

## Case Study

# Innovative Benefit Programs

City of Las Vegas provides innovative benefit programs for employees

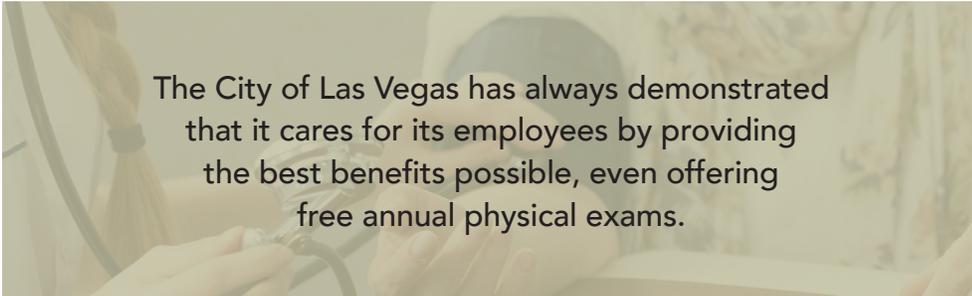
## Situation

Offering insurance benefits to employees is important because it shows them you are invested not only in their health, but their future. The City of Las Vegas has always demonstrated that it cares for its employees by providing the best benefits possible, even offering free annual physical exams from the provider WellTrac. Additionally, for more than 10 years, the City has provided employees the support of onsite wellness coaches from Wellness Coaches USA. The coaches help employees learn ways to reduce stress, improve physical fitness and increase energy levels that promote weight management and healthier lifestyles.

**139** Employees participating in the new wellness program

**250** Patient visits to mobile medical clinic

As part of its ongoing commitment to its health and wellness programs, the City's HR department chose to create greater synergy between the physical exams and coaching services. In a joint collaboration, the three organizations determined that biometric data from the physical exams could be transferred to the wellness coaches who would then develop a personalized physical fitness and/or nutrition program for employees who opted in. Interested employees would sign a release form allowing WellTrac to transfer biometric info and test results to the wellness coaches.



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The Wellness program would be completely voluntary, and all medical results and program plans would be kept confidential among the doctor, wellness coaches and employee.

## Challenge

The integration of these two services could open new doors to improve the wellness of City employees, but only if the City and two private businesses could overcome two critical challenges:

1. Developing a secure portal to transfer confidential medical data
2. Marketing the program and keeping it relevant

## Solution

To address the transfer of confidential medical data, the City's HR Department collaborated with the IT and compliance teams within WellTrac and WCUSA. Working collectively, the teams planned and developed a new secure channel and the protocol to transfer confidential information.

To promote the program, the HR Department would market this service as an enhanced benefit, posting a description of the program on the employee portal. They also asked the onsite wellness coaches to discuss the program benefits with employees as they meet with them during their regular rounds. Today, WellTrac promotes the program with every employee who takes a physical exam, and this strategy has worked well.

Employees have been impressed with the manner in which the coaches, who are degreed kinesiologists and physiologists from highly accredited schools, have approached their nutritional and physical fitness needs.

Since the start of their contract, WCUSA sponsors a Biggest Loser contest. In this money-crunched era, the city couldn't afford to fund prizes for the contest, so the HR department found an innovative solution. The top prize was a unique grocery shopping experience with a WCUSA nutritionist who would help the winner find/select healthy food options and develop healthy food menus for the winner's family. This prize proved to be particularly effective at encouraging participation in the contest, and the winners raved about the nutritionist's guidance.

The HR Department also negotiated a contract with Medicine on the Move (MOM), a 45-foot, state-of-the-art mobile medical center that visits five Las Vegas locations every quarter to provide physicals and other services, such as mammograms, inoculations and basic check-ups, for city employees. MOM allows for easier access and scheduling with doctors visiting employees so they don't need to take time off for medical services. All of these programs are part of a total approach in bringing healthcare to employees.

## Results

Now in its second year, 139 employees are participating in the WellTrac/Wellness Coaches partnership, and the mobile medical clinic has delivered more than 250 patient visits. The information is proving to be an essential component in developing customized wellness programs that focus on real outcomes and results for employees.

"With very little new investment, the City was able to take two existing programs and unite them to create a value-added, low-cost employee benefit," said Vince Zamora, Deputy Director of Human Resources. "Today, city employees are more excited about engaging in their personal health and taking action to improve their overall nutritional and physical needs," added Zamora. Each quarter, the city receives a report that highlights the advances in the overall reductions in BMI, weight and hypertension along with the general fitness of its workforce as a group.

Zamora is proud of the program's ability to give employees access to true experts that help them understand their specific biometric information and annual physical results. "Our employees participate in the wellness program based on how and when they want to do it, and the city is here for them by providing these services."

## Conclusion

The City of Las Vegas is on the leading edge of providing innovative benefit programs for public sector employees.

For more information, please contact the City of Las Vegas Human Resources at [lasvegasnevada.gov](http://lasvegasnevada.gov) or 702-229-6315.