

HERO Forum for Employee Health Management Solutions
C. Everett Koop National Health Awards

InterContinental – New Orleans

September 23, 8:00 am - 5:00 pm - September 24, 8:00 am-5:00 pm - September 25, 8:00 am – 12:30 pm

Day One – September 23, 2008 (Registration Desk Hours: 7:00 am –5:00 pm)

- 7:00 – 7:45 am **Continental Breakfast and Networking**
- 7:45 – 8:00 am Break
- 8:00 – 8:20 am **Forum Start – Bill Whitmer, MBA - President & CEO – HERO – General Session**
- Welcome
- Forum Overview
- 8:20 – 9:40 am **Ask the Experts: Audience-Panel Discussion – General Session**
- **Panelists** – **Cathy Baase, MD** – Global Director, Health Services – Dow Chemical Company; **Ron Goetzel, PhD** – Professor, Emory University & VP, Thomson Reuters; **Nico Pronk, PhD** – VP, HealthPartners & Director, Health Behavioral Group; **Jennifer Bruno** – Worldwide Director, Wellness & Health Promotion – Johnson & Johnson.
- **Moderators** – **John Harris, MEd** - Senior VP, Health Support Division – Healthways;
David Anderson, PhD – Senior VP & Chief Health Officer – StayWell Health Management
 › *The national experts will discuss and answer your questions which are submitted in advance; and take extemporaneous questions from the audience . The audience is also invited to provide critique and share their answers.*
- 9:40 – 9:50 am Express Break
- 9:50 – 11:20 am **“HOW TO” Do It Breakout Workshops (session 1)**
- The Workshops are designed for the audience to interact with the leaders of exemplar EHM programs and learn “HOW TO” become proficient in the construction and operation of top-tier programs.
- Each Workshop is 90 minutes in duration. About half this time is for facilitator input, the other half for audience reaction, comments, questions, and answers.
1. **Florida Power & Light Company** (2007 HHS – “Innovation in Health Award”; 2006-2007 NBGH Platinum “Best Employer for Healthy Lifestyles”) - **Andy Scibelli** – Manager, Employee Health & Well-Being. Program has been operational for over 16 years. 90% of 15,000 eligible employees are participants. Available are health screens, education seminars, online tools, fitness centers, medical centers, heart healthy cafeterias, and EAP/Mental Health programs.
Pelican 1 Room. Mgrs: Noyce - Hertel
 2. **GlaxoSmithKline** (Koop Award as GlaxoWellcome) - **Annette Byrd, MPH, RN** – US Manager, Work/Life Solutions;
Jeannie Jones, MA – US Manager, Health & Wellbeing – 1) Documented improvements in psychological factors enhancing

resilience; 2) 60% increase in energy levels, and 3) 6% increase in ability to handle increased pace of work. Flexible work patterns also reduce illness absence. **Poydras Room**. Mgrs: Holbrook – Herlong

3. **University Consortium** – Alabama – **Rebecca Kelly, PhD**; Iowa – **Joni Troester, MA**; Michigan – **LaVaughn Palma-Davis, MA**; Purdue – **Julie Huetteman, PhD** – Learn how four major universities developed and implemented successful EHM programs. Included is: 1) Building the business case; 2) Securing leadership support; 3) Leveraging unique university assets; and 4) How the HERO Scorecard is used to drive strategic planning and decision making. **Arcadian 1 & 2 Room**. Mgrs: Winfield - Butler
4. **Pepsi Bottling Group (2007 Koop Award Winner)** - **Susan Moley** – Director, Healthcare Strategy – Over a three year period, the following was achieved: 1) Medical cost increases average about 5.6% (about 3% below average); 2) ROI average 3.4:1; and 3) Over 70% of employees and spouses completed health assessments. **Pelican 2 Room**. Mgrs: Sensibaugh - Brennan

11:20 – 11:30 am Express Break

11:30 – Noon **Body-Brain Synergy – How you Become Stronger and Smarter at the Same Time**
- **Facilitator** – **Margaret Sabin, MHSA** – CEO, Sutter Health Partners & VP, New Product Development, Sutter Health Systems.

