

Course #7

# MARKETING WORKERS' COMPENSATION PROGRAMS TO MANAGEMENT

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Presented by

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# WHAT MARKETING IS...

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- “The act or business of promoting sales of a product, as by advertising and package.”

*In other words,*

- “Marketing is educating people about the attributes of a program, its products and the services it provides while at the same time attaining maximum efficiency and profitability.”



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## **Goals of an Effective Workers' Compensation Program**

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- **Immediate response to employee's needs**
- **Expeditious return to normal duty or Alternative Work Assignment (AWA)**  
{See attachment A}
- **Improve communication between all parties**  
{See attachments 1 – 6}
- **Identify clearly the responsibilities of employees and supervisors** {See trifold brochure}
- **Ensure compliance with Agency policy and Department of Labor regulations**
- **Reduction of costs**
- **Swift action on fraudulent claims**



# 7 Ways to Control Costs \$\$\$\$\$

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- **Treat employees with respect**
- **Communicate with Claims Examiner at DOL**
- **Educate employees & supervisors regarding the FECA/workers' compensation benefits.**
- **Review chargeback reports**
- **Create and Implement an Alternative Work Assignment (AWA) Program**
- **Investigate questionable suspicious claims**  
{See Hot-Line Flier}



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# Analyze Your Program

Before you can sell your program (product) to management, you need to know how your program works

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- **Make appropriate improvements where needed**
- **Ensure quality case management**
- **Continue to create new strategies**



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# **Effective Methods to Sell Your Program**

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- **Proficiency in computer technology and wisdom on how and when to use**
- **Knowledge of other fields like safety, occupational health, benefits, classification, HR, etc.**
- **Demonstrate ability to be organized and creative in developing new strategies and making program changes**
- **Maintain open-mindedness and flexibility**
- **Demonstrate ability to analyze/develop solutions quickly**
- **Ensure prompt assistance and payment of benefits to employees who incur work-related injuries/illnesses**
- **Manage the program effectively and efficiently**





# **Attaining Excellence in a Workers' Compensation Program**

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- **Strong commitment from managers**
- **Collaboration with the Safety Office**
- **Support your workers' compensation personnel**
- **Comprehensive tracking system**
- **Effective methods for detecting fraud**
- **Continuously monitor your program**



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# Performance Indicators & Review

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- **Develop and present reports**
- **Performance Indicators**
  - Lost Time Cases**
  - Non Lost Time Cases**
- **COP costs work hours vs lost work hours**
- **Compensation yearly costs vs last year's costs**
- **Use your data information to develop trends for evaluation**
- **Review COP and chargeback costs**

