

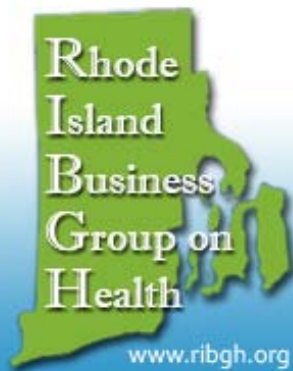


# Creating a Worksite Culture of Wellness *...with a return*

Michael Samuelson  
President & CEO

The Health & Wellness Institute  
Senior Vice President

Blue Cross and Blue Shield of Rhode Island



The Health & Wellness Institute®  
*health management solutions*

# outline

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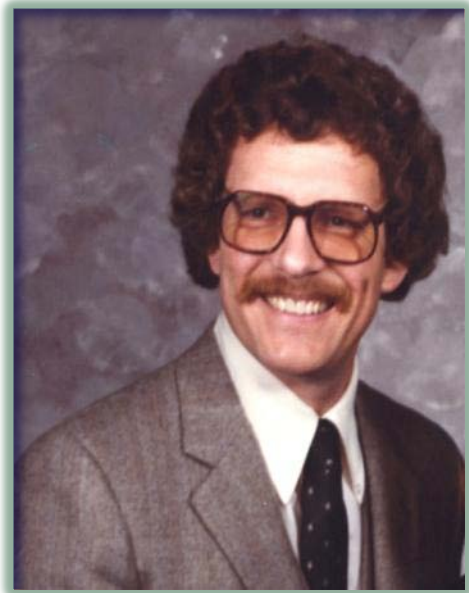
- Radar: Pay Attention
- Fundamental Understanding
- 10 Level Setting & Thematic Statements
- The Determinants of Population Health
- What Does “Value-Based Design” Mean?
- What is Wellness?
- Framing the Challenge: The 5 Ws
  - What’s Happening? – Current Conditions
  - So What? – Trends and Consequences (DNA)
  - What Now? – Triage and First Things First
  - What’s Next? – Strategic Intent and Plan
  - What Difference Will/Did it Make? – ROI
- The 5 Critical Components of a Prevention Strategy
- Return to Radar
- Q&A



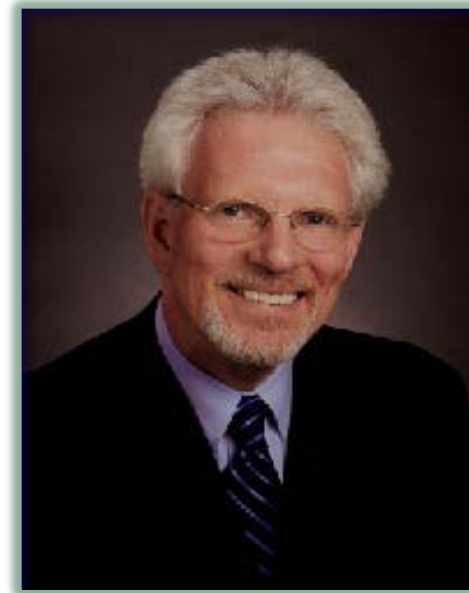
# then and now:

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A 30+ Year Journey



1978



2009



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# then and now:

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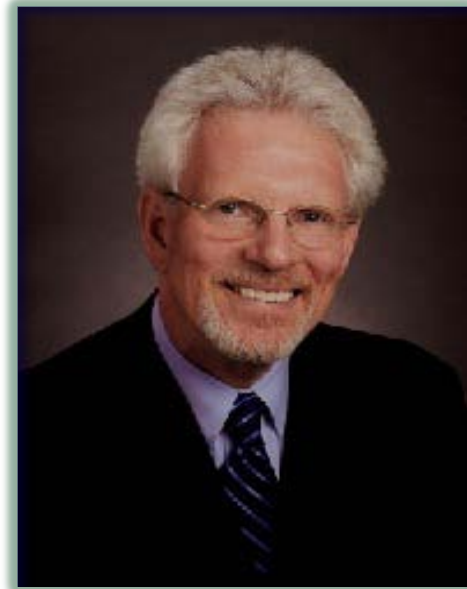
A 30+ Year Journey



