

VI European Conference on Promoting Workplace Health  
**CIGNA Plusvita** | improving employees' health and wellbeing



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About CIGNA

CIGNA is a global health care provider operating in 27 countries/jurisdictions and covering some 47 million people worldwide. From our bases in Spain, CIGNA employs nearly 300 professionals and it has a unique position in corporate health covering 120.000 individuals nationwide.



CIGNA's vision is to go beyond offering the best health care to the sick and provide a new salutogenic approach by offering proactive support to healthy individuals.

**CIGNA's mission**  
 to help the people we serve improve their health, well-being and security.

More important than ever

There is vast scientific evidence supporting the fact that companies with healthy employees are better equipped to function at full capacity and grow.

In the current challenging socio-economic times, it is critical to maintain a healthy workforce.



Leading by example

- Over the last 18 months, CIGNA has developed a new product line, CIGNA Plusvita, focusing on promoting a healthy lifestyle amongst employees.
- In 2008, we piloted the programme with our own employees, achieving excellent results.
- In March 2009, CIGNA Plusvita was awarded the NAOS Prize as "the best health promotion programme in the workplace" by the Spanish Minister of Health.



CIGNA Plusvita

A health management programme offering employees and organisations the information and tools to take control over their health, and improve it.



Plusvita: how does it work?



## Launch campaign - Rising awareness

## Assesing health and wellbeing

- The health risk assessment (HRA) evaluates the health and wellbeing status of participants and constitutes the cornerstone of CIGNA Plusvita



- The HRA is based on the SF 36 and validated against highest standards.
- It allows us to collect specific information about the client (i.e. department, location, area...) which we can then breakdown for data analysis.

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## Empowering employees – Personal reports

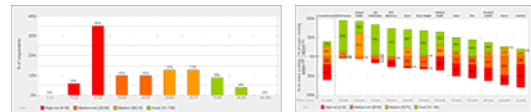
- All employees receive their own health and wellbeing report including: overall score, main areas of concern and well as tips and advice to improve their current health and wellbeing status.

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## Empowering the organisation – Management reports

- With *excellent* level of statistical confidence (99.8%), the company health management report showed that the overall health and wellbeing status of CIGNA employees was suboptimal (43.3/100). Nearly half (41%) of the population were at risk of developing future chronic conditions.



- Three main areas of concern: nutrition, physical activity and stress.
  - over half (61%) the population reported having a poor nutritional balance
  - only 1 in 4 people did enough physical activity to benefit their health and over 1/3 of the population led a sedentary life.
  - a quarter of the workforce reported high levels of stress.

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## Addressing the challenges



Based on the identified key areas of concern, and their correlations with sickness absence and productivity, our first action was to implement a **programme** to tackle nutrition and physical activity -

“buen aspecto **mejor salud**”

“look good **feel better**”

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## The programme: look good **feel better**

The “look good feel better” programme was one of the permanent initiatives within the organisation to support employees to adopt of a healthier lifestyle.

It was designed as a high intensity intervention, lasting 8 weeks.

Focus was to raise awareness, increase knowledge, and provide employees with the tools to improve nutritional balance and physical activity.



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look goodfeel better  
- launch campaign

próximamente... buen aspecto **mejor salud**

**Aprovecha los tentempiés**

buena salud

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look goodfeel better  
- Online Programme

Comer sano en el restaurante

Hazte un plan para toda la vida

Come mejor

Inscripción

Me propongo... comer mejor

- Lee las etiquetas de los alimentos preparados
- Atención a porciones de grasas y azúcares de la dieta
- Controla el tamaño de las raciones
- No comas hasta hartarte
- Más un alimento concreto por comer alimentos que la proporción energía/duración, como los cereales integrales, así como los alimentos que pueden aportarte la más de azúcar por azúcar, como el chocolate o los galletas.

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look goodfeel better  
- Supporting materials

Come bien

Etiquetas de Alimentos ¿Qué buscar?

Un plan para toda la vida

Por 100 gr	Mucho es...	Poco es...
Grasas totales	20g	1g
Grasas saturadas	10g	5g
Sal	1,5g-2,5g	0,5g
Fibra	1g	3g

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look goodfeel better  
- Employee workshops

Healthy diet doesn't mean dieting

Weight management – Achieving your optimal weight

Why is good to exercise?

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look goodfeel better  
- Free sport classes

For the duration of the programme, employees were offered free classes in the local sport club twice a week.

To cater for all tastes, each day offered different classes varying from yoga, to spinning, to cardio-box, to salsa-gym, aerobic, football matches, etc.

Classes were offered during working hours.

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look goodfeel better  
- Loyalty healthy eating cards

We agreed a collaboration agreement with the most popular local restaurant who included a "daily healthy menu" option labelled the "Plusvita option".

Plusvita's dedicated nutritionist revised the menu ensuring that it offered a balanced diet.

When choosing the healthy option, employees received a 10% discount.

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## Other permanent initiatives

In addition to the intensive programme, the following initiatives were introduced, and continue to be available to CIGNA's employees:


- Free fruit in the office
- Healthy vending machines
- Subsidised massages in the office
- Special discounts in gyms
- Running club
- Discounts with a nutritionist
- Discounts with personal trainers


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## CIGNA Plusvita achievements

- Overall results

- ✓ Overall health and wellbeing improved from 43.3 to 50.6. That translates in a 16.2% improvement over one year.
- ✓ The percentage of the population at risk reduced from 41% to 19%.
- ✓ Employee productivity improved by 11%.
- ✓ Self-reported sickness absence reduced by 40% (3.9 → 2.4 dafw/pa)



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## CIGNA Plusvita achievements


- Programme specific results

**Poor nutritional balance** – reduced by 60%.

- ✓ **Fibre:** staff consuming 4 or more portions – up 100%
- ✓ **Fruit & veg:** staff consuming 3 or more portions – up 90%
- ✓ **Fat products:** staff choosing low fat foods – up 20%.

**Physical activity:** The intensity of employees' physical activity has increased by 7%.

**Stress:** There has been a collateral impact in the stress management of CIGNA's employees. The proportion of employees reporting a good stress management has increased by 40%.

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## CIGNA Plusvita achievements

- Conclusions

CIGNA Plusvita has contributed to:

- 1) **reducing risk** of developing cardiovascular pathologies, colon cancer and other chronic conditions by improving employees' healthy habits;
- 2) **organisation's bottom line**, through increased employee productivity and reduced sickness absence;
- 3) **Improve job satisfaction**, loyalty and engagement.

This translates into a **Return on Investment (ROI)** of 1 to 5

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## Planning the future

Our objective is to **contribute to a healthier Europe** by working with Spanish and European organisations to improve health and wellbeing of European employees.

We have a firm commitment to continue offering **the best working conditions and health opportunities** to our own employees.

In 2009, our primary focus is **stress management** and mental health.



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grazie,

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