



# Employer-Sponsored Wellness- It Can Be the Best of Times

Twelfth Population Health Colloquium  
Philadelphia, PA 28 February, 2012  
Roger C. Merrill, M.D., Chief Medical Officer



# Agenda

1. US Environment of Health Care
2. The Value Proposition:  
Population health conveyed per dollar spent
3. The Perdue Experience:
  - a. Rigorous Health and Wellness
  - b. Onsite clinics – PCMH
4. Results: Health, Happiness, and Cost

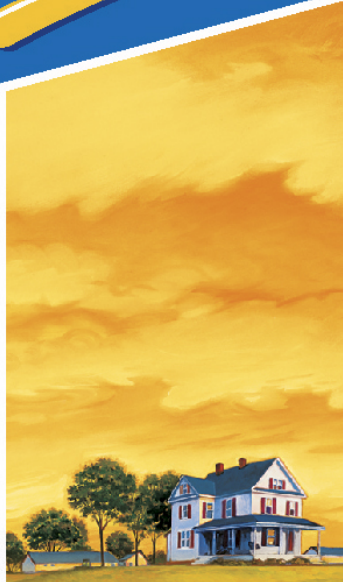


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# Environment of Healthcare in the US

- Cost:
  - ~~\$2.5T~~ ~~\$2.8T~~ ~~\$3T~~
  - >\$10,000 per employee
  - Highest in the world!!!
- Product – Lousy!:
  - Life expectancy/ infant mortality in 3<sup>rd</sup> world range
  - Treatment of serious disease sub par vs. other nations



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# Environment of Healthcare in the US

What's the problem?

Too much?

Too Little?

Too Expensive?

Too Cheap?

ALL OF THE ABOVE



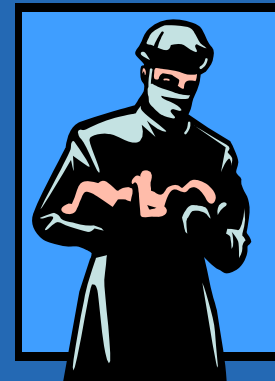
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# USA – Cost vs. “Product”

Under treatment:

A Prenatal care



B Stepped Rx of High Blood Pressure

C Intensive Diabetes Risk  
Control



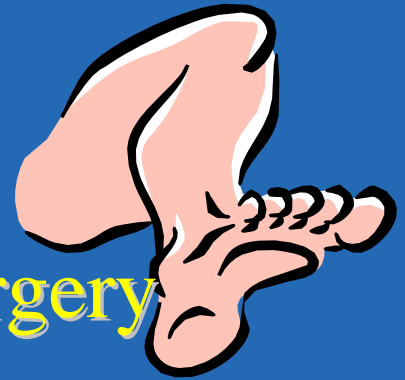
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# USA – Cost vs. “Product”

Over treatment:

