



September 10, 2008

Health as a Core Business Value

Presented by:

David R. Anderson, PhD,

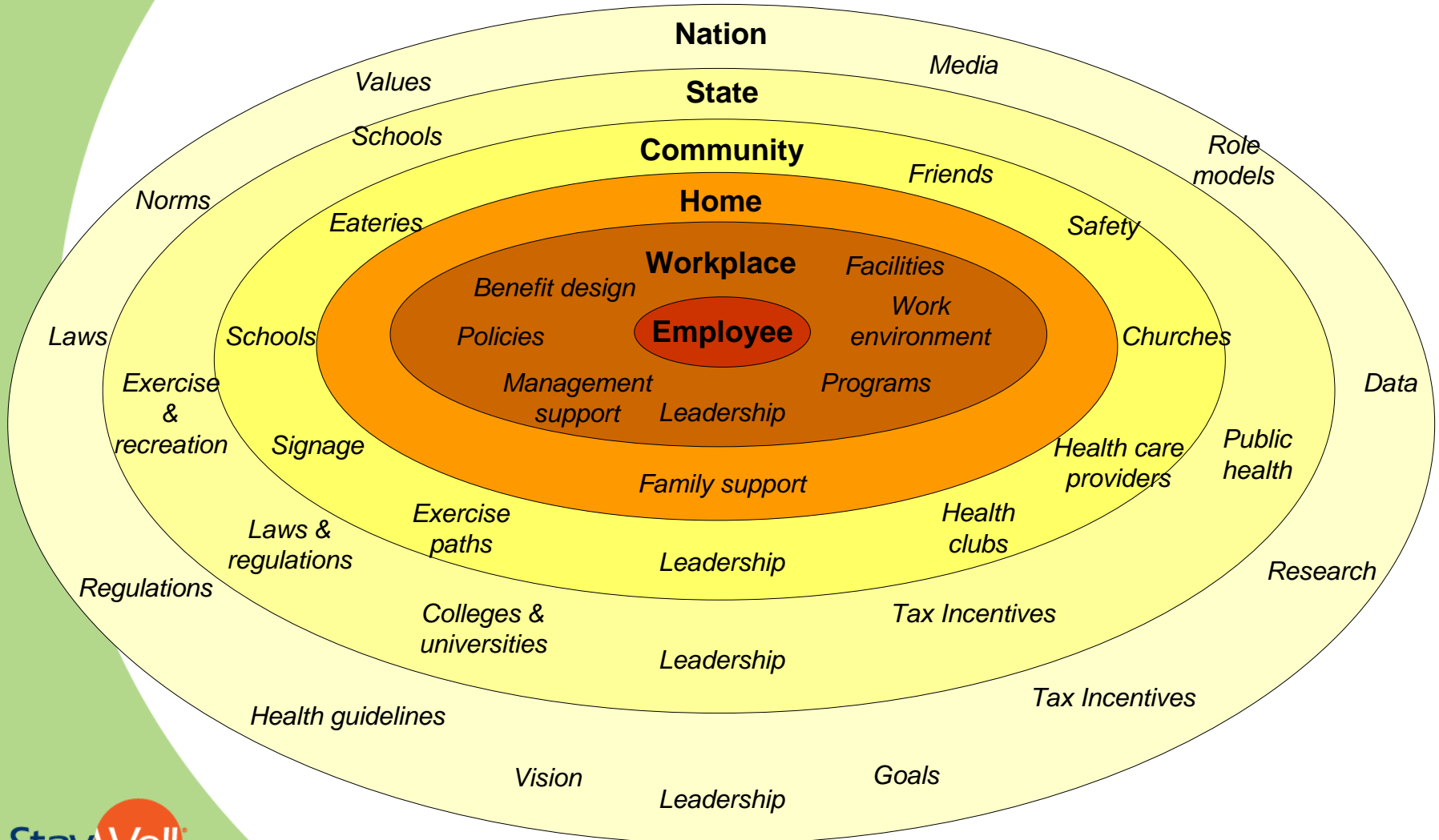
Senior Vice President & Chief Health Officer



