

CIANBRO

PEOPLE - PRIDE - PROGRESS



ACOEM Corporate Health Achievement Award 2004

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Director, Safety and Human Resources
Cianbro
(2004 Winner of the WELCOA Gold Award)

Larry Catlett, MD
Occupational Medical Consulting
Medical Director, Cianbro

Company Fast Facts

Cianbro - Who Are We?

◆ Our Industry

- ◆ We are one of the east coast's largest civil and heavy industrial construction and construction services companies.

◆ Our Mission

- ◆ To be “The Constructor of Choice” by safely constructing quality facilities on time and at a competitive price. Through innovation, efficiency, and a can-do spirit, we will develop our people, satisfy our customers, and grow profitably.



Company Fast Facts

Cianbro - Who Are We?

◆ Our Team

- ◆ Over 2,000 team members
- ◆ Construction operations in 13 states
- ◆ Revenue of \$300 Million in 2003



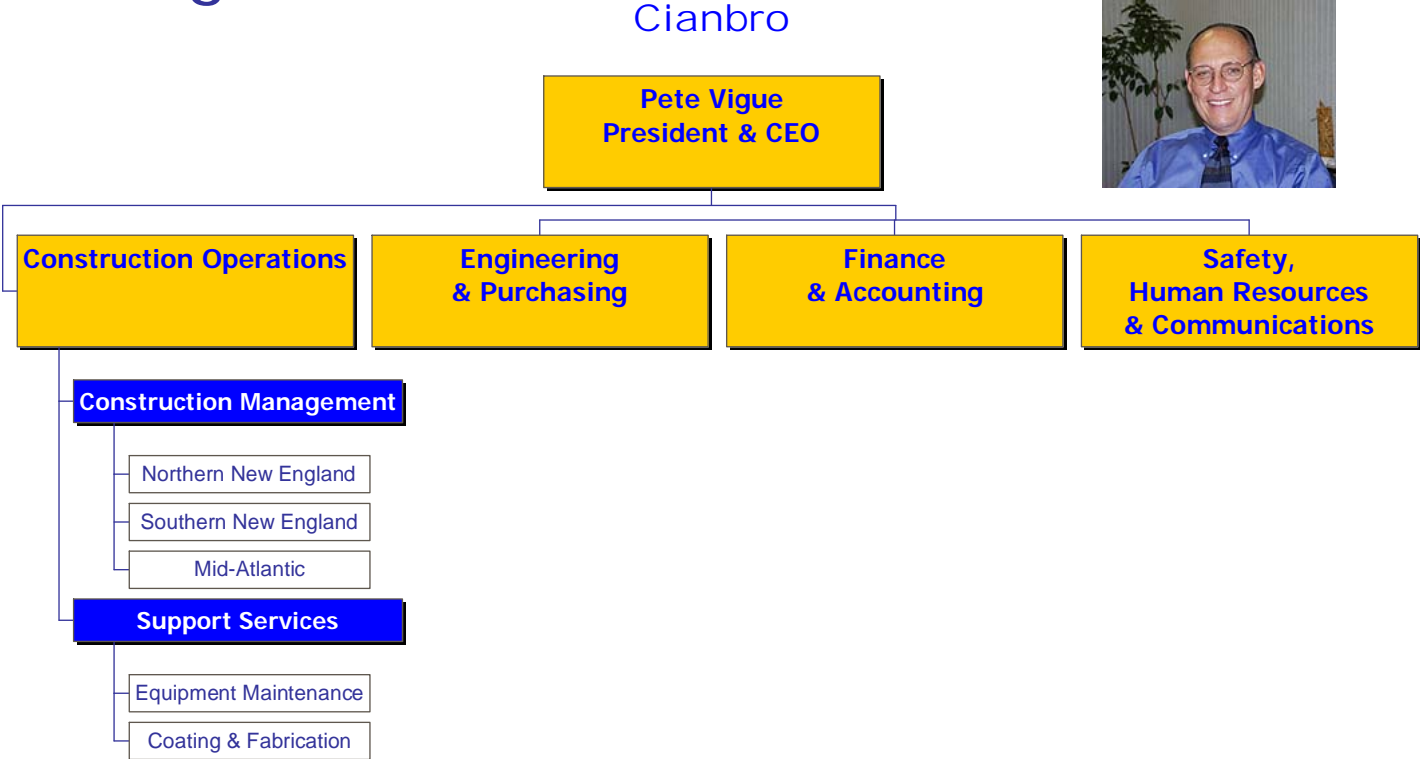
◆ Our Culture

- ◆ Cianbro is an employee owned company where safety and health are priorities in every work activity. It is dedicated to establishing an injury-free workplace. Our commitment starts at the top of the organization and involves every team member.

