



# **Culture of Health** **ValueOptions®**

**Date: July 2010**

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# Purpose

- Provide information to regarding the Culture of Health initiative, which includes information about the rationale for an employer to develop an organizational strategy of a Culture of Health, why ValueOptions® can be a leader in this area, and why this is an important issue for employers to manage.



# Learning Objectives

- Confirm understanding of the rising business cost of health care.
- Understand importance of creating a healthy culture.
- Understand that having healthy employees is a competitive advantage.
- Develop understanding of why ValueOptions® is the right resource.
- Identify next steps to assess the need and develop a strategy for a Culture of Health (COH).

# Training Goals

- Why should employers care about a Culture of Health?
- What is a Culture of Health?
- How is ValueOptions® positioned to support employers in development of a Culture of Health strategy?
- What is your role within a Culture of Health?
- What is ValueOptions doing to partner with employers?
- What are the available tools and resources?

# The Crisis in Corporate America

- Health care costs are reducing competitiveness and profitability for companies.
  - Spending nearly twice per capita as other countries with mediocre results.
- The health care industry has long benefited from selling programs that take care of sick people.
  - Health and wellness is not aligned with the fundamental incentives of most of the health care industry.
- ***A paradigm shift in health care is urgently needed. Waiting for people to get sick must shift to keeping people healthy!***

# ROI of Health and Wellness -- Compelling Evidence:


- Evidence suggests large employers adopting wellness programs see substantial positive returns, even within the first few years after adoption. Medical costs fall about \$3.27 for every dollar spent on wellness programs, and absentee day costs fall by about \$2.73 for every dollar spent.<sup>1</sup>
- Yet, employees think their work status would be negatively affected if they sought treatment for:
  - Alcoholism: 75%
  - Depression: 62%
  - Diabetes: 55%
  - Heart Disease: 54%<sup>2</sup>

<sup>1</sup> Source: Baicker K, Cutler D, and Song Z (2010). Workplace wellness programs can generate savings. *Health Affairs* 29(2) February


<sup>2</sup> Source: August 2009 poll of 1,100 adults by Harris Interactive and American Psychiatric Association

