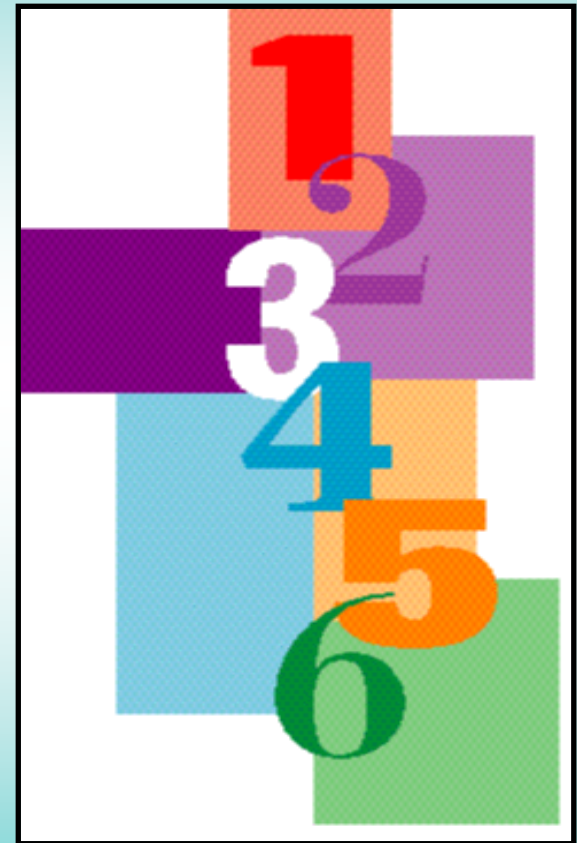


Healthier, Happier, and More Productive Employees:

Reducing the Risk of
Chronic Noncommunicable Diseases (CNCDs)

Six Steps

1. Recognize costs
2. Discover savings
3. Learn from others
4. Improve heart disease and stroke prevention at the worksite
5. Work with Your health plan
6. Establish partnerships



Step 1: Recognize the Costs

4 of the 10 most expensive health conditions to U.S. employers relate to an employee's heart:

- **High blood pressure**
- **Heart attacks**
- **Diabetes**
- **Chest pain**



Goetzel, J Occup Environ Med. 2003; 45(1):5014





Their Hearts, Your Bottom Line

- **Heart disease and stroke represent major costs to employers, including premature disability.**
- **Employees with multiple risk factors, for heart disease and stroke – such as high blood pressure, high cholesterol, and smoking – are costly to employers.**

American Heart Association. Heart disease and stroke statistics: 2005 update. Dallas, TX; 2005



What are Your Company's Health Care Costs?

- **What is your company's absenteeism rate?**
- **What are your company's total health care costs (including short-term disability and workers' compensation)?**
- **Over the last five years, by what percentage have your health care costs increased?**



Step 2: Discover the Savings

- **Comprehensive worksite health promotion programs can yield a \$3 to \$6 return on investment for every dollar spent, over a 2-5 year period.**

Pelletier KA. Am J Health Promo, 2001;16:107-116

- **A review of 42 studies found that worksite health promotion programs can reduce absenteeism, health care, and disability workers' compensation costs by more than 25% each.**

Chapman L. Art of Health Promo Newsletter, 2003;6(6):1-10



Step 2: ...Discover the Savings

- **A 2003 actuarial evaluation of one large U.S. company estimated savings of \$547 for each patient with a prior heart or stroke condition if they controlled their high blood pressure (HBP).**

Leapfrog Group/National Business Coalition on Health Incentives and Rewards Workshop, Washington D.C. May 19, 2005

- **One study showed a \$2 or more reduction in health care claims among employees with HBP per dollar spent on a HBP control program.**

Footnote A. JAMA; 1991; 265(10):1283-66



Step 3: Learn From Others

- **Examples of Promising Worksite Programs:**
 - Highsmith
 - Fieldale Farms
 - LL Bean
 - Duke University
 - Johnson & Johnson
 - General Motors
- **Examples of Promising Health Care Practices:**
 - Blue Shield of Calif.
 - Anthem Blue Cross-Blue Shield
 - Kaiser Permanente of Ohio





FIELDALE FARMS

Baldwin, Georgia



CASE STUDY



BUSINESS PLAN

PREVENTION: Identifying people who may have risk factors and helping to prevent those individuals from progressing to more complicated cases. *Special Feature:* mobile screening and follow-up; gift card for individuals participating in screening

PATIENT-FOCUSED EDUCATION: On site nutritional counseling classes targeted to reduce cholesterol levels as well as counseling for the control and management of diabetes and hypertension.

TREATMENT OPTIMIZATION: Ongoing cardiac rehab, fitness programs, and case management under our general insurance program deals directly with end-stage, or very complex chronic conditions.



