

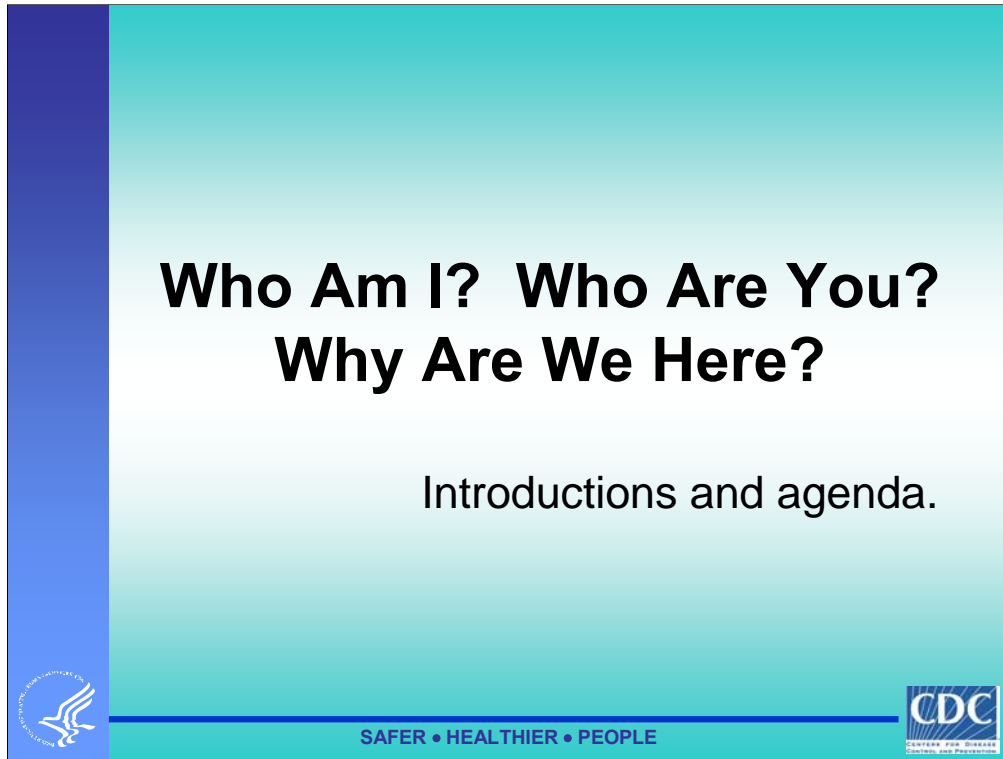
Total time for this presentation is based on 45 minutes and may be expanded as time allows.

[PRIOR TO THE MEETING:]

- Determine your audience and the examples or best practices that will best relate to their type of companies.
- What do you think will be your audiences main barriers to adopting a cardiovascular health program? Money? Senior management buy-in? Be prepared to address those issues.

[AT THE MEETING THIS IS THE STARTER PAGE]

Welcome everyone.



Introduce your self and why you are here (e.g. to help you realize the powerful benefit of health programs to prevent heart disease and stroke, and the impact on your company's bottom line) – keep it brief

[If you have a small group you can get folks name and their company's names]

[For a medium to large group, use a flipchart and record the responses by show of hands]

How many of you are in HR? in Senior Management? Other?

How many are in Services? Manufacturing? Production? Internet?

How many of you have companies with under 50 employees? 50–150? 151–250? More than 250?

[or you can base the number of employee segments on your key target audience attending]