# Consider This: For Every 100 Individuals...

60  
are  
sedentary



25  
have high  
cholesterol



25  
are  
smokers




24  
have high  
blood pressure




64  
are obese or  
overweight




10  
have  
diabetes



27  
have  
heart disease



50  
are  
distressed



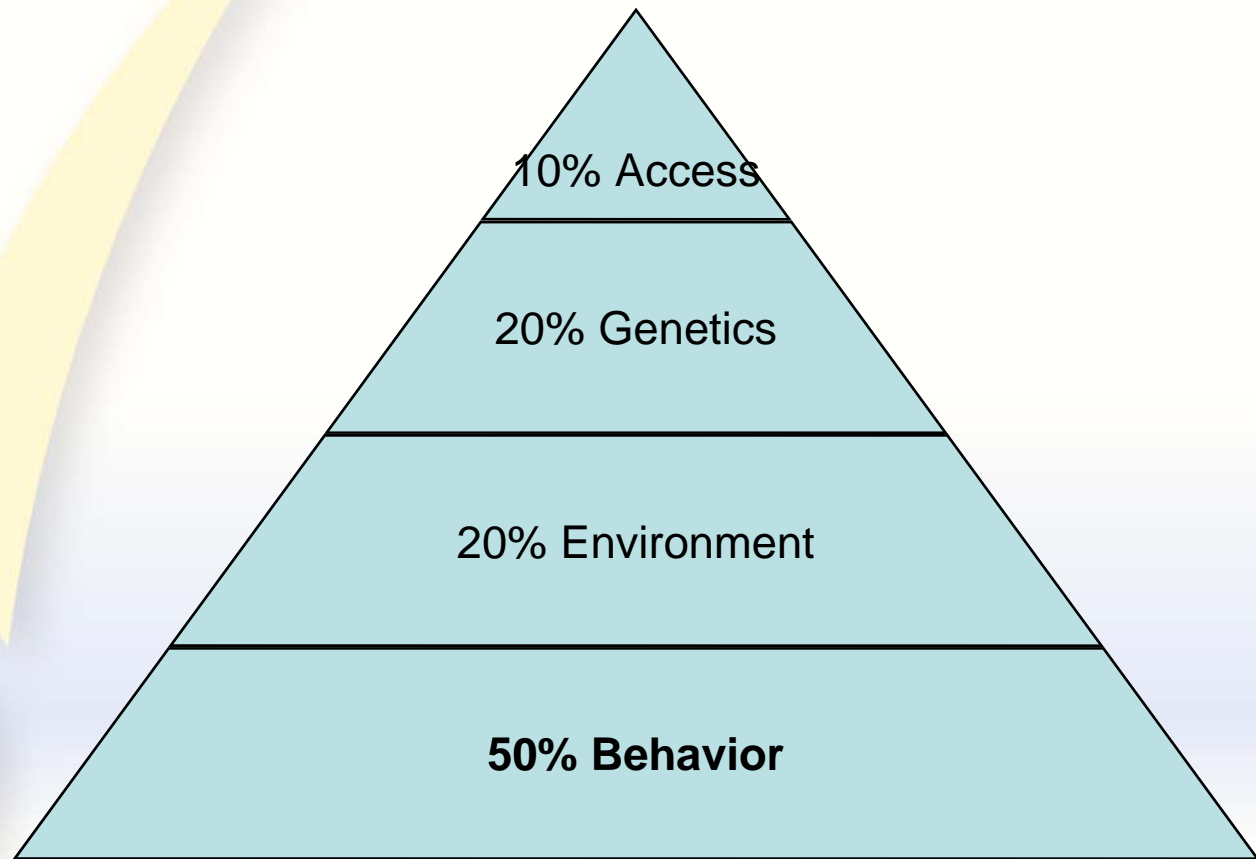
According to the Department of Health and Human Resources

# Co-morbidity Impacts Health

- Less than 25 percent of patients with diabetes and depression are diagnosed and treated.
- Health cost multiplier for people with diabetes and depression (compared with diabetes alone) is 4.5.
- Major depression found in 45 percent of individuals hospitalized after myocardial infarction (MI), with significantly higher death rates for depressed post-MI patients.
- Depressive symptoms are predictive of stroke, and depressed individuals are 2 times as likely to have a stroke within 10 years.

# Importance of Behavioral Change

- Impact of factors on a person's health status:



Source: Centers for Disease Control and Prevention



# A Vision for a Culture of Health

The Culture of Health mission is to ***engage employer populations to optimally manage health and wellness.***

- Engaged Consumers
  - Using all available services, as needed
  - Changing health behaviors for improved health and wellness
- Healthy Environments
  - Supporting health improvement activities for individuals, families and communities
  - Engaging leaders at all levels and locations
- Connected Clinicians
  - Focused on health promotion and prevention of illness
  - Focused on coordinating primary and specialty care



# Definition and Benefits of a Culture of Health

- Complex web of social influences that nurture individuals.
- Helps people achieve complete physical, mental and social well-being.
- Combines individual initiative with environmental support.
- With a culture of health, employers will realize greater program participation and lasting behavioral change.
- A healthy culture will help keep healthy people healthy and support people who are working to improve their health.
- **COH: Environmental Support + Culture**



# The Influence of a Social Network

## ➤ Social network influences...

- Spouse
- Parents
- Children
- Friends
- Co-workers
- Supervisor

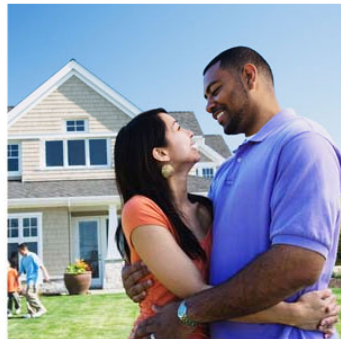
## ➤ Health behaviors and status

- Obesity
- Tobacco use
- Mental health
- Alcohol use
- Exercise

**Good health is contagious!**

# COH Key Concepts

- Promote good health for all.
- Establish health as key organizational value.
- Not a “do over”; build on strengths.
- Magnify results of current health programs.
  - greater program participation
  - lasting behavioral change
- ValueOptions® can help:
  - Website
  - Consulting services
  - Effective benefit programs
  - Supportive tools and resources



