Improving Health in America: Employers Reaching Beyond the Workplace

Healthy Workplaces, Healthy Communities

Hosted by: HERO, The Health Enhancement Research Organization and HealthPartners
Made possible through a grant from the Robert Wood Johnson Foundation

Improving HEALTH Through Employer Leadership
Your Hosts

• Jerry Noyce, President & CEO, HERO

• Mary Brainerd, MBA, President & CEO, HealthPartners

• Marjorie Paloma, MPH, Team Director & Senior Program Officer, Robert Wood Johnson Foundation

• Cathy Baase, MD, Global Director of Health Services, The Dow Chemical Company

• Nico Pronk, PhD, Vice President & Chief Science Officer, HealthPartners
Opening Panel

• **Nico Pronk**, PhD, Vice President & Chief Science Officer, HealthPartners

• **Michael O’Donnell**, PhD, MBA, MPH, Director of the Health Management Research Center in the School of Kinesiology, University of Michigan

• **Tony Buettner**, Senior Vice President of Business & Product Development, Blue Zones
Opening Panel

• **Elizabeth Sobel-Blum**, MBA, MA, Senior Community Development Advisor, Federal Reserve Bank of Dallas

• **Scott Peterson**, MA, Executive Vice President & Chief Human Resources Officer, Schwan Food Company

• **Cathy Baase**, MD, Global Director of Health Services, The Dow Chemical Company
Nico Pronk, PhD
Vice President & Chief Science Officer
HealthPartners
Perspectives on the importance of employer-community connections for health drawn from Annual Reports to Congress of the Community Preventive Services Task Force

The Task Force is an independent, non-Federal, uncompensated panel of health experts appointed by the Director of CDC. It critically examines available research and conducts systematic reviews and economic analyses in order to generate recommendations on what works to:

• Protect and improve people’s health
• Reduce future demand for health care
• Increase productivity and competitiveness of the US workforce
- Reduce healthcare spending
  - Lower need and demand for health care
- Reduce illness burden
  - Fewer cases, better management, better function
- Reduce the likelihood of becoming ill
  - Prevention of disease diagnoses
- Make healthy choices easy choices
  - Environmental and policy changes
- Maintain or improve economic vitality
  - Healthy communities complement vibrant business and industry
- Reduce waste
  - Less productivity loss due to prevention
- Increase healthy longevity
  - Today’s youth may live shorter and less healthy lives than their parents
- Enhance national security
  - Obesity as the leading reason for failure to recruit into the military
- Prepare the future workforce
  - A healthy workforce through education, environments skill building, resources
Panelists

Michael O’Donnell, PhD, MBA, MPH
Director, Health Management Research Center
University of Michigan
Underlying health related causes

- Lifestyle
- Chronic Disease
- Aging Society
- Poverty & Inequality

- Medicaid Costs
- Medicare Costs
- Social Security Costs
- Low Tax Revenue

Yikes!

Michael P. O'Donnell, PhD, MBA, MPH, 2012
Funding from Organizations that Benefit to Organizations that Can Engage People in Effective Programs

- Employers: $34.4 billion
- US Treasury: $2.36 billion
- Insurers: $4.9 billion
- CMS: $16.1 billion
- State Medicaid: $4.5 billion
- Workplaces: $24.1 billion
- K-12 Schools: $10.8 billion
- Parks: $4.3 billion
- Colleges: $3.95 billion
- Clubs: $20.7 billion
- Faith Groups: $20.7 billion
- Child care: $4.3 billion
- Hospitals & Clinics: $4.5 billion
- Restaurants & grocers: $3.95 billion
- Health promotion providers: $20.7 billion

Michael P. O'Donnell, PhD, MBA, MPH, 2012
Panelists

Elizabeth Sobel-Blum, MBA, MA
Senior Community Development Advisor
Federal Reserve Bank of Dallas
“There is a symbiotic relationship between the health and resilience of a country’s economy, and the health and resilience of a country’s people...”

Richard W. Fisher
President and CEO,
Federal Reserve Bank of Dallas
Healthy Communities

Components integral to healthy, vibrant, resilient communities:

- Access to Healthy Food
- Access to Medical Care
- Aesthetics: Landscaping, Art, Culture
- Air, Soil and Water Quality
- Building Financial Capacity
- Built Environment
- Early Childhood Development
- Education
- Employment
- Entrepreneurship
- Personal/Public Safety
- Physical Activity
- Public Transportation
- Senior Needs: Accommodation, Care, Services
- Social Networks/Social Environment
- Social Services
Marshall, MN:
Current Community Partnership Overview

Main Street in downtown Marshall, MN
What are the key factors driving Health Outcomes?