A Arthroscopic Knee Surgery



B Antibiotics for sore throats

c Angioplasty



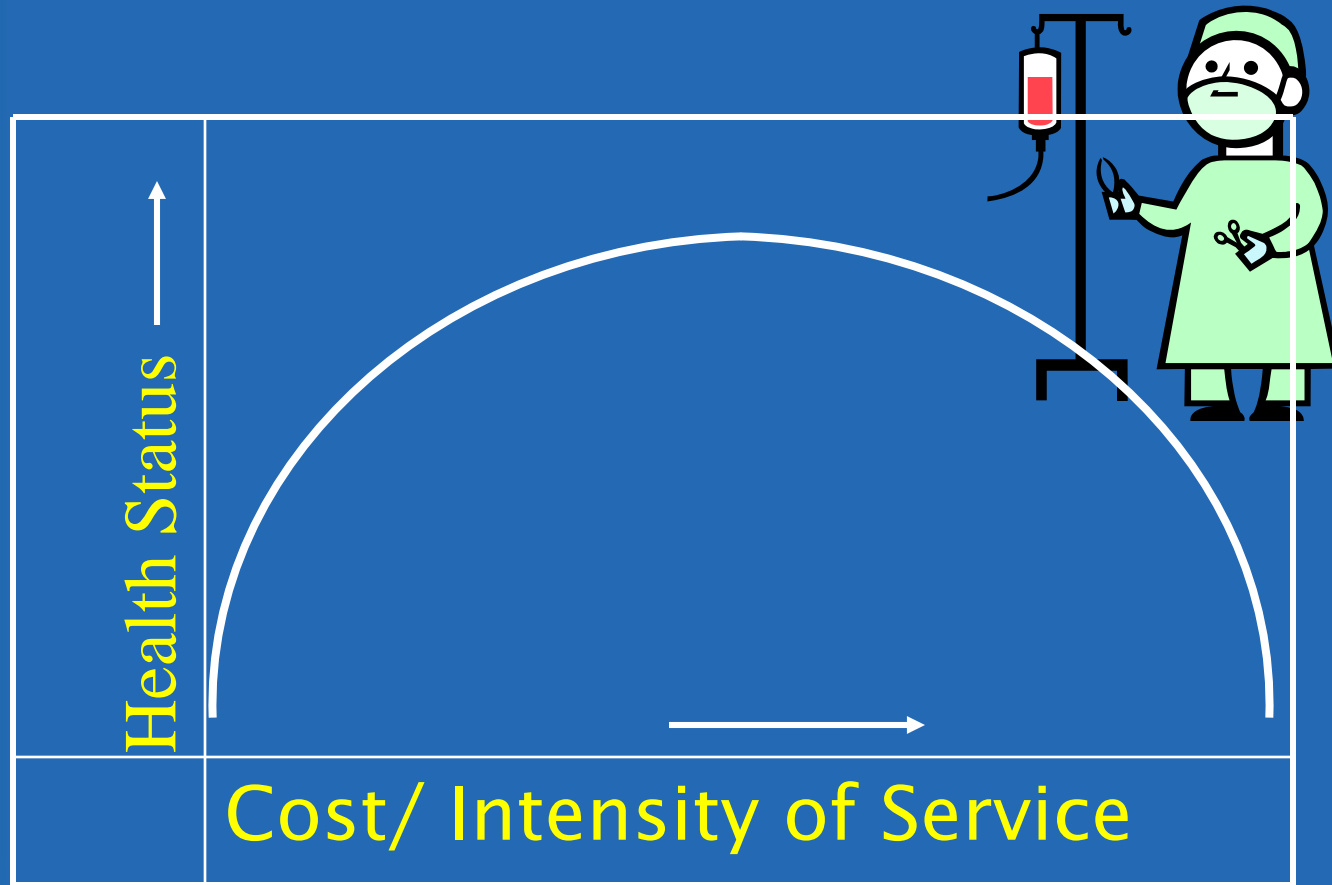
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# USA – Cost vs. “Product”

There is a relationship between cost  
And health status improvement:



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**Value = Health  
Conveyed per  
Dollar Spent**

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The Perdue logo is a blue rounded rectangle with a white border. Inside, the word "PERDUE" is written in a bold, white, sans-serif font with a yellow outline. A yellow swoosh underline is positioned below the text.

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# Hierarchy of Health Produced [Most to least value]

- Rigorous, measured, health improvement initiatives
- Primary Care: Patient – Centered Medical Homes
- Imaging
- Hospital days
- Days in Expensive Care
- Interventions that have proven negative value

A photograph of a two-story white house with a blue roof and red shutters, set against a warm, orange-hued sunset sky. The house is surrounded by green grass and a few trees.

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# Hierarchy of Health Produced [Most to least value]



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- IF we accept and believe this, it requires us to act accordingly:
  - ✓ Preferentially put our energy and money on those interventions highest on the value scale
  - ✓ Ability to measure effect of interventions is critical to the process.



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# The solution? Chicken!!



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# The Perdue Experience

If Primary Care is good,  
primary prevention is even  
better. We created the  
Perdue Health  
Improvement Program  
(HIP)



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# Health Improvement Program (HIP)

- ✓ Every participating associate (85% participate) fills out a brief health risk appraisal
  - Incentives: No \$, just a smile from our nurses!
- ✓ We measure a few things (BP, lipids, Hemoglobin A1c [diabetes], nicotine, and fat-o-meter)
- ✓ All this gets entered into a database that...



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# Health Improvement Program (HIP)

- ❖ Gives us an aggregate 'health score' for each plant and the Company.
- ❖ Generates a personal health score, and a personal plan for health for each associate.