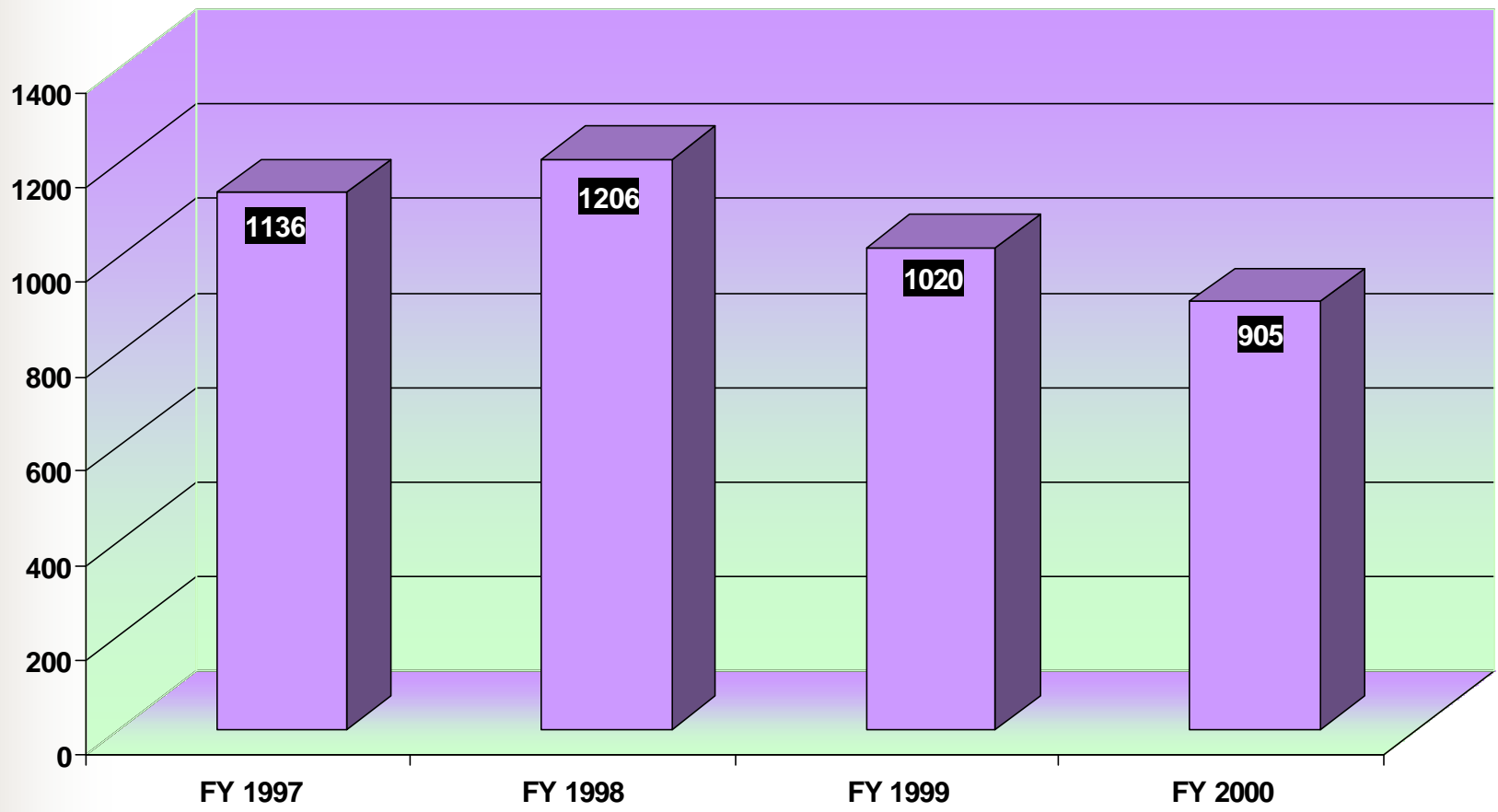






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