

## 2010 HERO Forum on Employee Health Management *Solutions*

### AGENDA

**Tuesday, September 28, 2010** - *Registration Desk Hours: 7:00 am – 4:30 pm*

**Theme: The Power of Corporate Culture** - An increasing number of employee health management thought leaders are of the opinion that the creation of a high level of health oriented culture is essential for employee health management success. This interactive, learning-sharing experience will help you understand how to achieve the Power of Corporate Culture.

- 7:00 – 7:45 am            **Continental Breakfast and Networking**
- 7:45 – 8:00 am            Break
- 8:00 – 8:20 am            **Forum Welcome - General Session**
- **K. Andrew Crighton, MD** - HERO Chairman of the Board, VP, Chief Medical Officer - Prudential
  - **Jerry Noyce** - President & CEO - HERO
- 8:20 - 8:30 am            **Overview - The Importance of Corporate Culture**
- **David Anderson, PhD** - Senior VP & Chief Health Officer - StayWell Health Management
- 8:30 - 9:30 am            **Keynote - Measuring Success by the Way We Touch the Lives of People - General Session**
- **Bob Chapman, MBA - Chairman & CEO - Barry-Wehmiller Companies**
    - Barry-Wehmiller 5,400 employees are spread across the globe. They provide engineering consulting and manufacturing technology for multiple industries.
    - Bob will discuss his concept of Corporate Culture, which is to measure success according to the way the company touches the lives of people. Another important factor is to send each team member home every day with a sense of fulfillment.
- 9:30 – 10:45 am            **Audience-Panel Discussion - The Power of Corporate Culture - General Session**
- Panelists**
- Fikry Isaac, MD, MPH** - Executive Director, Worldwide Health Services & Resources - Johnson & Johnson
- Bob Soroosh, MBA** - Director, Benefits - Affinia Group
- Hank Orme** - President - Lincoln Industries
- Moderator**

**David Anderson, PhD** – SVP & Chief Health Officer - StayWell Health Management

- This discussion brings together large, medium size, and small companies, all of which have achieved the highest level of corporate culture

10:45 – 11:00 am Break

11:00 am – 12:15 pm **“HOW TO” Do It Breakout Workshops (Session 1)**

- 1. Lowe's - Kyle Wendt - VP, Benefits.** (This Koop Award Honorable Mention) This is an employer driven, comprehensive, solution based program. They have nearly 80% participation for the employees who are in this self-funded group. This is up from 21% in 2008. The average number of risks decreased from 3.8% to 3.5% in 2009. The average number of risks for participants in telephone, mail, or online interventions decreased by 11.0%. **Salon 1**
- 2. Nissan- Marlin Chapman-Director of HR Benefits, Compensation and HR Analytics.** About four years ago, Nissan health care costs were increasing and attempts to address employee health and wellness were limited. The LiveWell program, which is a combination of Full Replacement Consumer Driven Health Plan and Comprehensive Health Improvement plans were launched. The results of these activities will be discussed. **Salon 2**
- 3. Barry-Wehmiller Companies - Ed Strouth – Leader, Health & Wellbeing.** Participation rate of nearly 70% for employees and 40% for eligible spouses. The results based program combines leadership support, a network of local wellness champions, incentives for results and healthy habits, unique technology, and year-round program activities. All of this is driven by participant satisfaction, outcomes, and medical claims data. **Salon 3**
- 4. Quest Diagnostics - Fred Williams - Director, Health Benefits Management.** Recently this company completed a three year evaluation of EHM effectiveness. This study defines how information gathering, measuring, and communicating lab results and behavioral change impact success over time. It also addresses the differences in measured and self-reported information. **South Ballroom.**

12:15 – 1:30 pm **Lunch and Networking**

1:30 – 2:45 pm **“HOW TO” Do It Breakout Workshops (Session 2)**

- 1. L.L. Bean (2009 Koop Award Winner) - Susan Tufts - Director, Health & Wellbeing.** This program has been operational since 1982. The objective is to engage employees, improve health, manage costs, and

identify and mitigate health risks. To date, L.L. Bean has recorded a 4.3 to 1 return on investment based on claims analysis with an overall cost savings (medical claims, presenteeism, and absenteeism) of more than \$2.2 million. **Salon 1**

2. **State of Nebraska Employee Health Management Program - Roger Wilson - Administrator, Central Services for Administrative Services.** This program began in 2009. The program includes a PPO medical plan, low premium rates, reduced co-pay for diabetic participation, and smoking cessation meds at no cost. It has been determined that the impact on employee lives has been more than anticipated. **Salon 2**
3. **Pfizer, Inc. (2010 Koop Award Winner) - Rick Bruno - Director, Health & Wellness.** The results of participation rates, health and cost outcomes, and the overall return on investment will be discussed in detail. The long-standing corporate culture will be described and the results explained. The efforts to keep senior management engaged and supportive will be discussed. **Salon 3**
4. **Relating Best Practice Scores to Strategic Planning - Steven Noeldner, PhD - Principal - Mercer.** Did you ever think about the association between best practice scores and strategic planning? 84% of over 250 employers who have a written strategic planning plan say their employee health management program is effective or very effective, compared to 35% of employers who have no final written plan. Learn much more about strategic planning. **South Ballroom.**

