

Getting to Zero Health Cost Trends: Health Promotion as an Economic Strategy

Joan M. Kapowich, R.N.
Administrator

Oregon Educators Benefit Board

1/25/2012 – JTW3

Seriously?

- Health promotion is not fast
- Health promotion is not essential
- Health promotion is a soft program
- Health promotion is not exciting
- Health promotion will not save money
- Health care costs are unidirectional – up
- Businesses manage their resources except health

How many people do you need?

- Could you automate the work?
- No? Then your train to retain best strategy is to keep your people in top shape
- Give them high quality training, health care and support

Modern Medicine – what we can and cannot fix with a pill

- High hopes to eradicate polio, heart disease, cancer
- Genetics, environment, smart bugs/viruses and human behavior complicate this task
- Medications can have miraculous impacts but they are not free – have to be taken and they have side effects

Downstream the water is murky

– Let's go upstream

- Economic pressures and federal reforms focus our attention on \$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$
- Too many dollars with poor outcomes
- How best to promote health of our employees and communities and therefore our country
- After years of neglect – health promotion has a toehold

ROI and evidence on health promotion

- A growing body of evidence
- Understanding that human behavior in economics does not make logical sense
- Behavioral economics and healthcare
- For every \$1 spent we save \$3.93 on medical and for comprehensive \$5.81
- Smokers who quit = \$7,200/yr. saved

Successful Approaches

- Know your health status – assessments and screenings
- Change the culture from the top
- Make a business case
- Share your success stories
- Reward success
- Evaluate your progress – recalibrate as needed

Five Program Supports for a successful program

- Upper management cares – the cheeses
- Who is in charge? Cheerleader organizers
- Member motivation
- Reinforcements and rewards
- Maintain quality

~ Zero Trends, Dr. Dee Edington

Reactive or proactive

- Waiting for illness vs. promoting health
- Benefits – should reduce costs and risks
- Do you have a nurse advice hotline, web portal, newsletters, annual health risk assessments, risk reduction strategies – tobacco cessation, phone coaching, wellness classes, health foods in vending machines, onsite counseling/screening, some measurement activities

More and more and more

- Stress management, seat belt use
- Nutrition education, EAP
- Physical activities
- Disability, absence management
- Ergonomics
- Medical, dental, vision, pharmacy, complementary care
- Financial management, career development

Moving Risk in the Right Direction

- Learning about our risks
- 64% low risk – 0 to 2 risks
- 26% medium risk – 3 – 4 risks
- 10% high risk – 5 + risks
- With no action people move up risk ladder
- One of biggest risk – your view on health
- Easier to keep low risk than manage high risk employees

Stay where you are

- Don't gain weight but don't lose it
- Don't gain additional risks
- Slowly make progress in a supported environment
- Active engagement – 85 -95%
- Low risk employees are 70 -85%
- More engagement = better health and lower cost trends

You are best in class

- What would your workplace look like with 70 - 85% + in low risk health categories?
- Zero cost trends = \$\$\$\$ for schools and infrastructure
- Spread the message about zero cost trends, unleash our health potential