

Healthier, Happier, and More Productive Employees

Reducing the Risk
of Heart Disease and Stroke



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Who Am I? Who Are You? Why Are We Here?

Introductions and agenda.



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2005 Funded States: 33 Heart Disease and Stroke Prevention Programs, and 3 Stroke Networks and Registries



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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

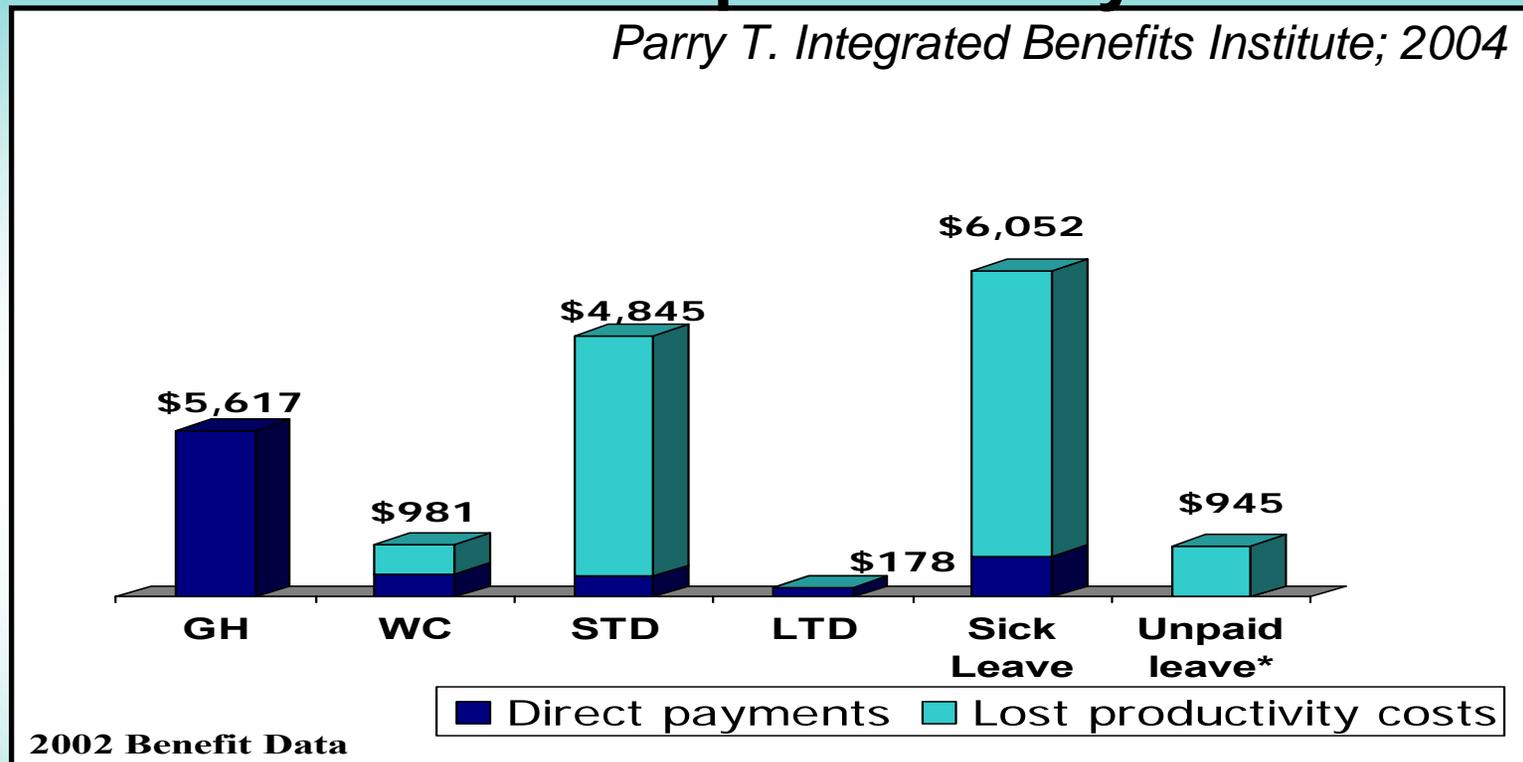


Figure 1 Legend

GH – Group health (employees and dependents)

WC – Workers compensation

STD – Short term disability

LTD – Long term disability

*Unpaid leave (incidental absences) – unpaid leave associated with an employee's or dependent's serious health condition, as permitted under the Family Medical Leave Act



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Your Employees' Hearts

- **About 1 in 4 Americans have a cardiovascular condition.**
- **Heart disease and stroke-related costs in the United States 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

