

“SAFETY THROUGH WELLNESS”



“Everyone Going Home Safe & Sound Everyday”

“SAFETY THROUGH WELLNESS”

- Achieving Synergies For:
 - Disability Prevention
 - Increased Attendance & Productivity
 - Associate Retention



Safety begins here.

“SAFETY THROUGH WELLNESS”

- “The Cox OCPV Story”
- Key Principles
- How to Apply to Your Own Culture



Safety begins here.

COX COMMUNICATIONS OCPV

- 850 Associates (800 in OC /50 in PV)
 - 50% Office
 - 50% Field
- Nation's 3rd Largest Cable Provider
- Systems Decentralized
- “Expansion of Services” Mode
- Field Positions Physically Demanding
- Tight Job Market
- 10 Year Safety Program

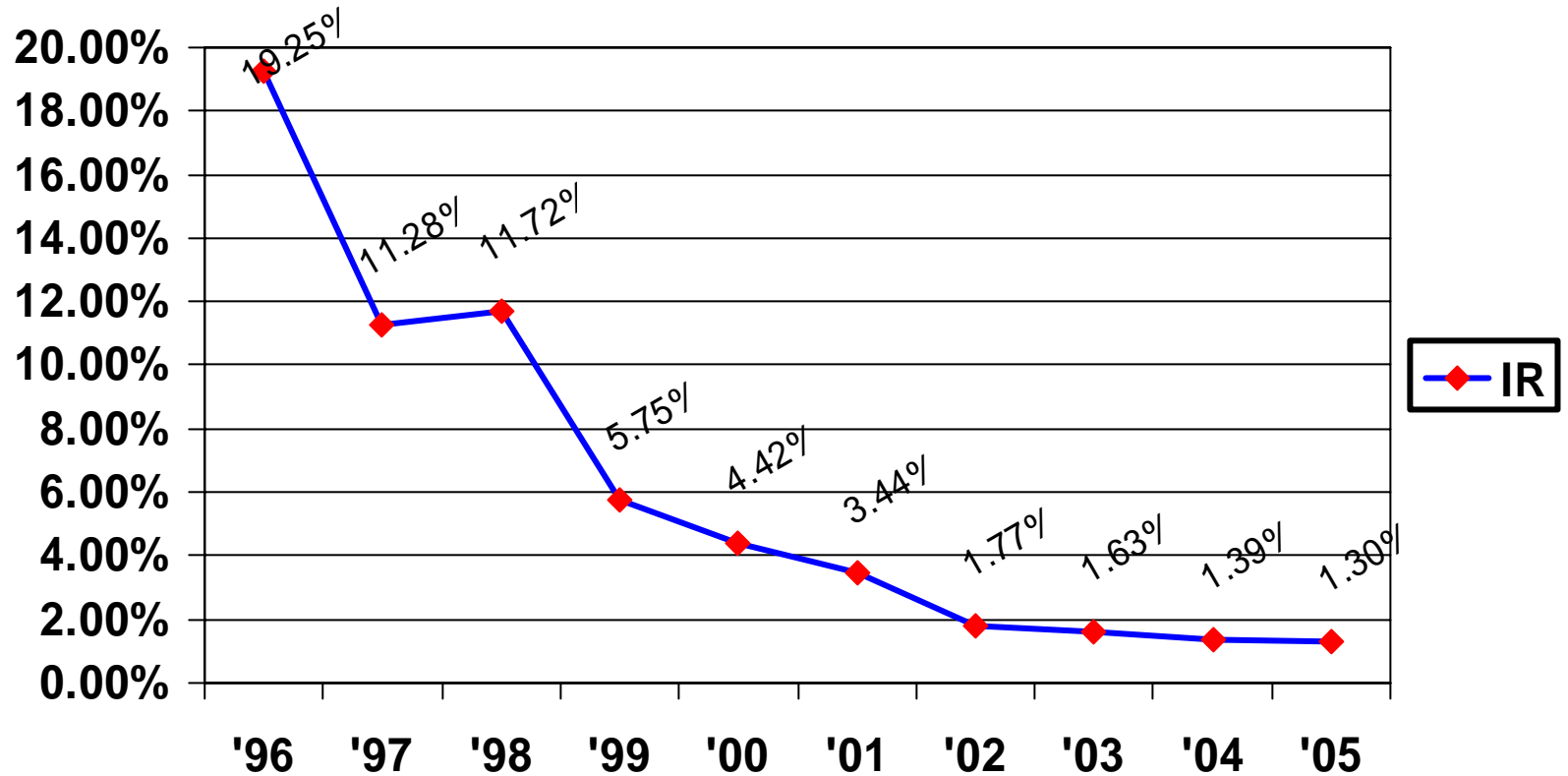


Safety begins here.

CLAIMS SNAPSHOT

- 90% of injuries – Field
 - 60% Strains /Sprains to”
 - Knees
 - Hip
 - Shoulder
 - Back
- 10% of injuries – Small Depts 1/ea/yr
- Ergonomic Claims – Few but expensive & intransigent

COX OCPV I.R. TREND



HISTORICAL PROGRAMS DEVELOPMENT

YR	I.R.	PROGRAM
'96	19.25	No F.T. Safety Mgr /Program
'97	11.28	System Focus on Safety Begins
'98	11.72	Wellness Approach – Soft Launch
'99	5.76	SIP; D&A; Ergo Furniture
'00	4.42	PATs; Office Fitness; Yr 2 SIP
'01	3.43	FS Team; Back School; Vehicle Redesign (Utility Bodies)
'02	1.77	PAT Break Thru; Yr 2 Back School
'03	1.63	Add'l Wellness Srvs;
'04	1.39	Services Continue
'05	1.30	Services Cont (Safety Dept Dwnsz)

TYPES of TOOLS