Lessons Learned



- Focuses on CVD
- Defines provider/partner roles as part of the health plan
- Includes early identification and follow-up for risk factor control
- Effective follow-through with evidence based medical standards
- Outcome measurements

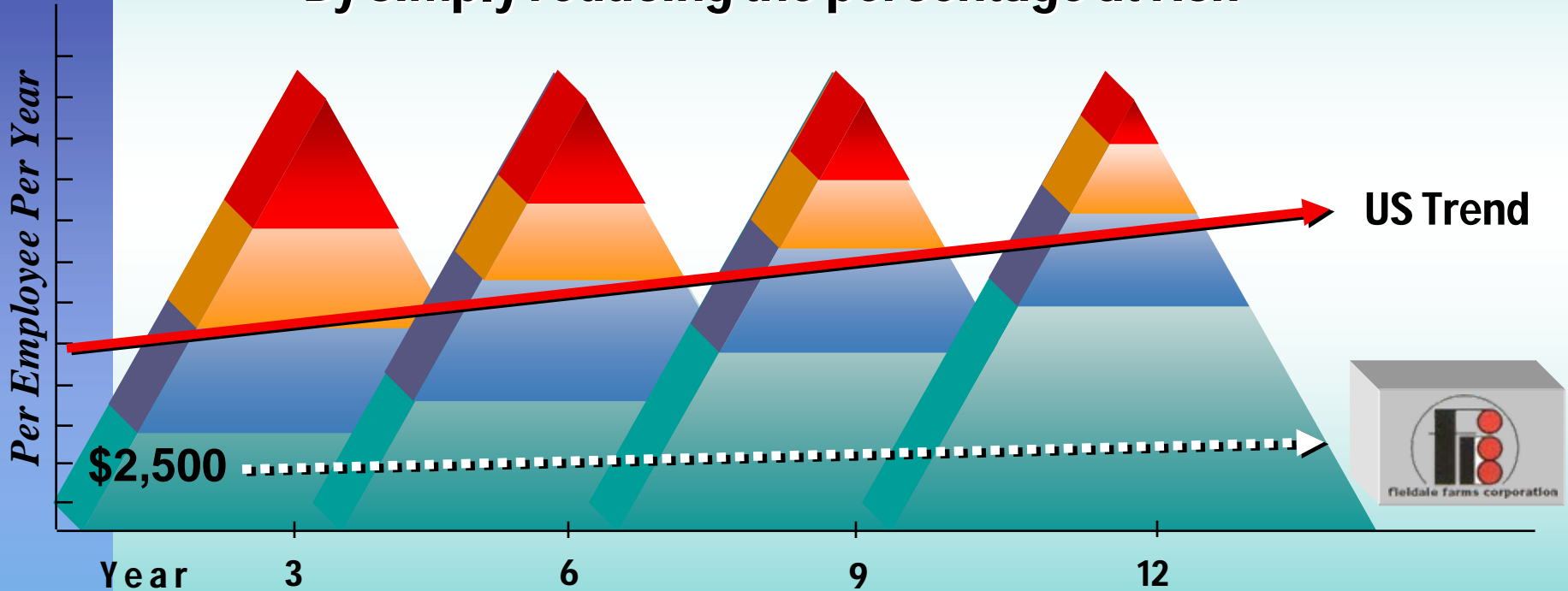
Fieldale: Health Outcomes

- 40% of participating employees with high blood pressure (BP) normalized their BP levels
- 26% of participating employees normalized their high cholesterol
- In 2003, health care costs per employee per year were \$2,793 vs. \$6,007, the national average health care cost for manufacturing employees.



Cost Management Solutions

By simply reducing the percentage at risk



\$2,500



High Risk Moderate Risk Low Risk Ideal Risk



SAFER • HEALTHIER • PEOPLE





CVD FOCUS

**Fieldale Farms has achieved success
by targeting employees most at risk for
cardiovascular disease.**



2¹/₂

Percent Investment

**“Our health promotion budget is approximately
2.5% of our annual health benefits cost. ”**

— Jon Allen VP for HR, Fieldale Farms



A Note About Time

- Health programs take time to launch and to see results.
- Plan for investment of your employees' health and your bottom line over years — not months.

“We found most benefits in years 3 and 4 after program initiation.”

J. Bruno
Dir. Health and Wellness
Business Planning
Johnson & Johnson



What Can You Do About It?

- Employees at worksites with comprehensive health programs:
 - Report **higher** job satisfaction
 - Have **fewer** absentee days
 - Are **more** productive
 - Are **healthier**

....all leading to a better bottom line.



