

Innovations in Workplace and Community Wellness:

Advancing Private-Public Partnerships

EVENT SUMMARY



U.S. CHAMBER OF COMMERCE
Labor, Immigration & Employee Benefits



U.S. CHAMBER OF COMMERCE FOUNDATION
Business Civic Leadership Center

U.S. Chamber of Commerce • Washington, DC

Innovations in Workplace and Community Wellness



The U.S. Chamber of Commerce is the world's largest business federation representing the interests of more than 3 million businesses of all sizes, sectors, and regions, as well as state and local chambers and industry associations.



U.S. CHAMBER OF COMMERCE FOUNDATION Business Civic Leadership Center

The Business Civic Leadership Center is a leading resource and voice for business. A program of the U.S. Chamber of Commerce Foundation, BCLC helps businesses maximize their impact to address societal challenges. Through fact-based research, leading public and private relationships, and best-in-class communications, BCLC facilitates the right connections, provides key insights, and lends a voice to business' positive contributions.



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Left to right: Robert Karch, professor, School of Education, Teaching and Health, American University; Bill Heydt, regional public sector manager, Colonial Life; Patrick J. Quinlan, M.D., executive director, Ochsner Center for Community Wellness & Health Policy; and Jacques M. Roy, mayor of Alexandria, Louisiana, discuss community wellness initiatives.

Event Summary

The U.S. Chamber's Labor, Immigration, & Employee Benefits Division, together with the U.S. Chamber of Commerce Foundation's Business Civic Leadership Center, hosted the fifth annual wellness program, "Innovations in Workplace and Community Wellness: Advancing Private-Public Partnerships," on April 3, 2013. The event highlighted how elected officials and business leaders form private-public partnerships to advance health in the community.

Opening Remarks

Randy Johnson, senior vice president of the Chamber's Labor, Immigration & Employee Benefits Division, discussed the evolution of workplace wellness programs, emphasizing that the best-performing employers use financial incentives to encourage their employees to participate. "Research shows that financial incentives have proven critical in motivating

employees and in modifying unhealthy behavior," said Johnson. "Wellness programs are constantly evolving, and communities and employers are working together to engage individuals."

The Virtues of Workplace and Community Wellness

Robert Karch, professor, School of Education, Teaching and Health, American University, moderated a panel that discussed the virtues of workplace and community wellness. The panelists were as follows:

- Bill Heydt, regional public sector manager, Colonial Life
- Patrick J. Quinlan, M.D., executive director, Ochsner Center for Community Wellness & Health Policy
- Jacques M. Roy, mayor of Alexandria, Louisiana

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Bill Heydt, regional public sector manager, Colonial Life, presents on the results of the Government Finance Officers Association study *Containing Health Care Costs: Proven Strategies for Success in the Public Sector*. The study found that robust workplace wellness programs can lead to overall cost savings.

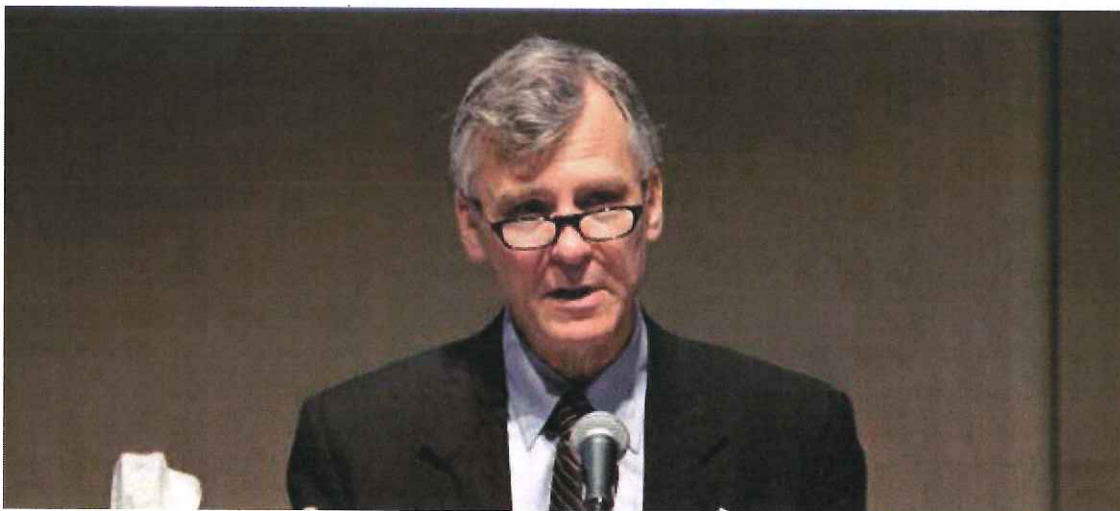
Heydt spoke about the results of the study *Containing Health Care Costs: Proven Strategies for Success in the Public Sector*, commissioned by the Government Finance Officers Association. A key finding of the study is that employers with robust workplace

