

Developing Public-Private Partnerships to Improve Employee and Population Health

Population Health and Healthcare Office, Office of the Associate Director for Policy and Strategy, CDC
National Association of Chronic Disease Directors (NACDD)

FEBRUARY 25, 2020

Agenda

- Importance of State Health Department (SHD)-Employer Partnerships – Why does it matter?
- SHD Outreach to Employers
- Strategies for Consideration: SHDs Communication with Employers
- Available 6|18 Resources

Importance of SHD- Employer Partnerships – Why does it matter?

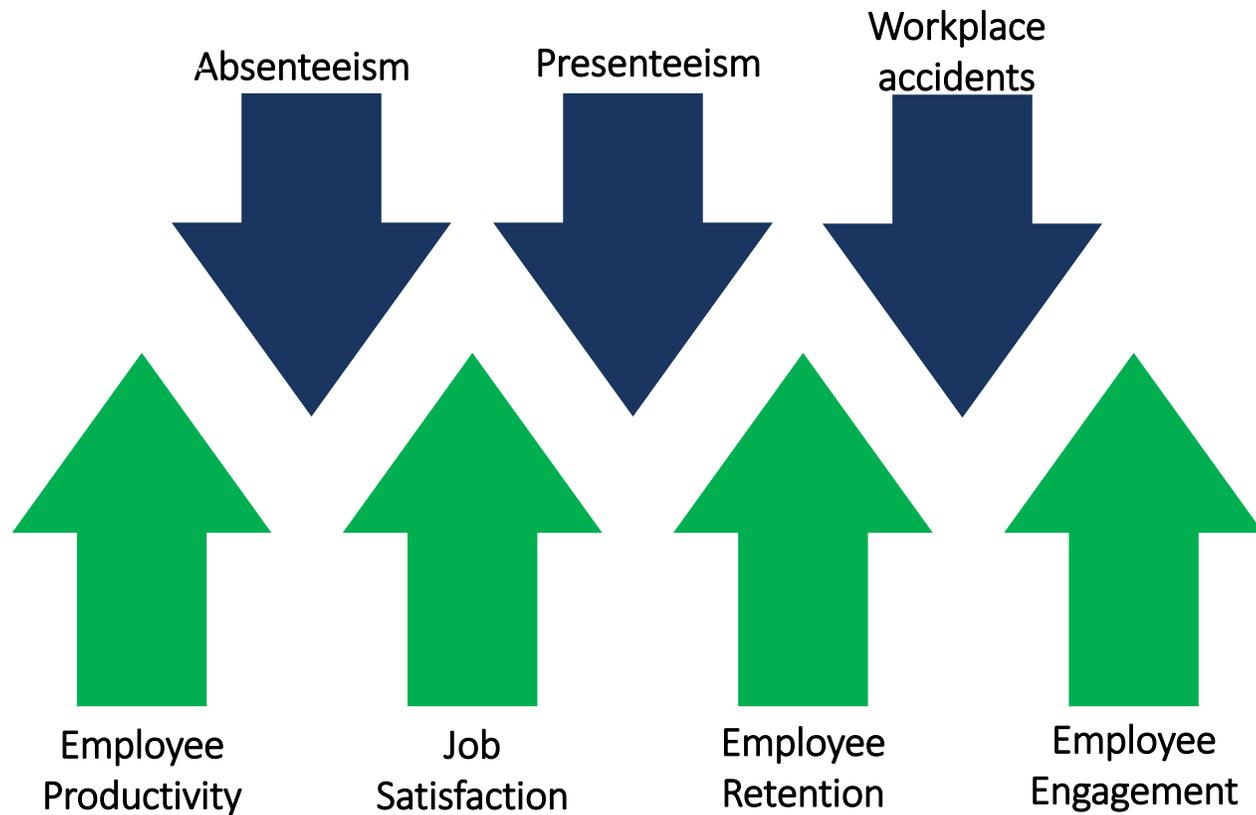
Employers are key stakeholders who can positively impact population health with SHD support¹



Sources: 1. Bipartisan Policy Center, DeBeaumont Foundation, "[Good Health is Good Business](#)," June 28, 2019.