› *Recent medical evidence suggests cardiovascular exercise produces new brain cells and neurogenesis. This fun, stimulating, and informative session provides the tools and techniques to become stronger and smarter at the same time.*

Noon – 1:00 pm **Lunch and Networking**

1:00 – 2:30 pm **“HOW TO” Do It Breakout Workshops (session 2)**

1. **IBM (2008 Koop Award Winner)** - **Stewart Sill, MA**. Wellness Manager - Of the 130,000 U.S. employees, over 70% have access to the EHM program, which involves the strategic use of high-level technology. Program outcomes include: 1) Healthy living rebates; 2) Behavioral change, risk reduction, and cost impact outcomes; and 3) Published research on online interventions for fitness, weight management, and smoking cessation. **Pelican 1 Room**. Mgrs: Soroosh - Dundon
2. **We Energies** – (2007 Koop Award Winner). **Cindy Schaefer**. Manager, Health Promotion – Program highlights are: 1) Operational for over 10 years; 2) Currently has 82% participation rate; and 3) Over 30% reduction in moving from high to low risk. Emphasis is in making healthy lifestyle changes that directly impact the bottom line for the employee and company. **Pelican 2 Room**. Mgrs: Berger - Hobbs
3. **Nationwide Insurance** – **Kathleen Herath** – Associate VP, Health & Productivity - Highly innovative psychosocial programs. The health assessment asks questions about: 1) Domestic violence; and 2) If depression is a problem. The response has been extraordinary. Services to support these situations include telephonic, family, and individual counseling, education programs, and medical referral. **Poydras Room**. Mgrs: Larson - Swayze

4. **Andersen Corporation** – **Sharon Wieker, MA** - Manager, Health Improvement Program – The A+ Health program was implemented in 2005. Since then, 1) Overall health risks have decreased by 13%; 2) Medical trend increase have decreased, including a negative 8.7% trend in 2007; and 3) Improvement in health, education, and communications have increased significantly. **Arcadian 1 & 2 Room**. Mgrs: Greer – Kelly

2:30 – 2:45 pm

Break

2:45 – 4:15 pm

“HOW TO” Do It Breakout Workshops (session 3)

1. **Wachovia (2008 Koop Award Honorable Mention)** - **Donna Shenoha**. VP & Senior Consultant, Health & Welfare. This highly integrated program has been operational for four years. During this time, the program has: 1) Achieved an ROI of 2.4:1 for the first two years of the program; 2) Realized a 5% reduction in health risks between 2006 & 2007; and 3) Touched over 70,000 of the 111,000 active employees who were eligible for the program in 2007. **Arcadian 1 & 2 Room**. Mgrs: Anderson - Weklar
2. **Nelnet, Inc. (2007 WELCOA Well Worklife Award)** - **Colleen Perkins**. Director, Wellness & Benefits - Consumer driven with mandated health-risk assessment. Integrated wellness, benefits, disability, EAP, workers comp/safety programs. The outcomes are: 1) Medical cost decrease of 3%; 2) 100% participation in medical screens for covered employees; 3) 63% participation in programs; and 4) 9% decrease in cholesterol, 6% decrease in obesity, 5% decrease in BP, and 3% decrease in smoking. **Poydras Room**. Mgrs: Colao - Siena
3. **Navistar (2007 Koop Award Honorable Mention)** – **William Bunn, MD, MPH, JD**. VP, Health, Safety, Security, and Productivity **Anita Holloway, MD**, Manager of Health Strategy and Clinical Programs, and **David Whitehouse MD**, CMO Strategy & Innovation – The International Truck & Engine program uses an integrated approach to identify opportunities, develop interventions, and achieve goals through continuous measurement and management. The results have been reduction in direct health care costs and improved productivity. **Pelican 1 Room**. Mgrs: McCabe - Crighton
4. **Dell, Inc. (2008 Koop Award Honorable Mention)** – **Tre’ McCalister**. Director, Global Benefits. Dell’s evaluation strategy includes a multi-year descriptive and multi-variant statistical analysis. Two year analysis shows ROI of 1.48:1. Health care impact includes reduced admissions, lower average length of stay, reduced ER use, lower STD rates, and improved evidence-based compliance. Impact on population health and bottom-line are discussed. **Pelican 2 Room**. Mgrs: Harris – Hietala

4:15 – 4:30 pm

Break

4:30 – 5:00 pm

Status of EHM Legislation in the U.S. Senate and the House of Representatives

Michael O’Donnell, PhD – Editor, *American Journal of Health Promotion*; and Chairman of the Health Promotion Advocates.