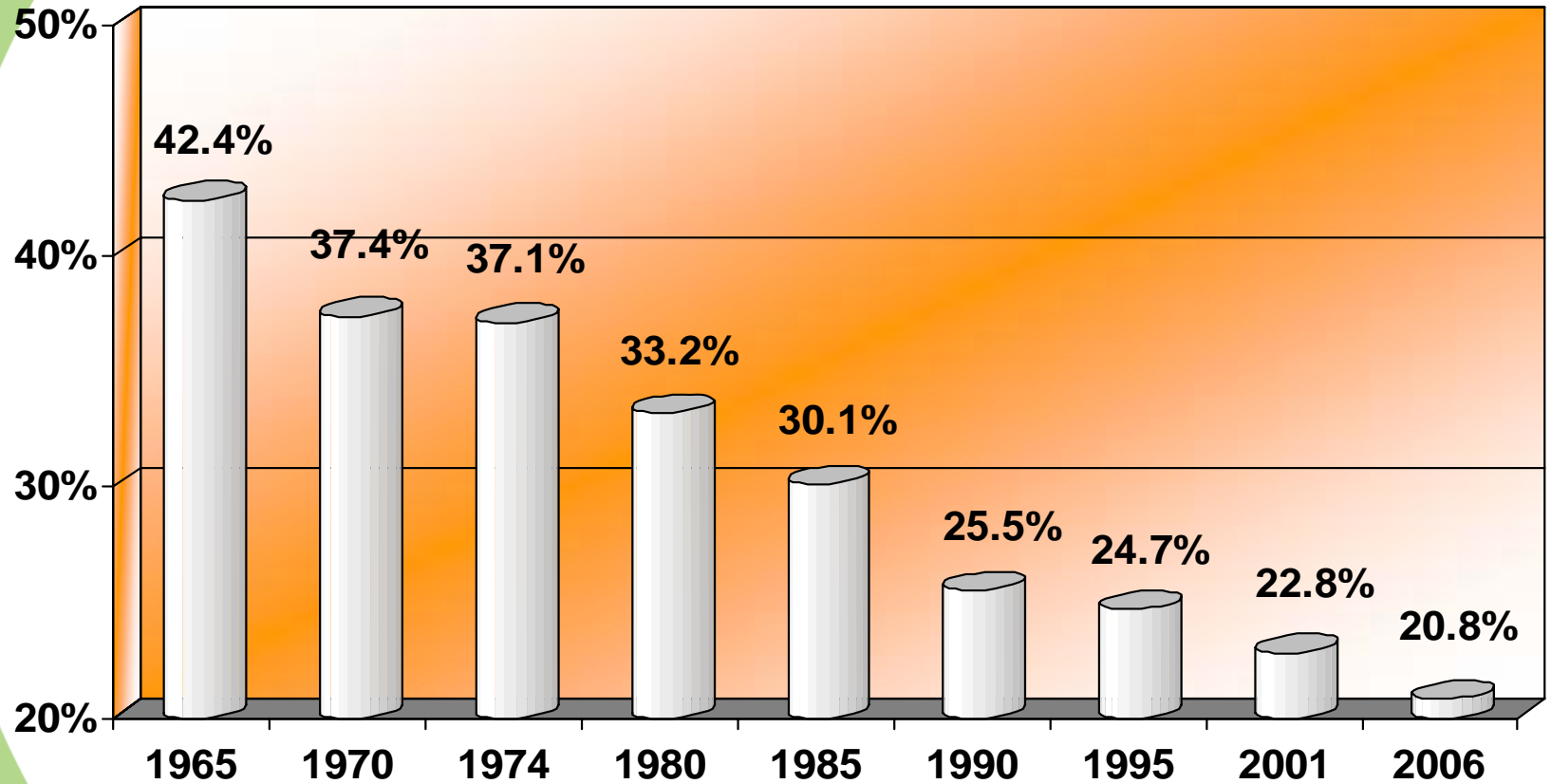


Many Factors Influence
Health Behaviors

Factors Influencing Employee Health Behaviors



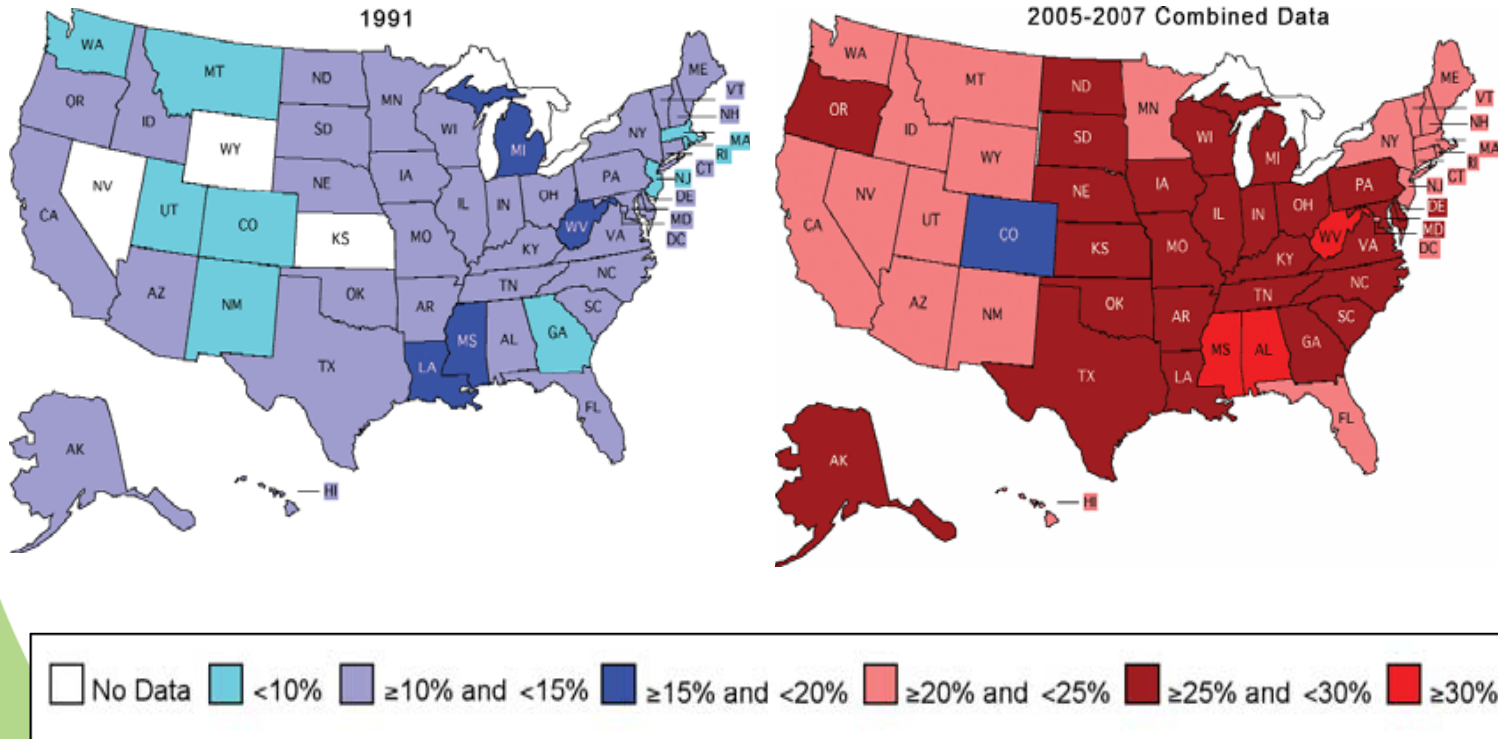
SMOKING TRENDS AMONG U.S. ADULTS



Source: National Health Interview Surveys, 1965–2006.

OBESITY TRENDS* AMONG U.S. ADULTS

BRFSS, 1991 and 2005-2007 Combined Data
 (*BMI >30, or about 30 lbs overweight for 5' 4" person)