1. Inspiration – Health Fairs
2. Education – Lunch & Learns; Back School
3. Motivation – “Wellness Support” Lines
4. Informational /Feedback – Self Assessments, Screenings
5. Individualized Services for Lifestyle Change – Nutritional Counseling; Injury Prevention Fitness Stretching/Strengthening Classes
6. Interventions – On-site Chiro; Massage; PT

STRATEGY: TYPES of TOOLS

- ❖ Invest in Programs that create change, in addition to inspiring, motivating and educating.
- ❖ Be ready with tools to facilitate change

TWO LEVELS of TOOLS

- ❖ Aim for HUGE LEVERAGE from CORE INITIATIVES that withstand the TEST OF TIME.
- ❖ “Flavor of the Month” is Good to Add Variety & Keep Associates Interested.

COX OCPV'S CORE INITIATIVES

- PATs – Physical Abilities Testing
- On-Site Injury Prevention Fitness Program
- Safety “Thank You” Bonus (SIP) \$100/yr net
- On-Site Chiropractor (fee-for-service)
- On-Site Massage (fee-for-service)

❖ Provide Services Associates Can Access on a Pre-Claim, Low-Level, Low-Cost or Free Basis

“FLAVOR of the MONTH” SAFETY/WELLNESS INITIATIVES

- Life Balance/Health Fairs
- Nutritional Consulting
- Safety/Wellness Newsletter
- “Give Up Your Favorite Vice for a Day”
- w/ “Great American Smoke-Out”
- Lunch & Learns
- Weight Watchers
- Blood Drives
- These programs are changed /alternated based on interest level, resources available.
- Programs tend to have their own “life cycle”