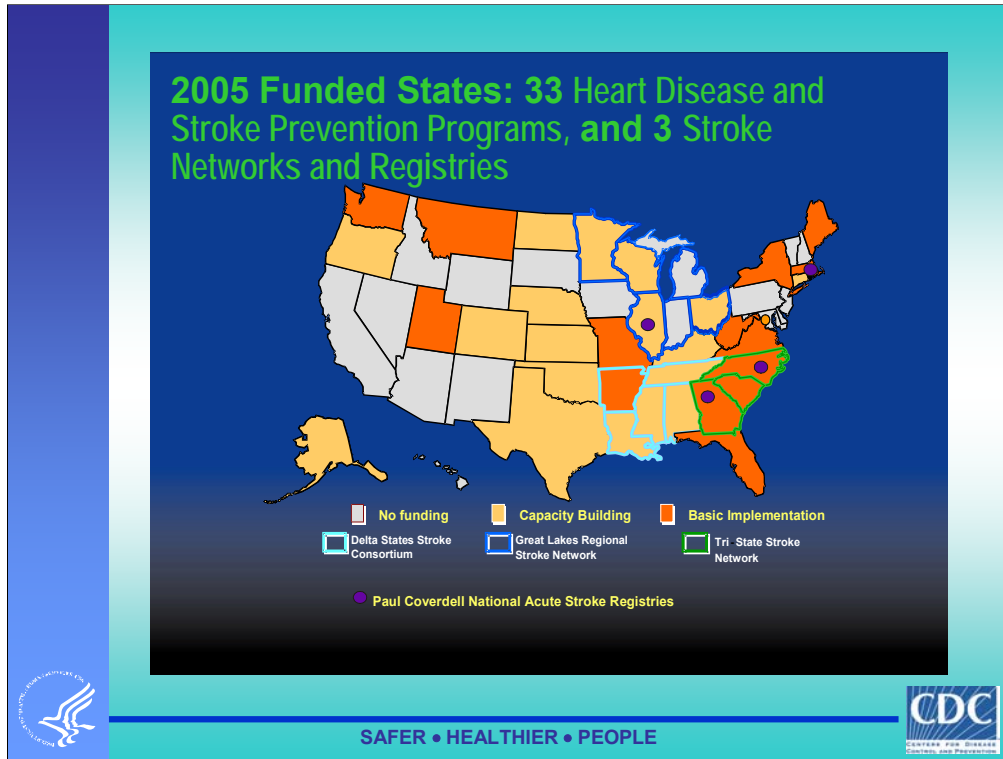
[If you have a small enough group or take a random sampling from a larger group and you have time]

What are your expectations for today?

[Place on a flipchart or take notes by the podium – these are insights into their issues and also will allow you to tailor some discussion to meet their needs.]

Here is our agenda for today:

- 1. Why heart disease and stroke (HD/S) prevention matter?**
- 2. How HD/S affects your bottom line. We'll be discussing costs here.**
- 3. Examples of promising practices in worksite settings**
- 4. The six steps to improving CVH and reducing HD/S among your employees.**



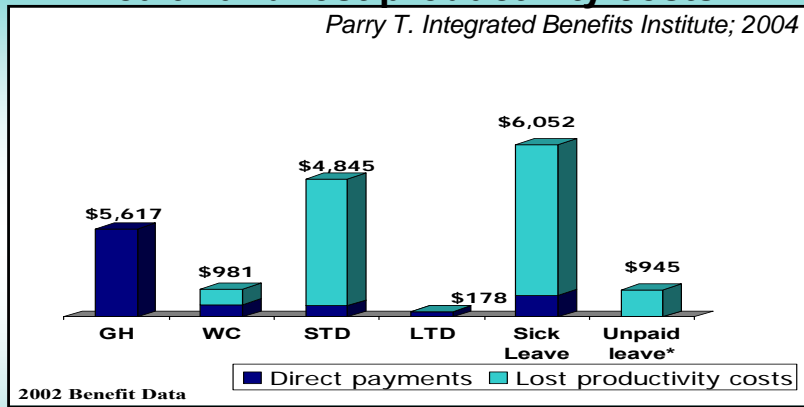
CDC currently funds 33 State Heart Disease and Stroke Prevention programs, and 3 Stroke Networks and Registries. Our State, [name of state] currently [is not funded, has funds for capacity building, or has funds for basic implementation of programs]. It is CDC's goal to fund all states to be able to carry out comprehensive heart disease and stroke prevention programs.

The mission of CDC's State Heart Disease and Stroke Prevention Program is to provide public health leadership to improve cardiovascular health for all, reduce the burden of cardiovascular disease, and eliminate disparities associated with heart disease and stroke.

In order to accomplish this mission, it is important that we build relationships with employers like yourself. Bottom line, we want to help you save lives, and improve the health and productivity of your employees.

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

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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[READ slide]

Slide shows that lost productivity costs are much greater than direct costs for health care.