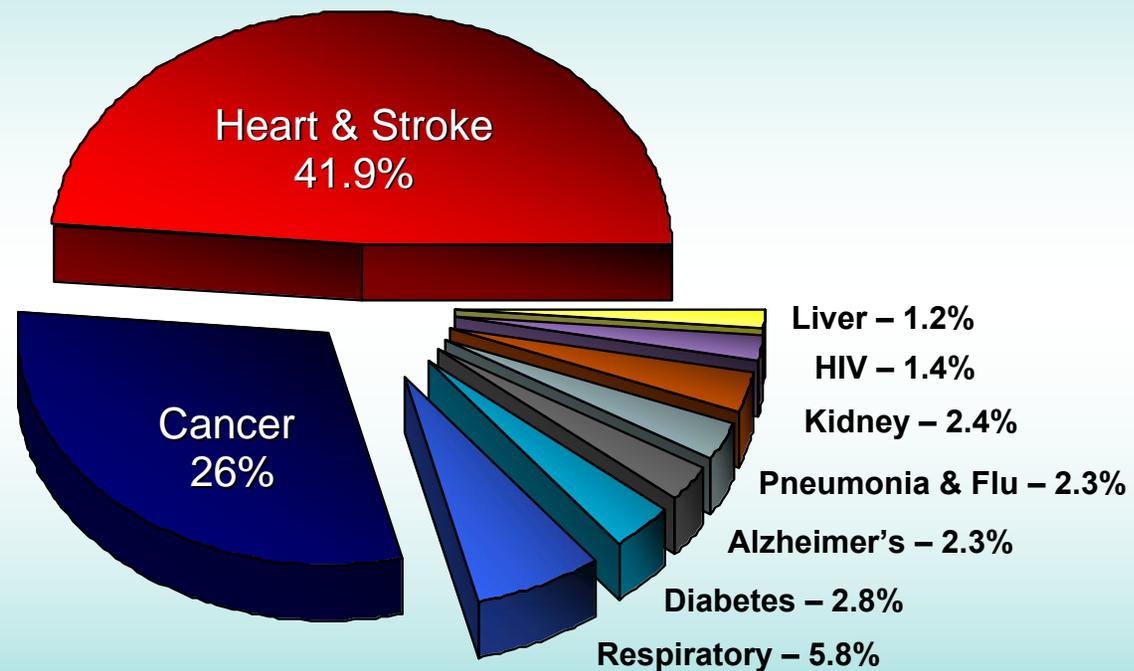


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CAUSES of DEATH

Georgia, 2000



* TOTAL NUMBER OF DEATHS IN 2000, National Vital Statistics Reports, Vol. 50, No. 15, September 16, 2002



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Reducing The Risk of Heart Disease and Stroke

A Six-Step Guide for Employers

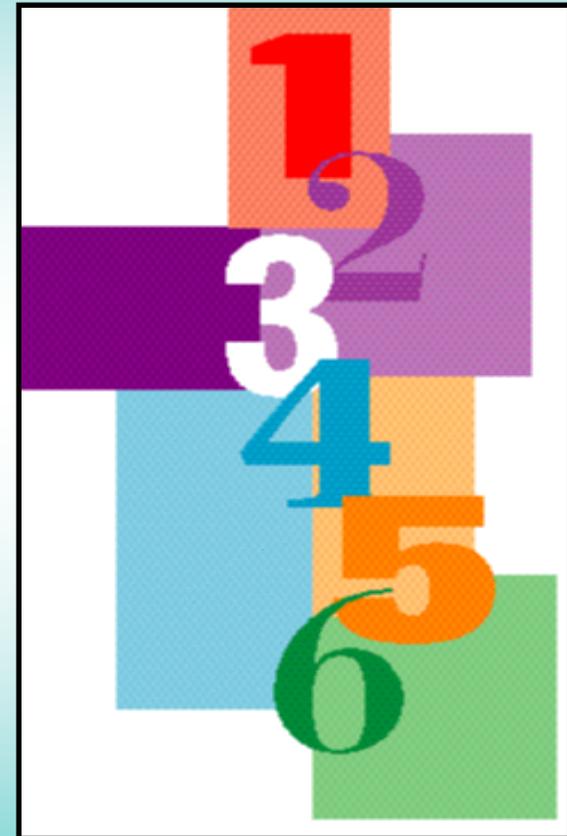


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Six Steps

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



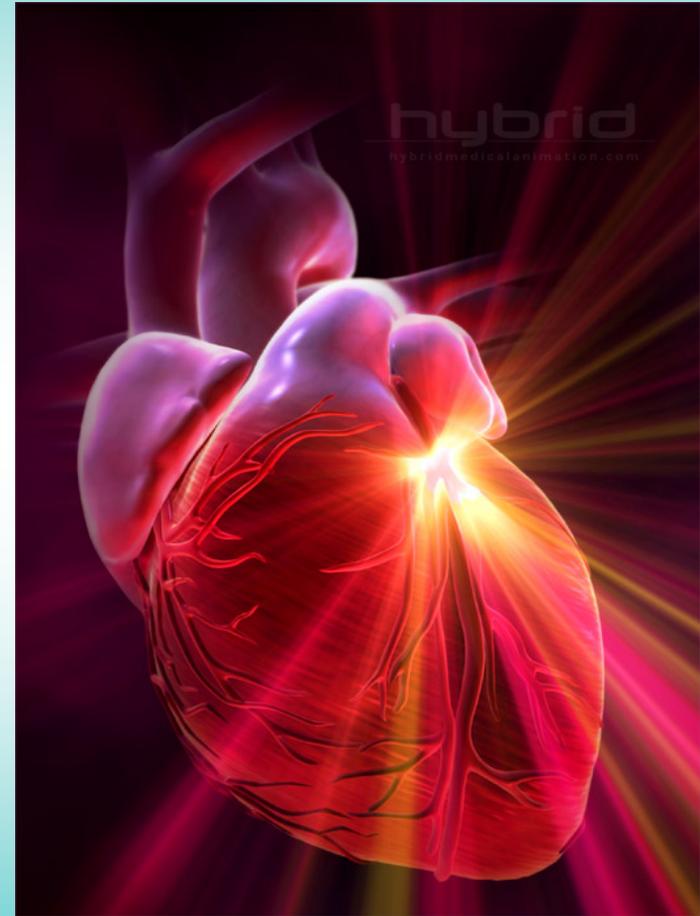
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Step 1: Recognize the Costs