Step 4: Improve Worksite Health Promotion Programs

A comprehensive worksite program that includes:

- **Sustained individualized risk–reduction counseling**
- **Lower–cost policy and environmental interventions**

.....may be most effective to support healthy lifestyles and prevent heart disease and stroke

*Pelletier K, Am JOEM, 1997, vol 29(12):1154-1169
Heaney C. Goetzel RA. AJHP, 1997;11:290-307*





ROI

Optimal

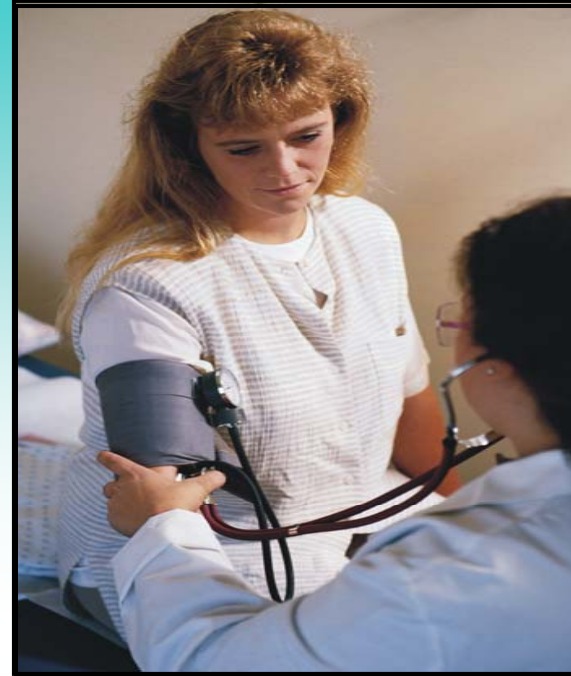
**Is about finding and helping the
employees at risk...**

**Pelletier reports on a total of 120 health enhancement studies
that consistently document positive clinical effectiveness and cost-effectiveness**

Pelletier K, JOEM, Vol. 39(12), Dec., 1997

SAFER • HEALTHIER • PEOPLE





A minimal screening and referral program offered at the worksite will have an effect on about 25% of those who are at risk — however.....





***Individual* follow-up counseling at the worksite increases control of high blood pressure by about 50%**

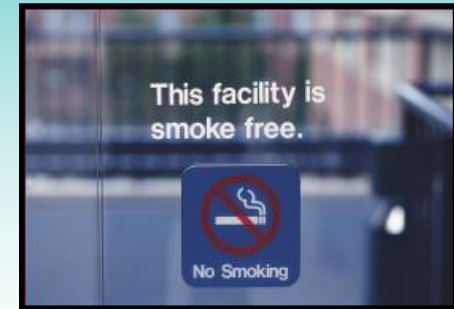
Plant-wide Policy and Environmental Interventions

- Help employees with high risk
- Blood pressure and weight monitors
- Incentives to engage in healthy behavior, and improvement of risk factors
- Wellness messages: warning signs and symptoms of heart attack and stroke, and when to call 1-1-9 or your emergency number



Plant-wide Policy and Environmental Interventions

- 100% Smoke-free policies
- Health education classes and support groups with individual goal setting
- Low-cost nutritious food in cafeterias and snack bars; point-of-purchase information
- Places for physical activity: marked walking paths, signage to encourage stair use, health clubs/gyms



Keys to Program Success

- **Senior and middle management support, employer–driven advisory board, and program resources**
- **A corporate environment that supports health**
- **A champion and health promotion team**
- **Efforts to reach populations “where they are,” with access and incentives to a wide variety of health promotion programs and services for all**



Keys to Program Success (continued)

- **Linkage with business objectives, human resources, and other employee benefits**
- **Effective planning and follow-through**
- **Effective targeting of high-risk individuals**
- **Frequent and regular contact with employees**
- **Ongoing evaluation that reports on health, quality of life improvements, and ROI**



Step 5: Work With Your Health Plan

- **You *can* negotiate with your health plan, regardless of your size to ensure coverage of preventive services, and provision of quality care**
- **What can the health plan offer to your company?**
- **How can they support your chronic disease (heart disease and stroke) prevention program?**
- **How can you create a health benefits package to meet the needs of your employees?**



Does your health plan support or endorse the following?

- **Cardiovascular risk identification and reduction programs:**
 - **Blood pressure, cholesterol, smoking**
- **Standardized treatment and prevention protocols consistent with national guidelines**
- **Health care quality assurance systems: automated physician and patient guideline reminders and electronic medical records where possible**





Does your health plan support or endorse the following?