INJURY PREVENTION FITNESS PROGRAM

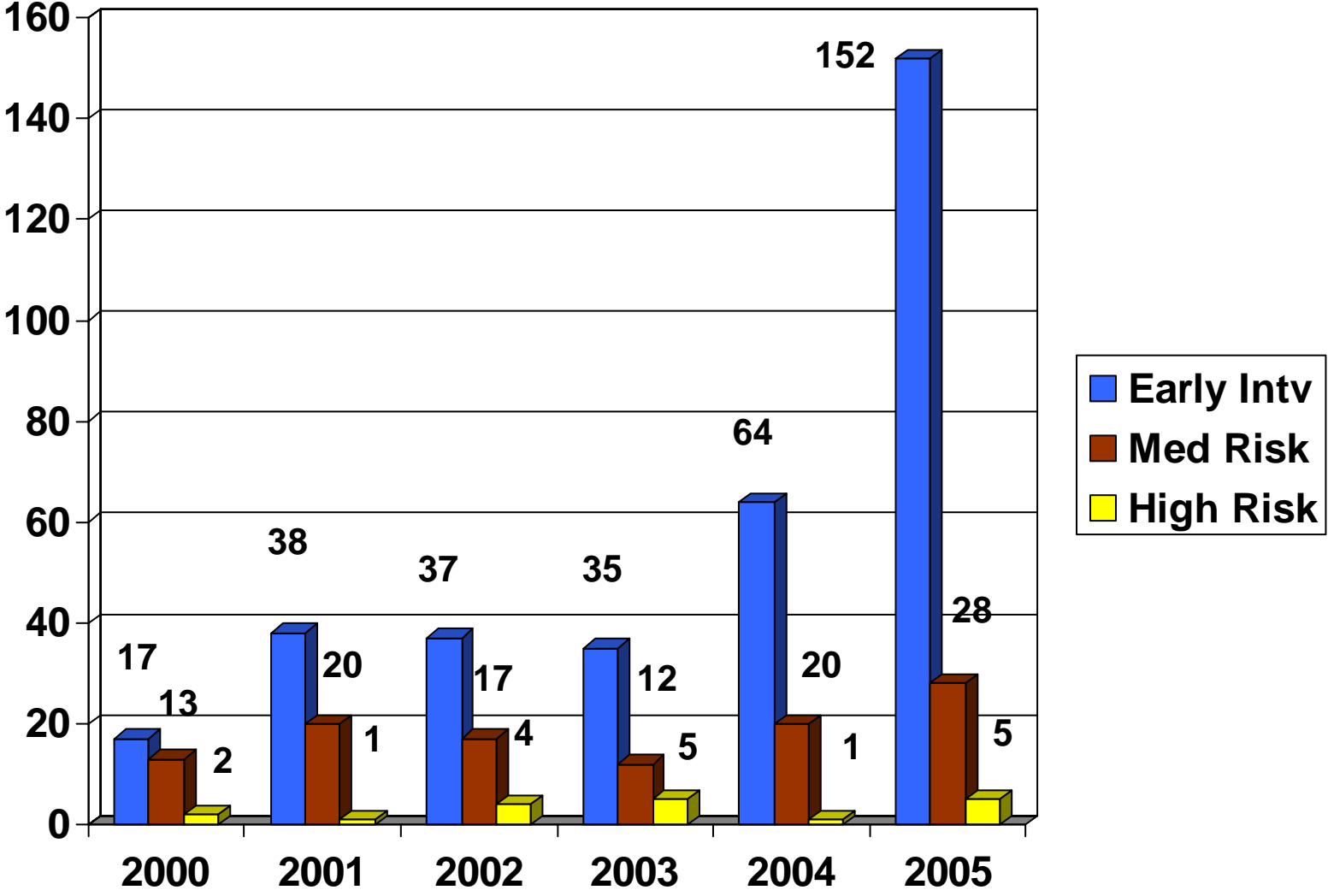
- Big Lever, Commitment, Investment
- Breakeven ROI = 1 expensive claim/yr
- On-Site, 4 Days/week, 7am-4pm
- Programs evolved based on feedback, reviewing effectiveness, new needs ID
- Strengthening as well as stretching is Key
- What would fit your culture?