Company Fast Facts

Cianbro - Who Are We?

◆ Our Organization



Company Fast Facts

Cianbro - Who Are We?



◆ Safety and Health Mission

- ◆ We want to be the **Safest** and the **Healthiest** company in America
- ◆ **Mission:** to continuously provide and promote programs throughout Cianbro that encourage, educate, and support team members and their dependents to make healthy mental, physical and financial lifestyle choices on a daily basis.

Healthy People/Healthy Environment

Cianbro's Safety Program



◆ The Problem!

- ◆ Pre-1987, expected people to get hurt
- ◆ Hazardous industry - believed injuries were beyond our control
- ◆ Standard industry practice to factor into bid work one fatality for every 1 million work hours
- ◆ From 1981 to 1987, workers compensation claims were in excess of \$21 Million

Healthy People/Healthy Environment

Cianbro's Safety Program

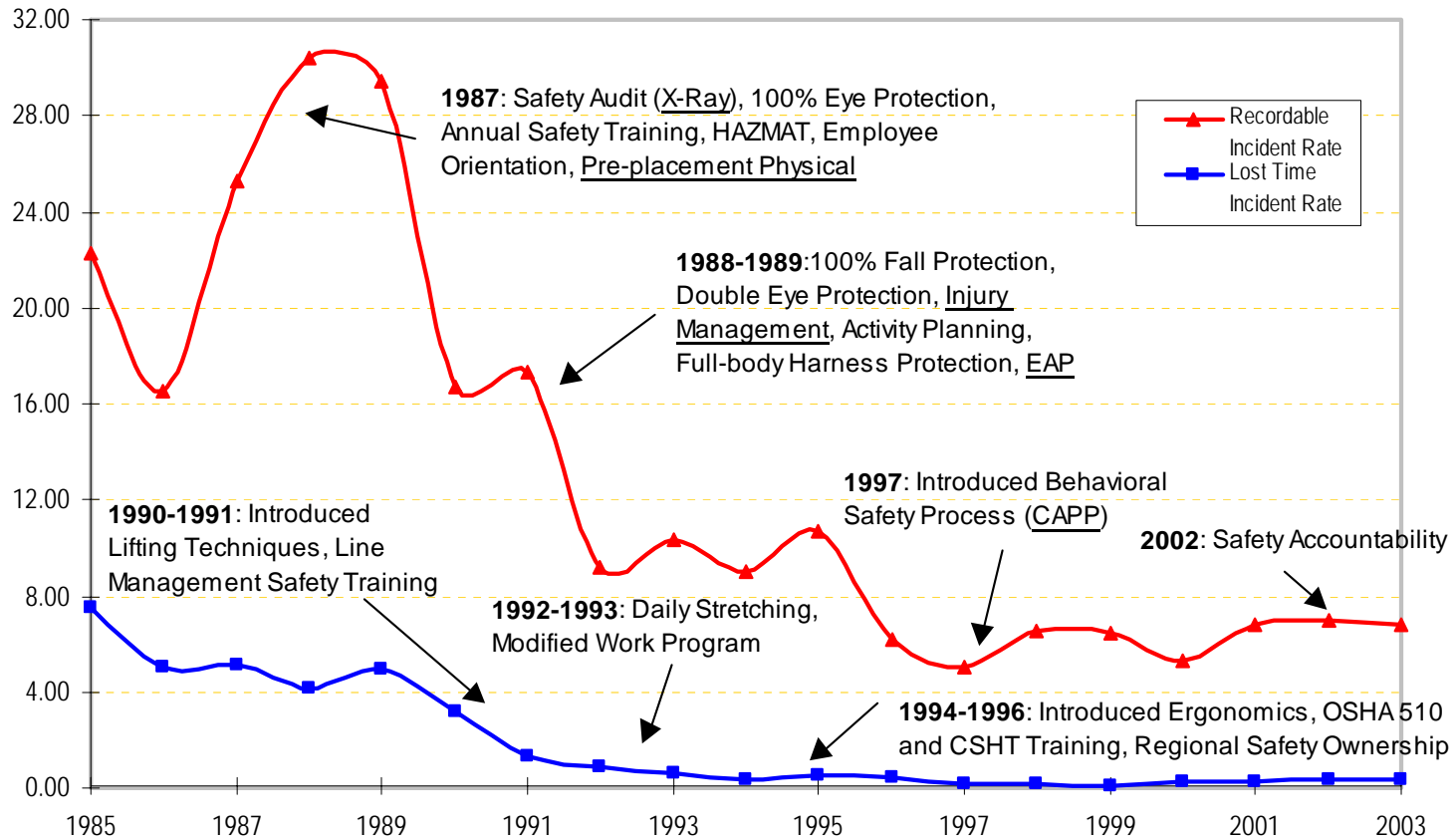


- ◆ Interventions
 - ◆ Stopped blaming others
 - ◆ Decided to take control

Healthy People/Healthy Environment

Cianbro's Safety Program

Safety Improvement and Milestone Events



Healthy Company

Cianbro's Wellness and Healthy Lifestyle Program



The Problem!

- ◆ High rates of adverse health behaviors
- ◆ 40% increase in health care costs since 1996 (and 21% increase from 2000 to 2001, with doubling expected by 2009)
- ◆ No cost shift to team members for 7 years
- ◆ Inadequate commercially-available wellness programs and data systems
- ◆ System wide attempts at cost control saw their net effect revealed as a doubling of health care costs (\$700 billion to \$1.4 trillion) between 1990 and 2000

Healthy Company

Cianbro's Wellness and Healthy Lifestyle Program



Interventions: The Basic Premises For Action

- ◆ Employers cannot significantly affect line item health care cost increases which will continue to escalate
- ◆ Much of the progression from “at-risk” health behavior to chronic disease is preventable
- ◆ By emphasizing prevention, self care and appropriate utilization, employers can significantly influence the health and health purchases of their employees
- ◆ Prevention, or “Wellness”, is best accomplished by creating a healthy corporate culture

Healthy Company

Cianbro's Wellness and Healthy Lifestyle Program

A New Paradigm . . .

