The Value of Population Health

A Sustainability Matters webinar sponsored by the Business Coalition for Population Health
Agenda

• Introductions
• BCPH Overview
• J&J Presentation
• GE Presentation
• Q&A
Introductions

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**Business Coalition for Population Health**

Convening cross-industry leaders to invest in health and wellness across the corporate value chain

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**Our Mission**

We are building a community of cross-sector leaders, who seek to create communications and tools that drive interest and investment in health & wellness in employee, customer, and community populations.

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**Why Join?**

- **Articulate** why health & wellness aligns with your business strategy
- **Overcome** internal barriers to investment in the health of your employees, customers, and communities
- **Deploy** frameworks and tools to action specific opportunities
- **Improve** disclosure on health & wellness goals, performance, and impacts

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A representative sample of our community
The challenges we are addressing

- **Value**: What is the value to our business to invest in health and wellness?

- **Executive engagement**: Who do we need to convince, and with what messages can we gain their buy-in?

- **Internal ownership**: How do we ensure distributed responsibility for driving health and wellness?

- **Issue priorities**: What issues do we focus on (now that we have buy-in)?

- **Differentiated programs**: How do we design innovative, collaborative programs?

- **Stakeholder engagement**: Who can we enlist as allies in our efforts?
Where the Coalition is today
Our goal is to partner with you to drive progress on health and wellness.

Communications
- Coalition Micro-website
- “Value of Health & Wellness” tool

Tools and Pilot
- Opportunity assessment tool
- Program Design
- Impact Reporting

Events
- BSR Conference side event
- Webinar series
- In-person convening

Research
- Regular blogs and articles
- Data-driven insights
The Case for Population Health Programs
The Johnson & Johnson Story

Fik Isaac
VP, Global Health Services
Chief Medical Officer, Health & Wellness Solutions
Johnson & Johnson
Epidemiological Shift in Population Health from infection to chronic disease (non-communicable diseases or NCDs)

“Non-communicable conditions will cause over three quarters of all deaths in 2030.”

Chronic disease risk factors are a leading cause of the death and disease burden in all countries, regardless of their economic development status.

The World Economic Forum rates non-communicable disease as one of the top three risks to the global economy.
We all have reasons for why Health matters

Usually personal in nature

I want to be vibrant in my old age

I want to be an energetic mother / father

I want to look and feel better

I don’t want to be sick!

I want to provide for myself and family to the best of my capabilities
But what does good Health mean to the business? It matters if it links to performance and the bottom line!

I want my employees to be productive and “present”

We want to attract and retain top talent

We need the business to be innovative

We need our employees to give us a competitive edge
The link between health & the bottom line
Towers / Watson 2013/2014 Staying at Work Report

Staying@Work research has shown that companies with highly effective health and productivity programs (defined as high-effectiveness organizations) use a different approach from other organizations, and their programs are clearly more successful.

- Higher market premium and shareholder returns
- Higher revenue per employee
- Lower medical costs per employee (of more than $1,600 per employee)
- Lower cost trends
- Employees more engaged in their own health & well-being
- 25% lower obesity rates
- Lower absenteeism
Leading with a Handprint
Sustaining engagement through a caring environment

Employee population health and wellbeing programs can enable a sustainability “handprint” - one that leads to a positive impact of caring through improved health, associated cost reductions and maximized productivity.
Our Story....Our Journey...
“Our employees are our greatest asset, and we believe that by investing in their health, we are investing in the success of our business.”

Alex Gorsky, Chairman and CEO of Johnson & Johnson
Engage your leaders and the rest will follow
One of our key strategies - engaging leaders will engage employees

Strategies to engage leadership:

• Base on the Company’s stated values;
• Create additional value via data / expertise;
• Spark engagement via vision and innovation
• Provide context, and make it personal by telling the story

Tell the story – and pull it altogether

My work colleague ‘hinted’ to me in February 2013 that I should go to HPI and participate in the Corporate Athlete course. I am now forever grateful for that advise as 21 months later I have gone from a body fat content of 39% down to 19% and lost 37 lbs. in the process. Last Sunday I ran the New York Marathon, Thanks to JNJ and our wellness programs, I am a changed individual.