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**



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

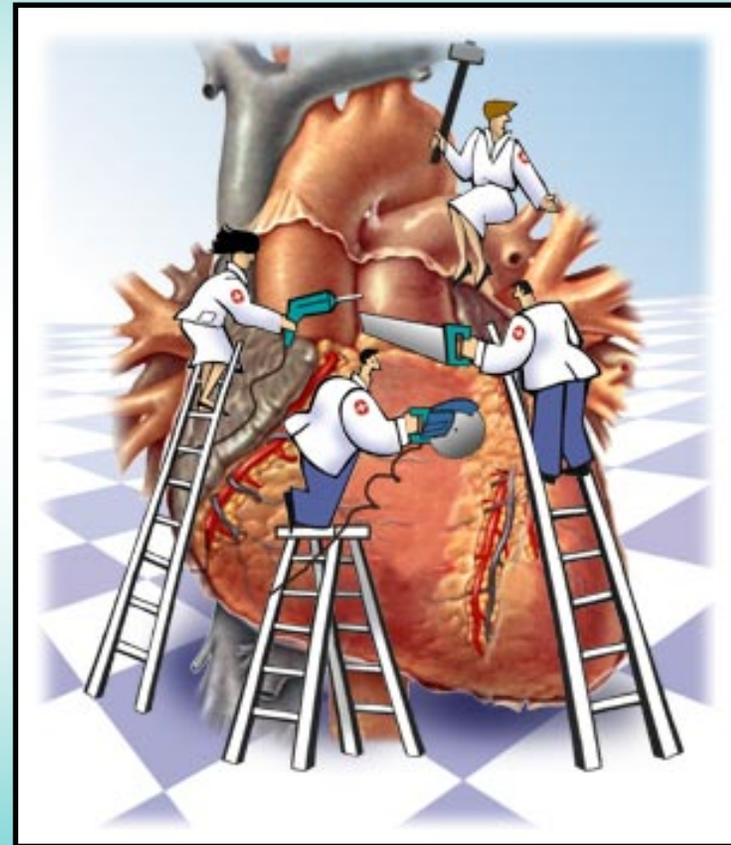


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Why Hearts Matter

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



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



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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*



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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?**



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



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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



fieldale farms
corporation

CASE STUDY



**"Of our 4,600 employees,
about 2,000 have been with us for 10 years
and about 1,000 have been a part of our
family
for 20 years or more."**



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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 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.



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**“We let our local hospitals know
real quick what our terms are.
We let them know we’ll go
elsewhere
if they can’t meet our needs.”**

— Denise Ivester, Group Insurance Manager



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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



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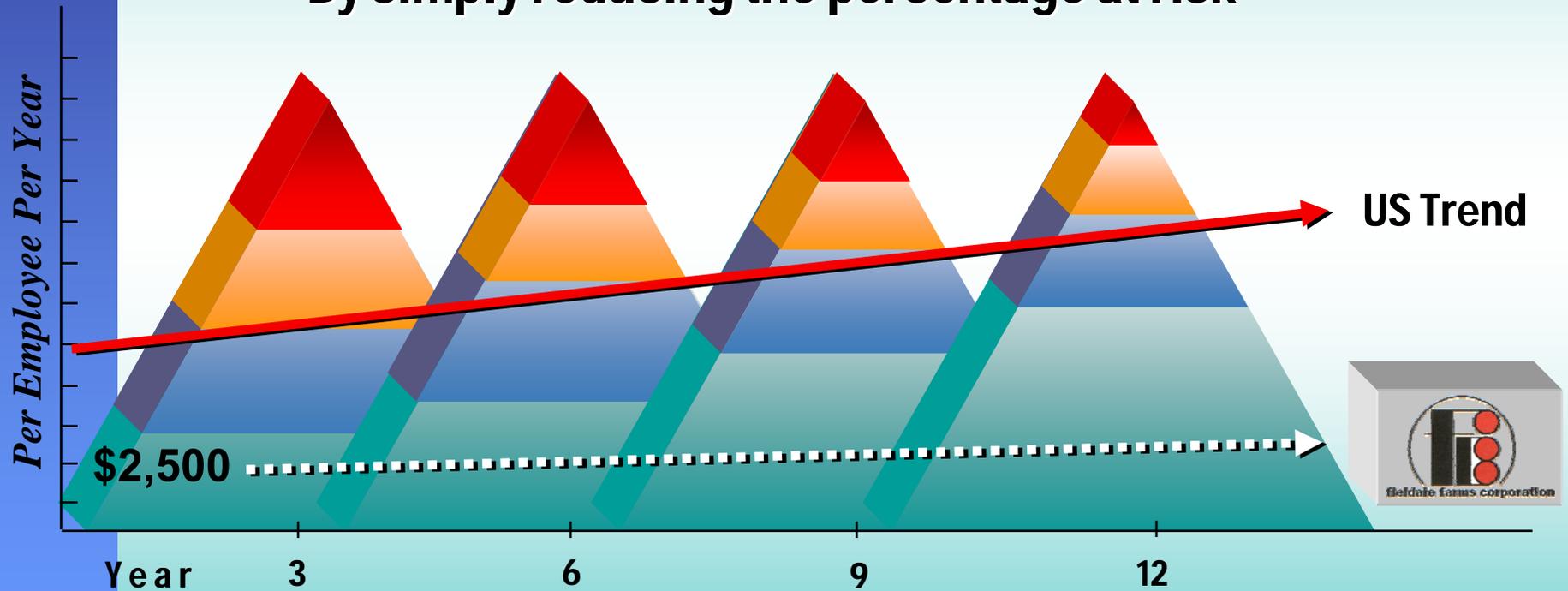
Fieldale: Health Outcomes