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# radar & mountains

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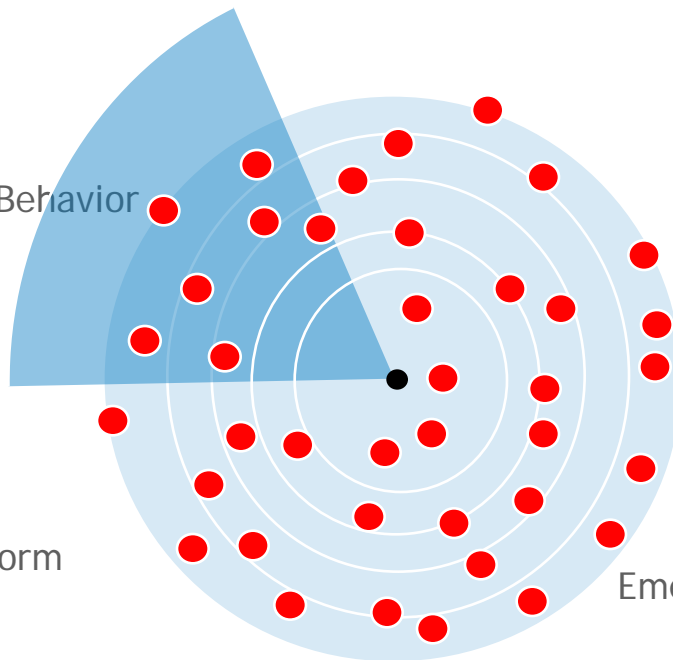


Indian Mountain AFS, AK, 1968



## Critical Areas of Concern

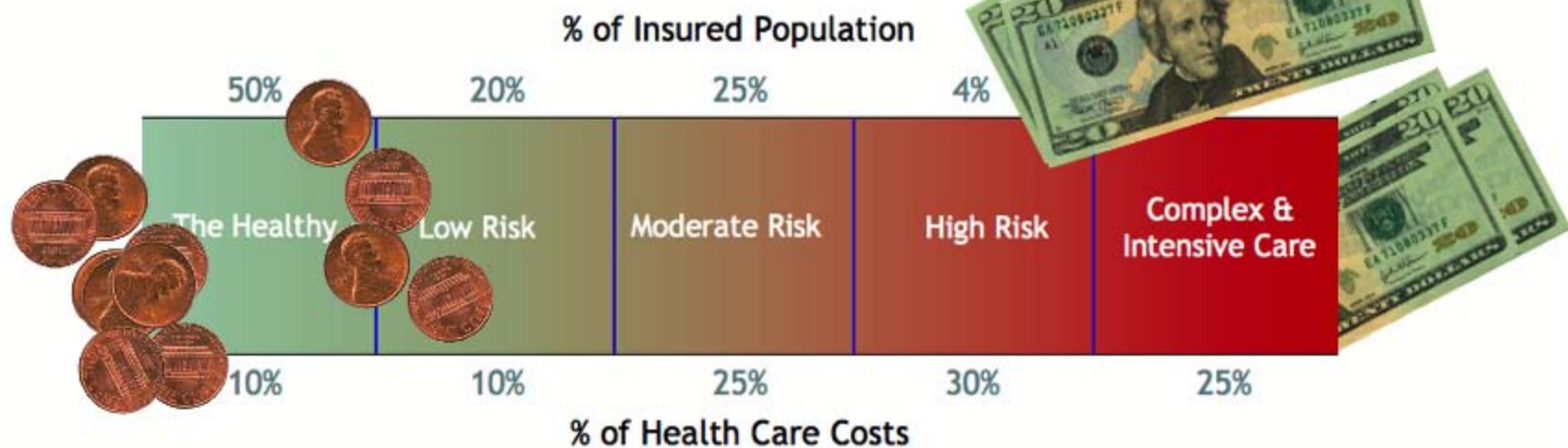
- Genomics
- Aging Population
- Access
- Affordability
- Uninsured
- Economic and Health Impact of Behavior
- Universal Healthcare
- Single Payer
- Growth of Chronic Care
- Shared Responsibility
- Personal Accountability
- Specialty Pharmacy
- End of Life Issues
- Legislative Streamlining and Reform
- Culture/Language Barriers
- Transparency
- Medical Report Cards
- Economics & Enforcement of HIPPA
- Orphaned Diseases
- On-Line Rx
- Media Influence (TV/Movies)



