

PUBLIC HEALTH PROGRAM SURVEY- Other PH Prevention

Contact Information

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Short Title: Pitney Bowes Change One Weight Management Program

Program Location: U.S. Program

Objectives and Goals:

The results from our *Count Your Way to Health* wellness incentive program estimated that approximately 46% of Pitney Bowes employees are overweight or obese. Surveyed employees have shown tremendous interest in weight loss programs offered by Health Care University, our branded wellness program. Based on CDC research, overweight people (30 to 60 lbs) cost more in medical costs and missed work than those of normal weight (men by \$462 and women by \$1,372), with extremely obese costing much more (men by \$2,027 more and women by \$2,485 in 2004 dollars). Based on the potential for cost savings, improved absenteeism and improved morale and sense of well-being that can occur through health weight loss, Pitney Bowes wanted to provide a high-quality weight management program for all employees. The goal of the program is to help employees lose at least one BMI point in the 12 weeks and to continue improving their relationship with foods, healthy eating and exercise habits to achieve and maintain a healthy BMI.

Methods:

The twelve week program teaches participants simple strategies with 1 focus each week, to enable participants to consume more nutritious foods while creating a moderate caloric deficit (and eventually caloric balance) to achieve and maintain healthy weight, and requests that participants achieve and maintain a regular exercise schedule (at least 100 min a week leading up to 150 minutes a week as recommended by the CDC)

Participants received a book as well as a print or web based food diary, and participated in weekly webinars (Webinars are recorded and can be viewed at any time if the webinar offerings do not meet their schedule) and weekly check in's where they report their successes and challenges. Participants are able to ask questions to the Dietitian and receive responses, and receive weekly emails or print materials to help motivate and educate them. Additionally, participants are encouraged to join an online community to share in ideas and motivate each other.

Program Length:

12 week program

Number of target population reached by effort:

All employees are eligible. Dependents can participate, but need the employee to help them access the materials.

Demographic Info:

All Pitney Bowes employees and their dependents are eligible.

Overall Cost:

A developed in-house program with materials costing roughly \$30 per participant

Funding Sources:

100 % Corporate

Outcomes:

In the Change One weight management program, average weight loss over 12 weeks was 14 pounds, BMI decreased an average of 1.7, systolic and diastolic blood pressure, fasting blood sugar, LDL, triglycerides, total cholesterol and waist circumference also decreased.

The 12 week national cohort group launched was launched in January 2008, with 237 completed the group program in 2008. (We currently have over 900 participants in the 2009 program):

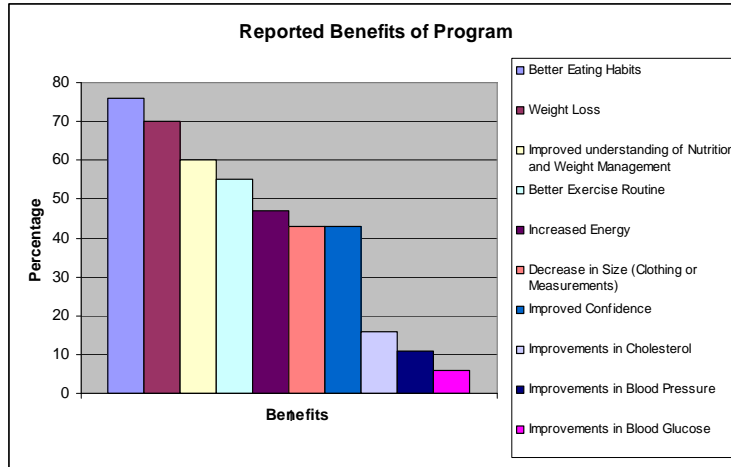
- Average BMI loss was 1.25 points (8 pounds).
- Sixteen percent moved from obese to overweight.
- Twenty-Five percent moved from overweight to normal weight.
- The percentage of participants who do not exercise decreased from 9% to 2% by program completion
- Participants also reported changes in energy, confidence, blood glucose, cholesterol, and blood pressure (see chart below)
- Average BMI loss for participants who completed both the January 2008 and June 2008 program was 3 points.

Did you make any estimates regarding costs deferred, outbreaks averted or deaths prevented?

A study using deidentified data and an external consultant is planned to demonstrate the program impacts on health care, workers compensation and disability costs once more data is available and more participants have completed the program.

Additional Information:

The program is enticing to employees because it is sensible health information, with no restrictive rules, and it is free of charge to them. Participants have seen prior successful employees, and it can be accommodated into their busy schedules since they can participate with a group, or on their own time.



Future Plans:

As we look to expand participation in the program, we are looking to make certain components of the program more interactive and automated. Additionally, due to the nature of the worksites, some sites have asked us to provide the recorded webinars on CD's so that employees can watch them together on breaks, which will soon be released. This will be an on-going program, since repetition also leads to continued success.