Attacking Health Care Costs with a Prevention
versus Disease Management Model

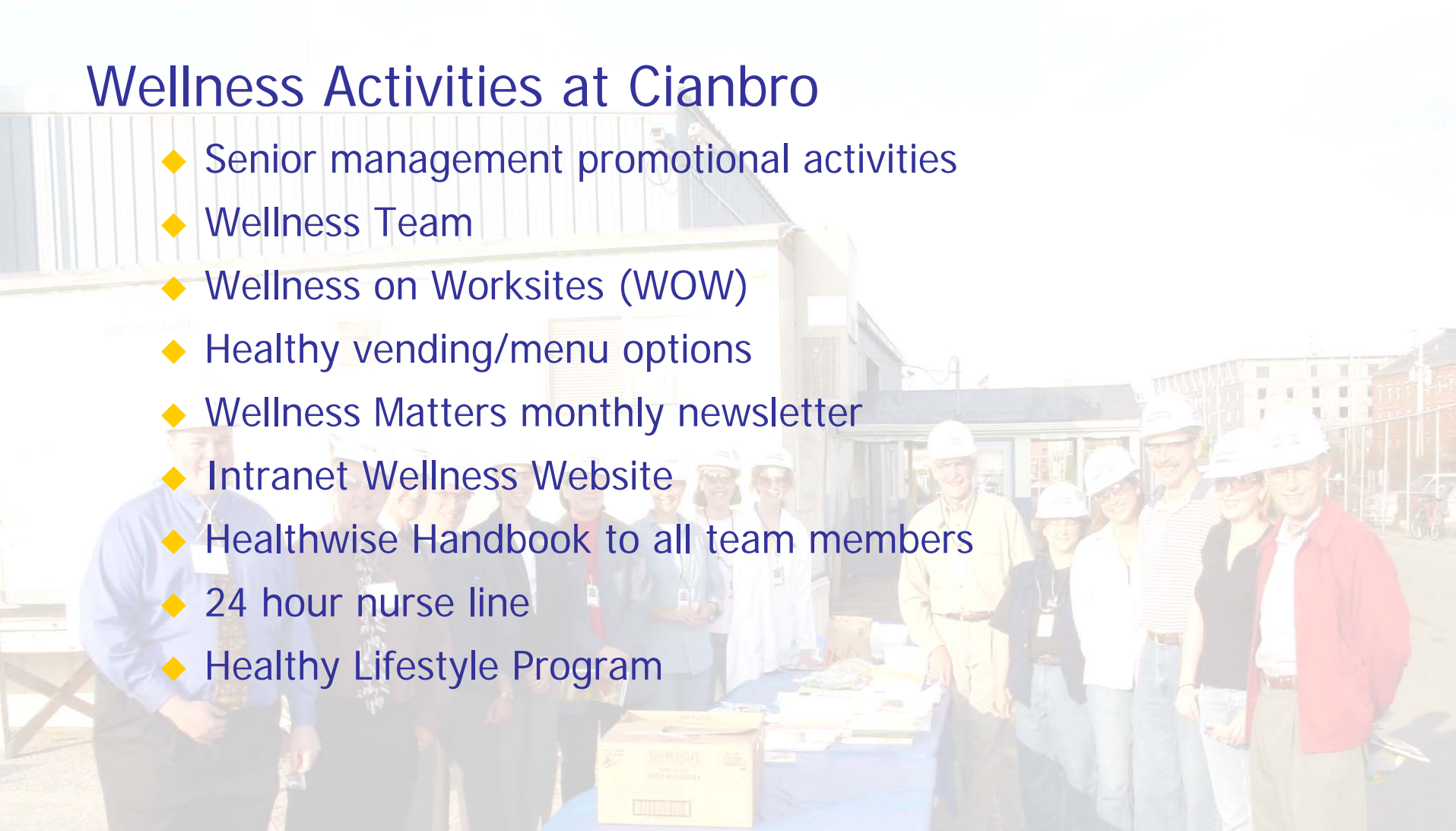


Healthy Company

Cianbro's Wellness and Healthy Lifestyle Program

Wellness Activities at Cianbro

- ◆ Senior management promotional activities
- ◆ Wellness Team
- ◆ Wellness on Worksites (WOW)
- ◆ Healthy vending/menu options
- ◆ Wellness Matters monthly newsletter
- ◆ Intranet Wellness Website
- ◆ Healthwise Handbook to all team members
- ◆ 24 hour nurse line
- ◆ Healthy Lifestyle Program



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Cianbro's Wellness and Healthy Lifestyle Program



Ramping Up

- ◆ Announced team member share of benefits going up
- ◆ Announced "Tobacco Free" initiative-NRT Program
- ◆ Increased preventive services health benefits - 100% coverage annual PE's colonoscopy, mammograms, etc.
- ◆ Introduced Healthy Lifestyle Program and participation incentive (10% premium reduction in 2001, then 15% in 2002)

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Cianbro's Wellness and Healthy Lifestyle Program

Key Messages

- 📄 You are personally responsible for your health
- 📄 Think disease prevention, not disease treatment
- 📄 Think self-care
- 📄 If you are "seriously well", you need to work to stay that way
- 📄 Get smart about health care purchases



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Cianbro's Wellness and Healthy Lifestyle Program



The Healthy Lifestyle Program

- ◆ Ongoing, one-on-one, individualized health behavior change intervention
- ◆ Physician supervised
- ◆ Software driven and results/changes are tracked

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Cianbro's Wellness and Healthy Lifestyle Program



- ◆ Health Educators provide education and help team members develop and maintain motivation for change

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Cianbro's Wellness and Healthy Lifestyle Program

◆ Software

- 📄 Tracks HRA and calculates “wellness” score
- 📄 Provides protocols (behavior change and educational interventions)
- 📄 Can view current individual, family and population health risk status and risk status change over time

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Cianbro's Wellness and Healthy Lifestyle Program



"I am a long time employee with Cianbro and I have always known that our company has cared about us at work and at home. It has so many wonderful programs to help us get on track in our lives. Cianbro saved my life and showed me that I have to take personal responsibility for helping myself . . .

