

Successful Strategies to Engage Business Groups

Reducing the Risk
of Heart Disease and Stroke

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Introductions and Agenda



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Session Objectives

Participants will be able to:

- Plan and execute macro-marketing activities to reach business leaders and organizations
- Present a compelling business case to support interventions to prevent heart disease and stroke;
- Identify and address opportunities and barriers to successfully engage business leaders.



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Successful Business Strategies to Prevent Heart Disease and Stroke



TOOLKIT

Heart-Healthy and
Stroke-Free Worksites



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Purpose of the Toolkit

For State Health Departments to educate and influence employers to:

- purchase health benefits and services
- establish policy, environmental, and system interventions at the workplace

...in order to save lives, and improve the health and productivity of their employees



The Role of State Programs and Worksites

- Promote the importance of comprehensive heart disease and stroke prevention programs and services
- Work at the macro level
- Disseminate promising practices
- Establish and coordinate partnerships



...The Role of State Programs and Worksites

- Encourage adequate health care coverage for preventive services, prescription drugs, and rehabilitation
- Assure detection and follow-up services to control high blood pressure and cholesterol
- Assure policies that support employee training and education on signs and symptoms, use of 9-1;1, CPR, AEDs, emergency medical services



Macro-Marketing

- An approach for reaching and selling organizations in a market on a large scale.



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Macro-Marketing Components

1. *“GrassTop” Level Support*

CEO's, CFOs, senior managers, civic and labor union leaders, politicians, professionals

2. *Partnerships with Local Employer Groups & Health Assocs.*

Society of Human Resource Managers (SHERMS), business and benefit consultants, Rotary, Lions, Kiwanis, State and local Chambers of Commerce, small business administration groups, coalitions

3. *Community Awareness and Education*

Business reporters and producers at local newspapers, TV, radio outlets,
Health and business beat reporters from the Associated Press wire service



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Planning a Macro-marketing Effort

- ✓ *Involve the right people*
- ✓ *Select a strong leader*
- ✓ *Create a unified vision*
- ✓ *Create a Plan of Action*
- ✓ *Develop ways to measure progress*
- ✓ *Recognize partners' contributions*



Implementing Macro-marketing Activities

- ✓ ***Activate a HDSP Business Workgroup***
- ✓ ***Plan a series of HDSP and Business Presentations***
- ✓ ***Conduct Media Outreach***
- ✓ ***Persuade Business Leaders & Organizations to support HDSP interventions***





**Reducing The Risk of
Heart Disease and Stroke**
A Six-Step Guide for Employers



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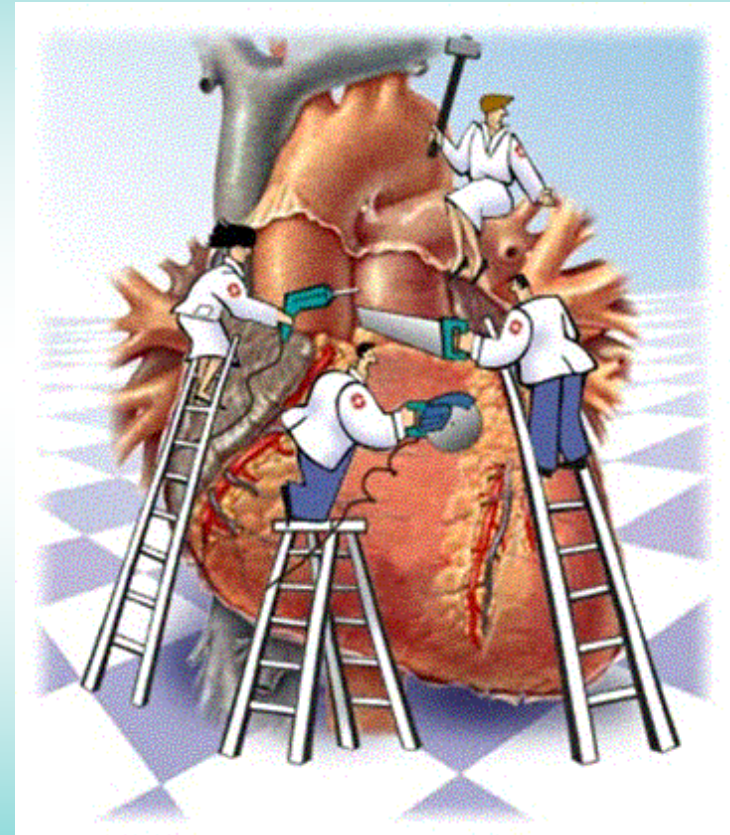
Six Steps