As you know, employers pick up the burden of these costs since almost 2 out of 3 Americans receive health care through employer-sponsored health benefits coverage

Kaiser Family Foundation www.kff.org/content/2002/20020905a/3252a.pdf

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

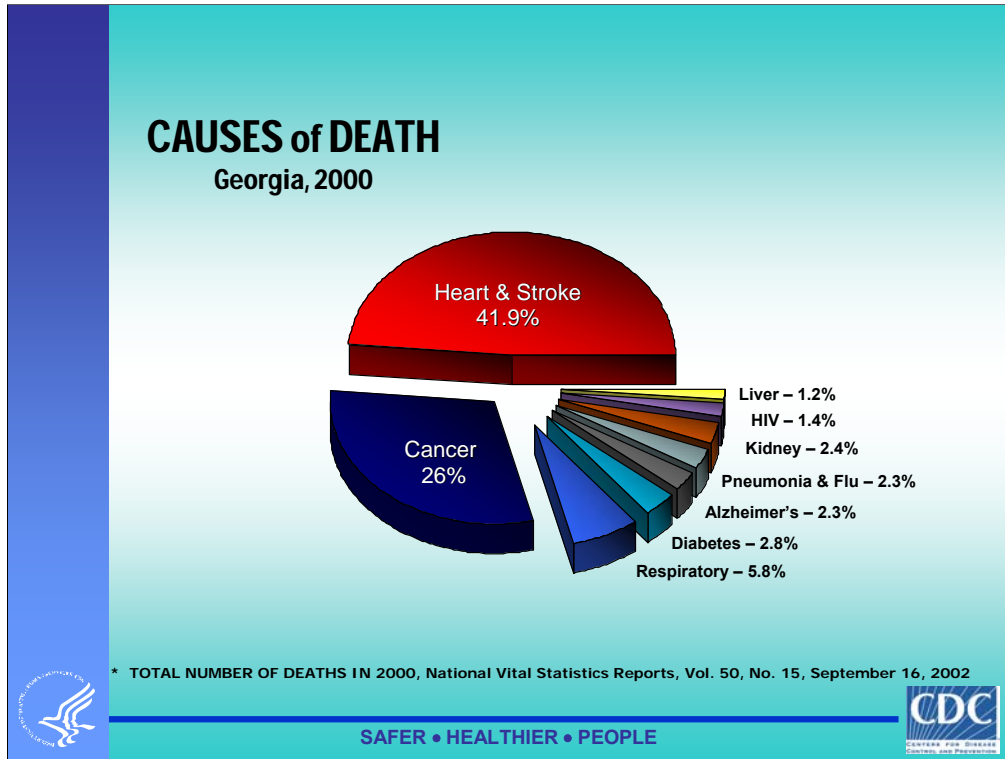


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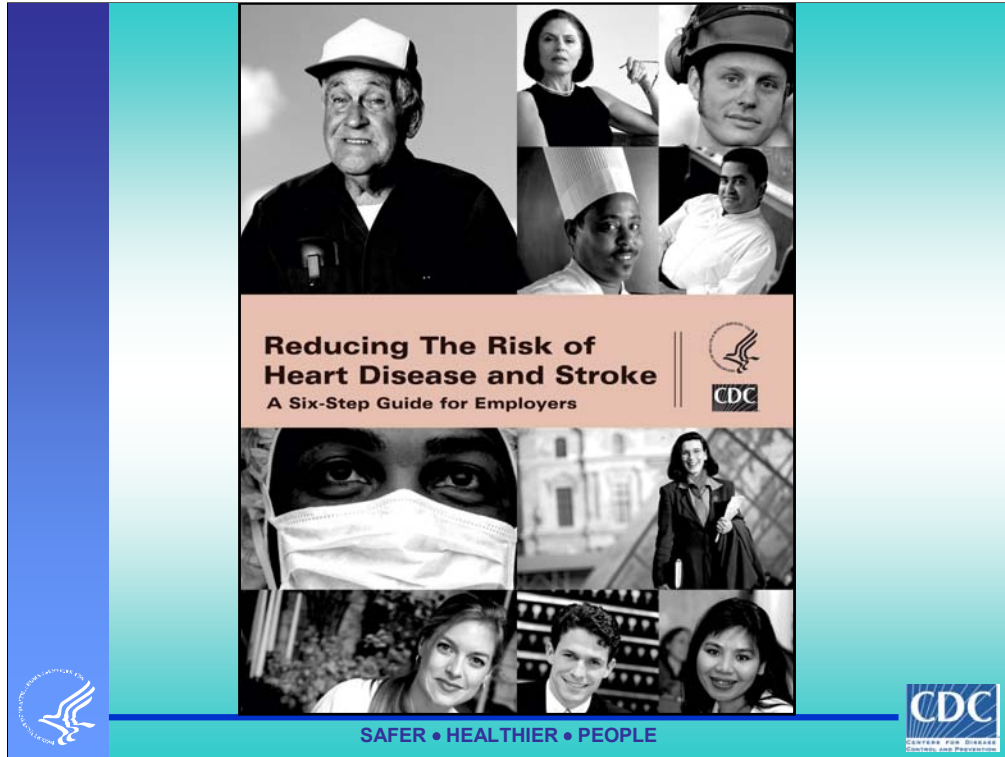
You know you need your employees time and talent, but you also need their HEALTHY hearts. Why?