- 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



High Risk

Moderate Risk

Low Risk

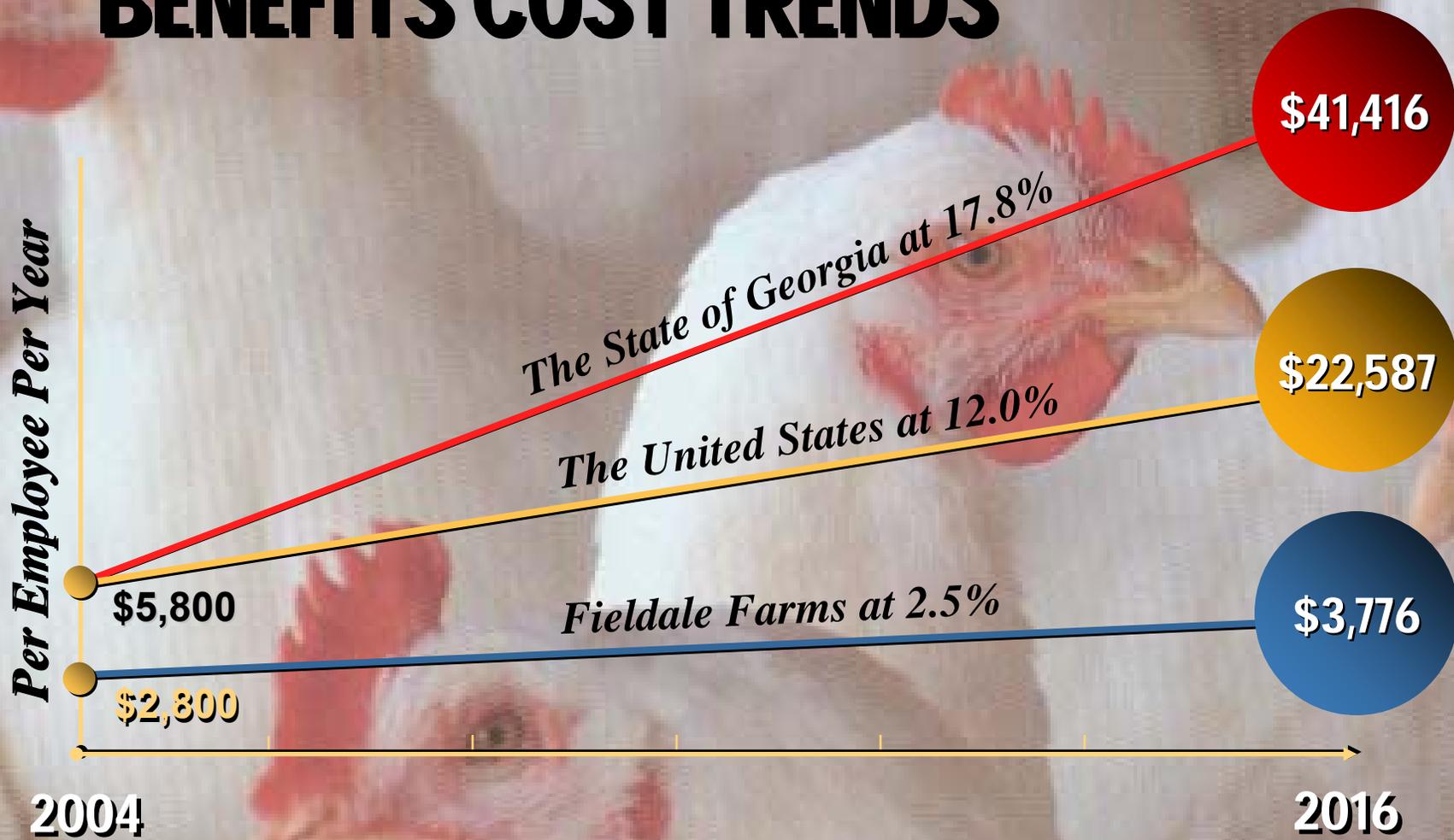
Ideal Risk

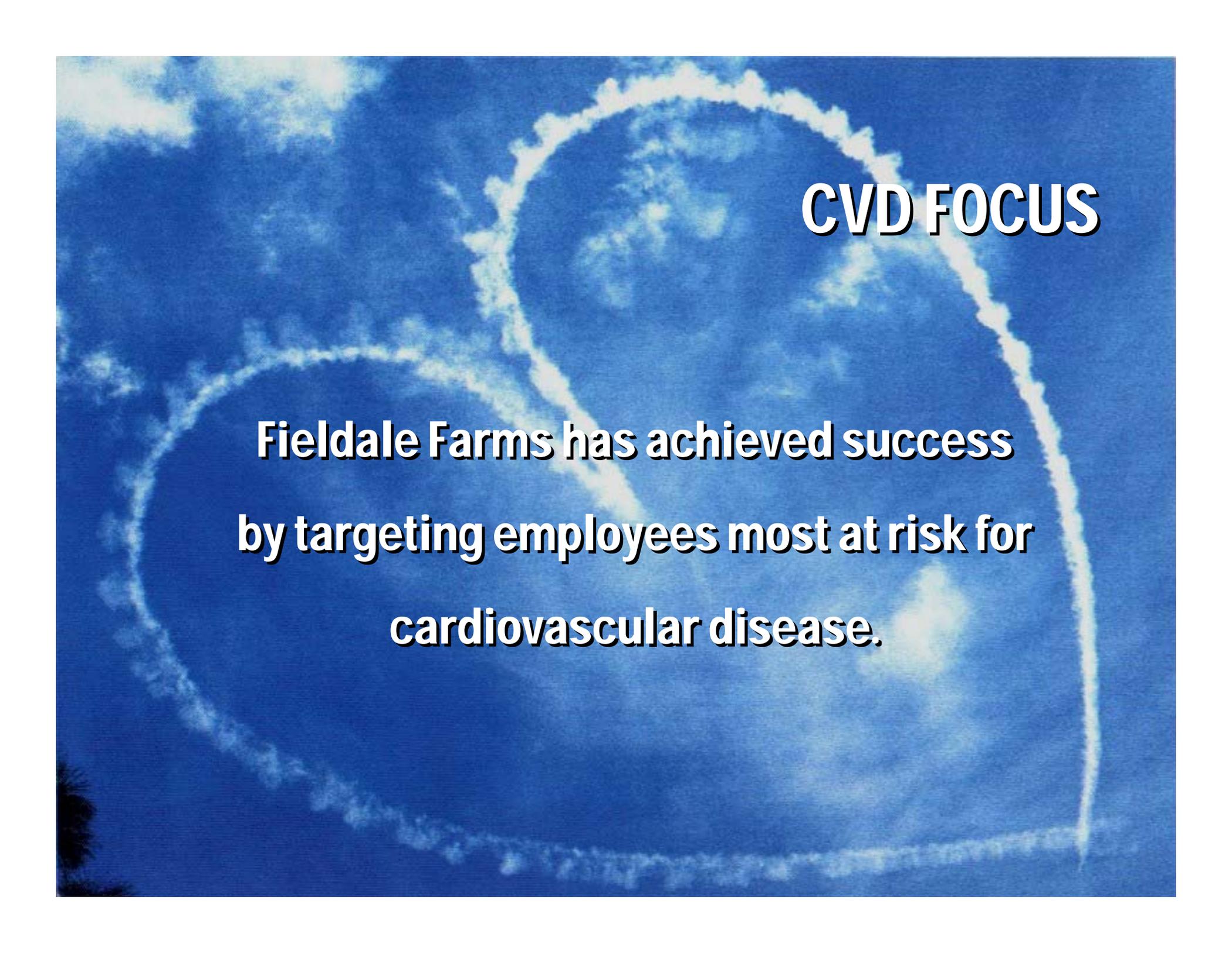


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BENEFITS COST TRENDS



The background of the slide is a blue sky with scattered white clouds. A large, faint, circular outline is drawn over the sky, resembling a target or a spotlight. The text is overlaid on this background.

CVD FOCUS

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

A photograph from an NBC Nightly News interview. A woman with dark hair, wearing a light-colored blouse and dark pants, stands in the center, looking towards a man in a blue shirt who is looking down at something in his hands. They are outdoors, with a silver car on the left and a white pickup truck in the background. The scene is brightly lit, suggesting daytime. The text "NBC — Nightly News Interview" is overlaid in the top left corner.