1. Recognize Costs
2. Discover Savings
3. Learn from Others
4. Improve HD/S Prevention at the Worksite
5. Work with Your Health Plan
6. Establish Partnerships



Step 1: Recognize the Costs

In an analysis of insurance claims of about 4 million individuals from large U.S. companies, annual avg. payments for heart related claims were **\$4,639** per patient, **more than double** the average payment of **\$2,230** for all conditions examined!



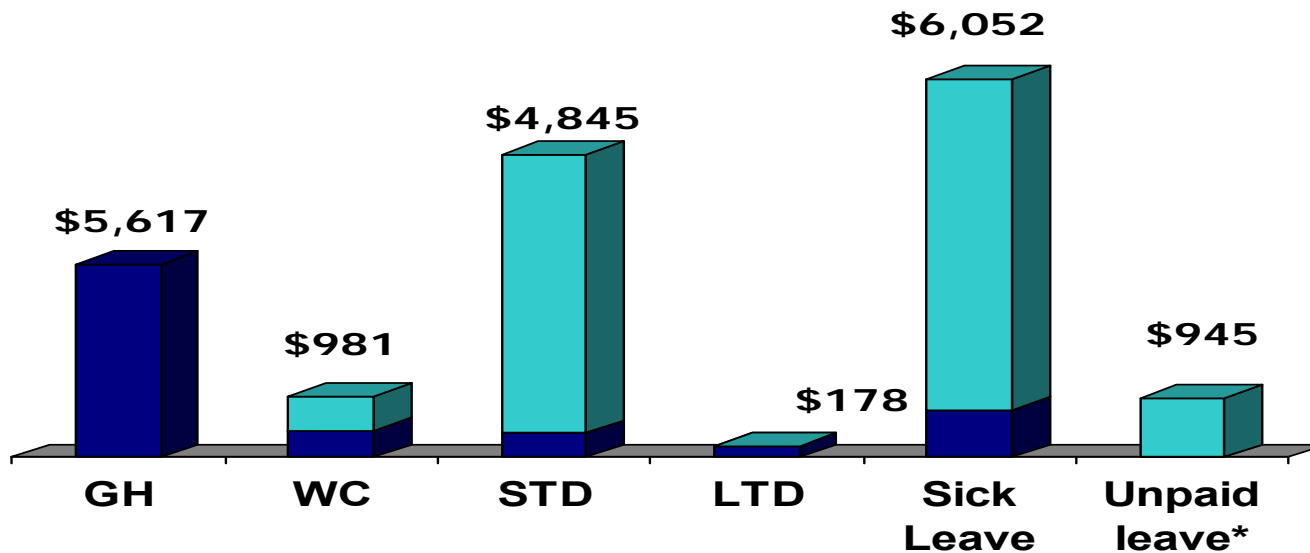
Goetzl, Journal of Occupational and Environmental Medicine, 45(1), 5-14,

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In 2002, U.S. employers paid an average of \$18,618 per employee per year for all health and lost productivity costs

Parry T. Integrated Benefits Institute; 2004



2002 Benefit Data

■ Direct payments ■ Lost productivity costs



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Your Employees' Hearts

- **About 1 in 4 Americans have a cardiovascular condition**
- **Heart Disease and Stroke related costs in the U.S. for 2005 are estimated at \$393 billion, and are expected to rise by the year 2010.**