[READ slide] expected to rise due to the aging baby-boomers



[NOTE: Replace slide with one that represents your State(s) data.]

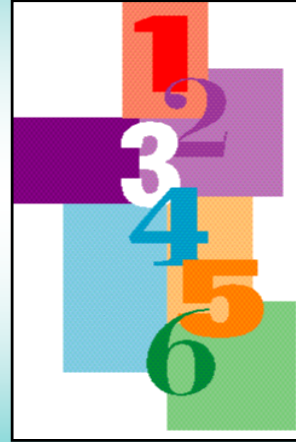
This slide shows that heart disease and stroke in [name of state] far surpasses other diseases and conditions.



CDC just produced this new brochure, *Reducing the Risk of Heart Disease and Stroke: A Six-Step Guide for Employers*. Today, I will go over the highlights from this brochure and tell you a story about how one company made significant improvements in the health of its employees and kept their health care costs down.

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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What are the six steps?

[READ the six steps above]

Of course, you would establish your partnerships early on in the process

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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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.

But why focus on hearts? 4 of the top 10 most expensive conditions to US employers in 2003 were [READ from slide] all of these impact the heart. And if you focus resources where it affects you most, you can save the most money.

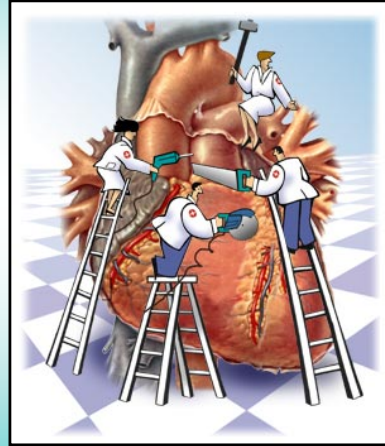
[If anyone asks for the whole top 10 list, here it is:]

1. **Angina Pectoris (chest pain)**
2. **Hypertension**
3. **Diabetes mellitus**
4. Mechanical low back pain
5. **Acute myocardial infarction**
6. Chronic obstructive pulmonary disease
7. Back disorders (not specified as low back)
8. Trauma to spine and spinal cord
9. Sinusitis
10. Diseases of the ear, nose, and throat

Goetzel, *JOEM*, 45(1), 2003]

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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[READ from slide]

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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You know you need your employees time and talent, but you also need their HEALTHY hearts. Why?

[READ bullets above]

Employees with multiple risk factors, such as high blood pressure and cholesterol, smoking, are more costly to employers than employees with 1 or no risk factors.

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?



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What are your Company's health care costs?

Is heart disease and stroke affecting your bottom line?

[READ from slide]

These are important questions because they enable you to begin explore where and how your health care costs are rising.

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



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[READ from slide]

Does anyone want to share their results from earlier? The impact on 'real money'?

The important thing to remember here is that h/w programs, while they have cost to them, are investments with returns better than the stock market (h/w provides a 300%–600% ROI). Another difference this ROI goes straight into the health and happiness of your employees and this means for you a better bottom line.