- Indigent Population
- Medical Tourism
- Convenient Care
- Technology
- Malpractice
- Paternalism/Entitlement
- Mandated Benefits
- Defensive Medicine
- Immigrant Healthcare
- Health Literacy
- Health Education
- Never Events
- Rx Drug Reform
- Electronic Medical Records
- Emergency Medicine (disaster/pandemic)
- Pay for Performance
- Tele-Medicine
- Shift to the Prevention Side of the Care Continuum
- Medical Divide (regional, global, cultural, ethnic disparity)
- E-Health Information & Misinformation (WEB)
- Tort Reform



## Healthcare Dollar Distribution



# Determinants of Population Health

1

## Social Determinants

The social determinants of health are the condition in which people are born, grow, live, work and age, including the health system. The social determinants of health are mostly responsible for health inequities – the unfair and avoidable differences in health status seen within and between countries.

- World Health Organization

Universal Coverage

2

### Primary Care/Prevention

The aims of primary care are to provide individuals with a broad spectrum of care, both preventative and curative, over a period of time and to coordinate all of the care the patient receives.

3

### Secondary Care/Prevention

Secondary prevention activities are aimed at early disease detection, thereby increasing opportunities for interventions to prevent progression of the disease.

4

### Tertiary Care/Prevention

Tertiary prevention reduces the negative impact of an already established disease by restoring function and reducing disease-related complications.

# 10 Level Setting & Thematic Statements

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1. Nothing and nobody will lower your healthcare costs.
2. Death is not a curable disease. (It's morbidity, stupid).
3. "Wellness" is an amorphous, dangerous and distracting term.
4. The issues of concern are health promotion, disease PREVENTION, compressed morbidity, increased productivity and medical cost control.
5. Ultimately, organizations measure success by mission and margin. Individuals (employees) measure success in terms of SUBJECTIVE well- being.



# 10 Level Setting & Thematic Statements

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6. There is no political will to change healthcare:  
The question is not HOW do we improve health?  
The question is WHY don't we care?  
One answer is science, the other is art.
7. If "greed" is good ... "sickness" is better.
8. Pogo was right...
9. Healthcare spend & focus needs to shift from disease management (survival) to primary prevention (thrival).
10. It is arrogant and presumptuous to suggest that a list has independent value.



# fundamental understanding

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Change is a linear and sequential process.



intellectual  
emotional  
visceral  
cellular



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# what is a value-based plan design?



# what is a value-based plan design?

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A value-based plan design blends employer-sponsored services and requirements within a **reward and/or compliance system** that leads to increased employee engagement and improvements in health and health-related costs.

- The Health & Wellness Institute



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# what is wellness?



# what is wellness?

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*“Wellness is a dynamic objective and subjective progression toward a state of complete physical, intellectual, emotional, spiritual and social well-being and not merely the absence of disease or infirmity. Incremental improvements can occur from pre-conception up to and including a person’s last breath.”*

- The Health & Wellness Institute



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# the five Ws: change in context



# the five Ws: change in context

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framing the challenge: the 5 Ws:

- what's Happening? – current Conditions
- so what? – trends and consequences (DNA)
- what now? – triage and first things first
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- what difference will/did it make? – ROI



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# five critical components of a prevention strategy