# Why Engage the Employer?

- People spend more than 50% of their awake hours per week at work.
- Ninety-five percent of employers with more than 12,500 employees have an EAP\*.
- Corporate responsibility
- Competitive advantage
- Employers have the expertise
  - Worksite Culture of Health
  - Wellness & Disease Management
  - Employee Assistance Programs
- Employers have relationships
  - Access
  - Influence
  - Incentives

\*Source: Working Well: A Global Survey of Health Promotion and Workplace Wellness Strategies, Buck Consultants, 2007



# Strategies, Not Programs

## Managing a PROGRAM

- A continuum of benefits provided to employees and their families
- Not measuring current performance on all appropriate metrics – e.g., focus on programmatic ROI rather than dividends to the enterprise
- Not aware of current performance vs. “world class”
- Have not set organizational goals for improvement on all appropriate metrics
- Focused on corporate-office solutions only
- Reliance on program vendors for planning, communication, goal setting

## Managing a STRATEGY

- A plan to deploy resources in order to achieve specific desired outcomes
- Measuring appropriate metrics with focus on total dividends for the enterprise
- Benchmarking current performance vs. “world class”
- Have set organizational goals for improvement (as part of strategy development process)
- Have mix of corporate and local solutions
- Employer partners with vendors but takes ownership over strategy, planning, communication and goal setting

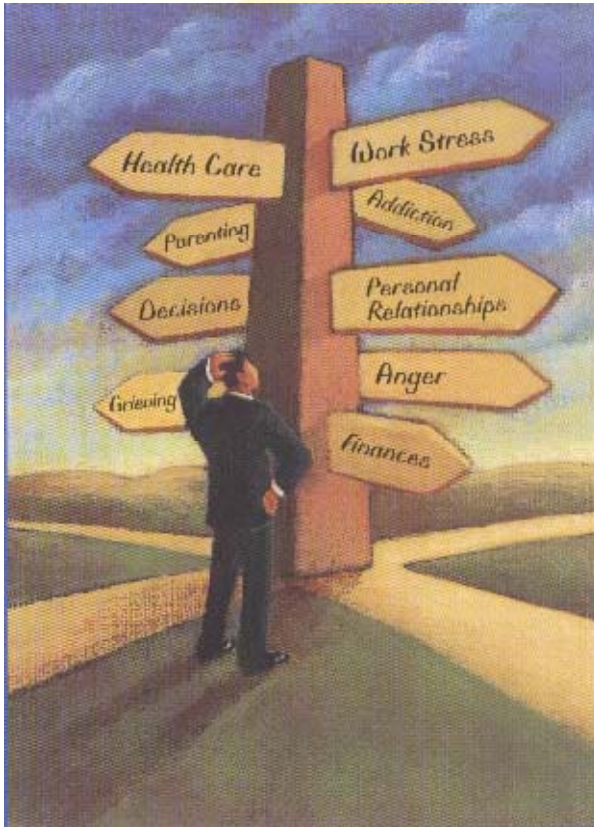
# A culture of health and a healthy corporate culture

- Aligning all of the major elements of the organization with the principles of a culture of health
  - Corporate and business unit strategy
  - Corporate values
  - Organization systems and structures
  - Working styles and attitudes
  - Employee knowledge and skills
- Re-enforcing the importance of that alignment through:
  - Key messages
  - Motivation
  - Measurements and accountability
  - Rewards