(continued)

- **Multidisciplinary clinical care teams or specialized clinics that deliver quality care for those at risk**
- **Patient education combined with follow-up risk factor counseling**
- **Patient satisfaction surveys**
- **Annual reporting of improvements by group (blood pressure, weight, smoking, salt)**

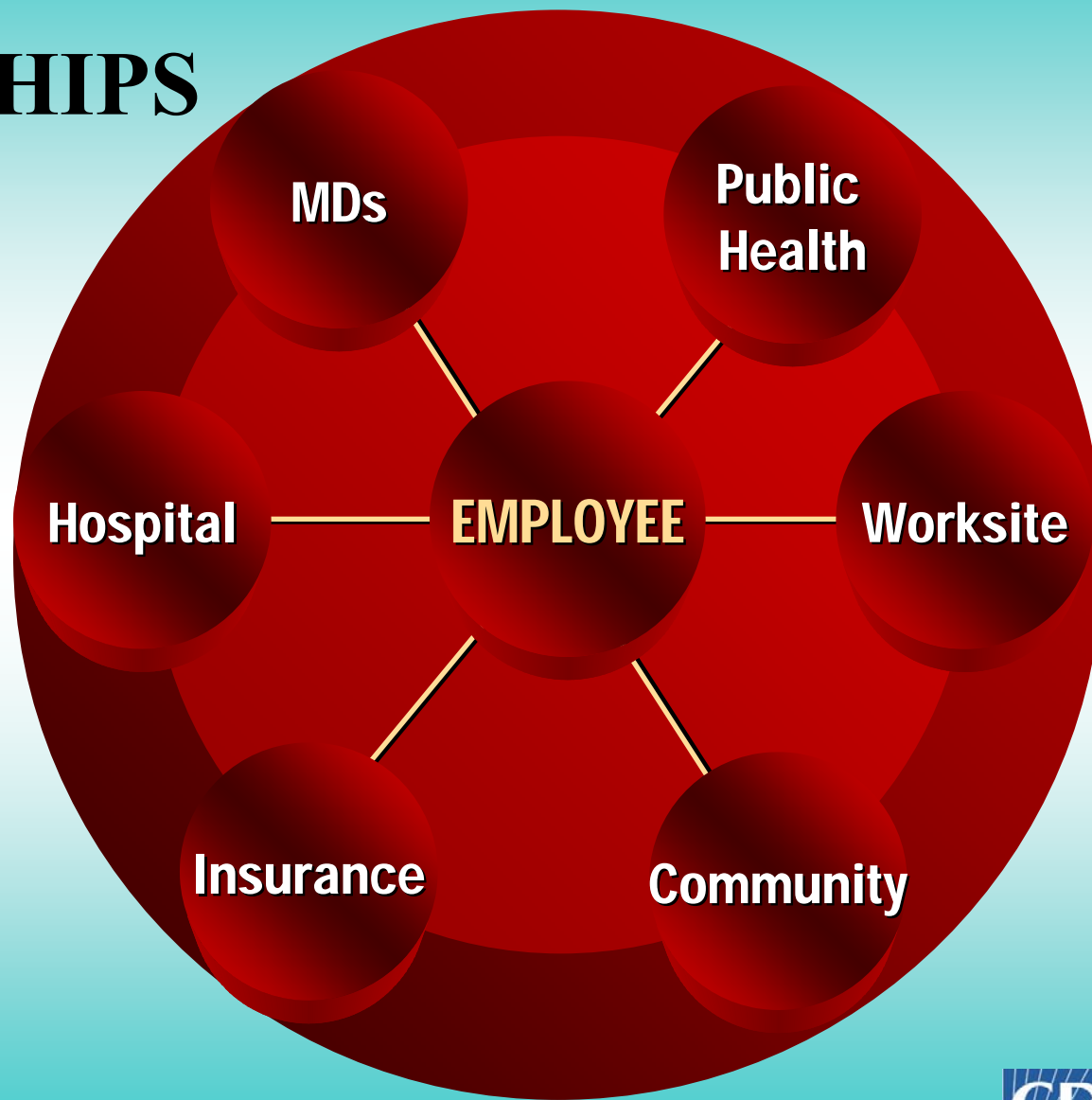


Step 6: Establish Partnerships

- **Partners can provide resources and solutions, and share their strengths and success stories**
 - **Who are the partners in your area?**



PARTNERSHIPS



Your Next Move

- **Set your self up for success**
- **Read through the *Six–Step Guide***
- **Contact employer organizations and partners for ideas and assistance**
- **Take the first step**





“Over time...

a new approach to healthcare will develop

**with the potential to optimize health,
reduce illness, absenteeism, lower use,
moderate cost increases, and enhance
productivity.**

**This new approach will be a
win-win situation for all concerned.”**

— R. William Whitmer, et. al., A Wake-Up Call for Corporate America



Questions and Discussion

Many thanks for sharing your time today

Health to you and your employees!