Also consider the cost savings of retaining healthy and productive employees versus hiring/training new employees– that's another savings added to your bottom line.

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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[Read from slide]

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



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These are examples of promising worksite programs and health care practices. [READ list]. These are all featured in the “Reducing the Risk of Heart Disease and Stroke: A Six-Step Guide for Employers.”

[You may pull one example from this list that is most well-suited to your audience’s profile. For example, if you are talking to large companies – J&J or GM may be the best example. Smaller to medium-sized companies— Highsmith, Fieldale, LL Bean, etc. Build your own highlights from the Promising Practices case studies in the Toolkit and Six-Step Guide. You may also feature examples of local companies in your state.]

We define a “promising practice” as an innovative worksite program that has field-based data showing positive outcomes for preventing heart disease, stroke, and related risk factors, such as high blood pressure, but that may not yet have been studied under controlled research conditions.



Here is the story of one of these promising practices. Fieldale Farms is a poultry processor in Baldwin, Georgia with 4,600 employees.

[Note: Please feel free to use other examples of promising practices from a business in your community or state, and others featured in the *Successful Business Strategies to Prevent Heart Disease and Stroke Toolkit*. More information about Fieldale is listed in the Toolkit.]



**"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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This message is from Tom Hensley, the Chief Financial Officer at Fieldale.

[READ message above]

As you see from the tone of his message, he talks about his employees as family, and from our research, employees need to know their employer cares about them.



[READ from slide]

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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The health of employees is part of their business plan. It includes....

[READ above]

**"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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Fieldale is very proactive with the hospitals and health clinics that serve their employees. They play an active role to ensure that their employees receive quality health care.

[READ from slide]

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 has learned that it pays to focus on the prevention of cardiovascular disease because of their costs.

Part of Fieldale's role was assuring that employees at high risk, (e.g. high blood pressure), were identified early and got the appropriate follow-up care to control this risk factor.

Fieldale also made sure that their worksite clinic and health plan provided effective follow-up care, based on evidence-based medical standards.

They also made sure that outcome measurements were reported over time, in order to document the success of their program.

Fieldale: Health Outcomes

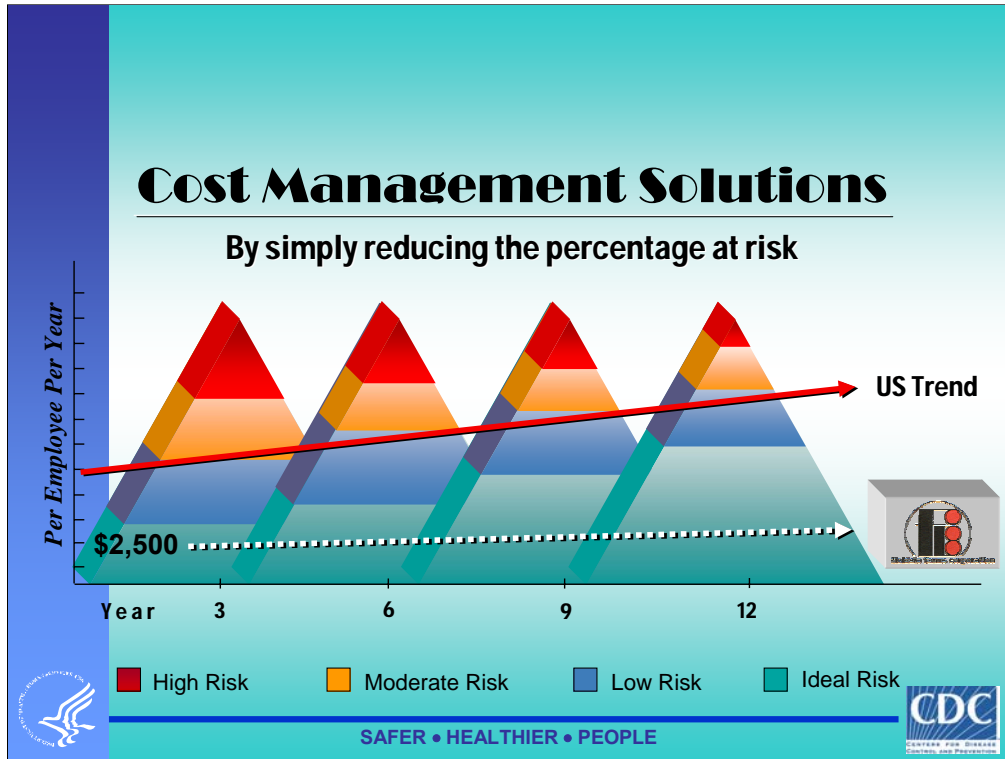
- 40% of participating employees with high blood pressure (BP) normalized their BP levels
- 26% of participating employees normalized their high cholesterol
- In 2003, health care costs per employee per year were \$2,793 vs. \$6,007, the national average health care cost for manufacturing employees.