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



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Why Hearts Matter

- **4 of the 10 most expensive health conditions to US employers:**
 - High blood pressure
 - Heart attacks
 - Diabetes
 - Chest pain
- **And all 4 relate to an employees' heart**

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



Their Hearts, Your Bottom Line

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

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



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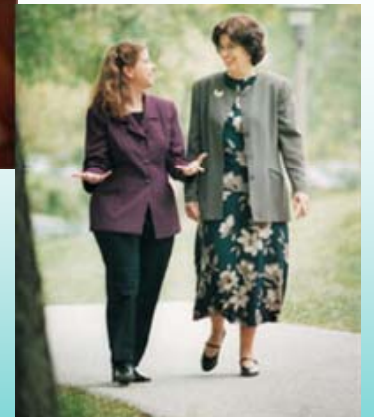
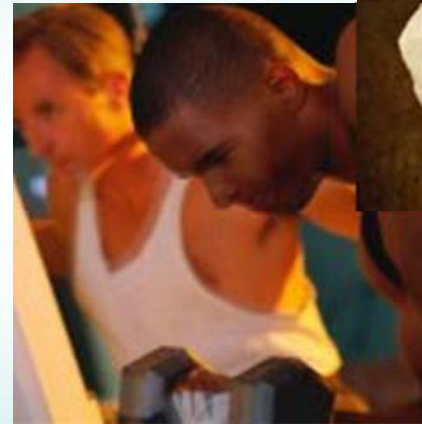
What are your Company's Health Care Costs?

- 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?



What Can You Do about It?

- Employees at work sites with comprehensive health programs:
 - Report **higher** job satisfaction
 - Have **fewer** absentee days
 - Are **more** productive
 - Are **healthier**
- **Results = a better bottom line**



Step 2: Discover the Savings

- Comprehensive worksite health promotion programs can yield a \$3 to \$6 ROI 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- 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: ...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



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Step 3: Learn From Others

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



Learn from Small Employers

Company	Intervention Highlights	Health Outcomes	ROI or Cost Savings
<p>Highsmith Co. Fort Atkinson, WI</p> <p>a catalog distributor of school and library supplies</p> <p>225 employees</p>	<p><i>Learning and Development Wellness Program*</i></p> <p><i>Special Feature:</i> Health insurance premium incentive</p>	<ul style="list-style-type: none"> • 53% decrease in number of participating employees whose total cholesterol was “high risk” • 52% decrease in number of participating employees whose blood pressure was “high risk” 	<ul style="list-style-type: none"> • From 2002-2004, health care premiums rose an average of 4.9% vs. the national average of 12.7% • Decreased turnover, and workers’ compensation costs

*Components of a each Cardiovascular Wellness Program may include one or more of the following components: health risk assessments (HRAs) and feedback, health screenings, referrals for high-risk members, individual counseling and follow-up, newsletters, health fairs and health education classes.



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Learn from Medium-sized Employers

Company	Intervention Highlights	Health Outcomes	ROI or Cost Savings
Fieldale Farms Baldwin, GA Poultry processor 4,600 employees	<i>Fieldale Farms Wellness Program*</i> <i>Special Feature:</i> mobile screening and follow-up; gift card for individuals participating in screening	<ul style="list-style-type: none"> 40% of employees with high blood pressure (BP) normalized their BP levels 26% of employees normalized their high cholesterol 	<ul style="list-style-type: none"> In 2003, health care costs per employee per year were \$2793 vs. \$6,007, the national average health care cost for manufacturing employees.
LL Bean Freeport, ME marketer of clothing and outdoor gear 9,000 employees	<i>Healthy Bean: Comprehensive cardiovascular program*</i> <i>Special Feature:</i> Subsidized fruit and salad bars in cafeterias	<ul style="list-style-type: none"> Lower percent of workers with high blood pressure and cholesterol than state and national averages 	<ul style="list-style-type: none"> Decrease in smoking rates associated with lower health claim costs