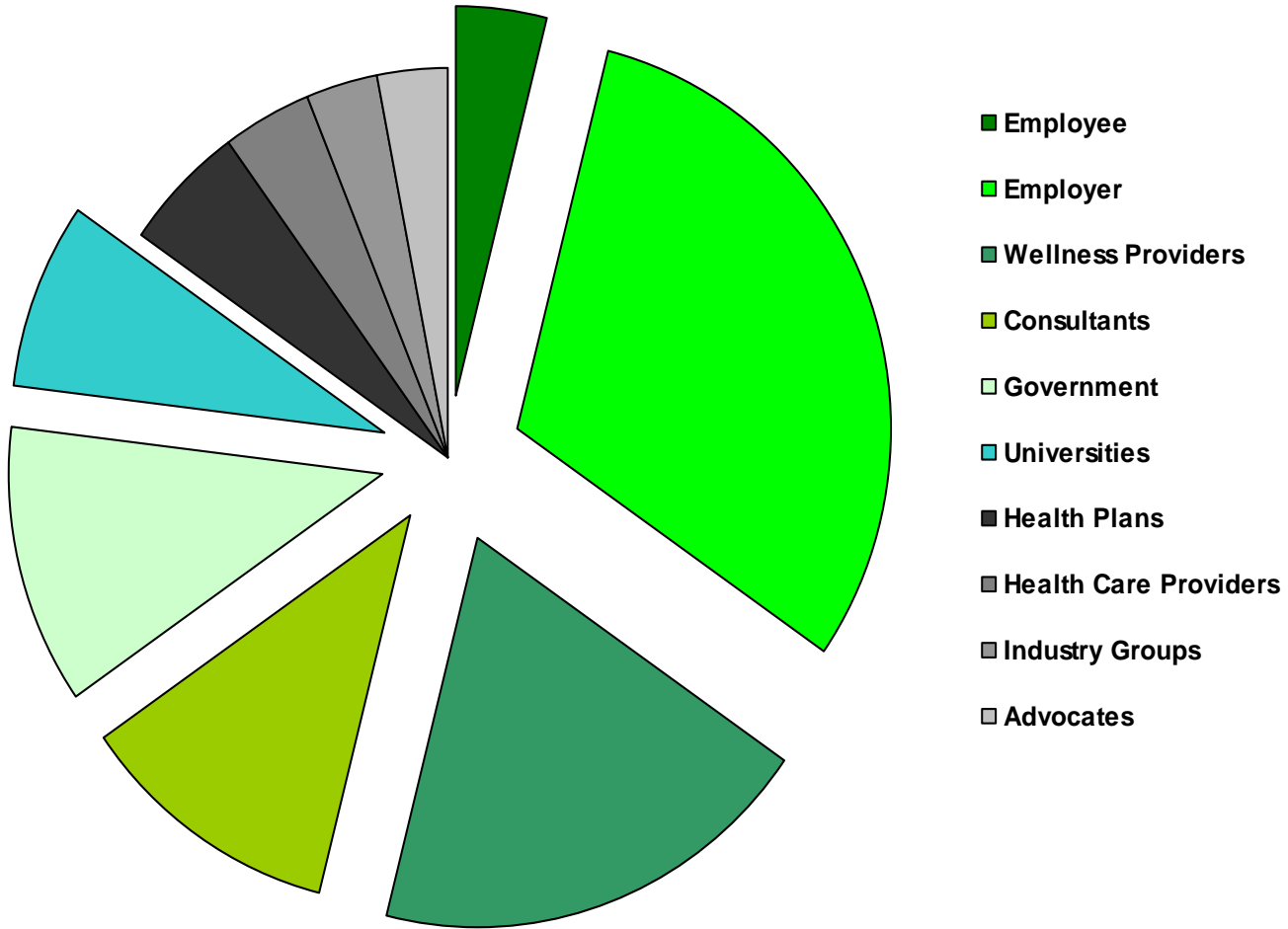
*Source: Behavioral Risk Factor Surveillance System, CDC.



Making Health a Core Business Value



Players in Making Health a Core Business Value



Employers – What can they do?

- **Embrace health as a core business value**
- **Implement best practices**
 - Strong senior management support
 - Comprehensive health management program
 - Benefits-integrated incentives
 - Integrated, comprehensive communication plan
 - Dedicated onsite staff
 - Multiple program modalities (phone, mail, online)
 - Population-based awareness building activities
 - Biometric health screenings
 - Vendor integration
- **Include family members in programs**
- **Community outreach**
- **Lobby for state and federal governments**

Wellness Providers – What can they do?

- **Encourage employers to embrace health as a core business value**
- **Help employers create healthy culture and work environments**
- **Provide comprehensive programs**
- **Evaluate programs to document impact on health and productivity**
- **Integrate with all initiatives supporting health**
 - Health plan integration support
 - Links to EAP – disability – disease management – etc.
 - Stress – culture – work environment – organizational development

Consultants – What can they do?

- **Educate employers about need to position health as a core business value**
- **Focus clients on health as a human capital asset rather than as an organizational cost**
- **Help employers integrate all the pieces**

Government – What can it do?

- **Fund research documenting the value of health**
- **Create tax incentives for employers**
- **Consider tax incentives for individuals**
- **Pursue health as a “core educational value”**
 - Physical education and exercise
 - Healthy lunchrooms and vending
 - Health education curriculum

Universities – What can they do?

- **Educate future business leaders on the value of health**
- **Educate future health promoters on organizational culture**
- **Conduct basic and applied research**
 - Understanding best practices
 - Organizational culture, climate, environment and health
 - Health and productivity – “presenteeism” or work impairment

Others – What can they do?

- **Health Enhancement Research Organization (HERO)**
 - Pursue national policy, strategy, leadership, infrastructure
 - Bring constituencies together for integrated planning