- › *The Health Promotion Advocates worked with Congress to write and introduce two health promotion Bills, one to increase research, and one to provide employer tax credits for comprehensive workplace health promotion programs.*
- › *This discussion reviews the different Bills that have been introduced and speculates on what is required for passage.*

6:15 – 7:15 pm

HERO Forum Welcome Reception (LaSalle Room)

Day Two – September 24, 2008 (Registration Desk Hours: 6:30 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– Bill Whitmer, MBA - President & CEO – HERO – General Session

8:15 – 9:45 am

EHM Benchmarking & Best Practice: Audience-Panel Discussion – General Session

- Panelists – **David Anderson, PhD** – Senior VP & Chief Health Officer – StayWell Health Management

Sue Willette, Worldwide Partner – Mercer

Bill Whitmer, MBA - HERO

Sue Lewis, MEd – Senior VP, Health & Productivity – IncentOne

Andy Crighton, MD – VP, Human Resources & Chief Medical Officer – Prudential Financial

Jessica Grossmeier, MPH – Director, Research – StayWell Health Management

› *This event will address best practice research, an exciting collaboration between the HERO Think Tank and Mercer Health and Benefits, LLD., and the introduction of the new HERO Scorecard V3.*

9:45 – 10:00 am

Break

10:00 – 11:30 am **“HOW TO” Do It Breakout Workshops (session 4)**

1. **Florida Power & Light Company** (2007 HHS – “Innovation in Health Award”; 2006-2007 NBGH Platinum “Best Employer for Healthy Lifestyles”) - **Andy Scibelli** – Manager, Employee Health & Well-Being. Program has been operational for over 16 years. 90% of 15,000 eligible employees are participants. Available are health screens, education seminars, online tools, fitness centers, medical centers, heart healthy cafeterias, and EAP/Mental Health programs. Mgrs: Sensibaugh - Hobbs
2. **GlaxoSmithKline** (Koop Award as GlaxoWellcome) - **Annette Byrd, MPH, RN** – U.S. Manager, Work/Life Solutions; **Jeannie Jones, MA** – U.S. Manager, Health & Wellbeing – 1) Documented improvements in psychological factors enhancing resilience; 2) 60% increase in energy levels, and 3) 6% increase in ability to handle increased pace of work. Flexible work patterns also reduce illness absence. **Pelican 1 Room**. Mgrs: Noyce - Berger
3. **University Consortium** – Alabama – **Rebecca Kelly, PhD**; Iowa – **Joni Troester, MA**; Michigan – **LaVaughn Palma-Davis, MA**; Purdue – **Julie Huetteman, PhD** – Learn how four major universities developed and implemented successful EHM programs. Included is: 1) Building the business case; 2) Securing leadership support; 3) Leveraging unique university assets; and 4) How the HERO Scorecard is used to drive strategic planning and decision making. **Poydras Room**. Mgrs: Motta - Dundon
4. **Pepsi Bottling Group** (2007 Koop Award Winner) - **Susan Moley**. Director, Healthcare Strategy – Over a three year period, the following was achieved: 1) Medical cost increases average about 5.6% (about 3% below average); 2) ROI average

3.4:1; and 3) Over 70% of employees and spouses completed health assessments. **Arcadian 1 & 2 Room.**
Mgrs: Herlong - Butler

11:30 – 11:45 am Break

11:45 – 12:30 pm **A Corporate President's View on Trust and Employee Health Management**
- **Hank Orme** – President, Lincoln Industries.

› *Hank will share views on creating a culture of trust and how it improves the companies bottom line.*

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

1:30 – 3:00 pm **“HOW TO” Do It Breakout Workshops (session 5)**

1. **IBM (2008 Koop Award Winner)** – **Stewart Sill, MA.** Wellness Manager – Of the 130,000 U.S. employees, over 70% have access to the EHM program, which involves the strategic use of high-level technology. Program outcomes include: 1) Healthy living rebates; 2) Behavioral change, risk reduction, and cost impact outcomes; and 3) Published research on online interventions for fitness, weight management, and smoking cessation. **Pelican 1 Room.** Mgrs: Holbrook – Winfield
2. **We Energies (2007 Koop Award Winner)** – **Cindy Schaefer.** Manager, Health Promotion -- Program highlights are: 1) Operational for over 10 years; 2) Currently has 82% participation rate; and 3) Over 30% reduction in moving from high to low risk. Emphasis is in making healthy lifestyle changes that directly impact the bottom line for the employee and company. **Pelican 2 Room.** Mgrs: Soroosh – Larson
3. **Nationwide Insurance** – **Kathleen Herath.** Associate VP, Health & Productivity – Highly innovative psychosocial programs.
The health assessment asks questions about: 1) Domestic violence; 2) If depression is a problem. The response has been extraordinary. Services to support these situations include telephonic, family, and individual counseling, education programs, and medical referral. **Poydras Room.** Mgrs: Harris - Siena
4. **Andersen Corporation** – **Sharon Wieker, MA** - Manager, Health Improvement Program – The A+ Health program was implemented in 2005. Since then, 1) Overall health risks have decreased by 13%; 2) Medical trend increase have decreased, including a negative 8.7% trend in 2007; and 3) Improvement in health, education, and communications have increased significantly. **Arcadian 1 & 2 Room.** Mgrs: Anderson - Framer