Health Outcomes
- Mortality (length of life) 50%
- Morbidity (quality of life) 50%

Health Factors
- Health Behaviors 30%
  - Tobacco use
  - Diet & Exercise
  - Alcohol use
- Clinical Care 20%
  - Access to care
  - Quality of care
- Social & Economic Factors 40%
  - Education
  - Employment
  - Income
  - Family & Social Support
  - Community Safety
- Physical Environment 10%
  - Environmental Quality
  - Built Environment

Policies and Programs
Cathy Baase, MD
Global Director of Health Services
The Dow Chemical Company
Non-communicable diseases are strongly connected to other global risks: fiscal crises; underinvestment in infrastructure; food, water and energy security.

The mobilization of social forces and people outside of health systems is critical as it is clear that chronic diseases are affecting social and economic capital globally.

Source: World Economic Forum 2010
Macro Economic Concept Model

Markets
Goods / Services
$ Markets
Business
(Generates $)
$ Goods / Services
Common Resource Pool
Gross Domestic Product
HEALTHCARE

ECONOMIC FACTORS

Health Behaviors
Clinical Care
Social & Economic Factors
Physical Environment

Positive Health Outcomes
• Performance and Productivity
• Safety
• Attract and Retain Talent
• Engagement and Satisfaction

Health Factors
10%
30%
40%
20%

Critical to Business Success
Essential to the Creation of Health

Catherine Baase, M.D.
Markets

Goods / Services

Business
(Generates $)

Common Resource Pool
Gross Domestic Product

Employee Wages

HEALTHCARE

EDUCATION
INFRASTRUCTURE
SOCIETAL PRIORITIES

Critical to Business Success

Essential to the Creation of Health

Positive Health Outcomes
- Performance and Productivity
- Safety
- Attract and Retain Talent
- Engagement and Satisfaction

Health Factors

- Health Behaviors
- Clinical Care
- Social & Economic Factors
- Physical Environment

Catherine Baase, M.D.
The World Café is a social learning environment organized around a compelling question or issue. It is the intention to uncover what all of us think about the issue and let it emerge through conversation.

- discover shared meaning
- access our collective intelligence
- bring forth the future
Creating spaces of possibility...

- Hospitable space
- Questions that matter
- A spirit of discovery
- Shared listening
- Noticing connections
The World Café – The Process

- 4-5 people per table
- Your table host will welcome you and keep notes
- You are encouraged to jot down your ideas, in pictures or words, on the paper at your table
- At the end of 15 minutes of conversation and dialogue about the Question posed, you rotate to join another table—only the host remains at the table
- Please join another table with people that were not part of earlier tables you have been at
- At the end of the last rotation, help the host prioritize the five most insightful observations noted
- Report-out and discussion

Improving HEALTH Through Employer Leadership
Your Table Hosts

1. Karen Adams, PhD, MT, VP, National Priorities, National Quality Forum
2. Nick Baird, MD, CEO, US Healthiest
3. Alex Chan, Clinton Foundation Fellow, Clinton Foundation
4. Patricia Dennis, SVP, Health & Care Engagement, HealthPartners
5. Jennifer Flynn, MS, Health Management Strategy Consultant, Mayo Clinic
6. Abigail Katz, PhD, Senior Data Analyst, HealthPartners
7. Tom Mason, President, The Alliance for a Healthier Minnesota
8. Meg Molloy, DrPH, MPH, RD, President & CEO, Prevention Partners
9. Monique Nadeau, MPA, Co-Founder, Hope Street Group
10. Bonnie Sakallaris, PhD, RN, VP, Optimal Healing Environments, Samueli Institute
11. Erin Seaverson, MPH, Director, Research, StayWell Health Management
12. Elizabeth Sobel-Blum, MBA, MA, Senior Community Development Advisor, Federal Reserve Bank of Dallas

Improving HEALTH Through Employer Leadership
Question That Matters #1

What are the strongest elements of a business case that will generate higher levels of employer leadership in improving community health?
Question That Matters #2

What are the most important barriers and limitations that will keep employers from playing their critical role in improving community health?