NBC — Nightly News Interview

**"Not only have we controlled our costs,
we have enriched other's lives."**

- Denise Ivester, Group Insurance Manager

2½

Percent Investment

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

— Jon Allen VP for HR, Fieldale Farms



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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



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



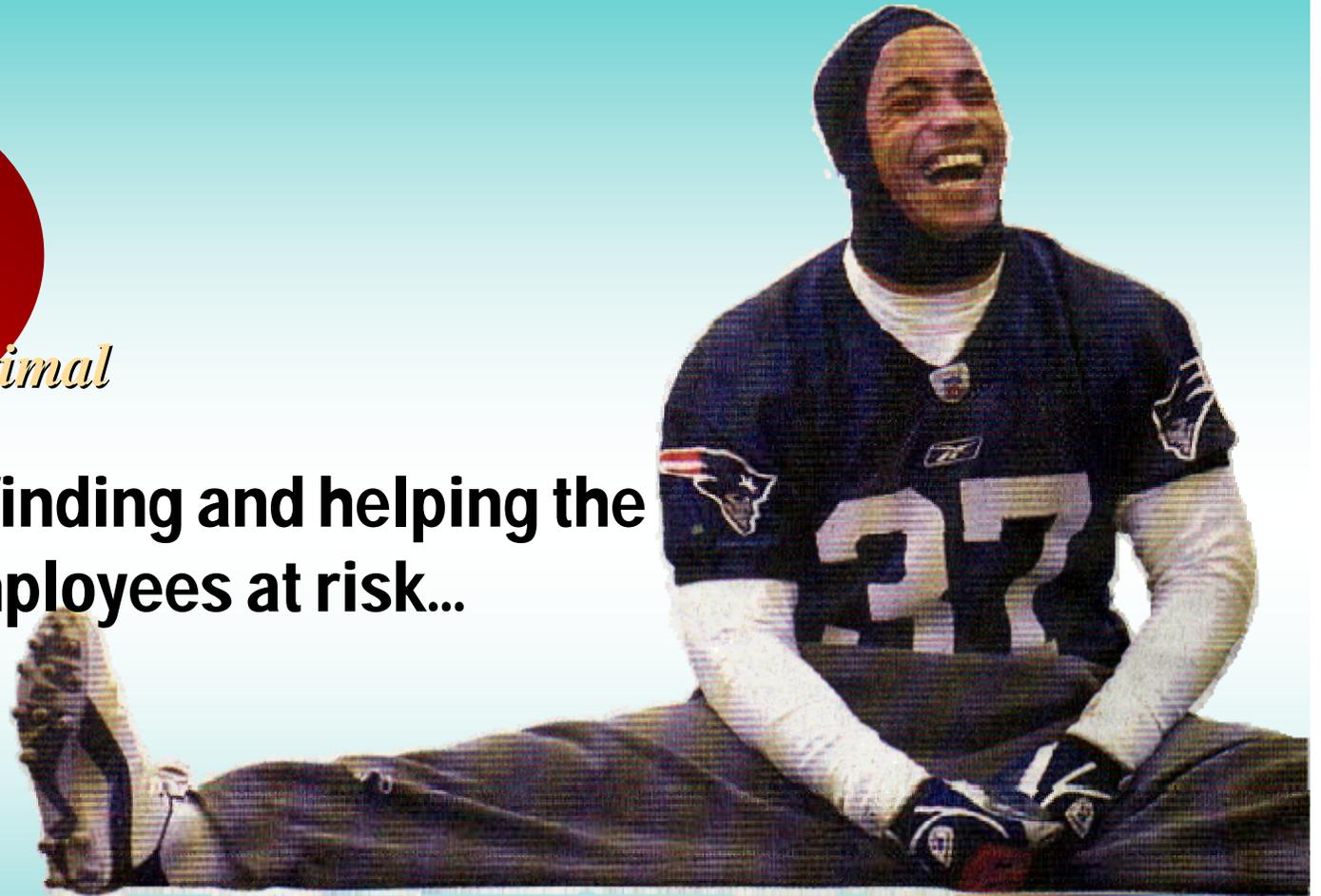
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ROI

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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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 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**



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**



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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 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**
- **Standardized treatment and prevention protocols consistent with national guidelines for heart disease and stroke**
- **Health care quality assurance systems: automated physician and patient guideline reminders and electronic medical records**



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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, and strategies to eliminate cardiovascular disease disparities**
- **Annual reporting of improvements in cardiovascular health indicators (e.g., HEDIS) and related costs**



