



FOND DU LAC AREA BUSINESSES ON HEALTH

October 2012

## Message from Board President, Ray Atchinson

Fond du Lac Area Businesses On Health (FABOH) is proud to mark its 20th year of service to Fond du Lac area businesses and their employees. We are proud of our record over the past two decades of positive influence on the breadth, quality, and cost of care and prevention in our area. Many of these improvements are the result of collaboration with our member companies. During this time of year many of our member companies are going through their annual open enrollment process. As you interact with colleagues and employees throughout this process, let us know what ideas, needs, or concerns emerge; these are the seeds of future improvements and program enhancements which FABOH can develop with you and our provider community.

Fond du Lac area businesses are beneficiaries of a broad range of resources and support through FABOH membership. Our shareholders include Combination Door, MAG IAS, LLC, Mercury Marine, Mid-States Aluminum Corporation, Society Insurance, Wells Manufacturing and Wisconsin Employers Association. In addition, FABOH's member companies include Baker Cheese, City of Fond du Lac, Eden Stone, Holiday Automotive, Interior Systems, Lakeside Foods, Marian University, Moraine Park Technical College, Old Fashioned Foods, Quad Graphics, Sadoff and Rudoy, Silica Hardware, Tom's Quality Millwork and TTI, Inc. Our mission is to help the employer community improve the cost effectiveness and quality of health care services in Fond du Lac County.

Cost effectiveness, however, goes far beyond just pricing; it also involves the elements of prevention, wellness, user education, and provider quality. That is why, in addition to maintaining a network of health care providers at significantly reduced costs, FABOH provides data and analysis related to the health care purchased by individual employers as well as Wellness expertise, programming and education. It is the use of these resources that enables our employers to improve the health of their employees and their family members thereby minimizing or avoiding health care consumption in the future.

In pursuit of its mission, FABOH provides the following features to employers:

- A comprehensive network of local health care providers to meet the needs of employees and family members
- A network of specialty providers for complex care not available in Fond du Lac County
- Cost analysis and quality data to support consumer choice
- Wellness expertise and programming to improve the health and well-being of employees and their families such as the Health Risk Assessment that is available to all FABOH member company employees and spouses at no cost to the employer

FABOH also provides linkages to other organizations, such as Wisconsin Rx and The Alliance in Madison, that work to lower health care expenditures.

During this anniversary year FABOH has become stronger and more visible in the Fond du Lac community. I am pleased to note that FABOH has added leadership to its Board of Directors through representation from Silica Appliance, Tom's Quality Millwork and Quad Graphics. In addition, FABOH is now leading Well City Fond du Lac, a community-wide employer initiative based on the WELCOA Seven "C's" model to improve the health and well-being of our member employees. Finally, FABOH served as host to an Association of Commerce Business Connection welcoming the business community to our new location, 140 North Main Street.

If you are not part of our member community, or want to know more about how FABOH could be your solution to the increasing cost of health care benefits purchased for your employees, please contact our staff to discuss your unique needs.

*The purpose of FABOH is to help the employer community improve the cost effectiveness and quality of health care services.*

*We believe this ongoing process can best be realized through the sharing of information and ideas, development of strategies, and the implementation of programs designed to support this mission.*

# Business CONNECT

## Message from Executive Director, Larry Richardson

Through the active pursuit of its value proposition, FABOH continues to provide a valuable return on investment to its member employers.

During the past year, FABOH's contracts with health care providers resulted in significant cost savings for care that was purchased locally as well as for the care that was purchased in Madison and Milwaukee for services not available in our area. The availability of free Health Risk Assessments (HRAs) for FABOH member company employees and spouses resulted in health assessments being completed for employees from three additional employers (Eden Stone, Silica Appliance and Wells Manufacturing) than had been the case last year as well as spouses from Mercury Marine. The fact that the HRA's were provided at no cost, freed up operating funds to be used for other purposes by our member employers.