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# Health Improvement Program (HIP)

- ❖ Health Coaches then work individually with our associates in QIP mode to improve those targeted health risks.
- ❖ This “high touch” approach has driven our success in enrollment and personal engagement



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# Health Improvement Program (HIP)

- ✓ Metrics: we measure individual, plant, and enterprise-wide health status improvement



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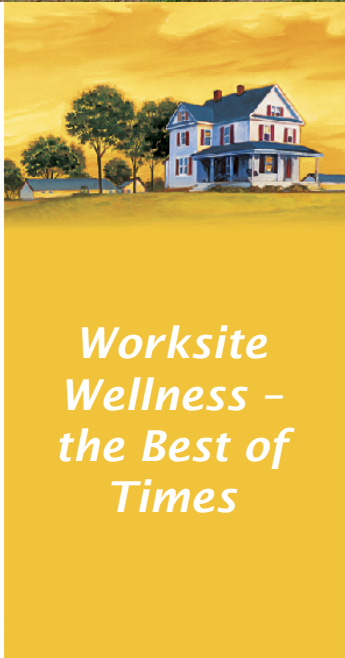
# Medical Homes

- ❖ On-site primary clinics (called Wellness Centers) which serve as medical home
  - Visits are on the clock, minimal payroll-deducted co-pay, clinics operate during all production shifts.
  - Goal is health improvement in a longitudinal model



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# Health Improvement Program (HIP)

HIP example:

- Through screening, we learn you have undiagnosed Hypertension and poorly controlled diabetes:
  - We help you institute lifestyle changes
  - We bring you into the Wellness Center for physician medical care; generic samples are given for your HBP...

A vertical strip on the left side of the slide features a photograph of a two-story white house with a blue roof and red shutters, set against a warm, orange-hued sunset sky. The house is surrounded by green grass and a few trees.

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# Upstream Health and Wellness



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HIP example (cont'd):

- ...and both HBP and Diabetes are treated over time by the HIP Coach for lifestyle change, and by the physician with science-based, protocol-driven medical care.

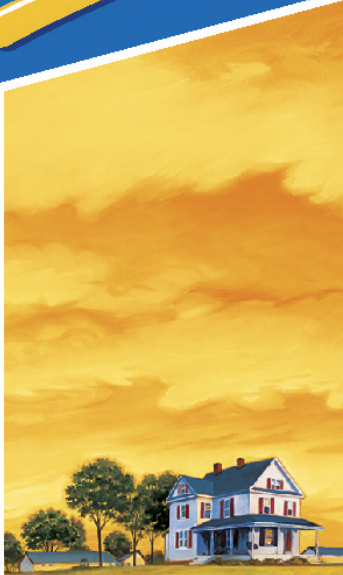


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# Upstream Health and Wellness

HIP thus closes the loop in one magnificent whole to include lifestyle improvements as well as medical treatment, all located within 100 yards of where you work, with treatment on the clock!



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# Results:

- A. Company-wide HIP (Health) score has risen every year for 7 years
  - Counterintuitive!
  - More this year than any previous
- B. Turnover among HIPsters is 1/3 of non HIPsters



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## Results:

- C. CPC < ½ the national average; inflation < 2% per year for 8 years
- D. On-site care at 1/3 the retail cost per event.