PRO FIT PROGRAMS

- Back School - materials handling & lifting positions annually
- Workstation Comfort Assessments for New Hires, Changes, As Requested & “Walk-Through”
- AM Warm-Ups for Field
- Quik-Fit Sessions for Office /Warehouse
- Lunch Time Classes
- Gaffing Fitness Program
- “3-A-Day for 30 Days Program”

Worker Comp Risk – From One-On-One's

of Indv



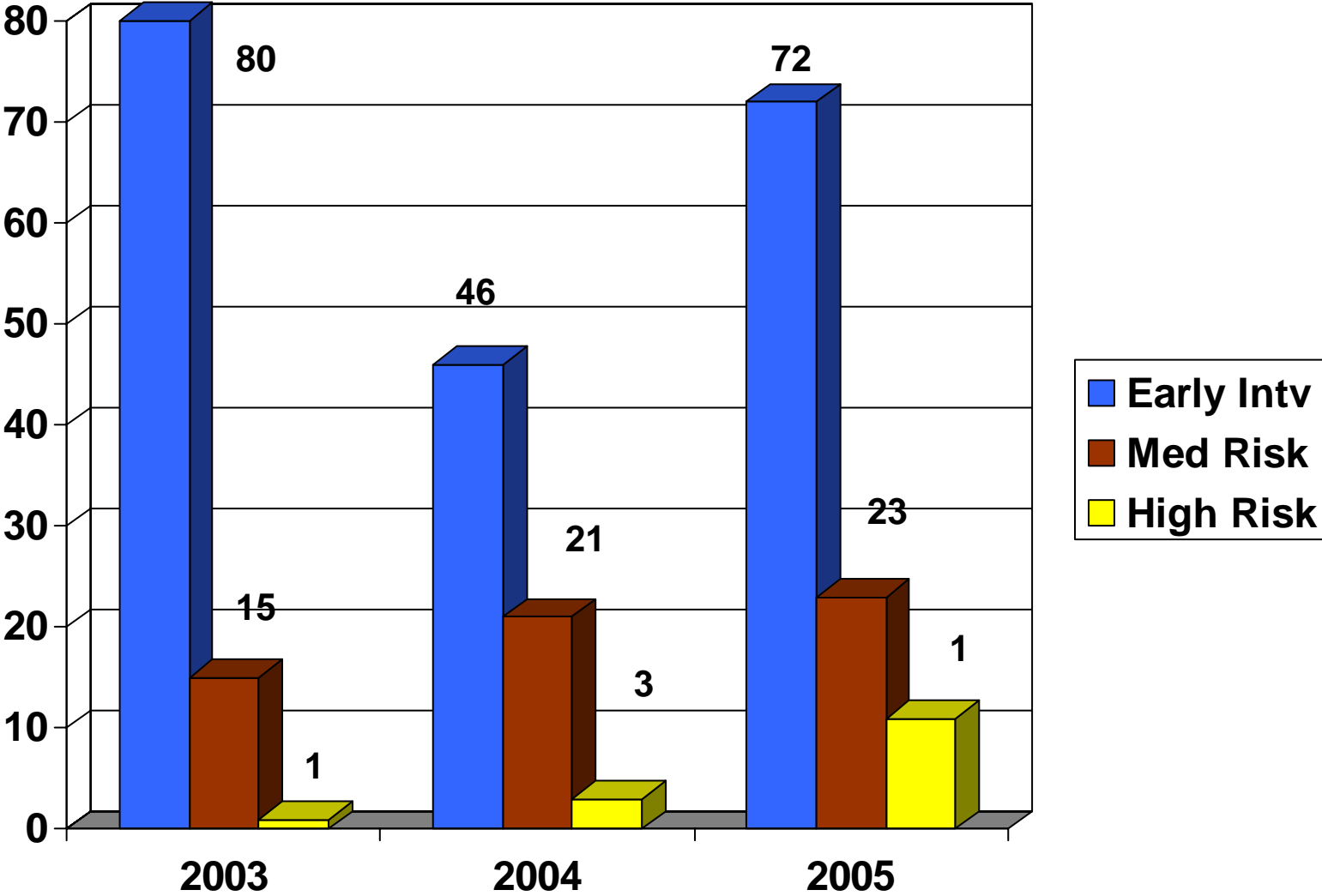
Total = M+H

15 21 21 17 21 33

Total = 128

Total = 471