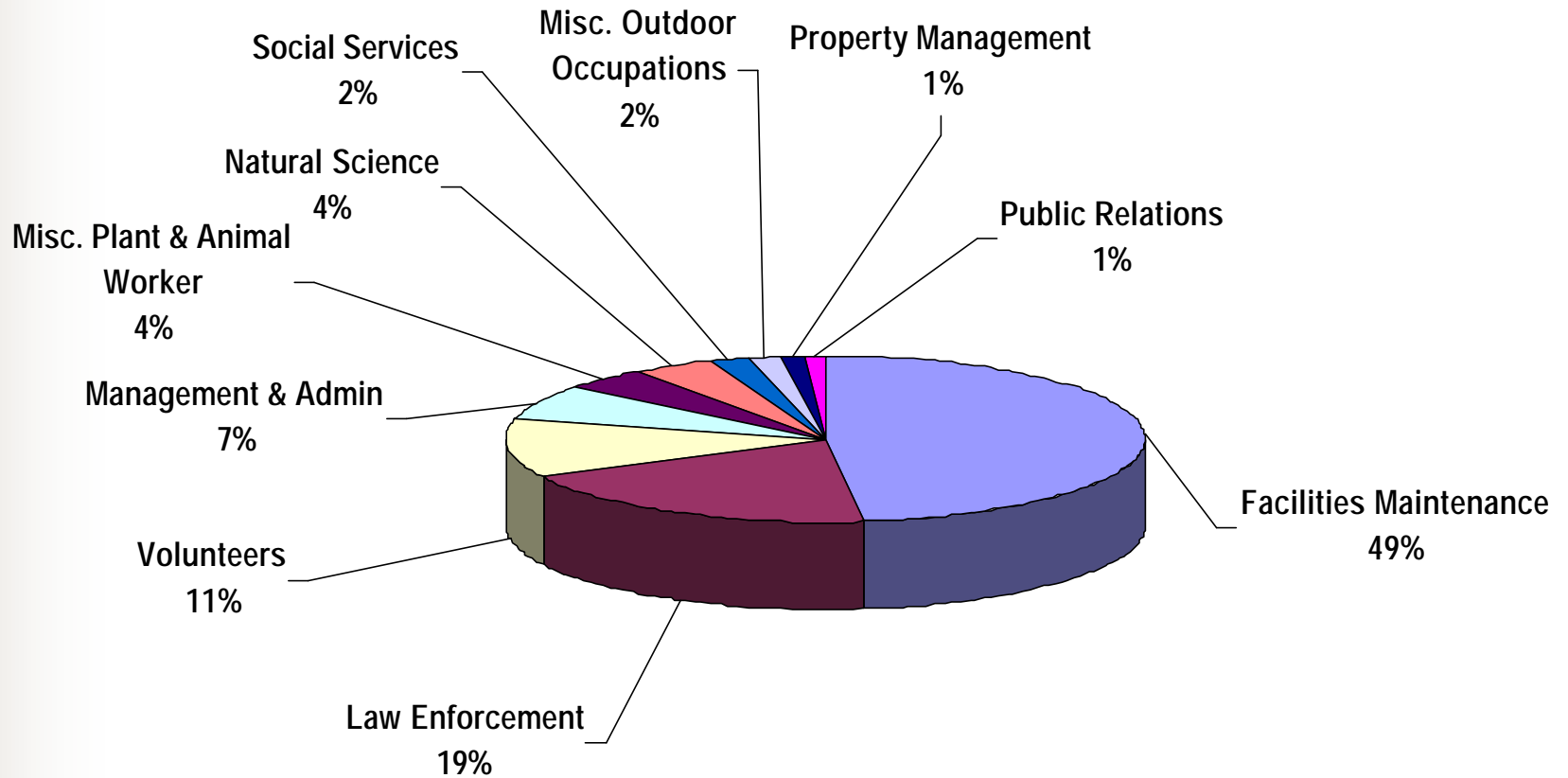
# Lost Time Incidents/Accidents Claims



