

# Broad-based health cost decreases significantly with goal setting weight challenges

**CASE SUBJECT** – Lee County School District, Florida

**BACKGROUND** – Lisa Brown of Lee Schools Florida is the sole wellness coordinator for a staff of 10,000. She arranges flu shots, immunizations, and high and low touch wellness programs for employees to engage in on a voluntary basis. The school district delivered health challenges using paper, Excel spreadsheets, and Access databases for three years and advanced to web technology in Dec, 2008.

**THE PROBLEM** – The school district required a weight loss challenge format that would span multiple offices and achieve success within a large population despite limited resources. The format had to inspire continued participation for optimal change, and had to appeal to participants due to its voluntary nature. Measured outcomes required to justify the cost and prove the efficiency of the wellness program.

**THE INTERVENTION** – Lee Schools chose a goal based weight loss challenge where registrants specified their personal target within the challenge registration process. Participants joined in teams and worked together to achieve their personal goals. Challenge progress was managed online using the CoreHealth wellness platform, with the system providing personalized feedback on the accomplishments of both the individual and the teams. Motivational tools used included milestone recognition, testimonials, team communication boards, e-cards, and weekly health tips. The challenge duration was three months.

**OUTCOME** – A total of 264 employees signed up for the weight loss competition. Over the course of the three months, weight loss accumulated at a steady pace. More than 2000lbs of body mass or (360 BMI points) was collectively eliminated. All participants were successful in reducing personal body mass and all employees completed the challenge.

**FINANCIAL IMPACT** - Lee County Achieved an ROI of 26:1 on its Weight Loss Challenge, with Projected Savings in Excess of \$65,000. Calculations include incremental savings in presenteeism, short and long term disability, medical and drug expenses. Projection methodologies are confidential to CoreHealth but are shared with clients. Projections are consistent with the recognized research of the US Center for Disease Control.



**POST INTERVENTION REVIEW** – Lisa Brown, Wellness Administrator, Lee Schools

“It’s very important for our people to set their own goals and achieve their own targets. Thankfully, our health website manages that process,” comments Lisa Brown. “The motivational software and challenge format compels employees to track, report, and compete. Social interaction motivates and the combination helps me engage more people.”