wellness programs see a positive return on their investments. Heydt said that the longevity of a wellness program is dependent on cost savings, as well as other factors such as greater morale in the workplace.

Quinlan said that while the U.S. health care system offers the most advanced medical care in the world, individuals are only treated when they get sick, not when they are healthy.

“What happens in terms of people’s wellness is essential to the health care solution. It’s not just nice, it’s necessary. And if we have a partnership between what happens in the workplace and what happens in the community, we can effectively bend the cost curve while improving people’s lives and solve this crisis,” he explained.

Roy said that community support is necessary to foster good health. With the increased prevalence of chronic diseases, employers have teamed up with community leaders to



Patrick J. Quinlan, M.D., executive director, Ochsner Center for Community Wellness & Health Policy, says that the health care crisis can be effectively solved if businesses and community leaders join forces to provide resources for individuals to maintain a healthy lifestyle.



Randy Johnson, senior vice president of the U.S. Chamber's Labor, Immigration & Employee Benefits Division (left) introduces George Pfeiffer, consultant, HealthLead™, US Healthiest, at the best practices and accreditation panel. Pfeiffer helped develop the US Healthiest™ accreditation process.

change the conversation about how to engage in preventing diseases for those deemed most at risk. Roy said that businesses are more likely to invest in Alexandria, Louisiana, if individuals are healthy and productive.



John Dickert, mayor of Racine, Wisconsin, speaks about his participation in the "Beat the Boss" competition, a part of the city's wellness program.

Best Practices and Accreditation of Wellness Programs

Randy Johnson introduced the panelists:

- George Pfeiffer, consultant, HealthLead™, US Healthiest
- John Dickert, mayor of Racine, Wisconsin
- Shawn Y. Stokes, director, D.C. Department of Human Resources

Pfeiffer discussed US Healthiest's accreditation process, which is designed to set the standard for employers involved in best practice employee health management and well-being. He said, "Our biggest challenge is to engage workplace populations."

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Dickert discussed the evolution of the Well City program in Racine, Wisconsin. Racine's wellness program consists of the "Beat the Boss" exercise competition, the Biggest Loser, and health club and smoking cessation reimbursement. In 2011 and 2012, more than 60 individuals participated in the "Beat the Boss" competition.

Workplace wellness programs are meant to engage individuals while having fun and to inform people that "their health and wellness are important to you," said Dickert.

Stokes discussed transforming D.C.'s municipal employee benefits structure. While D.C.

employees have health care, younger people tend to use their insurance more often than seasoned employees at urgent care and emergency rooms.

Said Stokes, "My team and I built a campaign around how we can ensure that our employees live better, choose the right health care services, and invest in the future for retirement. The campaign we adopted was 'Live Well, Choose Well, Be Well,'" said Stokes. A key pillar of this campaign is Wellness Wednesdays, a program in which employees participate in activities such as biometric screenings and fitness classes to improve their health.



