

# Capital District Physicians' Health Plan, Inc.

## The Slimdown Challenge A Worksite Weight Management Program

Amy Milazzo  
Manager, Disease Management  
& Wellness



A plan for life.

# Background

- Health plan
- Approximately 750 employees
- Fitness center onsite—free to employees
- Fitness classes offered onsite—small fee associated
- Fitness committee
- Weight Watchers<sup>®</sup> meetings onsite
- Weigh 2 Be<sup>SM</sup> and KidPower<sup>SM</sup> programs

# Findings

- Fitness center usage—low
- Fitness class attendance—fair
- Weight Watchers<sup>®</sup> program—often not enough interest to hold program
- Concern for health of our employees

# What More Can We Do?

- Base a program on the popular TV program “The Biggest Loser”
- Tailor to meet our employees’ needs
- Make it fun and motivating
- Develop a program that has something for everyone

# Program Components

- Nutrition
- Fitness
- Stress Management

# Slimdown Challenge

- 12-week program
- Registration fee of \$60 per participant
- Employees formed teams of 10
- Chose a captain and a team name

# Management

- Need to gain support
- Encourage management participation
- Create enthusiasm
- Encourage employee participation

# Program Roll-out

- Company wide e-mail
- Complete an FAQ
- Calendar of events
- Rules

# 12 Weeks of Events

- Kick-off event for all participants with our CEO and chief medical director
- Registered dietician available via e-mail and every Friday onsite
- Mandatory and non-mandatory weigh-ins
- Weekly motivational or helpful tip e-mail
- Team prizes awarded at intervals
- Grand finale

# Final Outcome

- Engaged about 25 percent of our workforce
- Exceeded our corporate goal of losing a ton
- Total weight loss 2,133.6 lbs.
- Increased use of fitness center and fitness classes
- Walking meetings evolved

# Lessons Learned

- Teams can help motivate
- Mandatory weigh-ins keep people more accountable
- Publicizing the teams' success had a positive impact
- Support throughout the program was key

# What Now?

- How do we continue to motivate?
- How do we engage additional employees?
- What do we do for those employees who don't need to lose weight?

# Subsequent Programs

- Slimdown maintenance
- CDPHP Pacer Program
- Fall into Fitness

# What Would We Do Differently?

- Make nutrition a larger component
- Have more metrics to measure impact on overall health—not just weight
- Offer something that will keep people motivated even if their team is not doing well

# Slimdown Challenge 2

- Obtained baseline weight, waist measurement, blood pressure, and total cholesterol levels
- Offered raffle prizes at intervals throughout the challenge
- Obtained metrics again at the end of the challenge

# Results

- Average weight loss per person was 5.36 lbs.
- Average decrease in waist measurement was 4.59 inches
- Average decrease in blood pressure was 8 points for the systolic, 7 for the diastolic
- Average change in cholesterol was 17 points
- 77.5 percent of the participants had cholesterol levels lower than 200

# Questions?

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