FABOH recognizes the transition to more consumer-driven health care plans. Therefore, improvements have again been made to our website in response to this change. The Provider Directory is now current and easier to navigate than it has been in the past. Cost and quality metrics have been added, as has an individual link to the Well City Fond du Lac initiative that will allow the entire business community to stay current on employer wellness activities that will ultimately result in Fond du Lac achieving Well City designation. Take a moment to check us out at [www.faboh.com](http://www.faboh.com)

FABOH's ongoing commitment to wellness is evidenced by Wellness Director, Jeff Butz, and the programming developed for our member companies. For 2012 FABOH increased its financial support for Wellness Interns. As a result, FABOH was able to attract two individuals who worked directly with member employers to initiate wellness programming or improve the programming that was already in place. Our goal is to assist our employers in developing healthier employees who require less health care consumption and who are more productive while on the job. Our next step will be to launch a coalition-wide Self Care initiative that will provide information and tools to support individuals in accessing the right care from the right provider at the right time.

Understanding specific cost drivers within employer health plans led FABOH to its relationship with Wisconsin Rx. We share the belief that employees and their families deserve access to reasonably priced prescription drugs that contribute to their good health. We further believe that employers and employees can make wise choices when presented with complete prescription drug and product information. As the cost of medications continues to consume a greater percentage of the health care dollar, a strong pharmaceutical benefits manager partner is a proven way to insure a cost effective pharmacy benefit. Call us to find out how Wisconsin RX can benefit your company.

To learn more about how FABOH has added value to its member employers and how becoming a FABOH member will benefit your company, call me or visit our office located at 140 North Main Street. If you'd prefer a visit at your location, simply call to arrange for a date and time.

# Health Watch

*...your connection to wellness*



## Message from Wellness Director, Jeff Butz

Providing a worksite wellness program for employees is not only the right thing to do, but also an effective method of controlling current and future health care, disability, absenteeism, and workers compensation costs while increasing overall productivity. At FABOH, we pride ourselves on providing our member companies with the strategy, tools, and resources they need to provide successful wellness programming based in best practice. Listed below are some of the initiatives and resources that our members will be able to take advantage of in 2013:

- **Well City Fond du Lac**

Well City is an initiative based around WELCOA's Well-Workplace award designed to engage entire business communities in improving the health and well-being of their workforce.

- The Vision: To work with businesses and community leaders to help make Fond du Lac's workforce one of the healthiest in America by developing and delivering results oriented, evidence based health promotion programs at the worksite.
- The Goal: Ensure a minimum of 20 employers who collectively employ 20% (~5900 employees for the Fond du Lac project) of the area's workforce meet the requirements of WELCOA's Small Business, Bronze, Silver, Gold or Platinum Well Workplace Award within a three year period.
- The Commitment: Interested companies will agree to become WELCOA members for the duration of the project, identify a champion who will receive WELCOA specific training, complete a Well-Workplace Checklist and use the findings implement the proven 7C's model (<http://www.welcoa.org/wellworkplace/index.php?category=16>), submit an application for a Well-Workplace award, and agree to mentor other organizations through the process once the award has been obtained.

- **Self-Care initiative**

- Educating employees on how to be wise medical consumers provides cost savings to them as well as their employer. In 2013, FABOH will be providing Self-Care books and support materials to help employers successfully implement a Self-care program at their worksite. This initiative will also benefit members within the Well City Fond du Lac initiative as this is a required program to earn Well-Workplace distinction.

- **2013 Wellness Conference**

- Scheduled for January 10<sup>th</sup>, 2013 – 8:00 AM – 12:00 P.M. at the Stayer Center Auditorium, this year's conference will feature:
  - FABOH Wellness Program update.
  - Keynote speaker, John Harris, MEd, Chairman of the Board, Health Enhancement Research Organization (HERO).  
**Title:** "Effective Incentives & Disincentives to Drive Behavior Change".
  - Introduction to the functionality provided by Agnesian Healthcare's new HRA vendor, and how this can support an outcomes-based scorecard.
  - Panel discussion (FABOH Member Companies and Community members) regarding their experiences implementing and developing the strategy to implement an outcomes based incentive at their worksite.



FOND DU LAC AREA BUSINESSES ON HEALTH



Message from Executive Assistant, Katie Schwartz

## **Provider Directory Search and Website Enhancements**

We know that the ability to find an in-network FABOH provider in a fast, user friendly way is important to our membership. At this time, we are working on a revised method and enhanced search engine to make that possible. We also welcome our members to call our office during business hours to verify an in-network facility or provider. If you have comments or suggestions on our FABOH online directory and/or website, please let us know.