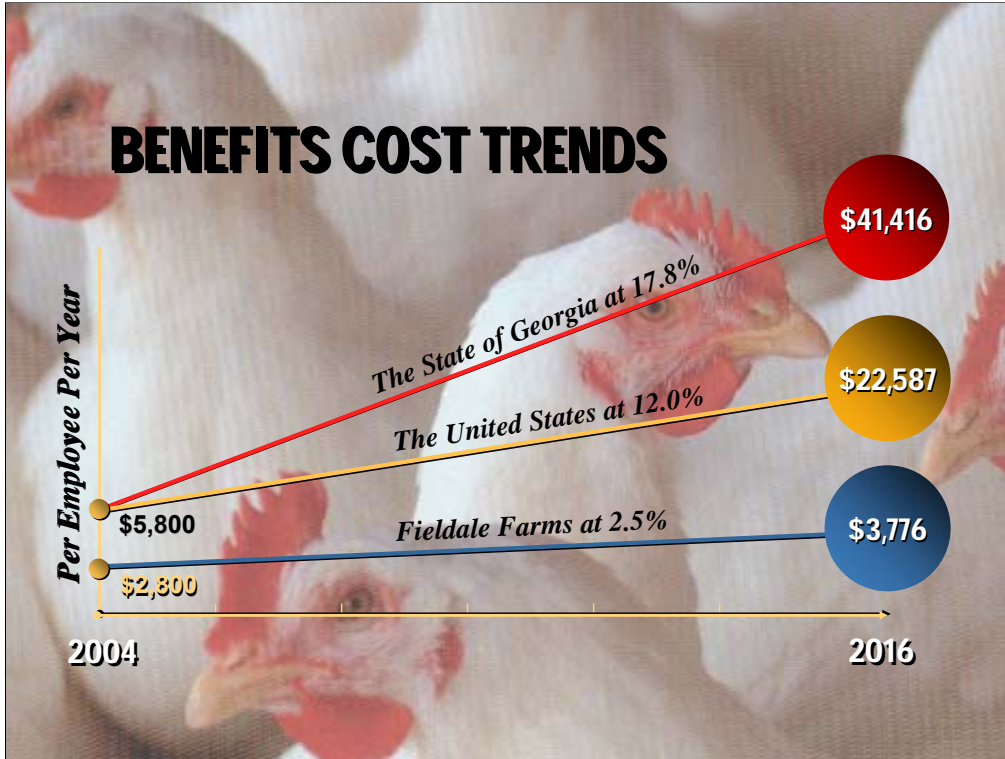
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[READ from slide]



This slide shows how Fieldale has kept their health care costs down over a 12-year period, compared to the U.S. trend. The pyramids represent the risk profile of their employees. For example, the red top bar shows the proportion of high risk employees at Fieldale and the green are those at ideal or no risk. You can see the decrease of high risk employees and increase of those at ideal risk since the start of their program.



Fieldale projected their health care costs per employee over time. This slide shows how Fieldale health care cost trends at 2.5% compares with the United States at 12 %, and with the state of Georgia at 17.8%.



CVD FOCUS

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

[READ from slide]



Denise Ivester, the Group Insurance Manager said....

[READ from slide]

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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CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

Most of you will want to know the cost of this program. Jon Allen, the VP for Human Resources at Fieldale Farms reported....

[READ from slide]

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



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One key note about time. As you saw, Fieldale Farm's success didn't happen in one year. It took time.