Worker Comp Risk – Workstation Assessments



Total = M+H 16

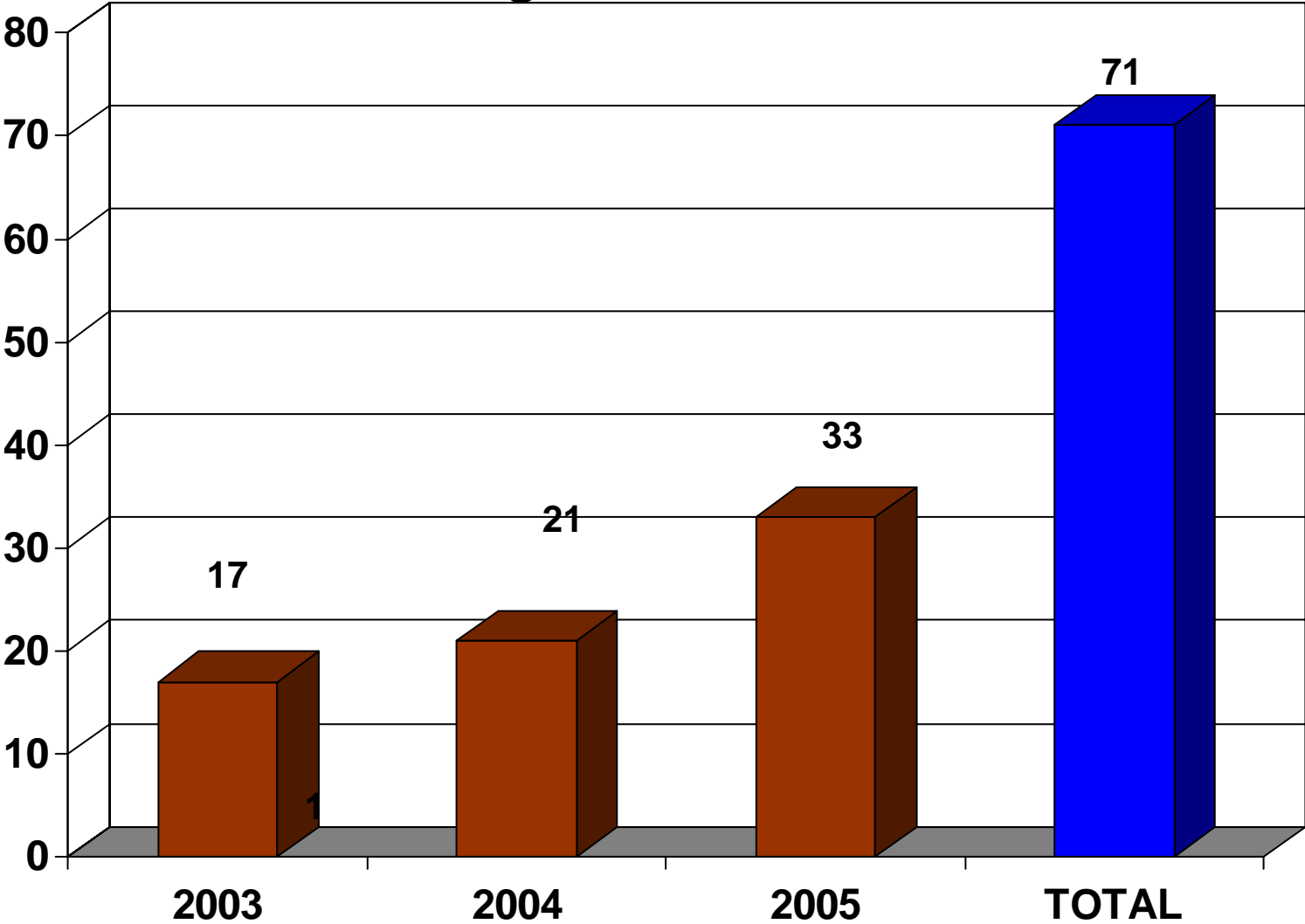
24

24

Total = 64

Total = 272

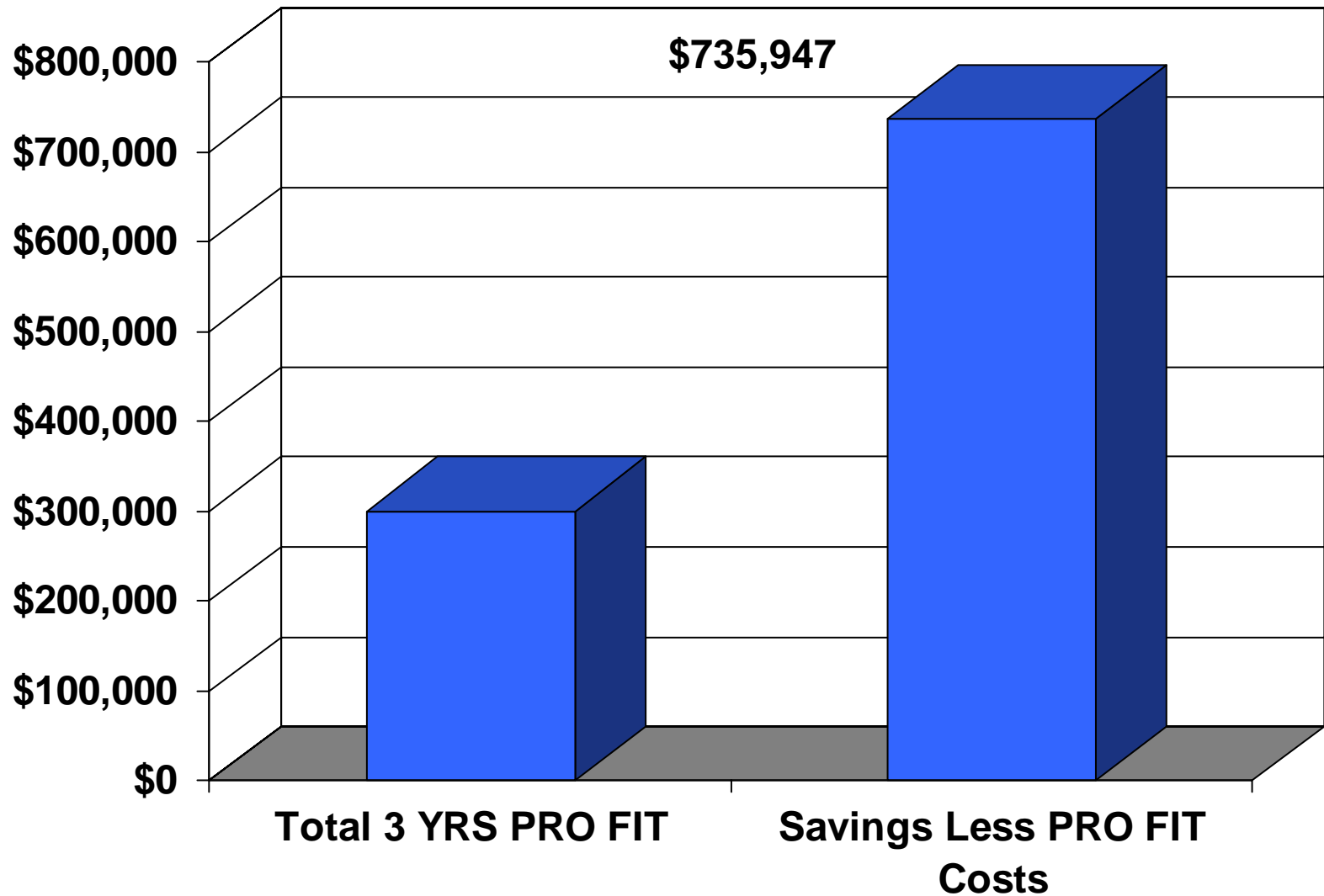
Total Medium + High Risk for 1-to-1s + WSAs