Learn from Large Employers

Company	Intervention Highlights	Health Outcomes	ROI or Cost Savings
<p>Duke University Durham, NC</p> <p>25,000 employees</p>	<p><i>Live for Life:</i> Comprehensive health & wellness program*</p> <p><i>Special Feature:</i> <i>Pathways to Change:</i> personal health counseling</p>	<p>Out of 194 participants:</p> <ul style="list-style-type: none"> • 89% success rate in controlling blood pressure • 85% success rate in controlling cholesterol 	<ul style="list-style-type: none"> • Blood pressure program ROI: \$1.21 to \$1.00 • Cholesterol program ROI: \$3.29 to \$1.00
<p>General Motors Detroit, MI</p> <p>Large automotive manufacturing company</p> <p>165,000 employees</p>	<p><i>LifeSteps:</i> Comprehensive health & wellness program*</p> <p><i>Special Feature:</i> Lifestyle coaching to help reduce risk factors for members at high risk</p>	<ul style="list-style-type: none"> • 22% decrease in number of people who have high blood pressure • 5% decrease in number of people who have high cholesterol 	<ul style="list-style-type: none"> • ROI: \$3.00 to \$1.00



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Learn from Large Employers

Company	Intervention Highlights	Health Outcomes	ROI or Cost Savings
<p>Johnson & Johnson</p> <p>Headquarters: New Brunswick, NJ Headquarters</p> <p>manufacturer of healthcare products</p> <p>106,000 employees</p>	<p><i>Health and Wellness Program*</i></p> <p><i>Special Feature:</i> \$500 premium incentive for completing health risk assessments</p>	<ul style="list-style-type: none"> • Number of employee participants with HBP decreased from 14% to 11% • Number of employee participants with high blood cholesterol decreased from 19% to 10% 	<ul style="list-style-type: none"> • Medical expenses decreased by about \$225 per employee per year over 4 years • Decreased absenteeism



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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 4: Improve Worksite Health Promotion Programs

A comprehensive program that includes:

- sustained individualized risk reduction counseling
- low-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



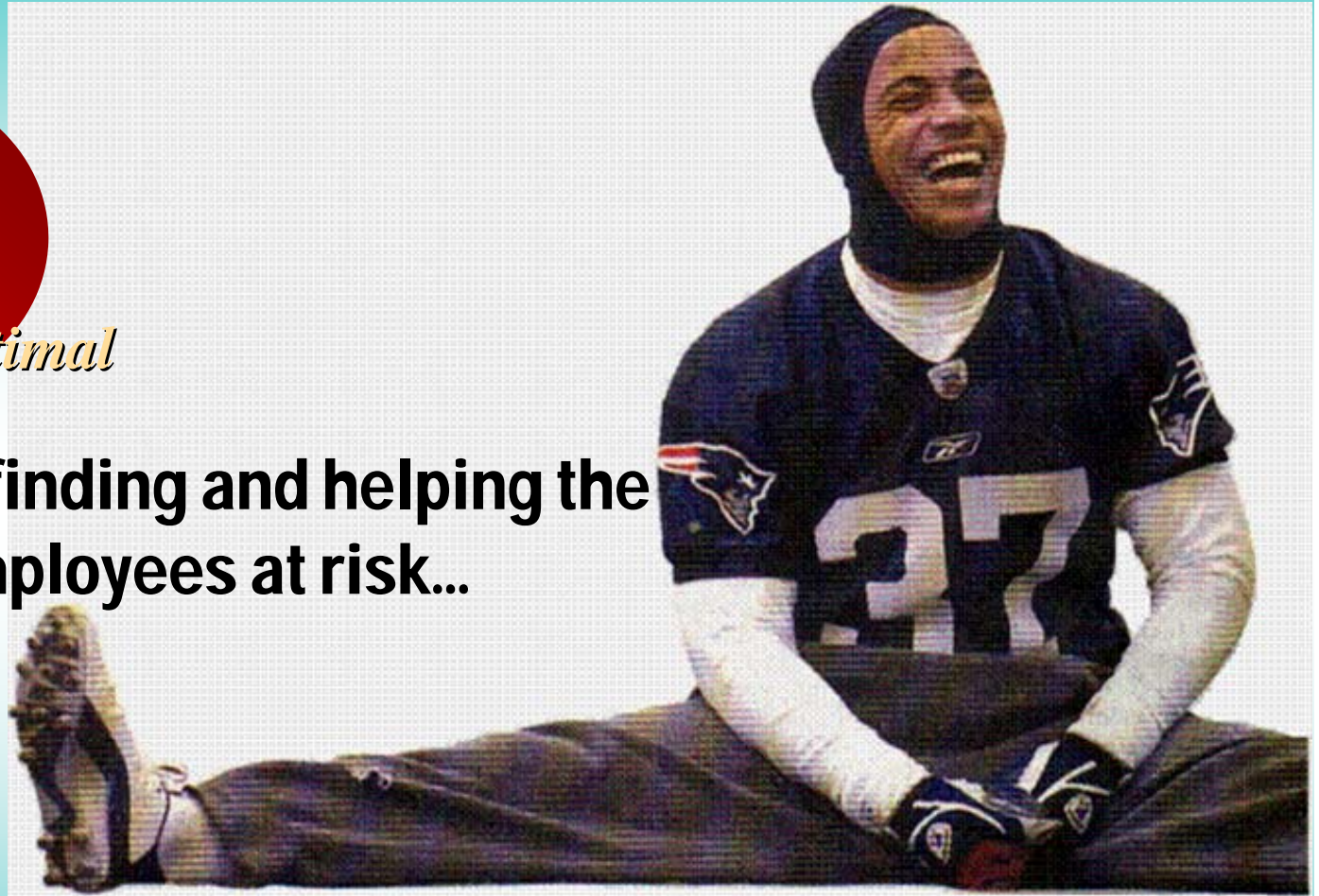
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ROI

