assist with the completion of health assessments and to enroll employees in programs based on their individualized profile report results.
- Educational sessions regarding the use of generic medications and the Cigna pharmacy mail order program were offered to help employees better manage their health and reduce the costs of their prescription drugs.
- Plant managers and foremen participated in the benefits fairs to help make sure all employees rotated through the sessions.
- Luck Stone encouraged spouses to participate in the benefits fairs and delivered home mailings with educational materials and resources to reinforce the importance of health assessment completion.
- Cigna’s customer service line offered additional support, and the Luck Stone benefits department also made follow-up phone calls to offer assistance and answer questions. The three-phase incentive approach was utilized again for 2009.

With all the right plans and resources in place for 2009, Luck Stone realized a 99% completion rate among associates and a 98% completion rate among spouses. In addition, when a high prevalence of hypertension was identified among Luck Stone employees, the Cigna Well Informed Gaps in Care program sent mailings to 25% of Luck Stone’s covered individuals and their doctors. Luck Stone also placed automatic digital blood pressure monitors at worksites to promote self-monitoring.

Well-planned initiatives lead to successful results

Everyone is concerned about health care’s rising costs and inflation but getting to the root cause is a challenge. At Cigna, we believe that disease is the real enemy that contributes to this. Early detection of diseases and the application of preventive mechanisms and tools will help reduce disease and the overall cost of health care. Luck Stone is a great example of an employer who has successfully provided ways to improve and support a wellness culture for its employees while lowering overall costs.

Well-planned initiatives lead to successful results

2010 and beyond: Wellness focus continues

The importance of getting employees to fully benefit from their health assessment has become an integral component of the “Values and Leadership” training at Luck Stone. Emphasis is placed on helping employees complete their assessment, as well as use the health assessment profile to enroll in programs and become actively involved with the appropriate Cigna health coaching programs. For example, according to health assessment data, weight management remains a key issue for many Luck Stone employees. As a result, 2010 benefits fairs focused on getting employees to participate in the Cigna Healthy Steps to Weight Loss® program.