



Case Study

# Energy Company Generates Better Health for Employees



**How does one of the world's leading energy companies, with more than 20,000 employees across the United States alone, create an employee health management initiative that is effective and easy to manage?**

For BP America, headquartered in Houston, Texas, and whose operations include 14 refineries and nearly 21,000 retail sites around the world, the answer comes in the form of comprehensive program design, easy-to-use, online tracking tools, and personalized communications for employees.

# Identifying Employee Health Needs



## When it comes to employee health, BP faces a variety of challenges in the structure of its employee health management program.

BP employees are geographically dispersed across the globe, and many work in remote field locations. Work schedules vary greatly across the population, and work environments range from corporate desk jobs to refineries, and oil rigs to retail gas stations. In addition, BP’s predominantly male workforce (81 percent) in their late 40s (average age is 46) naturally places the company in the path of certain health risks.

In 2011, nearly 38,000 BP employees and dependents completed the company’s annual health assessment questionnaire (HQ). Results indicated that 60 percent of employees were in the “moderate risk” range, with

an average of three to five health risk factors. Predominant risk factors for the company were:

- Back care**
- Eating**
- Weight**
- Preventive exams**
- Blood pressure**

### Creating a national wellness strategy

Until 2009, employee health management activities at BP were conducted on a local basis to reflect the needs of each location. Realizing the power of a corporate culture of health and the long-term benefits of a comprehensive employee health management program, BP transitioned to a national wellness framework called the BP Wellness

Program. The company put more muscle behind the initiative in 2010, when they rolled out new health benefit design and tied wellness program activity to those benefits.

Following [best practices for comprehensive program design](#), BP worked with StayWell to develop a national program to meet the needs of all employees. Core program offerings include:

- Annual health assessment questionnaire (HQ)**
- Health information portal**
- Personal health record**
- “Health Advisor” calls (one-on-one calls with a StayWell health professional, who reviews the individual’s HQ results and introduces them to other program opportunities)**
- Interactive online wellness classes**

- Physical activity campaigns**
- A 52-week intensive weight management program**
- Biometric health screenings**
- Targeted lifestyle and disease management (both telephonic and in person at the corporate campus)**
- Onsite and online wellness classes in topics like weight management, stress, nutrition and back care**
- Onsite campaigns targeting weight management, physical activity, nutrition, and stress**
- Onsite health and wellness facilities that include primary and urgent care, pharmacy, physical therapy, dental and vision care**

# Million Step Challenge

Increasing physical activity is at the core of BP's wellness program, and walking is one of the easiest and most effective ways to up your activity level and improve your health. In April 2013, BP launched its "Million Step Challenge," which syncs with Fitbit® Zip™ to track steps, with each participant marching toward a goal of one million steps by the end of 2013. Employees who achieve this goal are awarded 500 wellness points.

BP achieved the following results from the Million Step Challenge:

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**19,725 people participated**

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**26,814,541,020 total steps walked**

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**4,686 average daily steps walked per participant**

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**1,279,367 average total steps walked per participant**

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**15,368 participants surpassed one million total steps**

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**2,138 participants surpassed two million total steps**

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Fitbit is a registered trademark and service mark of Fitbit, Inc.

## Tying incentives to health benefits

When it comes to the use of incentives, BP has steered away from offering financial incentives for just participation, and has tied its incentive strategy to the benefit design. To be eligible for the company's premium health plan option, each employee (and their covered spouse or domestic partner) must complete the annual HQ and earn 1,000 wellness points during the course of the year by completing a variety of wellness activities. BP continues to refine its incentive strategy, adding new ways for employees to meet their points goal and giving them tools to track their progress.



“We felt it important to provide a cohesive, strategic wellness framework that took into account the unique attributes of our varied work environments. This approach keeps our management and wellness team — in addition to our employees — focused on BP's overarching corporate health goals, while giving employees a wide variety of program options in which to participate and achieve program participation targets and personal health goals.”

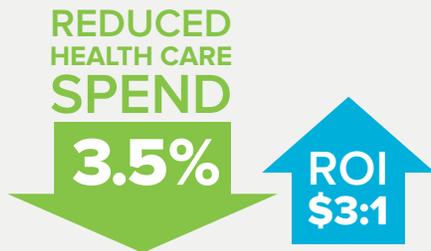
— KARL DALAL, DIRECTOR,  
HEALTH & WELFARE AT BP

Check out BP's Million Step Challenge video. [Watch Now](#)



## Early Indicators of Success

The time, resources and energy that BP has invested in the BP Wellness Program are already producing impressive results. In fact, the company was recognized for its efforts and success by the National Business Group on Health, which named BP among the “Best Employers for Healthy Lifestyles®”. More specifically, current outcomes include:



99-percent completion rate for the health assessment questionnaire

90-percent enrollment among eligible participants in a lifestyle management program

70-percent of people who were eligible for a disease management program completed at least one disease management coaching call

92-percent of employees achieve their incentive goal of 1,000 points

5.6 percent reduction in the average number of lifestyle-related health risks was demonstrated for all individuals who completed at least two health assessment surveys. This exceeded the best-performing program benchmark of 4.7 percent published in a previous StayWell study.

Overall health risks declined by 8.6 percent, and for employees who participated in a lifestyle management program, risks declined by 11.1 percent.

Reduced overall health care spend for BP by 3.5 percent.

Achieved an ROI of \$3:1.



“The more we learn about our employees through their participation in our wellness program activities and their feedback on personalized communication, the more we can fine tune our wellness strategy to ensure it continues to improve employee health and support our corporate goals. To be successful for the long-term, a wellness program has to change and evolve to keep pace with employees and keep moving the population forward.”

— CHRIS PHALEN, BP  
HEALTH & WELFARE  
BENEFITS CONSULTANT



### About StayWell

StayWell is a health engagement company that helps its clients engage and educate people to improve health and business results. StayWell brings decades of experience working across the health care industry to design solutions that address its clients' evolving needs. We fuse expertise in health engagement and the science of behavior change with an integrated portfolio of solutions and robust content assets to effectively engage people to make positive health care decisions. StayWell programs have received numerous top industry honors, including the C. Everett Koop National Health Award and the Web Health Award for health engagement programs. StayWell also has received URAC and NCQA accreditation for several of its programs. StayWell is headquartered in Yardley, Pennsylvania, and also has major locations in Salt Lake City, Utah, and St. Paul., Minnesota. To learn more, visit [staywell.com](http://staywell.com).

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