My journey started twenty-one months ago when I was asked to quit tobacco use. I was asked to be a power of example to the people that worked with me and around me. So I quit chewing tobacco, but continued to smoke. Then nineteen months ago I quit smoking with the help of the Cianbro Wellness Program. I feel the program . . . showed me that I have to take personal responsibility for helping myself. But, the good thing is, I know that I don't have to do it all by myself."

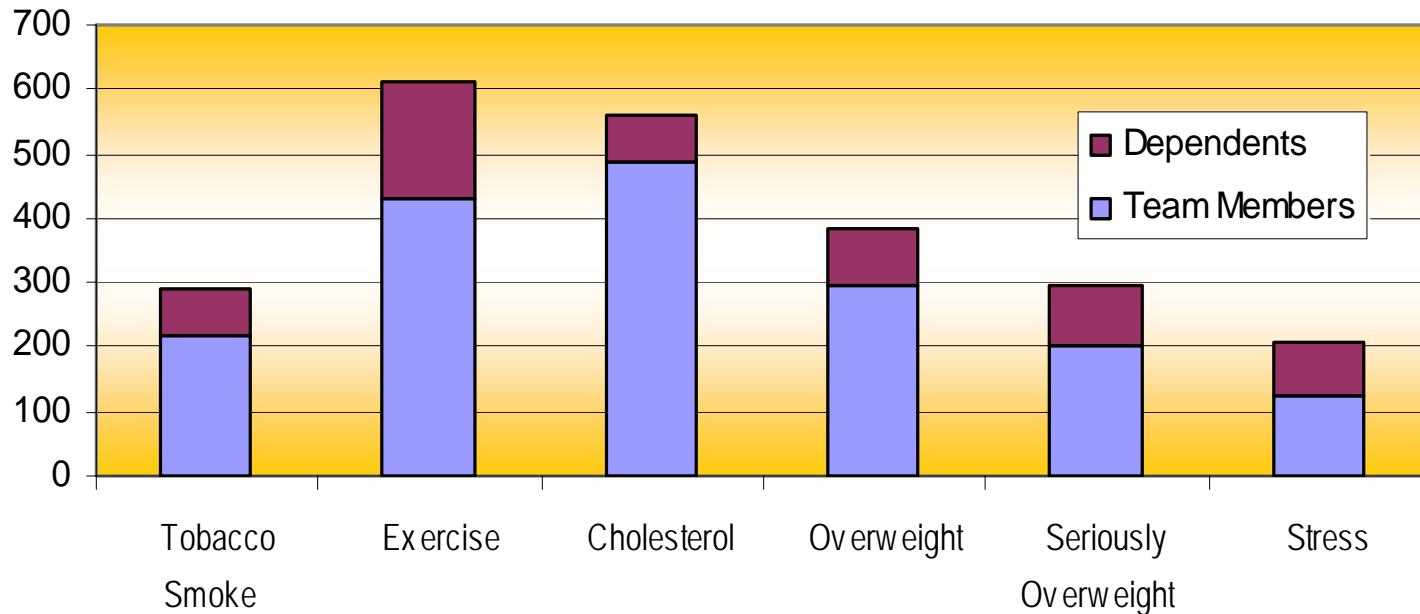
Cianbro Team Member

April 2004

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Cianbro's Wellness and Healthy Lifestyle Program