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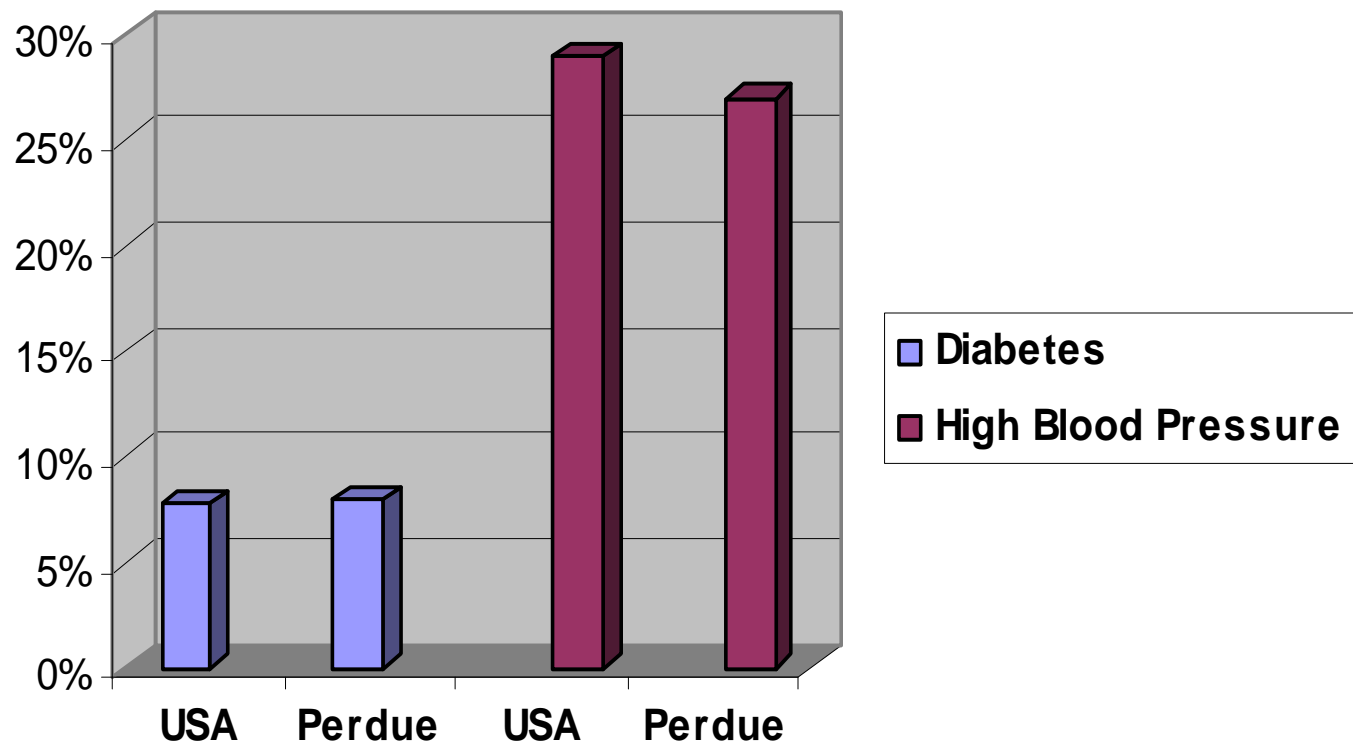


# Disease Control



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Prevalence of Serious Diseases