## **FABOH Member Testimonials**

### **Amy Collett – Human Resource Director for Society Insurance:**

*"We find great value in being a FABOH member. Being part of an organization that can leverage the "buying power" that FABOH is able to offer definitely has its advantages. Our employees see discounted rates that are unheard of through any other network provider. Being a self-insured organization, this is extremely important to us. The strong wellness program and consultation services provided by FABOH are top notch. We have seen our internal wellness program really develop into something meaningful to us and our employees and it is was all with the assistance of Jeff. This benefit only continues to strengthen through the continued efforts of the FABOH staff. "*

### **Marian University:**

*"FABOH is an important link in the WAICU Benefits Consortium Health Plan offered to the employees at Marian University. It is especially beneficial to the participants who seek healthcare services in the Fond du Lac area."*

## **Fond du Lac Area Association of Commerce Business Connection Hosted by FABOH**

FABOH hosted a Business Connection to "Kick Off" the fall season with an "End Zone" celebration on September 18<sup>th</sup>, 2012. At this event, attendees showed their favorite team's game jersey, logo wear and colors. Packers, Badgers...even Bear and Viking fans were allowed! Larry Richardson, FABOH Executive Director, presented the FABOH Value Proposition at this fun event which included:

- Discounted cost for purchased health care
- Measurement on:
  - Cost
  - Quality
  - Outcomes
- Wellness:
  - Improving employee health and well-being
  - Demand management
  - Well City Fond du Lac

Below are photos from the September 18th Business Connection–



Jeff Butz-FABOH Wellness Director and Katie Schwartz-FABOH Executive Assistant with Aaron Rodgers stand up, courtesy of Associated Bank-THANK YOU!



Larry Richardson-FABOH Executive Director, giving out prizes and sharing trivia question answers.



Business Connection Preparation-from left to right-FABOH Wellness Intern Jerry Hoffman, Larry Richardson, Jeff Butz, and Wellness Intern Shannon Haley.



### **A Tribute to Jerry Popowski – Former CEO of FABOH**

Jerry Allen Popowski passed away unexpectedly on Saturday, September 8, 2012. Jerry's career with FABOH, as well as his involvement with the Community Health Plan, provided significant economic value and benefit to Fond du Lac area employers. Jerry is survived by his wife, 4 children, 2 step children, 5 grandchildren and a brother. Jerry will be remembered by his extremely entertaining stories and inviting smile. Please keep Jerry's family in your thoughts and prayers.

*For additional information...*

Visit our website:

[www.FABOH.com](http://www.FABOH.com)



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Fond du Lac Area Businesses on Health  
 140 N. Main Street  
 Fond du Lac, WI 54935-8049

Calendar of events

**October 2012**

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**November 2012**

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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

**December 2012**

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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

Mark Your Calendars: **October 25th – FABOH Shareholders Meeting**, 5–8:00 p.m., South Hills Golf and Country Club  
**November 8th – FABOH Wellness Connect, speaker: Jessica Raddemann, Executive Director at the Wellness Council of Wi.**  
*“Taking Participation to the Next Level” Although worksite wellness programs have had great success with employee health issues, there is a need to get greater participation and expansion in these wellness programs in order to demonstrate success. This session will explore ways to drive participation and continue the momentum of your wellness program.* Registration starts at 7:30 a.m. with the presentation scheduled for 8:00 a.m. – 9:00 a.m. at the FABOH office located within the Fond du Lac Police Station Conference Room A  
**December 12th – FABOH Board Meeting/Election of Officers**, 11:30 a.m. – 1:00 p.m., at the FABOH office  
**December 25th – Merry Christmas!**  
 **January 10th, 2013 – FABOH Annual Wellness Conference**, 8:00 a.m.– 11:30 a.m., with registration starting at 7:30 a.m. located at the Stayer Center Atrium and Auditorium within Marian University. For more information on this conference you can email Jeff Butz at [jbutz@faboh.com](mailto:jbutz@faboh.com)

Published by FABOH/EP-Direct: Please contact us with any comments or suggestions:

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