2:45 – 3:00 pm

Break

3:00 – 4:15 pm

**Audience-Panel Discussion - Employee Health Management Research - General Session**

**Panelists**

**Nico Pronk, PhD** - VP, Health & Disease Management - Health Partners;

**Les Yee, MD** - President - Skylark Health Strategies, Ltd

**Steve Griffiths, PhD, MS** - VP, Medical Informatics Consulting - Ingenix;

**Elizabeth Rula, PhD** - Principal Investigator, Health Outcomes Research – Healthways

**Moderator**

**Ron Goetzel, PhD** - Research Professor, Emory University, and VP, Consulting & Applied Research - Thomson Reuters.

- While the discussion will address employee health management research, it will also provide information on corporate culture research and what is happening globally.
- The availability and quality of research is increasing significantly. This is an opportunity to interact with the thought leaders and experts about the latest research.

4:15 – 6:00 pm Exercise and email catch-up time.

6:00 – 7:00 pm **HERO Forum Welcome Reception**

**Wednesday, September 29, 2010** -Registration Desk Hours: 7:30 am – 5:30 pm

7:00 – 7:45 am **Continental Breakfast and Networking**

7:45 – 8:00 am Break

8:00 – 8:15 am **Forum Review– Jerry Noyce - President & CEO – HERO – General Session**

8:15 – 8:45 am **A Million Voices: From Health to Well-Being Interventions - General Session**

**John Harris, MEd - Senior VP, Health Support Division - Healthways, Inc.**

→ Over the past several years, a number of sources have contributed to a better understanding of population health management. Some of these advances have been the HERO Scorecard, the Gallup-Healthways Well-Being Index, and other private and public organizations activities. The question is how do we help professional in the field gain a more comprehensive understanding, and as a result, design and deliver new interventions that leverage what we have learned? This discussion provides the answers.

8:45 - 9:15 am **HERO Research Report: Hot Off the Press - General Session**

**Steve Aldana, PhD - Founder, President & CEO - Lifestyle Research Group**

→ HERO is re-entering the EHM research field. Steven will present findings from two most HERO research projects: Analysis of the Lincoln Industries Wellness Program and Well-Being Index Scores from Lincoln Industries. Both of these research projects provide further evidence that effective EHM programs improve employee health. They also show that small businesses are capable of using wellness to improve the bottom line.

9:15 – 10:15 am **Keynote - Now More Than Ever: The Amplified Importance of Employee Health Management as a Key Business Strategy Post Health Care Reform – General Session**

**Paul Wallace, MD - Medical Director - Health & Productivity Management Program - Kaiser Permanente**

- Many agree that "healthy employees leads to a healthy business". The question is, how do you get employers, providers, and employees to collaborate and how do you award them for efforts expended?
- Paul will share information on issues like engagement, collaboration, and innovation within an environment of Health Information Technologies.

10:15 - 10:30 am  
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Break

10:30 – Noon

**The Health Project’s Annual C. Everett Koop National Health Awards - General Session**

- *The official presentation of the coveted C. Everett Koop National Health Awards for 2009. Facilitated by The Health Project Executive Committee.*

Noon – 1:00 pm

**Lunch with the Koop Award Winners**

1:00 – 2:15 pm

**“HOW TO” Do It Breakout Workshops (Session 3)**

1. **Lowe's (repeat) - Kyle Wendt - VP, Benefits.** (This Koop Award Honorable Mention) This is an employer driven, comprehensive, solution based program. They have nearly 80% participation for the employees who are in this self-funded group. This is up from 21% in 2008. The average number of risks decreased from 3.8% to 3.5% in 2009. The average number of risks for participants in telephone, mail, or online interventions decreased by 11.0%. **Salon 1**
2. **Nissan (repeat) – Marlin Chapman-Director of HR Benefits, Compensation and HR Analytics.** About four years ago, Nissan health care costs were increasing and attempts to address employee health and wellness were limited. The LiveWell program, which is a combination of Full Replacement Consumer Driven Health Plan and Comprehensive Health Improvement plans were launched. The results of these activities will be discussed. **Salon 2**
3. **Children's Hospital and Health System of Wisconsin - Joe Weyker - Employee Health & Wellness Manager.** This program was established five years ago. It has grown from an activities based program to a hybrid outcomes based program. Executive management encourages their employees to take their health and participation to the next level. The emphasis on the program is behavioral change. You will hear about lessons learned, and what works and what does not. **Salon 3**
4. **Quest Diagnostics (repeat) - Fred Williams - Director, Health Benefits Management.** Recently this company completed a three year evaluation of EHM effectiveness. This study defines how information gathering, measuring, and communicating lab results and behavioral change impact success over time. It also addresses the differences in measured and self-reported information. **South Ballroom.**

