

# PPN Webinar - The COVID-19 Impact: Wellness in the Present and Future Workplace

Jake Lewellen • Regional Well-Being Practice Leader, Humana



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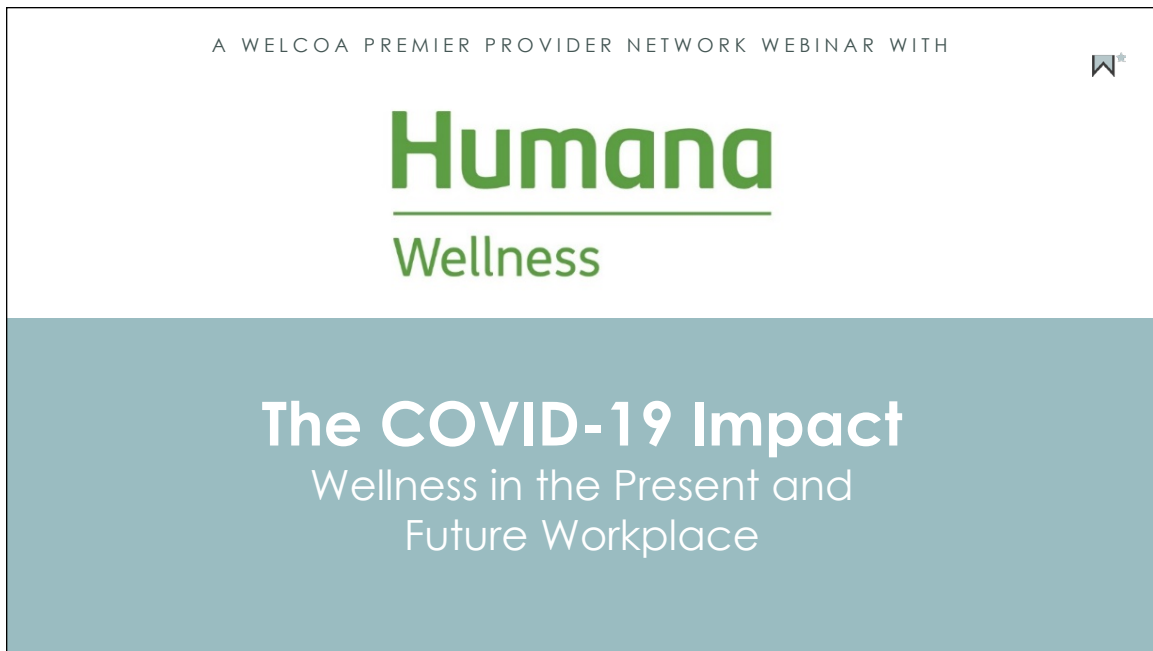
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A WELCOA PREMIER PROVIDER NETWORK WEBINAR WITH



## Humana Wellness



**JAKE LEWELLEN**  
Regional Well-Being  
Practice Leader,  
Humana

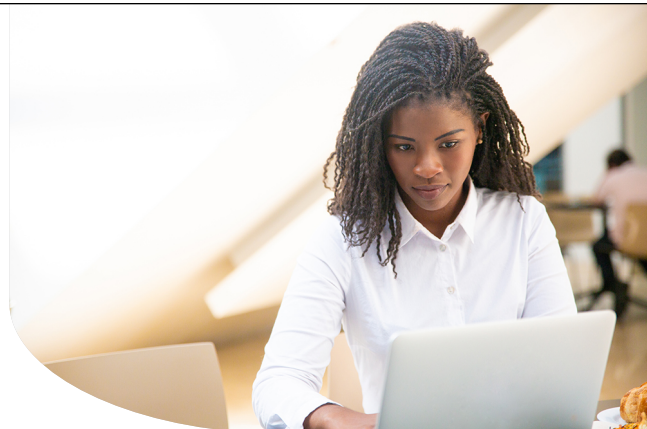
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## The COVID-19 Impact

Wellness in the Present and  
Future Workplace

**Humana**  
Wellness

GCHK57EEN



Go365 is not an insurance product and is not available with all Humana health plans. This is a general description of services which are subject to change. Please refer to Customer Support for more information.

These non-insurance services are provided by Humana EAP and Work-Life Services. Personal information about participants remains confidential according to all applicable state and federal laws, unless disclosure is required by such laws.

Free legal and financial consultations are limited to thirty minutes. A 25% discount on further legal and tax preparation services provided by attorneys, mediators and financial counselors is available. Certain legal and financial topics and issues are excluded from this service. Services are provided through CLC Incorporated. Neither Humana EAP and Work-Life Services nor CLC Incorporated is a law firm.

In Kansas, Humana agents and sales representatives are prohibited from conducting pre-sale conversations with clients regarding Go365, EAP, or other value-added benefits.

