

January 2008

Newsletter of the Greater Cincinnati Compensation & Benefits Association



GCCBA NEWS
GREATER CINCINNATI COMPENSATION AND BENEFITS ASSOCIATION

FEBRUARY PROGRAM

Program: Workplace Wellness

Date: Thursday, February 7, 2008

Time: 7:45 am – 8:30 am – Networking, Registration, and Full Breakfast
8:30 am – 10:00 am – Program

Location: Marriott at Rivercenter
10 West Rivercenter Blvd. Covington, KY 41011

Allyson Wallbridge, MA, RD, LD
Wellness Manager - St. Elizabeth Health Center

Effective Workplace Wellness Programs

Wellness programs are successful when they are designed to fit an organization's unique history, culture, and employee characteristics. This presentation will provide information on developing and implementing customized programs that engage employees and improve the bottom-line of your business. You will learn about the benefits of workplace wellness programs, the key components of successful programs, and how to create an integrated approach to managing employee health at your company.

Bob Pawlowski, MS, BS

Manager - GE Aircraft Engines Fitness Center and TriHealth Corporate Health Services Program Development

Show Me the \$: Return on Investment of Wellness Programs

Do wellness programs really work? Are they a good investment? If so, how can you calculate and determine the costs/benefits of your program? This program reviews the ROI literature, looks at models/calculations, provides some real-life examples and gives you practical takeaways to help you determine the return on your wellness investment.

Mail registration and payment to: Ms. Deb Ader, Director of Compensation, Western & Southern Financial 400 Broadway Street, Cincinnati, OH 45202 (513-629-1140).

February 7, 2008 Program:

Workplace Wellness Programs	GCCBA Member Fee	Non-GCCBA Member Fee
Register and submit payment by 2-1-08	\$25	\$45
Register and submit payment AFTER 2-1-08	\$35	\$55

Attendee Name: _____

Company Name: _____

Phone Number: _____

The Greater Cincinnati Compensation & Benefits Association (GCCBA) was founded in 1990 to promote the advancement of the Compensation & Benefits profession. The organization seeks to achieve this goal by providing the opportunity for professional interaction, facilitating professional development and serving as an information resource to the Human Resources community.

We are proud to be a midwest regional partner with WorldatWork, the professional association for Compensation, Benefits and Total Rewards.

INSIDE

President's Message
Board of Directors
GCCBA Happenings
Article
Leadership Minute Memo
Conference/Seminar Calendar

PRESIDENT'S MESSAGE



Happy New Year and best wishes from the GCCBA Board for a healthy and prosperous 2008! It's the time of year when many of us focus on healthier lifestyles and the dreaded diet. What better topic to kick off 2008 than a

program on workplace wellness! Our February 7th program promises to provide great information on key components of a successful workplace wellness program. See the program notice on the front of this newsletter.

We wish to thank our members for their continued support of our organization. If you are not a member, please consider joining us. We provide numerous and informative compensation and benefits professional development programs. These programs also provide a great opportunity to network with other compensation and benefits professionals. In addition, GCCBA sponsors many WorldatWork

Certification Courses per year in the greater Cincinnati area. GCCBA members receive significant discounts on both our programs and certification courses. See the W@W Certification information included in this newsletter. Membership applications can be found on the website.

Speaking of WorldatWork, if you are thinking of attending the Total Rewards Conference & Exhibition 2008, May 20-23, in Philadelphia, PA, be sure to review the announcement that was emailed to members in November and which can be found on the website. There are significant discounts if you register early and are a member of GCCBA.

I look forward to seeing you at the February meeting.

Deb Ader
President, GCCBA

BOARD OF DIRECTORS

Deb Ader
President
513-629-1140
deb.ader@westernsouthernlife.com

Steven Ferguson
Vice President
513-852-6308
steve.ferguson@usi.biz

Barbara Carr, CCP & SPHR
Secretary & Past President
513-554-2920
barbarac@mikealbert.com

Jessica Allen
Webmaster
859-767-2834
jallen2@comair.com

Lisa Wade, Ph.D.
Treasurer
513-721-6611
lwade@managementperformance.com

Sue Brunner, CCP
Programs Chair
513-563-1394
suebrunner@cinci.rr.com

Lisa Wood
WAW Certification Course Chair
513-636-2639
lisa.wood@cchmc.org

Debbie Dunn, SPHR
Member-at-Large
513-562-4549
deborah_dunn@aon.com

Chrissy Graves
Member-at-Large
513-632-2644
chrissy.graves@mercer.com

Julie Elliott, CCP
Member-at-Large
513-977-3771
julie.elliott@scripps.com

GCCBA HAPPENINGS

GCCBA.com Gets A Facelift!

