

Worksite Health Promotion Programs – What works?

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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

Heart related claims are more than double the average payment for all other conditions examined



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

Goetzel, Journal of Occupational and Environmental Medicine, 45(1), 5-14, 1999.

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.

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 high blood pressure per dollar spent on a blood pressure control program.

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

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 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



1992

“We knew what our health costs were”

*“and we focused on controlling them because it was good business.
By doing so, we have saved lives and helped our community.”*

Tom Hensley, Chief Financial Officer

BUSINESS PLAN

PREVENTION: Identifying people who may have cardiovascular 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.

Fieldale: Health Outcomes

- 4600 employees (~2000 employed >10 years)
- 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 54% lower (\$2,793 vs. \$6,007)** the national average health care cost for manufacturing employees.

BENEFITS COST TRENDS



Healthier workers

- 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

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



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%**

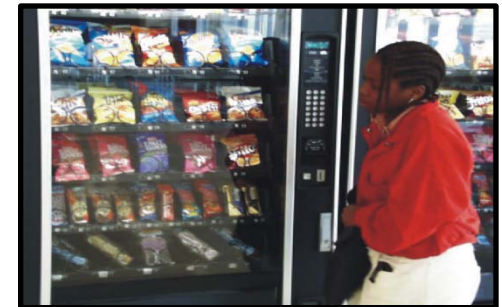
Plant-wide Policy and Environmental Interventions

- Wellness messages: warning signs and symptoms of heart attack and stroke, and when to call 9-1-1
- Incentives to engage in healthy behavior
- Blood pressure monitors
- CPR classes
- Automated external defibrillators



Plant-wide Policy and Environmental Interventions

- 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



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

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 heart disease and stroke prevention program?
- How can you create a health benefits package to meet the needs of your employees?

Step 6: Establish Partnerships

- Partners can provide resources and solutions, and share their strengths and success stories



Establish Partnerships (cont.)

- Contact your state and local heart disease and stroke prevention programs for assistance, and these national organizations:
 - *U.S. Centers for Disease Control and Prevention, Division for Heart Disease and Stroke Prevention* www.cdc.gov/cvh
 - *American Heart Association* www.americanheart.org
 - *American Stroke Association* www.strokeassociation.org
 - www.businessgrouphealth.org
 - www.prevent.org
 - www.nbch.org