ROI FOR PRO FIT HI & MED RISK CASES 2003-05

- Reporting for period 2003-2005
- From OSHA's "Safety Pays" Site
- Total Potential Injuries Saved (est) = 71
 - 25 CTs, 11 Sprains, 35 Strains
- Direct Costs (est) = \$462,395
- Indirect Costs (est) = \$573,552
- Total = \$1,035,947
- Estimated Additional Sales to Cover:
 - \$6,906,310

ROI FOR PRO FIT FITNESS PROGRAM



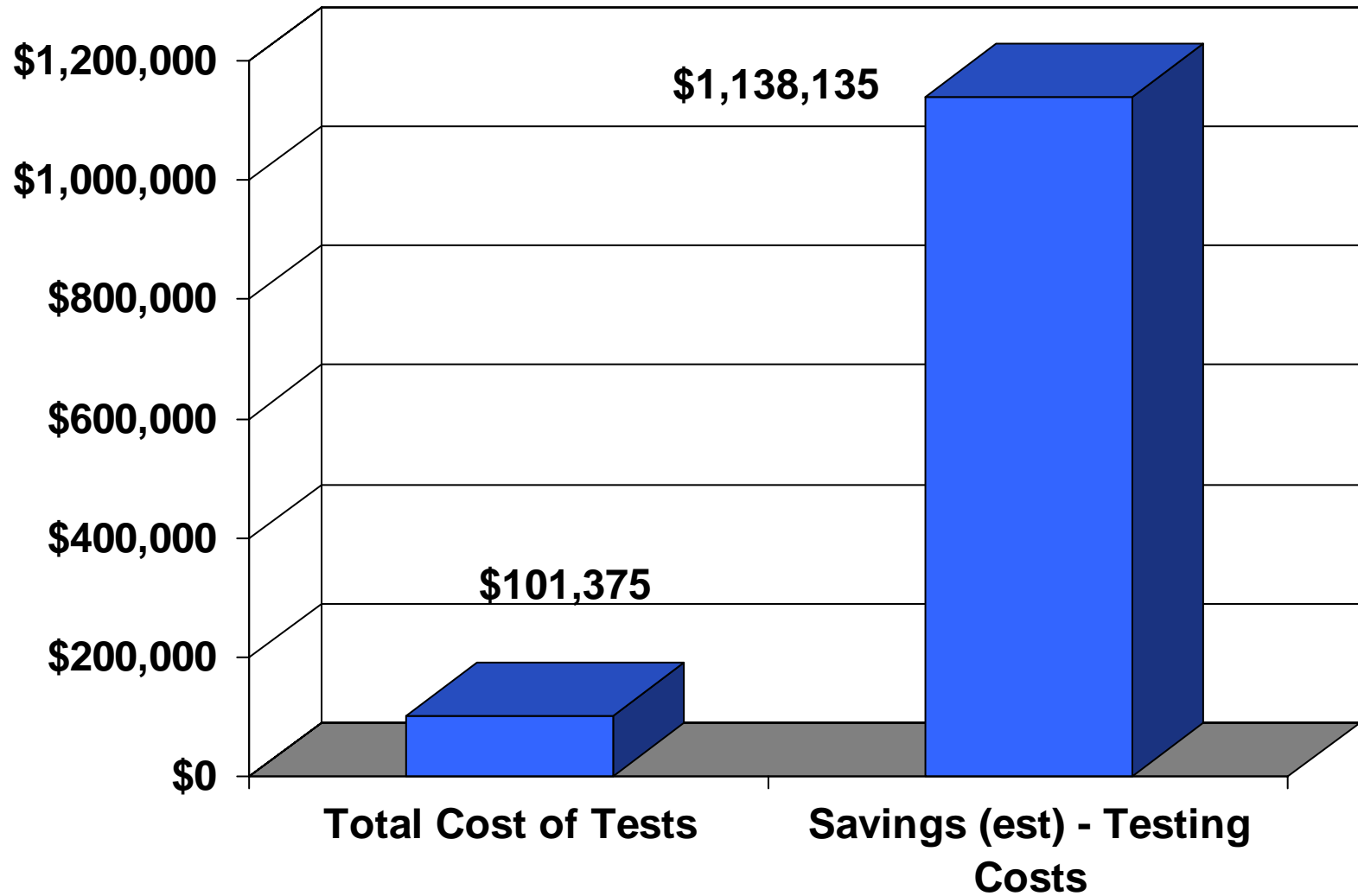
245% ROI; or

Breakeven Assumption = 1 Expensive Claim/Yr

ROI FOR PAT's

- Reporting for period 2001-7/06
- From OSHA's "Safety Pays" Site
- Total Potential Injuries Saved = 70
- Direct Costs (est) = \$572,379
- Indirect Costs (est) = \$667,131
- Total = \$1,239,510
- Estimated Additional Sales to Cover:
 - \$4,447,540 - \$8,263,385

ROI FOR PHYSICAL ABILITY TESTING



1123% ROI or \$11.23 saved for every \$1.00 spent

SUCCESS BENCHMARKS

- Reduced Incident rate 93% in 8 yrs
- I.R. Less than 2.0 for 4 consecutive yrs
- In 2005 OCPV's premium was 45% less than the other CA systems
- CCI's Top Safety Program Results 5 yrs
- Consistent Year Over Year Results

THE “GLUE” THAT TIES & HOLDS IT ALTOGETHER

SAFETY INCENTIVE PROGRAM

TEAM COMPONENT – 40%

OFFICE TEAMS*

FIELD TEAMS

20% 12 Safety Training Meetings	20% 12 Safety Training Meetings
20% 12 Office Area Inspections & Workstation Comfort Checks	20% Behind the Wheel Coaching <small>*Required of everyone who drives a company vehicle</small>

INDIVIDUAL COMPONENT – 60%

60% WORK-RELATED INJURY FREE