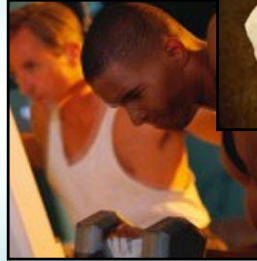
[READ from slide]

These promising programs don't usually show results in a matter of months. As Johnson & Johnson shared, it wasn't until years 3 and 4 that they saw benefits to their bottom line.

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.



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[THIS IS ONE MAIN TAKEAWAY—ONE OF TWO KEY MESSAGES YOU WANT THEM TO KNOW]

[Read from slide]

Research shows that a comprehensive approach to promoting health works better than any one single approach, e.g., screening or education only. Comprehensive programs refers to a combination of approaches to promote employee health.

We can demonstrate the real value to employees and to the bottom line. I'm going to share with you what interventions work best.

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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Overall, we learned from literature reviews that....

[Read from slide]

Policy interventions laws, regulations, formal and informal rules such as a smoke–free policy

Environmental interventions are changes to economic, social, or physical environments, such as access to healthy foods and beverages in the cafeteria or snack bar.

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

UNIVERSITY OF MICHIGAN
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CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

Take home message...

[Read from slide]



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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[READ from slide]

But, we don't recommend just screening. It's much more effective to offer follow-up risk factor counseling and education.



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



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[READ from slide]

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**



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[READ from slide]

Incentives for motivating health behavior, such as controlling high blood pressure.

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



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[READ from slide]

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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It's also important for the organization to support these efforts and put in place key people and committees that can sustain these programs over time.

These are some key organizational components that will help make your program successful.

[Read from slide]

What do we mean by management support and a corporate culture support? This means do managers provide resources and policies such as duty time or flex time to participate in health promotion activities; are these policies and messages communicated regularly to encourage participation.

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



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[Read from slide]

Frequent and regular contact with employees through campaigns, emails, posters, etc. that reinforces personal health goals. Messages address the importance of taking care of your health, and participating in health promotion activities, etc. As Fieldale Farms demonstrated, employees need to perceive that the company cares about them and their health.

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?**



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Let's take some time here to talk about health plans.

I'm sure most of you negotiate with your health plan every year to get better coverage for preventive services, right? If you don't, it's your right to demand better services and quality care. Think about creating a partnership with your health plan to have healthier employees.

In the guide we offer a specific plan of action you can take with your health plan, but let's look at the easiest of questions you can ask:

[Read from slide, solicit responses from volunteers]

Step 5 here is critical, you need to work with your health plan or find another that will work with you.

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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You can do this by asking if your health plan supports or endorses the following services. These are effective interventions for heart disease and stroke prevention.

Does your health plan provide for...

[READ from slide]

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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We've also developed a checklist to help you determine how well the health plan's programs and services address cardiovascular prevention and treatment.