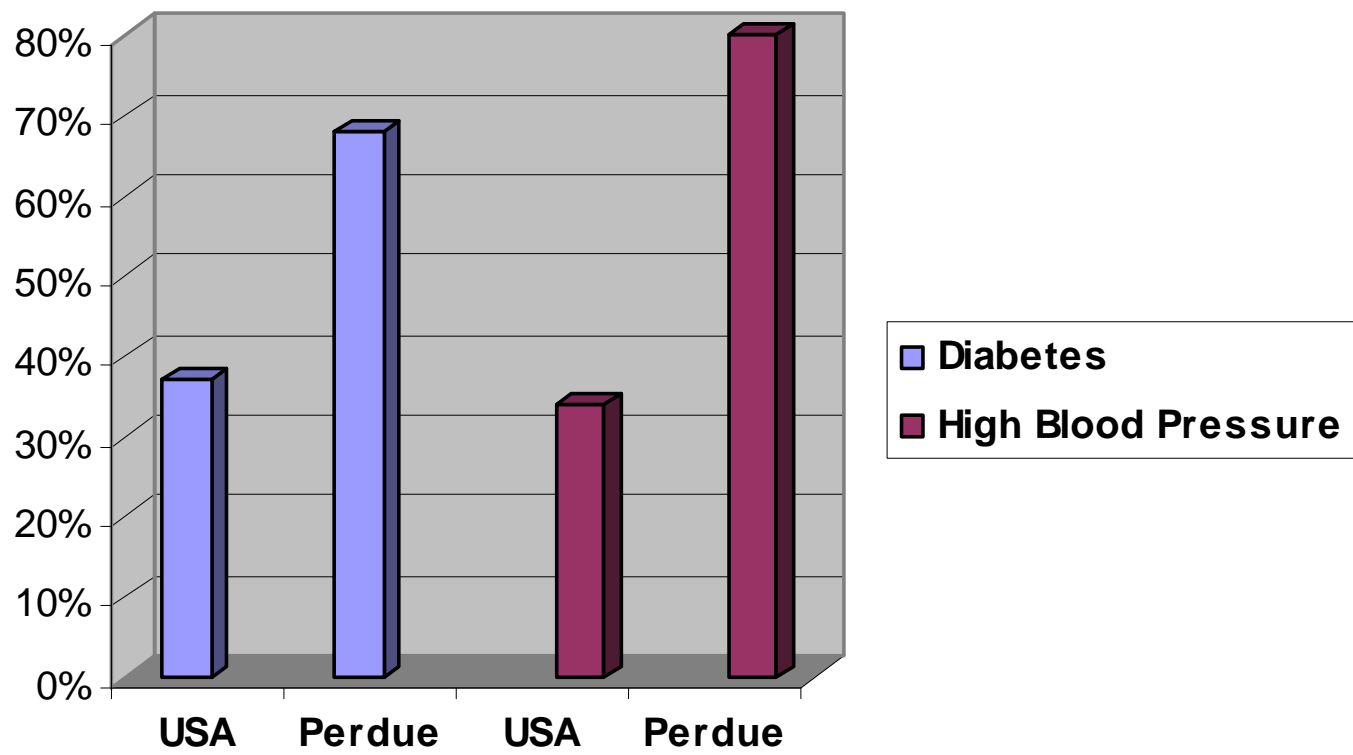


# Disease Control



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Control of Serious Diseases

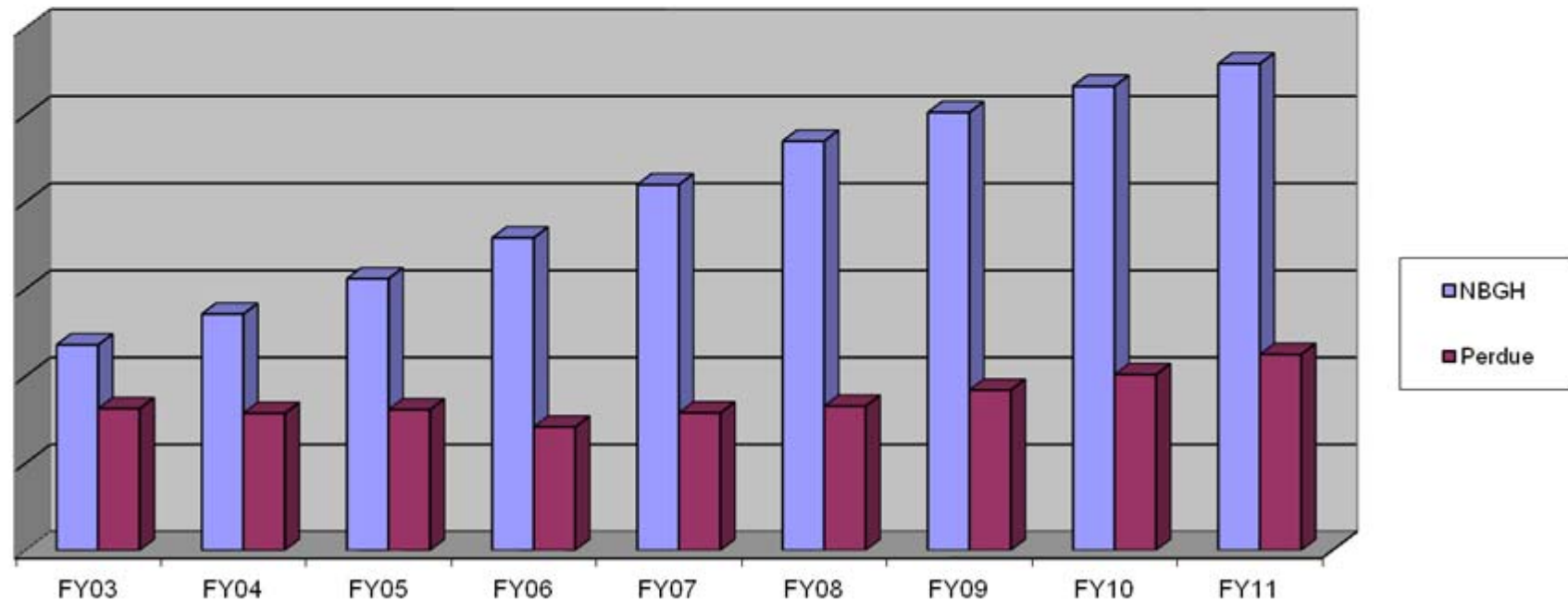






# The best measure of ROI is total Plan cost

Cost per Associate: National Benchmark (Milliman, Towers Watson) vs. Perdue





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