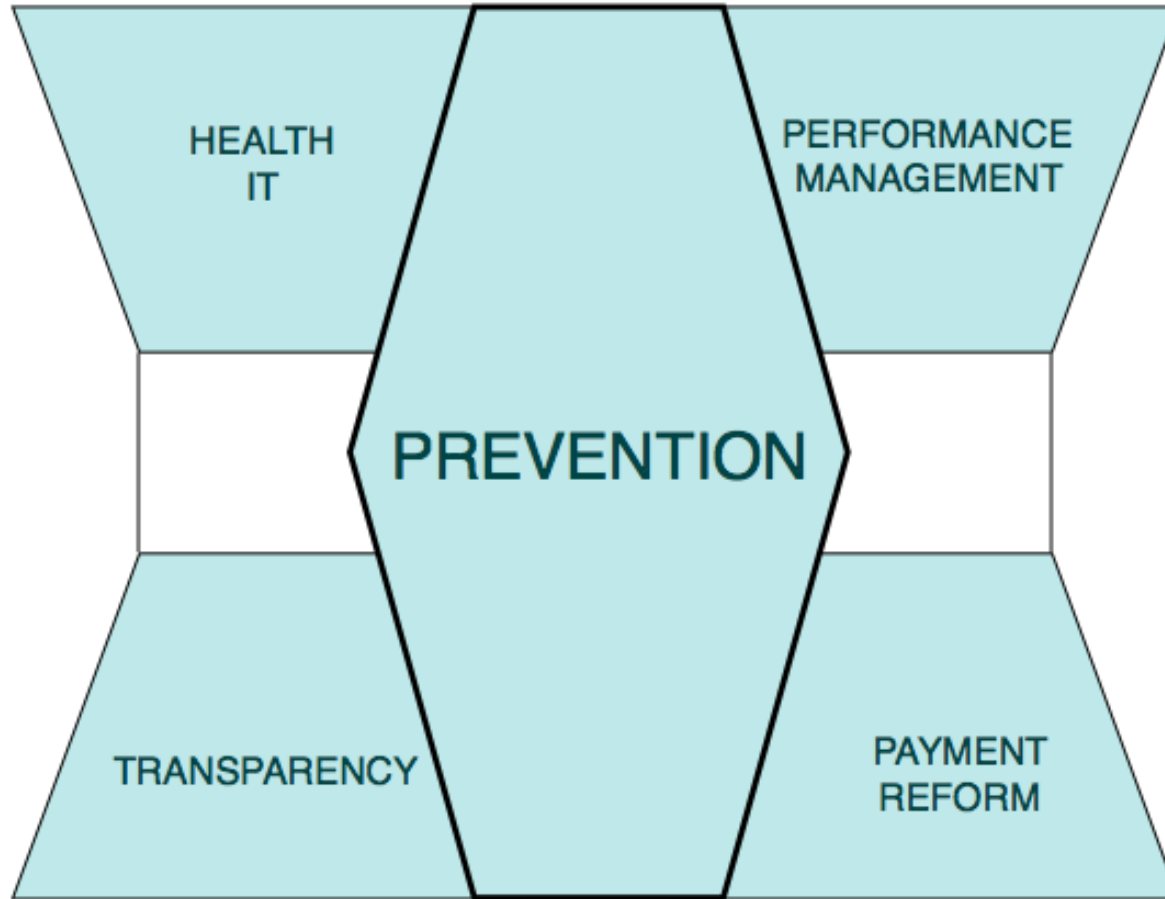
# five critical components of a prevention strategy

1. Organize population by risk level
2. Conduct corporate health audit
  - Senior management & employee attitudes
  - Policies and benefits
  - Communications systems
  - Environment
3. Adjust corporate culture
4. Implement program of awareness, education, and intervention to keep low-risk low and move high-risk to low-risk
5. Evaluate, update, and maintain



# what now? – triage & first things first

## healthcare TRANSFORMATION



The Keystone

a c t i o n   a c c e s s   a f f o r d a b i l i t y   a c c o u n t a b i l i t y

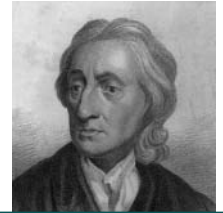


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# the health care social contract



## responsibilities



### Society

(Government, Medical Providers/Employers)

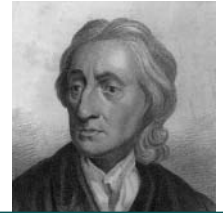
- Awareness
- Education
- Access
- Supportive Infrastructure
- Evidence-Based Medicine & Prevention Support