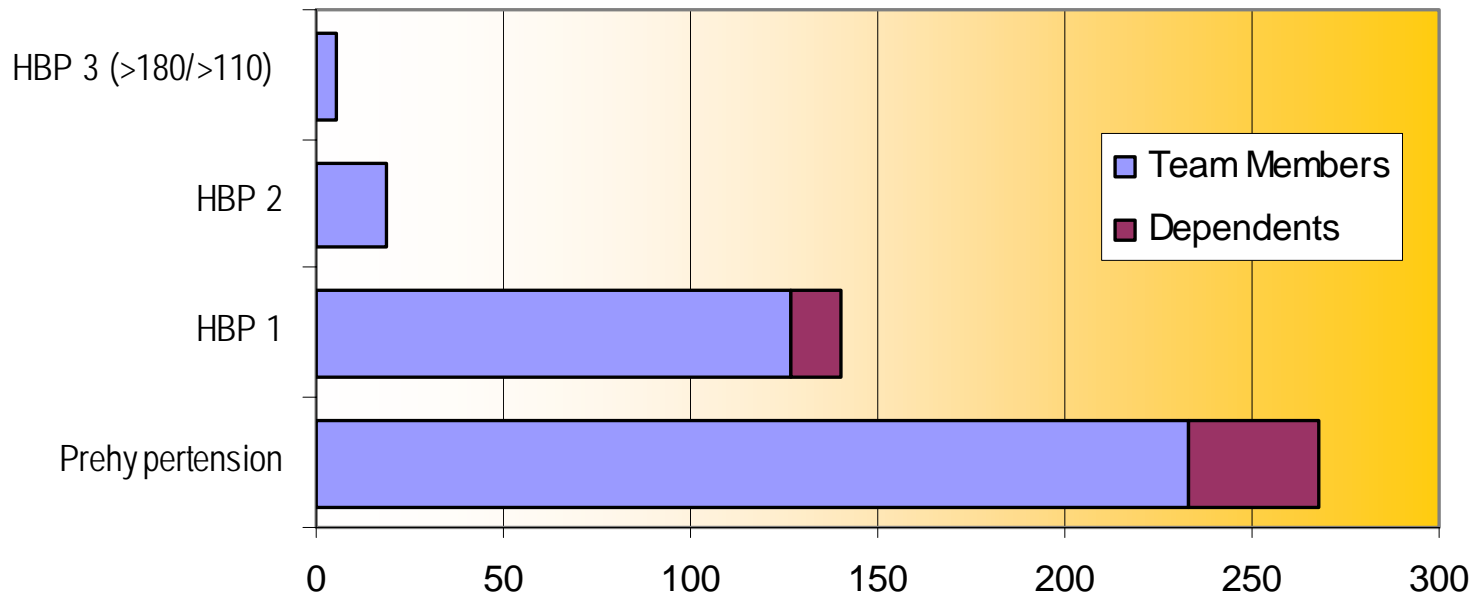
What Do We Know ?



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Cianbro's Wellness and Healthy Lifestyle Program

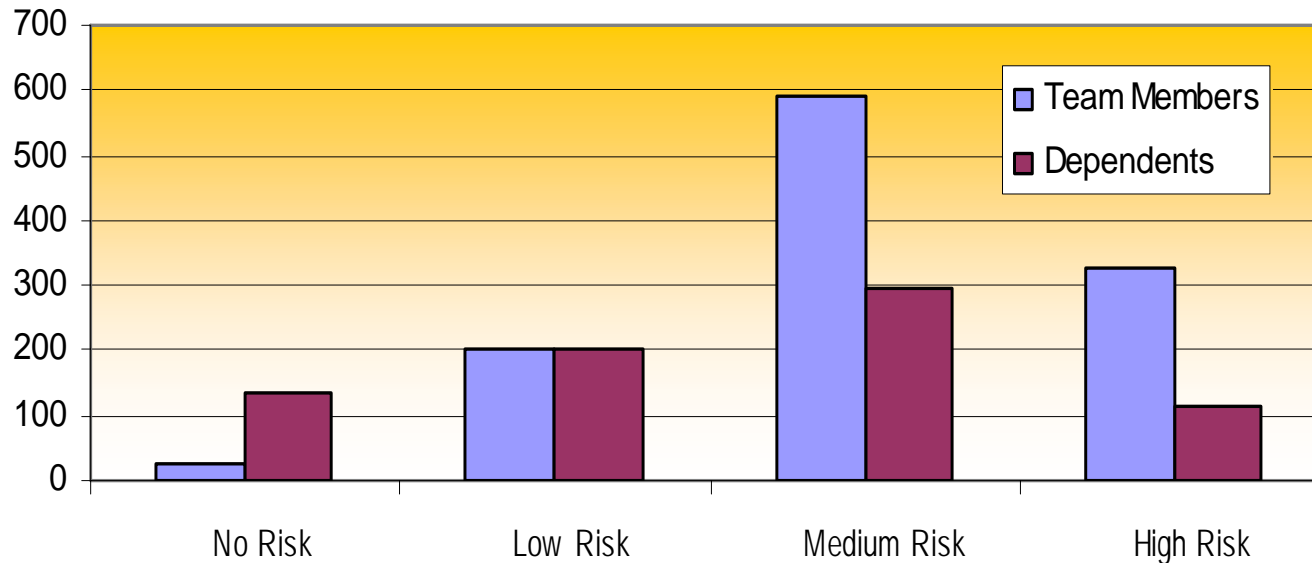
What Else Do We Know?