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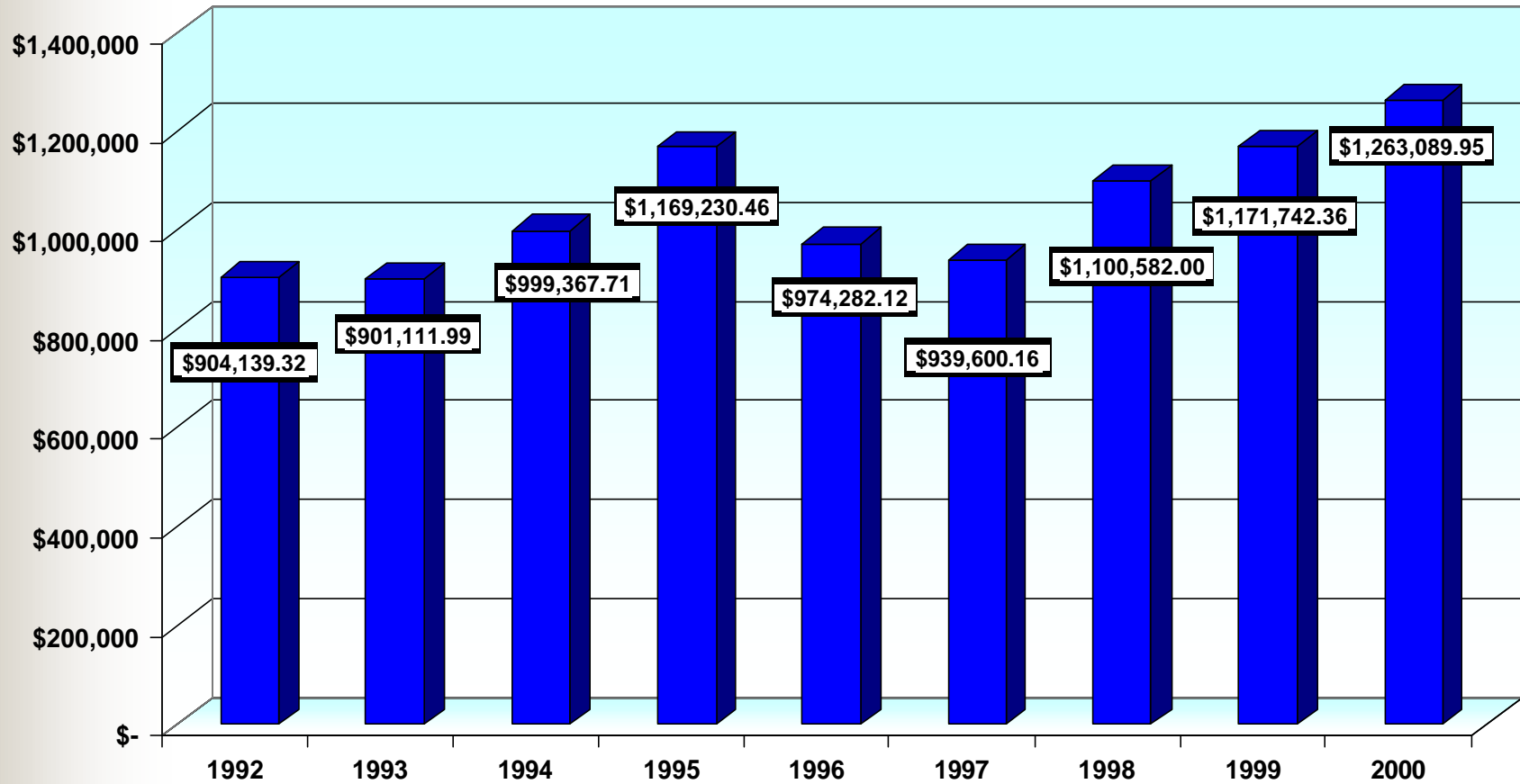
## Lost Time Incidents/Accidents – By Occupation

### FY 2000



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# Continuation of Pay Costs Fiscal Year Comparisons



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## Park Operations and Education