This material is provided for informational use only. You should consult with your doctor.

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Our focus today is on the American workplace

## About this presentation

The whole world was affected by the recent pandemic, but this presentation will focus primarily on its effect on workers and the workplace in the U.S.



| 2

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## About the Speaker

### Jake Lewellen

Regional Well-Being Practice Leader

Jake has been with Humana for seven years in Health and Wellness, as one of two National Wellness Sales Leaders. Jake is responsible for selling Go365 by Humana and Humana EAP/WL in various markets, delivering key insights and driving new strategies to the market. Additionally, he works internally to bring new concepts and programming to our product and operations teams to enhance our key product offerings.

Prior to his role as a Sales Leader, he worked as an Account Executive and Engagement Lead driving engagement and renewal strategies to our key national accounts. Jake has deep roots in wellness dating back to when he played football and student-coached at the University of Kentucky, where he graduated with a Bachelor of Science in Economics and a Master of Science in Kinesiology and Health Promotion.



| 3



*"Go365 gave me a wake up call to start prioritizing my health and, through it's recommended activities, I've been able to keep my Go365 Age younger than my actual age. I feel better than ever."*

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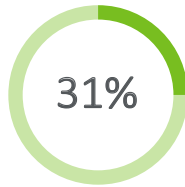
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## How has coronavirus changed things?



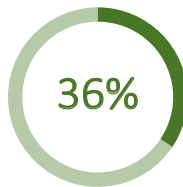
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### Four important numbers that show how the pandemic is affecting us



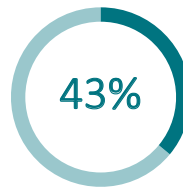
#### Healthcare

Nearly 1 in 3 Americans report access to healthcare had worsened



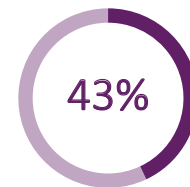
#### Mental Well-Being

- Over 1 in 3 are saying that coronavirus is having a serious impact on their mental health



#### Financial Outlook

- According to one survey, 1 in 4 have lost a job or suffered a pay cut



#### Remote Work

- Less than half the workforce was remote at least part of the time before the pandemic

#### Sources:

<https://www.cnn.com/2020/04/01/politics/ipsos-axios-poll-coronavirus-changes-trends/index.html>

<https://www.psychiatry.org/newsroom/news-releases/new-poll-covid-19-impacting-mental-well-being-americans-feeling-anxious-especially-for-loved-ones-older-adults-are-less-anxious>

<https://thehill.com/homenews/state-watch/493913-poll-43-percent-of-americans-have-lost-jobs-or-wages-due-to-coronavirus>

<https://time.com/5801882/coronavirus-spatial-remote-work/>

| 5

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## Other concerns for 2020

### Social Isolation

Experts warned that the U.S. was already suffering from a “loneliness epidemic” before the pandemic hit

### Telehealth / Telemedicine

Telehealth was on a steady rise before the pandemic; telemedicine could top 1 billion interactions by end of 2020

### Emergency Preparedness

Sales soared for grocery stores, emergency “prepper” survivalist companies, and gun stores

### Misinformation

Technology has made it easier for confusing, misleading, and dangerous information to reach individuals seeking guidance during an uncertain time



Sources:

<https://www.usnews.com/news/healthiest-communities/articles/2020-04-07/coronavirus-pandemic-fuels-americas-loneliness-epidemic>  
<https://www.cnbc.com/2020/04/03/telehealth-visits-could-top-1-billion-in-2020-amid-the-coronavirus-crisis.html>  
<https://www.washingtonexaminer.com/news/emergency-prepper-survivalist-companies-see-sales-skyrocket-as-coronavirus-concerns-grow>  
<https://www.nytimes.com/2020/03/16/us/coronavirus-gun-buyers.html>  
<https://www.npr.org/2020/03/14/815916424/misinformation-around-the-coronavirus>

6

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## Use our lens of holistic well-being

### Four Pillars of Well-Being



#### Health

Telemedicine  
Immunizations  
Hygiene  
Mental health  
Fitness  
Nutrition



#### Belonging

Relationships  
Family  
Social well-being  
Inclusivity  
Communication



#### Purpose

Career  
Community  
Volunteering  
Charity



#### Security

Basic needs  
Personal safety  
Financial health  
Environmental safety

Source: Definitions based on the Humana Well-Being Index

7

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## How to help employees – Wellness plays a vital role



**Communication.** Start early on developing communications about a new crisis. Create a message and then a plan on how to distribute it. Be timely. If you can, form a committee or task force to oversee communications.



**Measurement.** Don't make assumptions about the state of your organization. Use surveys, biometric data, anything to learn about your population of employees – where they're flourishing, where they need help.