2:15 – 2:30 pm Break

2:30 – 3:45 pm **“HOW TO” Do It Breakout Workshops (Session 4)**

1. **L.L Bean (2009 Koop Award Winner) (repeat) - Susan Tufts - Director, Health & Wellbeing.** This program has been operational since 1982. The objective is to engage employees, improve health, manage costs, and identify and mitigate health risks. To date, L.L. Bean has recorded a 4.3 to 1 return on investment based on claims analysis with an overall cost savings (medical claims, presenteeism, and absenteeism) of more than \$2.2 million. **Salon 1**
2. **Cisco Systems (2009 Koop Award Honorable Mention) - Lisa Jing - Senior Program Manager.** The central focus of the HealthConnections program is designed to improve the health and well-being of Cisco employees and their families. The program includes prevention, primary care, and management of chronic conditions, all of which are intended to control health care demand and increase productivity. The end result is a program that provides Resilience and Life Balance. **Salon 2**
3. **Pfizer, Inc. (2010 Koop Award Winner) (repeat) - Rick Bruno - Director, Health & Wellness.** The results of participation rates, health and cost outcomes, and the overall return on investment will be discussed in detail. The long-standing corporate culture will be described and the results explained. The efforts to keep senior management engaged and supportive will be discussed. **Salon 3**
4. **Relating Best Practice Scores to Strategic Planning (repeat) - Steven Noeldner, PhD - Principal - Mercer.** Did you ever think about the association between best practice scores and strategic planning? 84% of over 250 employers who have a written strategic planning plan say their employee health management program is effective or very effective, compared to 35% of employers who have no final written plan. Learn much more about strategic planning. **South Ballroom.**

3:45 – 4:00 pm Break

4:00 - 5:15 pm

**Audience-Panel Discussion - Employee Health Management Innovation - General Session**

**Panelists**

**Diane Hettinger** Director, Health & Wellness – Prudential

**Rebecca Kelly, PhD, RD** - Assistant Professor and Director, Health Promotion & Wellness - University of Alabama

**Dennis Richling, MD** - Senior Medical Director - HealthFitness

**Moderator**

**John Harris, MEd** - Sr. VP, Health Support Division - Healthways, Inc.

- The employee health management industry is growing significantly in regards to sophistication, acceptance, and accountability. To move this growth cycles to new levels, innovation must be on the front burner.
- This Discussion brings together the Innovation experts so you can interact and learn innovation skills.

**Thursday, September 30, 2010 - Registration Desk Hours: 7:30 am – Noon**

7:30 – 8:15 am

**Continental Breakfast and Networking**

8:15 – 8:30 am

Break

8:30 – 8:45 am

**Session**

**Forum Overview – Jerry Noyce - President & CEO – HERO – General**

8:45 – 10:00 am

**Audience-Panel Discussion - EHM Incentives and Legal Issues Relative to Health Care Reform**

**Panelists**

**Jesse Hercules, JD** - President - Extracon Sciences, LLC

**Jason Eliot, JD** - System Director, HR- INTEGRIS Health, Inc.

**Doug Knoop, MD** - Medical Director - HealthSTAT, Inc.

**Moderator**

**Sue Lewis, MEd** - President - Lewis Health Strategies, LLC

- An important part of health care reform is health care premium discounts for employees who participate in lifestyle programs and/or health promotion programs. A 20% incentive has been available, which health care reform increased to 30%. Based on results, HHS has the option to increase this to 50%.
- Other incentives will be discussed and the legal ramifications considered.

10:00 - 10:15 am

Break

10:15 – 11:30 am

**“HOW TO” Do It Breakout Workshop (Session 5)**

1. **State of Nebraska Employee Health Management Program (repeat) - Roger Wilson - Administrator, Central Services for Administrative Services.** This program began in 2009. The program includes a PPO medical plan, low premium rates, reduced co-pay for diabetic participation, and smoking cessation meds at no cost. It has been determined that the impact on employee lives has been more than anticipated. One of the highlights is how a Culture of Wellness can be installed in a State Government. **Salon 1**
2. **Children's Hospital and Health System of Wisconsin (repeat) - Joe Weyker - Employee Health & Wellness Manager.** This program was established about five years ago. It has grown from an activities based program to a hybrid outcomes based program. Executive management encourages their employees to take their health and participation to the next level. The emphasis on the program is behavioral change. You will hear about lessons learned, and what works and what does not. **Salon 2**

3. **Cisco Systems (repeat) - Lisa Jing - Senior Program Manager.** (2009 Koop Award Honorable Mention) The central focus of the HealthConnections program is designed to improve the health and well-being of Cisco employees and their families. The program includes prevention, primary care, and management of chronic conditions, all of which are intended to control health care demand and increase productivity. The end result is a program that provides Resilience and Life Balance.

**Salon 3**

11:30 am

**Adjourns - Thanks for being part of the 2010 HERO Forum. We hope to see you next year.**