# How can YOU Contribute to a Culture of Health?

- **Learn as much as you can about the “Wellness Revolution”** – see yourself as part of the solution
- **Individuals need a supportive environment** in order to be successful—at work, at home or in their community. Encourage the individuals that you come into contact with to adopt health lifestyles.
- **Offer reliable, consistent guidance** that embraces healthy lifestyles, preventive medicine and effective disease management. Cultures of health are not heavy handed; they embrace personal expression and differences – whether it is through your work with individuals or in working with the organization to set up workshops or health fairs.
- **Support your organization in establishing health as a key organizational value.** Health (vs. just health care) is a worthy investment of resources. Good health is a win-win for all. An organization does not need to start over, but rather can build on current strengths
- **Nurture individual initiative** by encouraging achievement and maintenance of personal health goals. Cultures of health present the healthy choice as the easier choice.
- **Support a vision** of how managing health becomes part of “how we do things around here”—building on established norms for other elements of culture and strategy, such as safety, quality, customer service, or “going green”
- **Encourage social atmospheres that bring people together.** The cultural climate includes a strong sense of community, shared vision and positive outlook. The cultural climate engenders mutual respect and stimulates teamwork, creativity, innovation and enthusiasm.
- **Be a champion** - Gain leadership commitment and engagement.

# ValueOptions® Offers the Solution



- Expertise in helping people make positive lifestyle changes
- Linkages to appropriate resources/referrals
- Behavior, environment & access = 80% of a culture of health
- Experience in consulting with organizations in order to bring about a cultural change
- Assess, referral and follow-up model
- Access to all employees and their family members
- Access to managers and supervisors
- Innovative program development for all types of business models

# The ValueOptions® Difference

- We are a health improvement company
  - Successful behavior change requires knowing how to impact peoples' motivation **and** the social determinants.
  - A behavioral health orientation is the best starting point for health improvement.
- Health insurance companies have not lowered our health care costs or improved our health status.
  - Health improvement is a specialty
- Expertise with organizational and employee communications
  - Everyone in the organization has access to Achieve Solutions®
- Holistic approach
- Existing relationship with the employee
  - Trusted providers of health information and guidance
- Experience in consulting with organizations to support change



# Comprehensive Strategies

- Consultation on health strategies
- Program integration
- Engagement tools and applications
- Metrics
- Outreach activities
- Expanded training offerings
- Enhanced communication strategies and support of corporate infrastructure



# Consultation

- Areas of focus
  - Strategy development
  - Team-building
  - Action-planning and program design
  - Resource mobilization
- Key steps
  - Visit on-site, review data to determine strategic priorities
  - Conduct opportunity assessment
  - Define scenarios for scope and pace of change
  - Define ValueOptions®' role at any stage and level (executive, management, individual)



# ValueOptions® Culture of Health Complimentary Website

The screenshot shows the homepage of the ValueOptions Culture of Health website. At the top left is the ValueOptions logo with the tagline "Innovative Solutions. Better Health." and the date "Friday, February 5, 2010". A search bar is located at the top right. The main header features a large image of a smiling woman with the text "Developing a vision". Below this is a navigation menu with links: Home, About COH, Why COH, Strategy, Tools, Getting Started, and Login. The main content area is divided into several sections: "Assess Your Culture" with a survey question "Support for employee health is a top priority?" and a 5-point Likert scale; "What is a Culture of Health?" with a sub-image of people eating and a text block explaining the concept; "Newsflash: Meta-analysis of 100+ Studies: Workplace Wellness Programs..."; "Features" section containing three sub-sections: "Health Risk Factors Map", "Best Practices", and "Prevention Portal", each with a small image and a "Read More..." link. At the bottom, there are links for "About ValueOptions®" and "Contributors List", and a copyright notice: "© 2010 ValueOptions®, Inc. All rights reserved".

- Business case
- Survey tool to assess current culture
- Delineation of leadership roles
- Best practice examples
- Communication tools

<http://www.valueoptionsmarketing.com/>

Thank you!