**Programs.** Promote programs you already have to employees – sometimes, they need a reminder that help is available. If available, educate employees about new initiatives and policies enacted specifically for the situation.

| 8

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## Humana EAP is a source of support for employees

- Provides support for issues and concerns such as anxiety, depression, isolation, grief and loss
- Website and app provides articles and resources
  - Topics include emergency preparedness
- Legal/financial benefit
- Work-Life Services (caregiving, convenience services)

### Additional support\*

- EAP counseling sessions in person or over the phone
- Services for human resources professionals
  - Including Critical Incident Response
- Manager resources (coaching, seminars, newsletters, consultations)

\* Available at additional cost.

| 9

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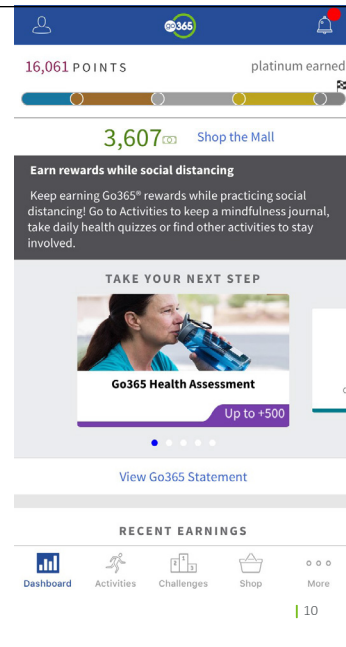
## Go365 – wellness anywhere

Rewards on a wide variety of healthy habits including

- Activities with “photo proof” (walking the dog, stretching, walking breaks)
- Weekly mindfulness log (virtual journaling or meditation)
- Sleep diaries (tracking sleep)
- Food logs (noting diet choices and portions)
- Preventative care (flu shots, dental visits, vision exams)

Holistic well-being tie-ins

- The Go365 App connects to other apps that address financial, mental and emotional well-being



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## How we have supported clients and members: Communications

### ✔ Communications squad

Assembled a team to plan and disseminate timely messages specifically in response to the pandemic, identifying topics and audiences, and canceling communications no longer relevant or appropriate. Pivoted roles and responsibilities of internal associates to support clients in need.

### ✔ Mental well-being webinars

Developed bank of webinars to support members in coping with stress and anxiety, adjusting to working from home, isolation and loneliness, and grief and loss. Provided a version of these to employers to use for their own employer-sponsored events.

### ✔ Online resources and emails

News and messages tailored specifically for the situation, such as working out at home and how to eat healthy during the crisis. Posted new articles on the EAP website addressing issues such as stress, anxiety, working from home; shared downloadable tip sheets and flyer; posted broadly across the Go365 Community and social media channels, as well as the Go365 App.



| 11

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## How we have supported clients and members: Program adjustments

We have a number of ongoing program adjustments in different phases of completion:



### ✔ Ground Taken

- Made virtual races eligible for Athletic Events
- Made exceptions for biometric-related Recommended Activities
- Added Feeding America COVID-19 Fund in Go365 Mall

### ✔ In Flight

- Create alternatives to gym workouts
- Add new virtual fitness partners
- Increase cap for Employer-Sponsored Events
- Allow use of approved home test kits

### ✔ What's Next?

- Add VISA gift card in Go365 Mall
- Create Go365 Virtual Events
- Implement Wellness Return to Work
- Adopt Digital Health measures
- Build new routine and solutions for personal protection
- Address loneliness and social connectedness

| 12

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## What happens after mitigation?



### Testing/Contact Tracing

One possible step towards reopening society is widespread testing and "contact tracing" (using digital tools to monitor infected individuals and quarantine selectively).

### Herd Immunity

For the pandemic to end, humans will need to achieve herd immunity, where a sufficient percentage of the population has immunity – mostly through a vaccine and from recovering from the infection.

### New Normal

There will likely be renewed focus on economic recovery, as well as increased interest in wellness topics such as immunity, hygiene, remote work, social bonds, mental well-being, and safety and emergency preparedness.

Sources: <https://www.cdc.gov/coronavirus/2019-ncov/php/open-america/contact-tracing.html>; <https://www.businessinsider.com/what-is-herd-immunity-coronavirus-covid-19-2020-4>; <https://www.nytimes.com/2020/04/21/world/americas/coronavirus-social-impact.html>; [https://www.washingtonpost.com/lifestyle/wellness/could-we-come-out-of-the-coronavirus-crisis-with-new-more-healthy-habits/2020/03/26/bddf78a-6f85-11ea-aa80-c2470c6b2034\\_story.html](https://www.washingtonpost.com/lifestyle/wellness/could-we-come-out-of-the-coronavirus-crisis-with-new-more-healthy-habits/2020/03/26/bddf78a-6f85-11ea-aa80-c2470c6b2034_story.html)

| 13

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## Jake Lewellen

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