3:00 – 3:15 pm Break

3:15 – 3:45 pm **The HERO Association for Employee Health Management (AEHM)**
- **Facilitator** – **Ralph Colao** – Principal, Mercer Health and Benefits, LLC, and the **HERO Innovation Committee.**

› *As the EHM industry continues to expand in acceptance, sophistication, and accountability, there is a need for a member driven and data rich professional association. The details of the AEHM will be discussed.*

3:45 – 5:15 pm

The Health Project's Annual C. Everett Koop National Health Awards

› *The official presentation of the coveted C. Everett Koop National Health Awards for 2008. Facilitated by C. Everett Koop, MD and The Health Project Executive Committee.*

Day Three – September 25, 2008 (Registration Desk Hours: 6:30 am – 1:00 pm)

7:00 – 7:45 am

Continental Breakfast and Networking

7:45 – 8:00 am

Break

8:00 – 8:15 am

Forum Overview – Bill Whitmer, MBA - President & CEO – HERO – General Session

8:15 – 9:45 am

EHM Future Trends: Audience-Panel Discussion - General Session

- Panel One – **Bob Soroosh, MBA** – Director, Benefits Administration – Affinia Group; **Harlan Levine, MD** – Chief Clinical Officer – OptumHealth; **Fred Williams** – Director, Health Benefits Management – Quest Diagnostics
- Panel Two – **David Sensibaugh, MBA** – Director, Integrated Health – Eastman Chemical Company;
Ray Fabius, MD – Strategic Advisor to the President of Walgreens Health & Wellness Division – Walgreens;
Rebecca Kelly, PhD – Director, Health Promotion & Wellness – University of Alabama.
Moderator: Sue Willette, Mercer

› *The panelist will look into the future and share their opinions on the future trends that will evolve in the EHM industry.*
› *The audience is invited to critique the predictions and provide their own.*

9:45 – 10:00 am

Break

10:00 – 11:30 am

“HOW TO” Do It Breakout Workshop (session 6)

1. Wachovia (2008 Koop Award Honorable Mention) – **Donna Shenoha**. VP & Senior Consultant, Health & Welfare. This highly integrated program has been operational for four years. During this time, the program has: 1) Achieved an ROI of 2.4:1 for the first two years of the program; 2) Realized a 5% reduction in health risks between 2006 & 2007; and 3) Touched over 70,000 of the 111,000 active employees who were eligible for the program in 2007. **Arcadian 1 & 2 Room.** Mgrs: McCabe - Greer
2. Nelnet, Inc. (2007 WELCOA Well Worklife Award) – **Colleen Perkins**. Director, Wellness & Benefits - Consumer driven with mandated health-risk assessment. Integrated wellness, benefits, disability, EAP, workers comp/safety programs. The outcomes are: 1) Medical cost decrease of 3%; 2) 100% participation in medical screens; 3) 63% participation in programs; and 4) 9% decrease in cholesterol, 6% decrease in obesity, 5% decrease in BP, and 3% decrease in smoking. **Poydras Room.** Mgrs: Wytttenbach - Motta
3. Navistar (2007 Koop Award Honorable Mention) – **William Bunn, MD, MPH, JD.** VP, Health, Safety, Security, and Productivity - The International Truck & Engine program uses an integrated approach to identify opportunities, develop interventions, and achieve goals through continuous measurement and management. The results have been reduction in direct health care costs and improved productivity. **Pelican 1 Room.** Mgrs: Framer - Swayze
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includes a multi-year descriptive and multi-variant statistical analysis. Two year analysis shows ROI of 1.48:1. Health care impact includes reduced admissions, lower average length of stay, reduced ER use, lower STD rates, and improved evidence-based compliance. Impact on population health and bottom-line are discussed. **Pelican 2 Room**. Mgrs: Weklar – Crighton

11:30 – 11:45 am Break

11:45 – 12:30 pm **All Participant Forum Critique – General Session** -Thanks for Being Part of the 2008 HERO Forum. We Hope to See you Next Year.