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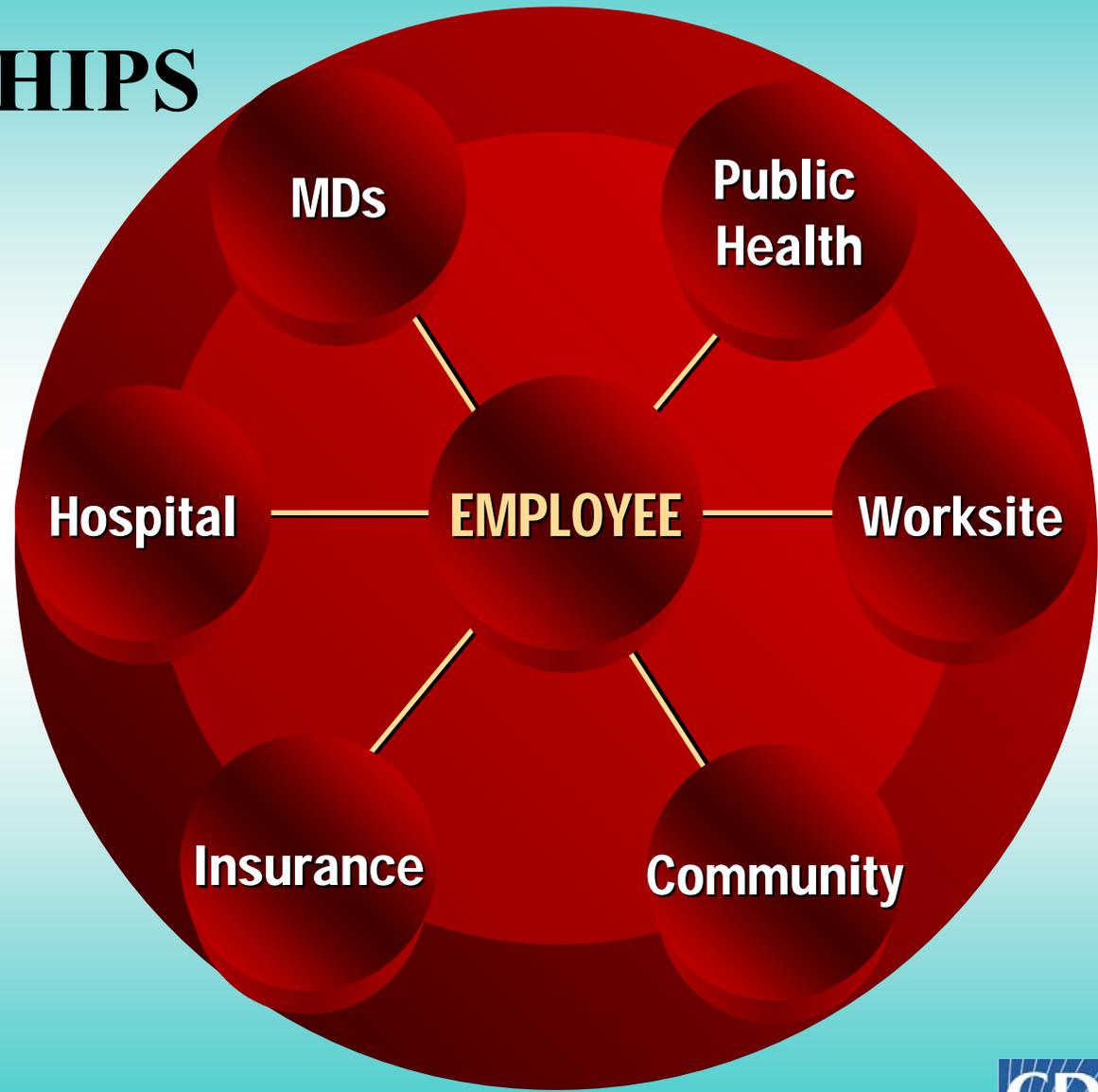


Step 6: Establish Partnerships

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



PARTNERSHIPS



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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



