

The Health Project, Inc.



The Health Project & the C. Everett Koop National Health Awards

- The Health Project, Inc. (The Health Project), is a tax-exempt not-for-profit corporation formed to bring about critical attitudinal and behavioral changes in addressing the health and well-being of Americans.
 - At its launch in 1994, The Health Project recognized the following organizations: Dow Chemical, L.L. Bean, Quaker Oats, Steelcase, Park Nicollet, and Union Pacific Railroad.



The Health Project: Mission

- To seek out, evaluate, promote, and disseminate the lessons learned from exemplary health promotion and disease prevention programs with demonstrated effectiveness in influencing personal health habits and cost-effective use of health care resources.

Objectives

- The Health Project is dedicated to spotlighting private and public health programs that have measurably improved the health and well-being of individuals and their families, and have done so cost-effectively.
- These employer-based programs have the objectives of:
 1. Improving population health by helping individuals change unhealthy behaviors and reducing health risks
 2. Establishing a culture of health at the workplace and surrounding community, and
 3. Offering good value for the money spent investing in these programs

Koop Award Eligibility

To be recognized, a program must:

1. Have been in place for a minimum of three years
2. Be well integrated into the organization's infrastructure
3. Use comprehensive and evidence-based strategies to improve the health and well-being of employees
4. Have yielded significant improvement in population health and noteworthy business results

Eligibility & Evaluation

- Applicants must answer the questions:
 - What was done?
 - Did it work?
 - Was it worth it?
- Programs are primarily judged for their documented ability to improve health and demonstrate a business case for investment in the health and well-being of populations.
- Approximately 70% of the Koop Award application is focused on a description of the program evaluation methodology and results.

Examples of Past Winners

- McKesson Corporation (2015)
 - Between 2011 and 2014, participants increased their involvement in the program from an average of 21 to 106 activities per year, with 83% of employees and spouses completing at least one health promoting activity in 2014.
- L.L. Bean (2012)
 - From 2007 to 2010, the program yielded a cumulative net savings of more than \$2M from medical claims alone.
- Prudential Financial (2011)
 - From 2008 to 2010, 89% of a cohort population maintained a low health risk status and 74% of the high-risk employees reduced their health risks.

Documentation from all past winners can be found on our website

Recognition

- Each year, awards are presented by The Health Project's leadership to winning organizations as part of the HERO Forum.



How to Apply

Submission Process

- Applications can be downloaded from www.thehealthproject.com and are due at the end of May.
 - Email completed applications to info@thehealthproject.com and cc: rgoetzel@us.ibm.com

Awarding Process

- Each application is independently reviewed and scored by Board members, who form a selection committee comprised of industry experts.
- Final determination of **Winners** and **Honorable Mentions** are made at a Board meeting that follows the independent review of applications.
- Reviewer comments are made public and can be found on the website so that ideas and lessons learned may be shared with others.