Left to right: Randy Johnson, senior vice president of the U.S. Chamber's Labor, Immigration & Employee Benefits Division; George Pfeiffer, consultant, HealthLead™, US Healthiest; John Dickert, mayor of Racine, Wisconsin; and Shawn Y. Stokes, director, D.C. Department of Human Resources, discuss best practices for workplace wellness programs.



Shawn Y. Stokes, director, D.C. Department of Human Resources, talks about "Wellness Wednesdays," a program in which municipal employees participate in activities such as fitness contests and dance classes to improve their health.

Leading by Example: UnitedHealth Group, the YMCA, and the CDC

Jon Comola, CEO, Wye River Group on Healthcare, introduced the panelists who presented on the partnership between UnitedHealth Group, the YMCA, and the CDC:

- Deneen Vojta, M.D., senior vice president, business initiatives and clinical affairs, UnitedHealth Group and chief clinical officer, Diabetes Prevention and Control Alliance (DPCA)
- Jonathan Lever, vice president for health strategy & innovation, YMCA of the USA
- Rebecca Payne, senior advisor for business engagement and coordination, Centers for Disease Control and Prevention (CDC)

Vojta spoke about UnitedHealth Group's goal to prevent prediabetes and type 2 diabetes in young adults. To prevent the onset of type 2 diabetes, she said that the "modifiable part is between excess weight and inactivity."

Around the world, the number of people diagnosed with type 2 diabetes has increased dramatically over the past 15 years, and this number will continue to rise sharply if current trends persist. In the United States, annual health care spending on diabetes and prediabetes will rise from \$194 billion in 2010 to an estimated \$500 billion by 2020—or about \$3.35 trillion over the next decade. In terms of prevention, Vojta said that "the good news is that we know what works."

Lever spoke about the YMCA's efforts to partner with UnitedHealth Group on diabetes prevention as 80% of U.S. households are within 5 miles of a YMCA.

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Deneen Vojta, M.D., senior vice president of business initiatives and clinical affairs, UnitedHealth Group, addresses the rising rates of prediabetes and type 2 diabetes in the United States and discusses efforts to prevent the onset of chronic diseases. Jon Comola, CEO, Wye River Group on Healthcare (left) and Jonathan Lever, vice president for health strategy & innovation, YMCA of the USA, also participate in the discussion.



Jonathan Lever, vice president for health strategy & innovation, YMCA of the USA, listens as Rebecca Payne, senior advisor for business engagement and coordination, Centers for Disease Control and Prevention (CDC), urges employers to use CDC's resources for health promotion activities.

"We work with individuals, families, and other organizations, particularly employers at the state, federal, and local levels," said Lever.

The YMCA has instituted the Diabetes Prevention Program with health insurance companies, such as UnitedHealth Group. The yearlong program is intended for overweight adults who are 18 years and older and have prediabetes. The goal is for each person to lose 5% of his or her body weight.

According to Lever, "One of the secret sauces is a very well-trained lifestyle coach. This is the first time where a community-based organization, the Y, is being paid as an adjunct provider. Our payors see us like we are doctors. But obviously, we are not doctors. We have payors paying for prevention. They are paying

for prevention in a group format. We are doing it on a pay-for-performance basis. The Y is assuming the risks. If we don't get results, we don't get paid," Lever explained.

As of December 2012, 75 YMCA associations in 32 states are trained to deliver the program. So far, the program has seen a national average weight loss of 4.9%.

Payne discussed the government's role in facilitating public-private partnerships. She said that the employer community should be engaged in health promotion activities.

"We know businesses are affected by adverse health. Nationally, this is weighing down our economy."

Payne told the business community, "You not only have thousands of individuals who work for you, but you are leaders in your communities. Many of you sit on boards of other organizations where you have the ability to influence the trajectory of your local community and set a vision." She added, "Of course, you also have that purchasing power that can help ensure the recommended preventive services are included in your benefits packages."

For more information on these issues, go to:

www.uschamber.com/health-reform
<http://foundation.uschamber.com>





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1615 H Street, NW • Washington, DC 20062
www.uschamber.com