Heart Healthy and Stroke Free

Web Sites For More Information

www.cdc.gov/cvh

www.businessgrouphealth.org

www.prevent.org

www.nbch.org

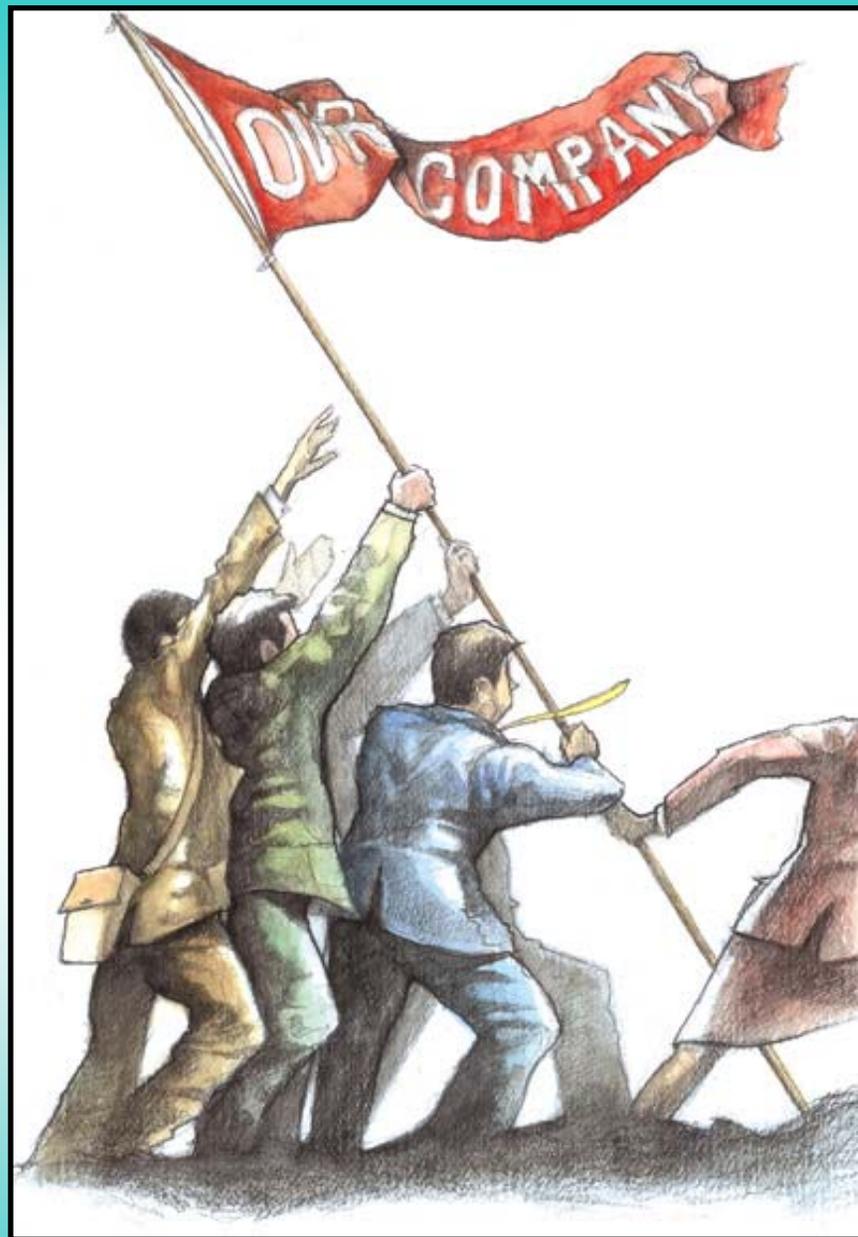


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What Now?

How do I take this
back to my
members?



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Your Next Move

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



My Contact Information

- **NAME**
- **NUMBER**
- **E-MAIL**

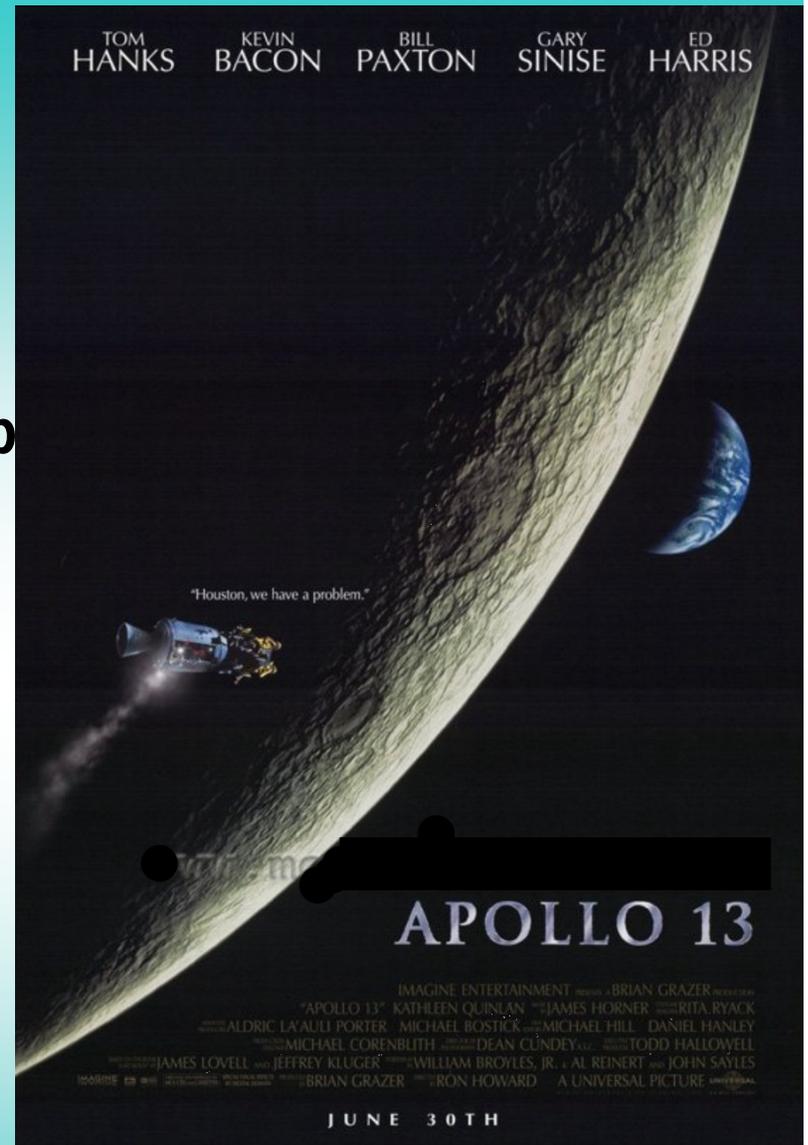


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**"Over time...
a new approach to healthcare will develop
with the potential to optimize health,
reduce illness, absenteeism, lower use,
moderate cost increases, and enhance
productivity.
This new approach will be a
win-win situation for all concerned."**

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



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Questions and Discussion

Many thanks for sharing your time today

Health to you and your employees!



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