

<b>Submission Title</b>	Employee Benefits: Web Site for Health Management Program, <i>Take Charge! Live Well!</i>
<b>Submission Category</b>	Electronic, Web Site
<b>URL</b>	<b><a href="http://tclw.das.ohio.gov">http://tclw.das.ohio.gov</a></b> (Note: To access "Wellness Coordinator Resources," user name is tclwcoord. Password is tclwuser.)
<b>State</b>	Ohio
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**Please provide a brief description of the submission**

The Communications and Employee Benefits departments collaborated in creating a new Web site for the state's employee health management program *Take Charge! Live Well!* This is an important employee benefit program designed to maintain employees' good health and improve their health risks, thereby reducing the state's rate of increase in future benefit costs. The site was developed using DotNetNuke, allowing non-IT professionals to maintain it.

The site contains:

- Videos of employee health testimonials
- Videos of spokesperson educational content
- Interactive features (3-second polls for all site visitors and Bulletin Board messaging in Wellness Coordinators section)
- Password-protected section accessible to approximately 100 agency wellness coordinators
- Forms to be completed by agency wellness coordinators that are automatically uploaded to the program administrator
- Links to program vendors' sites, external wellness resources, and our Healthy Ohio partner at the Ohio Department of Health
- Timely health news

**How long has the submission been in existence?**

The new Web site has been in place for two months since January 2009.

**Why was the submission created?**

The Web site is part of a multi-media strategic plan for communicating the *Take Charge! Live Well!* program. The strategy also includes print, in-person, and video messages. The site replaces a previous Web site that lacked engaging content and was difficult to navigate. The Employee Benefits team desired a site that could serve as a collection place for the state’s healthy-living communications.

The objectives of this site were to provide:

- Exciting and engaging content for state employees and their spouses
- Easy-to-understand information about a complex program that has been difficult to communicate
- Improved participation in the voluntary *Take Charge! Live Well!* program
- A monthly calendar displaying all worksite health events around the state
- A resource of worksite health resources for agency wellness coordinators
- An additional forum for addressing employees’ health information privacy concerns

**How does this submission support the goals and objectives of your agenda/department?**

A key part of the employee benefits strategy is to improve the health of the members enrolled in state health plans, and *Take Charge! Live Well!* addresses this need. Providing easy access to health management services and a clearinghouse for health information is important in driving participation in this voluntary program.

**Have you been able to measure the effectiveness of this submission? If so, how?**

Site usage – Site usage has increased dramatically since the implementation of the new Web site:

Old Web Site Usage	54 visits / month
New Web Site Usage	1,400 to 2,000 visits per week

One of the most important pages on the Web site is the Health Assessment entry page. Health Assessments are the entry point for most employees into the *Take Charge! Live Well!* program and provide the trigger for health coaching outreach.

Page views on this section have also increased dramatically:

Old Web Site Views of Health Assessment Page	35 views / month
New Web Site Views of Health Assessment Page	1,000 to 2,300 views / week

It is expected that Health Assessment online completion rates will increase accordingly.

Worksite Wellness Events – The site provides easy-to-use content information to aid agency wellness coordinators in planning and carrying out worksite wellness events, such as biometric health screenings, educational programs, health fairs, and related events. These onsite events are critical to the state’s objective of engaging employees in programs to improve their health.

Since the implementation of the new Web site, agency worksite programs have more than doubled.

Pre Web Site Worksite Events	15 events / month
Post Web Site Worksite Events	33 events / month

Take Charge Live Well - Home - Windows Internet Explorer

http://ohio.das.state.gov/

File Edit View Favorites Tools Help

Take Charge Live Well - Home

Ohio.gov | Take Charge Live Well

Home Take Charge Live Well Wellness Workplace Events

Welcome to the Ohio Department of Administrative Services



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Overcoming diabetes  
*Tammie Helten*  
DEPARTMENT OF NATURAL RESOURCES  
OHIO STATE PARKS  
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**Take Action Now!**

- ★ Take a Health Assessment
- ★ Learn How! Take Charge! Live Well! Workshops
- ★ Schedule a Road Show Health Screening
- ★ View the Program Overview Video

**Your Health Made Easy**  
Check out our video library!



Deborah Tammie Boer

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