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Cianbro's Wellness and Healthy Lifestyle Program

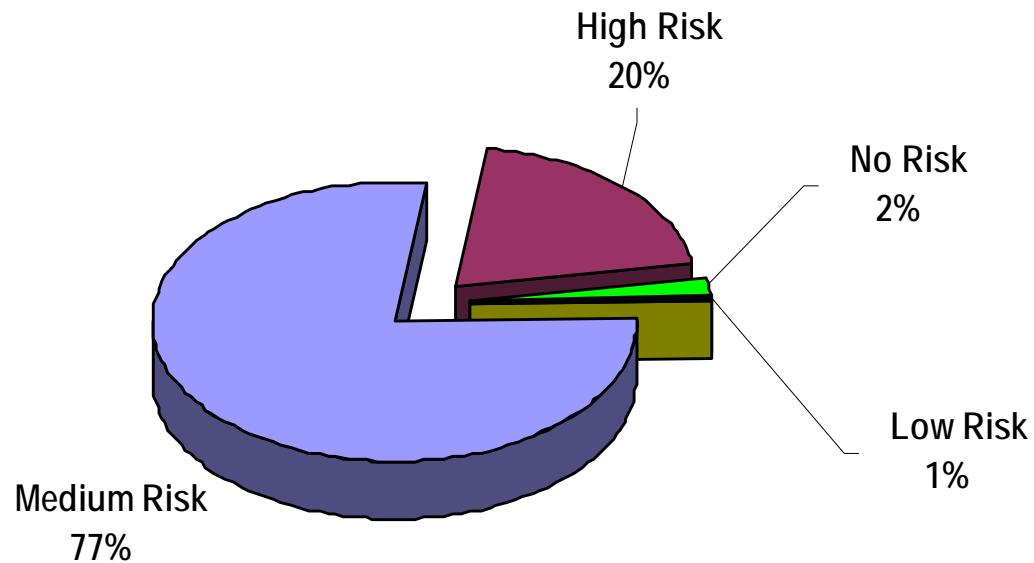
Risk Score Range - Individual Clients



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Cianbro's Wellness and Healthy Lifestyle Program

Aggregate Risk Score By Family



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Cianbro's Wellness and Healthy Lifestyle Program



"The doctor of the future will give no medicine, but will interest his patients in the care of the human frame, in diet and in the cause and prevention of disease."

Thomas A. Edison

Management and Leadership

The President's Message



“Together, we will continue to make Cianbro one of the safest and healthiest companies in America.”

Pete Vigue, President & CEO

- ◆ Set your expectations high
- ◆ Active involvement from the top
- ◆ Continuous improvement - keep it fresh!

Conclusion

Building Success for the Future



Future Efforts

- ◆ Reach out to entire Cianbro family - team member dependents
- ◆ Draw in other businesses and industries
- ◆ Continually enhance communication and education efforts

Conclusion

Building Success for the Future



Tips for Success

- ◆ Senior management commitment and buy-in
- ◆ Stay the course - don't start and stop
- ◆ Be morally grounded - do the right things!
- ◆ Provide the appropriate resources

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CIANBRO

PEOPLE - PRIDE - PROGRESS

- ◆ People - Caring about each other at work and at home
- ◆ Pride - In a job well done and a job done safely
- ◆ Progress - Putting safety and health first