### Risk Management

#### OWCP Paid - Chargeback Year 1999

Region	Number of Cases	OWCP Compensation	OWCP Medical	Total OWCP Paid
Unknown	111	\$ 284,451.48	\$ 54,543.29	\$ 338,994.77
AK	72	\$ 48,475.20	\$ 58,308.75	\$ 106,783.95
AKRO	5	\$ -	\$ 10,383.59	\$ 10,383.59
DS	10	\$ -	\$ 1,507.36	\$ 1,507.36
IM	831	\$ 1,902,382.08	\$ 975,489.99	\$ 2,877,872.07
IMRO	13	\$ -	\$ 11,280.15	\$ 11,280.15
MW	264	\$ 317,894.59	\$ 337,622.09	\$ 655,516.68
MWRO	6	\$ 23,436.96	\$ 291.39	\$ 23,728.35
NC	600	\$ 1,119,426.44	\$ 603,990.13	\$ 1,723,416.57
NCRO	4	\$ -	\$ 1,694.00	\$ 1,694.00
NE	651	\$ 1,363,985.18	\$ 615,791.63	\$ 1,979,776.81
NERO	3	\$ -	\$ 134.00	\$ 134.00
PW	994	\$ 1,908,800.85	\$ 1,181,967.63	\$ 3,090,768.48
PWRO	10	\$ 2,101.64	\$ 51,573.01	\$ 53,674.65
SE	501	\$ 911,221.20	\$ 568,444.51	\$ 1,479,665.71
SERO	6	\$ -	\$ 4,674.69	\$ 4,674.69
WO	385	\$ 3,835,753.91	\$ 638,460.17	\$ 4,474,214.08
<b>Total</b>	<b>4,466</b>	<b>\$ 11,717,929.53</b>	<b>\$ 5,116,156.38</b>	<b>\$ 16,834,085.91</b>

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## Park Operations and Education

### OWCP Paid - Chargeback Year 2000

Region	OWCP Medical Paid	VCP Compensation Paid	Total Amounts Paid
Unknown	\$597,356.04	\$3,765,123.17	4,362,479.21
AK	\$60,800.52	\$30,463.73	91,264.25
AKRO	\$4,823.47	\$8,649.64	13,473.11
DS	\$5,015.01	\$0.00	5,015.01
IM	\$1,133,649.88	\$1,511,391.96	2,645,041.84
IMRO	\$33,592.64	\$0.00	33,592.64
MW	\$289,924.27	\$257,079.21	547,003.48
MWRO	\$982.99	\$10,807.60	11,790.59
NC	\$796,104.15	\$1,528,253.84	2,324,357.99
NCRO	\$8,952.00	\$89,649.28	98,601.28
NE	\$598,298.12	\$1,260,037.65	1,858,335.77
NERO	\$3,098.50	\$0.00	3,098.50
PW	\$1,553,931.50	\$1,915,011.43	3,468,942.93
PWRO	\$95,788.05	\$29,275.94	125,063.99
SE	\$776,340.25	\$1,064,724.20	1,841,064.45
SERO	\$10,152.66	\$53,966.09	64,118.75
WO	\$62,882.99	\$87,554.04	150,437.03
<b>Totals</b>	<b>\$6,031,693.04</b>	<b>\$11,611,987.78</b>	<b>17,643,680.82</b>



## **Develop Specific Gauges for Implementing Performance Measures**

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- **Ultimate goal is to provide management with accurate information to make intelligent decisions**

**“If you don’t measure results, you can’t tell success from failure.”**



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# **OWCP Cost Growth Rate**

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**Current chargeback year total OWCP Costs over the last 3 years. The calculation should be represented in a percentage of growth, either:**

- **Positive**
- **Negative**





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## ■ Source

Data available in quarterly chargeback report from the Department of Labor. Measure can be calculated quarterly or annually.

## ■ Value

Allows management to see trends in growth rates and what action may be needed.







# **Continuation of Pay (COP)**

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**Total COP costs for the last 3 years. The calculation should be represented in a percentage of growth, either:**

- **Positive**
- **Negative**



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## ■ **Source**

**The date is available from your payroll system (such as the Federal Personnel Payroll System, FPPS). The measure can be calculated annually.**

## ■ **Value**

**COP is hidden cost not shown in OWCP's Chargeback Reports. It represents lost costs in dollars and productivity.**





# Periodic Roll Growth Rate

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- **Current number of periodic roll cases over previous year. Calculations should be represented in actual numbers.**
- **Data available from quarterly chargeback reports as provided by OWCP.**
  - **60% of OWCP costs are cases on the periodic rolls. Strive for reducing cases transferred to the periodic rolls of OWCP.**



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# REMEMBER

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- **Make your programs win-win for everyone involved**
- **Plan for success**
- **Good communication is one of the keys to your program's success**



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