### Individual

- Healthy Choices
- Self-Observation/Care
- Evidenced-Based Screenings (Age/Gender)
- Timely & Appropriate Attention
- Medical Compliance 

# the health care social contract

## penalties



### Society

(Government, Medical Providers/Employers)

- Removal from Public Office (Government)
- Fines (Employer)
- Reduced Reimbursements (Medical Providers)

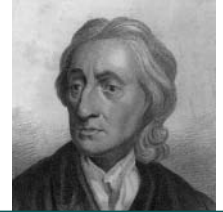
### Individual

- Increased Financial Obligation
- Compressed Quality of Life/Expanded Morbidity
- Potential Criminal Charges (Re: Care of Minors)



# the health care social contract

## rewards



### Society

(Government, Medical Providers/Employers)

### Individual

- Re-Election (Government)
- Tax Credits and Favorable Insurance Rates (Employer)
- Higher Reimbursements (Medical Providers)

- Favorable Insurance and Co-Pay Rates
- Expanded Quality of Life & Compressed Morbidity
- Happier & Healthier Dependents



# the five Ws: change in context

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framing the challenge: the 5 Ws:

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# ROI redefined

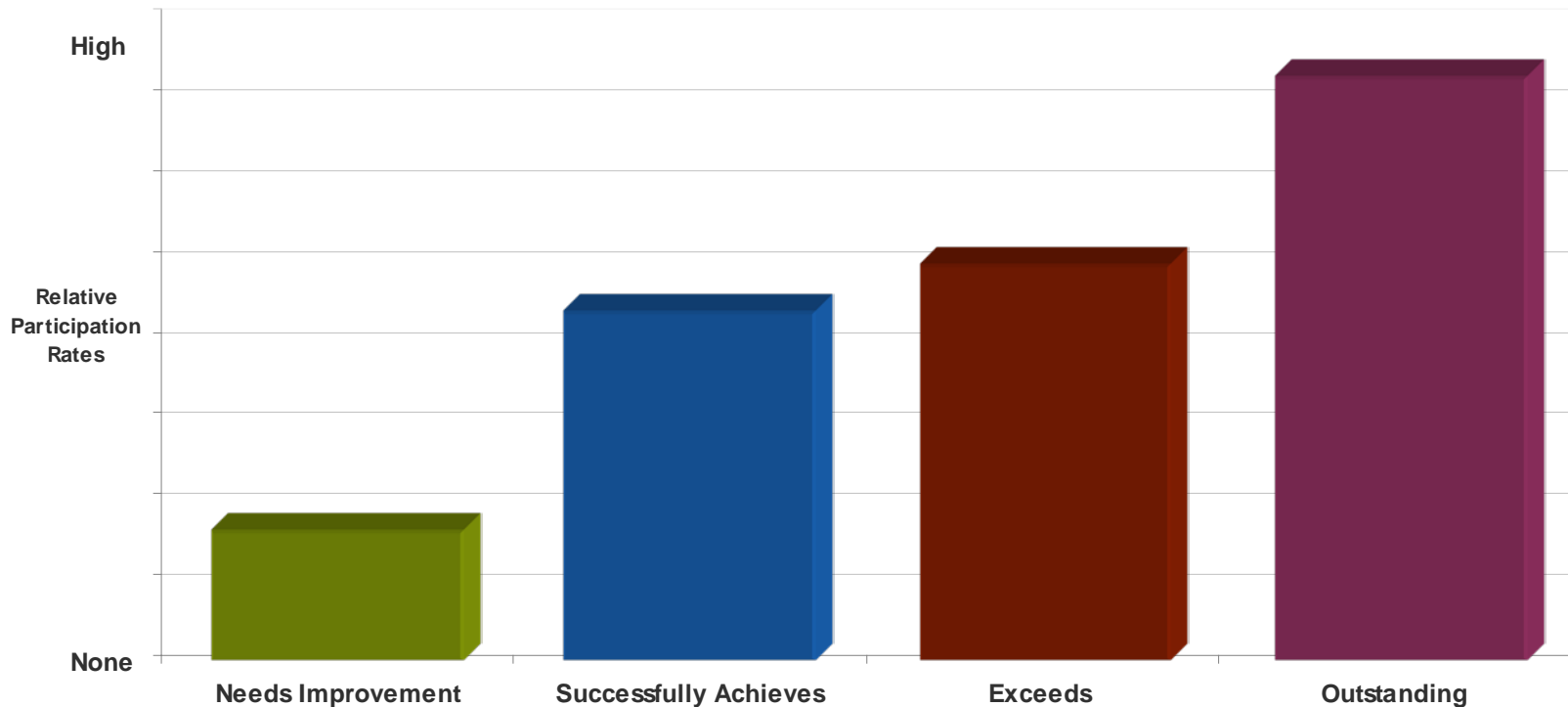
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- Affordability
- Productivity
- Acquisition / Retention
- Absenteeism / Presenteeism
- Employee Quality of Life



