



WHO WE ARE

Founded in 1926 by Henry Duinick and brothers, Duinick Incorporated is a family-owned business presently led by the 3rd generation of Duinick families. Highway construction continues to be one of the major business divisions, along with other divisions specializing in polyethylene pipe manufacturing, whole grain food manufacturing and sales, RV resort operations, and ready-mix concrete. The Midwest construction division, nominated for the Gary E. Bird Horizon Award, has 250 plus employees and works predominately in Minnesota, North and South Dakotas and Iowa. This division specializes in grading, aggregate production, bituminous production and paving, underground pipe installation, bridge building and golf course construction and remodeling.



THE ROAD TO A HEALTHIER LIFE

Duinick's wellness initiatives began in 2006 while Duinick was part of a group of contractors in an insurance captive for WC, GL, and AL. These companies found that identifying and controlling risk with safety programs resulted in reduced claim frequency and severity. In an effort to target the spiraling cost of health care, we looked for a process that applied similar concepts of managing and controlling (health) risk as we had done with safety programs. In 2010, Duinick Wellness, our branded employee wellness program, was established to assist employees and spouses in living healthier and more productive lives by reducing and managing their health risks.

DUINICK WELLNESS PROGRAM COMPONENTS

RISK IDENTIFICATION

The cornerstone of our program: Know your risk.

Biometric screening (blood glucose, blood pressure, BMI, lipids) and a Health Risk Assessment are offered to all employees and *required* by company-insured employees and spouses.

CONSULT

To interpret the results of the biometric screen/HRA and better understand health risk, participants meet with our RN Wellness Coordinator. For this meeting they are paid an incentive and are eligible to participate in other incentive programs.

PREVENTION

Early identification of potential health concerns leads to better outcomes and lower costs. Wellness physicals completed with participants' personal health care providers are encouraged and company-insured are provided at 100% coverage. In addition, participants are paid an incentive if they meet frequency criteria.

EDUCATION

All employees receive a monthly health newsletter mailed to homes. In addition, a wellness flyer, *Duinick WorkWell*, is

incorporated into safety meetings each week with topics pertinent to "life on the road" and general healthy living. Topics have included such items as: fast food/convenience store choices, sun protection, diabetes prevention, healthy weight loss, reading food labels and more.

SKILL BUILDING

Opportunities to learn and practice skills have included: *"Workin' on Wellness"* healthy living seminars; *Weight Watchers at Work*, *blood pressure kits* at worksites and *Challenges* during the winter lay-off season. Challenges have included "Maintain-No-Gain"- which challenged participants to take the first step towards weight loss by just *not gaining* weight over the winter; and "Lose-to-Win", a double your money weight loss challenge.

INCENTIVES

To encourage employees and spouses to become involved in their health, we use both participation and outcome-based incentives. Incentive program offerings include: Fitness, Wellness Reviews with RN, attending health seminars, participating in challenges and weight loss programs, and Healthy Goals: a biometric outcome-based program targeting healthy ranges for BMI, Blood Pressure, lipids, and glucose.

KEY INFLUENCERS in Designing our Program



- **Zero Trends by Dee Edington***

Formerly of the University of Michigan Health Management Research Center, Dr. Edington's thirty years of research provided us with key information to support the corporate wellness movement and outlined critical components for developing successful wellness programs.

- **Healthier workers not only impacts healthcare costs but directly impacts productivity and work comp. ***

Initially our program included only those covered by our health insurance but we now

have added *all* employees and covered spouses.

*Source: Edington, W. Dee. Zero Trends: Health as a Serious Economic Strategy. University of Michigan Health Management Research Center. 2009.

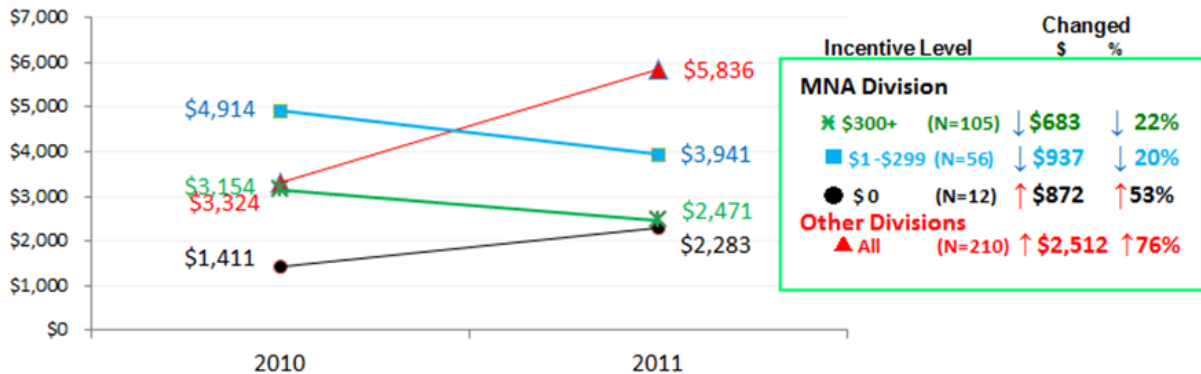
- A presentation investigating benefits that attracted employees to companies indicated that most wellness offerings, such as prevention opportunities, fitness and nutrition programs, nurse on staff- were not items that applicants highly valued. With this in mind, we determined that we needed to offer incentives to encourage employees' interest and participation.

Source: World at Work Survey, 2007

RESULTS

To help determine the impact of our program, measure outcomes and provide input for continual improvement we work with the University of Michigan Health Management Research Center. Data analysis incorporates HRA, biometric results, medical claims and program data to produce aggregate impact reports. As demonstrated in the chart, participants that earned wellness program incentives from 2010 – 2011 saw decreasing medical claims. In comparison, non-participants and other non-participating Duinick divisions experienced an increase in medical claims cost over the same time period.

Average Health Care Paid by Participation/Incentive Rewards



BOTTOM LINE

Data analysis shows a positive impact on lowering personal health risks and reducing health care costs individually and organizationally. Enthusiasm, participation and programs continue to grow along with an emerging culture of health within our organization. We strive to inspire people to live a healthier life impacting the health of the company and the well-being of our employees, our most important asset!