ELEMENTS TO TRANSFER

- Strengthening as well as stretching
- Build Safety/Wellness into Culture
 - Is possible “from bottom-up”
- Build ergonomics into workplace design
- Have integrated groups work on projects that touch safety
- Tie wellness into safety for synergy
- Consider PATs for physically demanding jobs
 - Professionally developed only
- Have a **Vision**. Communicate it Frequently.

TRANSFERABILITY

- Characteristics of a Successful Program
 - Positive
 - Proactive
 - Visible
 - Participative
 - Prevention/Wellness Oriented
- Look at Largest Cost-Drivers – Put in key initiatives to address these
- Have Programs that “touch” everyone
- Focus on one or two major initiatives/yr
- Change a few “flavor of the month” programs for renewed interest

ONGOING /FUTURE CHALLENGES

- Aging Workforce
- Tight Job Market
- Downward Health Trends
- ADA /CA ADA Legal Challenges
- Recognition of WC as “Safest” Arena to manage certain issues
- Limited or Re-Directed Resources

“You need to go **forward** to avoid going backwards.
In Safety, there is no stable ground.”

Elise Fischer

“Give me the Right Tools, & I Can Perform **Miracles.**”

Field Service Supervisor

“It’s a **marathon, not a sprint.**”

Jim Nolter, CCI Safety Manager

“Good ideas are not adopted automatically. They must be driven into practice with courageous patience.”

Admiral Hyman Rickover, Father of the Nuclear Navy

“Everyone Going Home

Safe and Sound

Every Day”

Cox OCPV Vision



Safety begins here.