Step 6: Establish Partnerships

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



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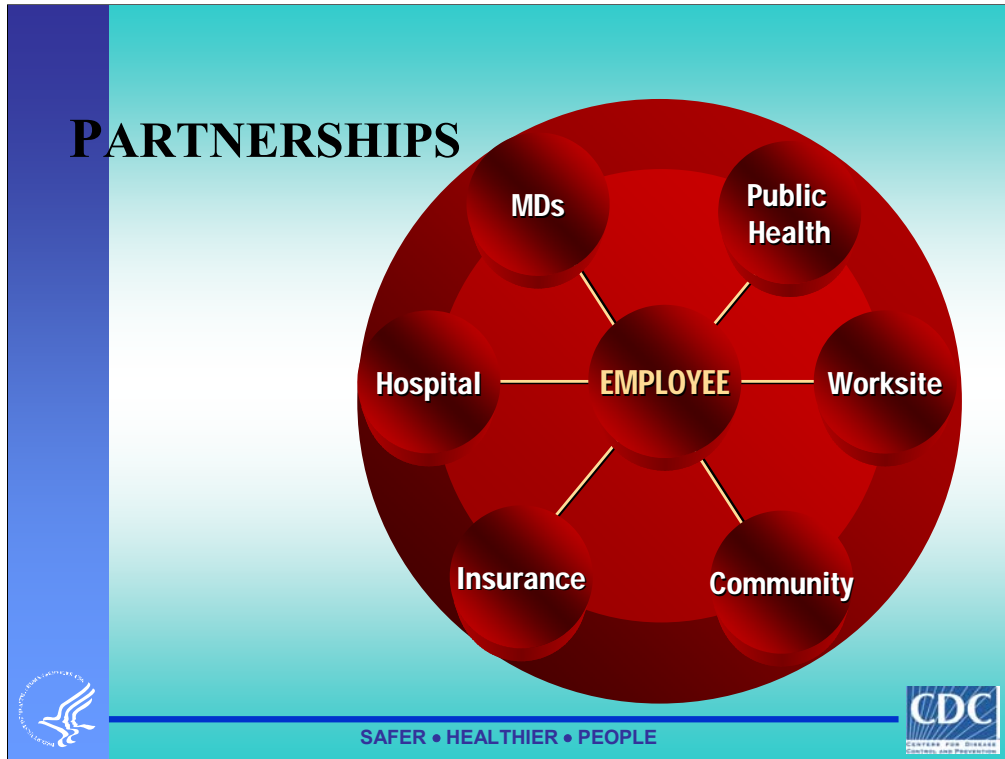
There are a lot of organizations here in the community and here in our state that are willing to help you improve the health of your employees.

Partners can provide information, resources, experts,

Who can think of a few partners? [e.g. state health department, AHA local chapters, American Red Cross, local hospitals (who usually offer health information classes), state chapter of SHRM, etc.], nonprofit health organizations, etc.]

How can they help you? [e.g offer brochures, screenings, information, local classes, etc.]

PARTNERSHIPS



This shows you the different types of partners that need to come together to accomplish our mission...promoting cardiovascular health and preventing heart disease and stroke.

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



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[Read from slide]

As we discussed, there are also local organizations that you can partner such as:

- Local health departments
- Local chapters of the American Heart Association
- Chambers of Commerce

Heart Healthy and Stroke Free

Web Sites For More Information

www.cdc.gov/cvh

www.businessgrouphealth.org

www.prevent.org

www.nbch.org



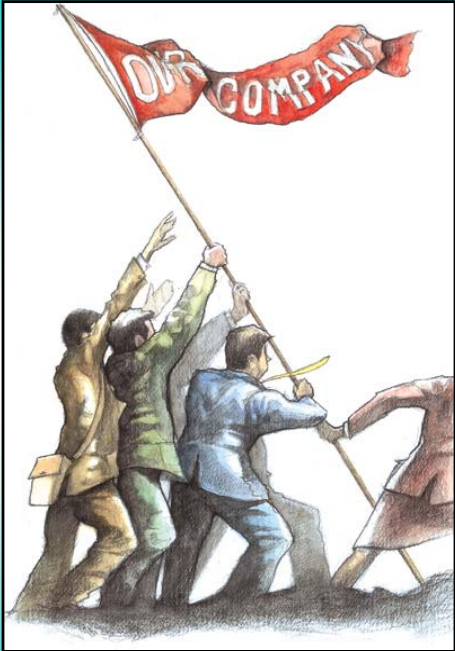
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There are also resources on the federal and national levels.

What Now?

**How do I take this
back to my
members?**



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**Now you have all this information and you have the guide...what now?
Any ideas?**

[Ask for volunteers as to what they see their next steps are, such as form a group/committee, meet with senior management, get numbers from HR, survey the employees, etc.]

I'd like each of you to list 3 things you can address in the next 45 days related to Health and Wellness at your company. 3 things you'd like to get accomplished in 45 days. [Does anyone want to share?]

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



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Here are a few thoughts on possible next steps. First set yourself up for success—we want you to succeed, not only for your company’s bottom line but also for your employees health. It’s our hope that the guide will help set you you well and give you’re the information you need.

My Contact Information

- NAME
- NUMBER
- E-MAIL



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[Share your contact information and again, thank people for coming.]

I'm here to partner, help and give you a boost when needed, please feel free to contact me.

**"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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[READ from slide]

Questions and Discussion

Many thanks for sharing your time today

Health to you and your employees!



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[Q&A, you may want to review expectations if desired.]