The Greater Cincinnati Compensation & Benefits Association (GCCBA) rolled out the new and improved website January 22nd, 2008. A new fresh design coupled with added functionality allows the GCCBA to provide up-to-date information to its members in one easy to use location. You can now find an archive of our newsletters, up-to-date events, job postings from around the community, and coming soon: a members only page that will house information from past meetings/events and tools to help Compensation and Benefits practitioners. Please visit gccba.com and check it out!



May Program

Program: Aligning Compensation and Employee Engagement:
How Best Performing Companies Outperform Their Competitors

Date: Thursday, May 15, 2008

Time: 7:45 am - Networking, Registration, and Breakfast
8:30 am – 10:00 am – Program

Location: TBD

Using Watson Wyatt Global Strategic Rewards research combined with Watson Wyatt research on employee attitudes, we will discuss how to tie together compensation with drivers of engagement.

N. Robert Johnson, APR
Marketing/PR Manager
Watson Wyatt Worldwide

World at Work Total Rewards Conference & Exhibition: May 20 - 23 2008



Creating and managing a total rewards package that satisfies a diverse workforce and aligns with business strategy is always a challenge. WorldatWork will be bringing together the best minds, strategies and practices in human resources at the **Total Rewards Conference & Exhibition 2008**. Held at the Pennsylvania Convention Center in Philadelphia, PA. For more information, visit www.worldatwork.org

ARTICLE: Value-Based Healthcare Strategies - The Next Generation of Medical Plan Design

Steve Ferguson, Benefits Consultant, USI Midwest

As employers continue to search for the “silver bullet” that will end their cycle of escalating healthcare costs, one of the recent ideas that is getting some attention is a value-based health plan design. Unlike the consumer-based health plan model, it actually addresses some of the root causes of significant claims activity.

A commonly referred to expression is that 20% of employees generate 80% of the medical cost. While a consumer-directed plan helps to manage medical costs up to the level of the deductible or out-of-pocket maximum, a value-based design provides the flexibility to modify plan provisions to ensure greater compliance with care and disease management programs. In simple terms, a value-based plan design uses employee data to strategically focus resources so the result will be better quality of care, healthier employees and better returns on the company's healthcare investment.

It has been estimated that adults in the United States are receiving only 55 percent of recommended preventive care, 54 percent of recommended acute care and 56 percent of chronic care recommendations. Assuming these trends exist in most employer sponsored medical plans – there is certainly plenty of room for improvement, potential cost savings and better quality of life for your plan participants.

It makes sense to emphasize preventive care or provide incentives for increased compliance of care or disease management programs. But most plan administrators are not sure where to start and more importantly where to end. Customizing plan provisions can significantly increase administration and could lead to disparate use of plan funding.

A good resource to help plan managers develop a strategy to implement a value-based approach was developed by two executives at Pittney Bowes who wrote [BenefIT Design \(TM\): Seven Steps to Value-Based Health Benefit Decisions](#). This guide provides a

road map for employers who want to change the way they approach benefit design, promote healthier employees and realize better returns on their healthcare investment. The authors are Pittney Bowes managers Jack Mahoney M.D., Corporate Medical Director and global health care management director, and David Hom, Vice President of Strategic Initiatives.

The seven steps walk employers through the process of how to collect, organize, analyze and respond to the employee health data they already have or can obtain. The goal is to use this data to help design plans that improve the quality of healthcare and outcomes. Intervention starts with helping employers diagnose the problems specific to their employee population, what's driving their healthcare expenditures and what outcome they want compared to what they are getting.

The approach used in this book illustrates a logical approach to identifying problem areas and applying appropriate plan resources to address the issues. As you begin this process you will want to gather as much data as you can about claims patterns and disease conditions. As you spot patterns in the data that are relevant, determine which behaviors may be affecting those patterns (not just employee/dependent behaviors, but also behaviors of healthcare providers). Pinpoint the elements of current benefit designs that may be driving those behaviors. And finally, design benefits and other workplace interventions to encourage new behaviors.

A simple example of a value-based approach was shown in recent news articles where studies demonstrated the value of lowering drug copayments to improve compliance with drugs for chronic illnesses. This was particularly effective with improving the maintenance of diabetic care – which can result in heart disease, stroke, eye damage, chronic kidney disease, or foot problems leading to amputation.

