

Title of Intervention and Website: Senior Healthtrac

Intervention Strategies: Individual Education

Purpose of the Intervention: To reduce health risks and medical costs in a retiree population

Population: Retired Bank of America employees

Setting: 33 different Bank of America Retiree Regions across California; home-based

Partners: Bank of America Retiree Clubs, Bank of America, Blue Shield of California

Intervention Description:

- Individual Education: The educational program was conducted entirely through mail using individualized recommendation letters, newsletters, self-management and health promotion books and other materials. Health habit questionnaires were administered at six-month intervals and computer-based serial personal health risk reports were generated.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: staff to enter data and generate tailored materials
- Training: not mentioned
- Technology: computer, printer
- Space: office space
- Budget: Program designed to cost \$30 per participant per year.
- Intervention: Health habit questionnaire, computer, printer, mailing templates, *Take Care of Yourself* and *Aging Well* books,
- Evaluation: health risk questionnaire

Evaluation:

- Design: Randomized Control Trial
- Methods and Measures:
 - Summary Health Risk Score from individual health habits using the Framingham multiple risk logistic for heart disease (e.g., blood pressure, cholesterol, seat belt use, weight, salt/fat intake, smoking status, alcohol use, exercise, stress).
 - Health status self-report measures perceived health status.
 - Patient-reported medical direct & indirect costs consisted of the number of health care provider visits per year, hospital days per year and days sick or confined to home.
 - The health insurance company responsible for the retirees claims provided aggregate claims data for each intervention group.

Outcomes:

- Short Term Impact: Costs were lowered by nearly \$350 in the intervention group compared to about \$100 in the control group.
- Long Term Impact: Overall health risk score, including minutes per week of exercise, improved significantly.

Maintenance: Not mentioned

Lessons Learned: Risk reduction programs directed at retiree populations can improve health risk status and can reduce costs.

Citation(s):

Fries, J. F., D. A. Bloch, et al. (1993). "Two-year results of a randomized controlled trial of a health promotion program in a retiree population: the Bank of America Study." *Am J Med* 94(5): 455-62.