


Place Matters:
Working Together to Create Healthy Communities

*How to Talk with Employers about
Worksite Wellness:
Making the Business Case*
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Barbara Prowe, MBA
Executive Director
Oregon Coalition of Health Care Purchasers



Definition of 'Health'

“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”


Preamble to the Constitution of the World Health Organization as adopted by the International Health Conference, New York, 19-22 June, 1946; signed on 22 July 1946 by the representatives of 61 States and entered into force on 7 April 1948



Definition of 'Wellness'

“Wellness is a multidimensional state of being describing the existence of positive health in an individual as exemplified by quality of life and a sense of well-being.”

Charles B. Corbin of Arizona State University





B. Smiller
“Why should I settle for good self-esteem when, with the right medication, I could have great self-esteem?”



Worksite Wellness


“The systematic efforts of an organization to enhance the wellness of its members through education, behavioural change and cultural support”.

Cox and Opatz



Worksite Wellness

- Employees spend about 50% of their life at work and are subjected to cultural influences
- The workplace
 - provides an opportunity for incentives as a motivation to change,
 - provides the employer with the opportunity to expose the employee to an intervention program over a long period of time, and
 - provides the opportunity for social support
- The lifestyle of workers’ families will probably also be influenced
- The employer and employee could benefit from these programs



Getting Started

- Identifying an opportunity
- Researching the opportunity
- Developing the business case



Researching the Organization

- Workplace Health Assessment - a process of gathering information about the factors that support and/or hinder the health of employees at a particular workplace and identifying potential opportunities to improve or address them.

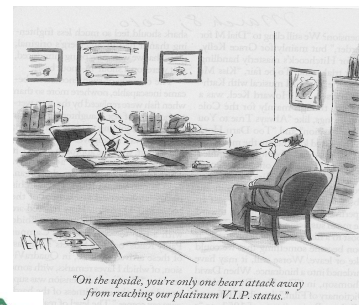


Environmental Scan

- Physical plant
- Physical size of employees
- Tobacco use
- Cafeteria/vending machine food & beverage options
- Corporate culture
- Stress levels



The Data



The Data

- Population Demographics
- HRA with Biometric Data
- Medical Claims
- Pharmacy
- Behavioral Health/EAP
- Short & Long Term Disability
- Workers' Comp
- Employee Absence/PTO Records
- FMLA Claims



The Business Case

- Lost productivity costs are ~\$4,430 per year for current smokers and \$3,246 for former smokers, compared to \$2,623 for those who never smoked
- On average, smokers take 2-4 more sick days than nonsmokers each year
- Pregnant smokers are at increased risk for miscarriage, premature birth, and low birth weight babies

Partnership for Prevention: Investing in Health



Addressing the Total Cost Burden of Poor Employee Health

- In one study, job impairment (e.g. presenteeism) represented 18% to 60% of the total health-related costs for prevalent health conditions
- Poor employee health status is attributed to a 5 – 10% decrease in overall productivity
- Productivity losses related to personal & family health problems cost U.S. employers, on average, \$225.8 billion annually, or \$1,685 per employee per year

Healthy Workforce: 2010 and Beyond; Partnership for Prevention and Labor, Immigration & Employee Division, U.S. Chamber of Commerce



Physical Activity & Nutrition

A research study has shown that being overweight is associated with

- 39 million lost work days per year
- 239 million restricted-activity days
- 90 million bed days
- 63 million physician visits per year

Partnership for Prevention: *Investing in Health*



Screening

- Estimates show that providing screening for breast, cervical, and colorectal cancer costs a typical employer \$7.50 per member per month, in contrast to an estimated \$2,360 per member per month in claim costs for a person with cancer.

Partnership for Prevention: *Investing in Health*



Chronic Disease

- Chronic diseases result in a significant amount of preventable morbidity and mortality in the United States.
- The U.S. Department of Health and Human Services estimates that approximately 33% of all deaths in the United States are attributable to just three modifiable health behaviors:
 - smoking,
 - physical inactivity, and
 - poor eating habits.



Chronic Disease

- Chronic diseases are a major cause of lost productivity and disability. For example: Each year, an estimated 39 million work days are lost to obesity-related illnesses.
- Influenza-attributable illness for adults aged 18 to 64 years accounts for \$5.6 billion in lost productivity resulting from 17 million missed workdays.
- Depression is estimated to cause 200 million lost workdays each year at a cost to employers of \$17 to \$44 billion.
- Hypertension complications are a major cause of preventable absenteeism, reduced productivity and disability, making it one of the most expensive health conditions for employers.



Tools

CDC Cost Calculators: calculators to help estimate the costs of lifestyle factors and preventable diseases, yielding information that can be useful for baseline needs assessment and planning of targeted interventions.

<http://www.cdc.gov/nccdphp/dnpao/hwi/programdesign/costcalculators.htm>

Depression
Tobacco
Alcohol
Physical Inactivity
Obesity



Tools

Coming Soon

Online Worksite Assessment Tool
from the Oregon Department of Public Health



Organizational Culture & Leadership

- Develop a “Human Centered Culture.”
- Demonstrate leadership.
- Engage mid-level management.



Commitment

- Environment
- Culture
- Benefit Design
- Incentives
- Prevention
- Communication
- Measurement



Resources

- CDC Healthier Worksite Initiative
<http://www.cdc.gov/nccdphp/dnpao/hwi/index.htm>
- Partnership for Prevention: *Investing in Workforce Health* <http://www.prevent.org/About-Us.aspx>
- A Purchaser’s Guide to Clinical Preventive Services: Moving Science into Coverage, NBGH
<http://www.businessgrouphealth.org/preventive/>



Resources

- The Art of Health Promotion: July/Aug 2005
Meta-Evaluation of Worksite Health Promotion Economic Return Studies: 2005 Update
<http://www.awcnet.org/trainmaterials/EmpHealthAcademy/2007/ChapmanAHP46MetaEvaluationUpdate.pdf>
- *How Do You Spell Success?: Strategies for Evaluating Your Worksite Wellness Programs*, Michael W. Wood
<http://www.awcnet.org/trainmaterials/EmpHealthAcademy>



Employee Communication