(Continued on next page)

(Continued from previous page)

Mahoney and Hom, outlined Seven Steps to adopt a value-based healthcare strategy for your medical plans, they are:

- Define Value
- Collect Data
- Organize Your Data
- Analyze Your Data
- Target Your Initiatives
- Pitch Your Initiatives to the C-Suite
- Implement Your Initiatives

To ensure that your benefit decisions achieve value and the quality outcomes desired by your plan, consider the following principles:

- make decisions that are fact-based, data-driven and with a clear understanding of the needs and interests of your plan's goals,
- make decisions that are integrated with your HR strategic plan and the organization's business objectives,
- make decisions that can provide the greatest opportunities for achieving improvements in employees' health status, and improved care/disease management of your plan members – targeting resources to achieve a maximum return on investment.

LEADERSHIP MINUTE MEMO: Declare War On Bad Meetings

Poorly planned and poorly run meetings are not only a waste of time and money, they also hurt the productivity, morale, and energy of everyone who attends. To make every meeting a useful tool, follow these basic rules:

- **Informal is better.** If two or three people can get together informally to thrash out an issue and be finished in a few minutes, don't call a meeting.
- **Don't hold meetings simply out of habit.** Assess the continuing need for any regular meeting held more than monthly. If it has no usefulness, junk it.
- **Have a strong facilitator.** Someone must be in charge at all states of the meeting. Responsibilities of the facilitator include:
 - Reviewing the attendee list and removing unnecessary names.
 - Sending out a meeting notice at least 24 hours in advance.
 - Making sure the meeting room is set up properly.
- **Always start on time.** The facilitator should come five minutes early and begin the meeting precisely on time, regardless of who is not there.
- **State the purpose of the meeting clearly at the outset.** A primary subject or purpose should dominate the agenda, with no more than three secondary subjects.
- **Don't allow interruptions.** If the subject is important enough to deserve a meeting, it should not be pre-empted by distractions.
- **Follow the agenda closely during information or operational meetings.** However, if the topic is strategic or creative, leave time for promising new directions of discussion.
- **Recap the meeting and state conclusions at its end.** The facilitator should leave no issues unresolved and should list all decisions and commitments made.
- **End on time.** Informational meetings should end punctually. Creative or problem-solving meetings should end as close to the scheduled time as possible. Remember, attendees have other demands on their time.
- **End on an upbeat note.** Save the good news for last...review and conclude the meeting in a positive, upbeat tone.
- **Follow up.** The facilitator should send a follow-up memo summarizing the decisions reached and any new obligations accepted as a result of the meeting.

CONFERENCE/SEMINAR CALENDAR

WorldatWork Conference

- World at Work Total Rewards Conference & Exhibition: May 20 – 23; Philadelphia, PA (see page 3 for more information or visit www.worldatwork.org)

WorldatWork Seminars

(For more information visit www.worldatwork.org)

Chicago, IL

- Feb 13-15, 2008

C17	Market Pricing - Conducting a Competitive Pay Analysis
C4	Base Pay Management
T11	Fundamentals of Equity-Based Rewards
T2	Accounting and Finance for the Human Resources Professional

Cincinnati, OH (Sponsored by The Greater Cincinnati Compensation & Benefits Association)

- Apr 16-18, 2008

B2	Retirement Plans - Design and Management
C17	Market Pricing - Conducting a Competitive Pay Analysis
- Oct 15-17, 2008

T1	Total Rewards Management
----	--------------------------

Columbus, OH (Sponsored by The Columbus Compensation Association)

- Apr 21-23, 2008

B1	Fundamentals of Employee Benefits Programs
C1	Regulatory Environments for Compensation Programs

Lexington, KY (Sponsored by The Bluegrass Compensation Association)

- Mar 31-Apr 2, 2008

C4	Base Pay Management
----	---------------------
- Sep 29-Oct 1, 2008

C1	Regulatory Environments for Compensation Programs
----	---

Louisville, KY (Sponsored by The Louisville Compensation Association)

- Apr 16-18, 2008

C2	Job Analysis, Documentation and Evaluation
----	--
- Oct 8-10, 2008

C4	Base Pay Management
----	---------------------

Philadelphia, PA (Sponsored by The Penjerdel Employee Benefits & Compensation Association)

- Mar 5-7, 2008

T1	Total Rewards Management
----	--------------------------

Pittsburgh, PA (Sponsored by The Western Pennsylvania Total Compensation Association)

- Feb 11-13, 2008

T1	Total Rewards Management
----	--------------------------

National SHRM Conference

(visit www.shrm.org for more information)

- 60th Annual Conference & Exposition: Chicago, IL; June 22 – 25

State SHRM Conference

(visit www.shrm.org for more information)

- 23rd Annual Kentucky SHRM Conference: Louisville, KY; October 3 – 5
- 36th Annual Ohio Human Resource Conference: Sandusky, OH; September 17 - 19