J&J Plant Manager
Healthy Future 2015 Sustainability Goals

Another key strategy - Health as a key component of Sustainability

✓ 2010: created (baseline)
✓ 2011: endorsed (by Executive Committee) and initiated enterprise-wide
✓ Reviewed annually by members of the Executive Committee and the Board of Directors
✓ Reported in J&J’s annual Sustainability Report

Healthy Future 2015 Employee Health Goals

• 90% of employees have access to “culture of health” programs
• 80% of employees have completed a health risk assessment and know their key health indicators
• 80% of measured population health risks will be characterized as “low risk”
Our Progress (2015 data preliminary)
Goal Setting to Drive Results

1. % Employee access to full complement of Culture of Health programs
   - Enterprise: 34% (2010), 90% (2015)
   - OUS: 7% (2010), 85% (2015)

2. % Employees who've participated in a Health Risk Assessment
   - Enterprise: 30% (2010), 87% (2014)
   - OUS: 14% (2010), 80% (2014)

   (more representative than global, as sample size is approx. 80% US population every year)
   - 2006: 78%
   - 2007: 78%
   - 2008: 85%
   - 2009: 87%
   - 2010: 87%
   - 2013: 85%
   - 2014: 88%

OUTCOMES
Internal & external outcomes support population health efforts

Average annual per employee savings were $565 in 2009 dollars, producing a return on investment equal to a range of $1.88-$3.92 saved for every dollar spent on the program.

Health and Wellness is seen as one of the top three (3) accelerators of global talent as reported at the World Economic Forum in 2013 (1268 employers representing 65 countries)

The Link Between Workforce Health and Safety and the Health of the Bottom Line: Tracking Market Performance of Companies That Nurture a “Culture of Health”

By Rachel M. Henke, Ron Z. Goetzel, Janice McIugh, and Fik Ieas

Recent Experience In Health Promotion At Johnson & Johnson: Lower Health Spending, Strong Return On Investment

Unhealthy Eating | Obesity | Inactivity | Hypertension | High Cholesterol | Tobacco Use
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J&J | CDC | Benchmark
56% | 59% | 22% | 35% | 34% | 21% | 53% | 49% | 7% | 9% | 6% | 15% | 7% | 3% | 25% | 9%
Transparency on our progress
External reporting

Highlighted in our annual report:

Highlighted in our annual sustainability report:
Employee health and the health of the community
A ripple effect from the individual to the community

Strong on-site health & wellbeing resources supports improvement of employee health—which in turn informs and impacts the family, and the community in which we work and live.

We know that population health can be improved when individuals are better able to understand and manage their health & wellbeing.

“Reducing health disparities through prevention-based workplace programs is in the best interest of employers as well as employees. Ultimately, employers stand to be a critical mechanism for reducing health disparities on a national level. Businesses have a critical opportunity to leverage access to health care by providing quality employer-sponsored health insurance and health promotion programs in the workplace and ultimately reduce health disparities.” (American Public Health Association)
In Closing....Our Insights

• Since the 1950s we’ve had a “sick care” system - Today we are moving closer to a “health care” system as health & wellness programs are increasing in popularity and effectiveness

• Success springs from a culture of health which is built into the fabric of the business

• Must set short and long term goals and measure outcomes

• Integrate service delivery with innovative solutions that focus on prevention, behavior modification, and linkage to benefit design

• Include family and the community and use appropriate incentives

• Increased productivity and engagement can generate significant cost savings and improved performance – right people at the right time

• A culture of health is not only of great value to individuals and populations, but also to industry and society.
Thank You
Q&A

Please submit questions via webex.
Join Us!

Contact Andrew Matthews at amatthews@bsr.org

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We are building a community of cross-sector leaders, who seek to create communications and tools that drive interest and investment in health & wellness in employee, customer, and community populations.
Thank you!