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



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Now Tell Me, What Is It?

- A comprehensive health and wellness program is what you build. It may include...





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



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



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Plant-wide Policy and Environmental Interventions

**Wellness communications-
warning signs & symptoms
heart attack and stroke
call 9-1-1**

**Incentives for motivating
healthy behavior**

**Blood pressure monitors
CPR classes
Automated External Defibrillators**



Plant-wide Policy and Environmental Interventions

Smoke-free policies

Diverse health education classes & support groups & individual goal setting

**Low-cost nutritious food in cafeterias & snack bars
point-of-purchase information**

**Places for physical activity:
marked walking paths,
signage to encourage stair use
health clubs/gyms**



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Key Worksite Organizational Components

- Senior and middle management support
- A corporate culture that supports health
- An employer driven advisory board and health promotion team
- A champion or team of program champions
- Efforts to reach populations “where they are” - accessible and broad-reaching programs for all



...Key Worksite Organizational Components

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



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Step 5: Work with Your Health Plan

- You can *negotiate* with your health plan regardless of your size
- What can your health plan offer to your company?
- How can they support your health and wellness 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**
- **Standardized treatment and prevention protocols consistent with National Guidelines for Heart Disease and Stroke**
- **Health Care Systems: automated physician and patient guideline reminders and electronic medical records**



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...Does your health plan support or endorse the following?

- 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 in cardiovascular health indicators, e.g., HEDIS and related costs**



Step 6: Establish Partnerships

- **Partners can provide resources, strengths, successes, solutions**
 - **Who are the partners in your area?**



.... Establish Partnerships

- **Contact your state and local heart disease and stroke prevention programs, and other organizations for assistance:**
 - ***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



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Heart Healthy and Stroke Free