# Health Risks and Productivity Study

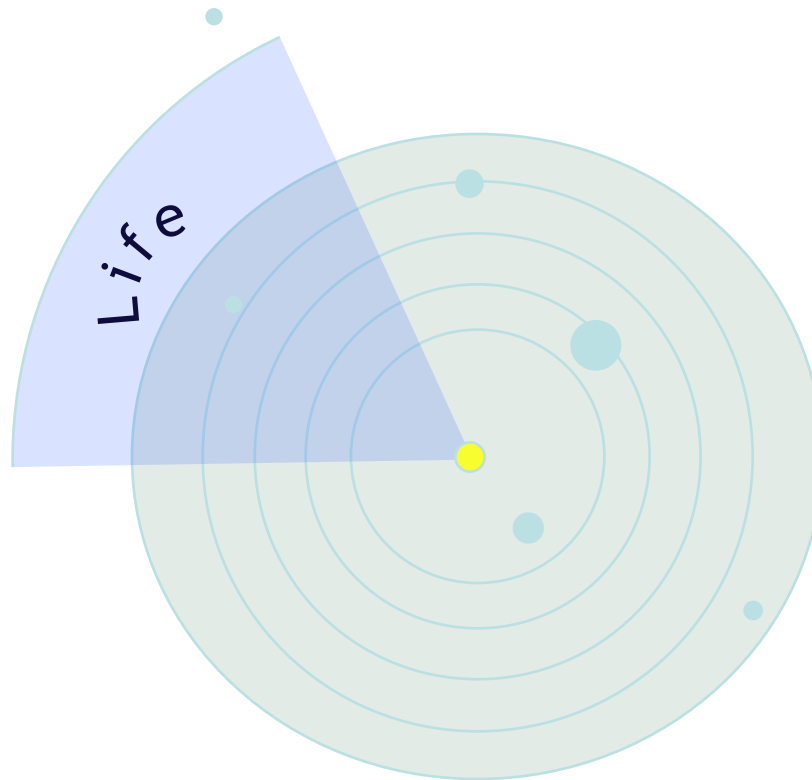
Positive Correlation Between Job Performance and Worksite Health & Wellness Participation Rates



BCBSRI found that its highest performing employees as measured by the BCBSRI employee performance evaluation methodology were also the most engaged in worksite health & wellness activities.



# Remember: Keep Your Radar Turned On!



# thank you

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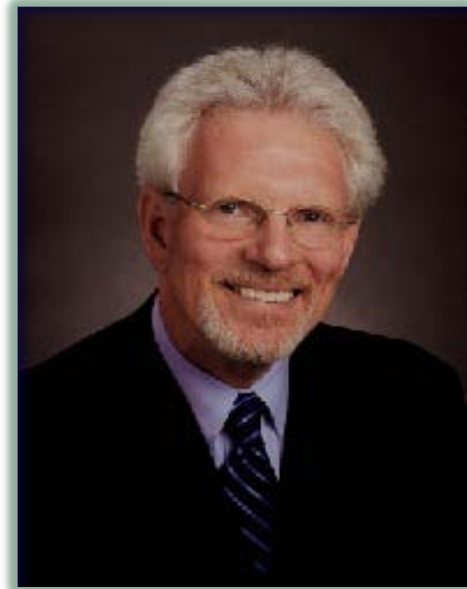
a 40+ year journey



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# thank you

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