Web Sites For More Information

www.cdc.gov/cvh

www.businessgrouphealth.org

www.prevent.org

www.nbch.org

www.nhlbi.nih.gov

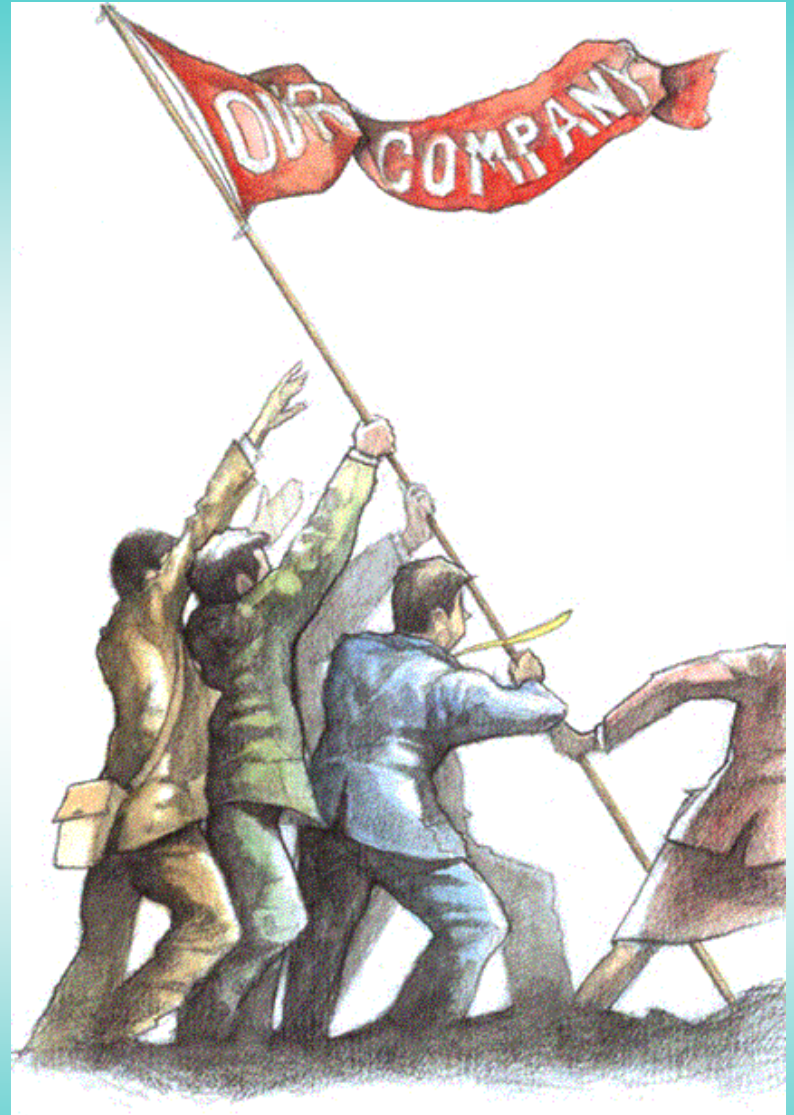


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What Now?

How do I take this
back to my
company?



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Your Next Move

- **Encourage them to read through the Six-Step Guide and start planning**
- **Determine who is interested**
- **Follow-up with those who are interested for ideas and technical assistance**



Questions and Discussion

Many thanks for sharing your time today

Health to you and your employees!



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- Dmatsonkoffman@cdc.gov

- **Tim LaPier**
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- Tlapier@cdc.gov



Follow-up....Open-Ended Comments or Questions

- What prompted you to contact me?
- How would you describe your company?
- What are you hoping to accomplish with your heart disease/stroke prevention program?
- What are your greatest concerns about employee health or health care?
- Describe your company composition – types of employees, locations, etc.



...Communication Techniques

- Use open-ended questions to clarify “real objections”
- Employ the “yes and” Technique
- Provide proof
- Summarize discussion before the close



Small Group Exercises

1. *You need to start planning worksite efforts and you aren't sure where to begin with your limited state dollars. What do you do?*



Small Group Exercises

- 2. If a small employer doesn't think s/he can do much for HDSP because of limited resources, what would you say?*



Small Group Exercises

Scenarios:

- 3. If an employer says they can't implement a HDSP program because they are just too busy, what would you say?*



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Small Group Exercises

4. *If an employer wants to see evidence of cost savings for HDSP Programs, what would you say and do?*



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