SHD-employer partnerships may be mutually beneficial

Employers reap indirect financial benefits through improved workforce health^{2,3}



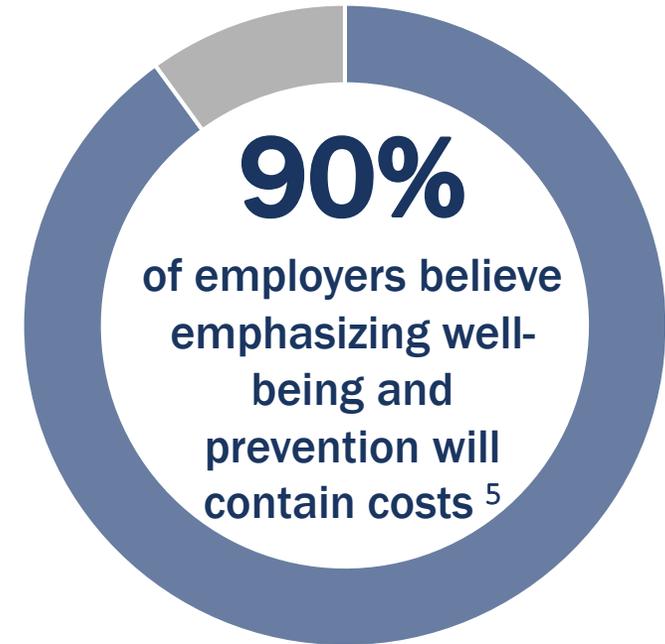
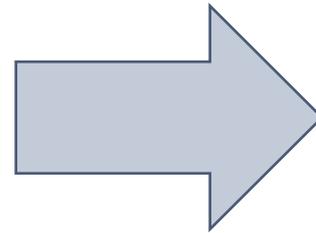
SHDs increase their reach through expanded program implementation, addressing grant-related strategies

With the costs of benefits increasing, employers may be likely to react positively to SHD health initiatives and recommendations

Health benefit costs have been rising —

2x the rate of wage increases and

3x the rate of general inflation ⁴



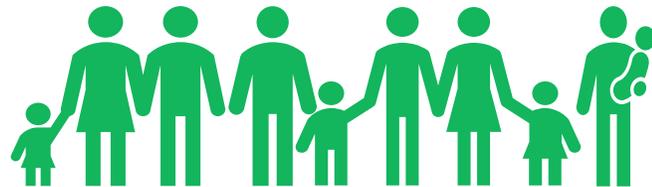
Employers may benefit from the types of healthcare cost containment and employee well-being strategies that SHDs can provide

- The movement to **value-based care** may increase the likelihood for employer engagement on workforce health⁶
- **Self-funded employers** (employers who are responsible for the cost of employee health claims) may be especially motivated to contain costs, making them good initial targets
- Those with **fully insured plans** (employers who hire an insurer to provide health care coverage to their employees and dependents) may be interested in the overall benefit of improving employee wellness/well-being and can work with their insurers to improve wellness benefits
- Employers are **willing to invest** in wellness, but they don't know where to begin⁶
- SHDs can play the vital role of providing information and guiding implementation, which can contribute towards improving **population health**

Employers may support population health through corporate social responsibility initiatives and benefit design, yet few do so⁷



A community's members spend the majority of their day at their place(s) of employment and can be greatly impacted by the culture of health present in their work environment



Yet employees report that only about a third of their employers have programs and services tied to community health⁷

- The 6|18 Initiative provides employers with interventions to address the most common and most costly health conditions
- State health departments can use these resources, supplementing with state and local context, to engage employers

SHD Outreach to Employers

Collaborating with state-based business influencers may help SHDs identify employers interested in addressing health



- Chamber of Commerce meetings
- Membership lists (available online)
- National Alliance participants
 - Industry-specific events

Working through business coalitions may increase SHD efficiency, as these groups have broad reach to many employers

“[Business coalitions] are the trade association from a health standpoint for these large employers. If you work through them... then that could be a very effective way to get through to employers about the 6|18 Initiative.”⁸

– Mid-size, western US-based company

Strong support for collaborating with business influencers on health

- Participating businesses believe business coalition networks could be an effective way to contact employers⁸
- Some coalitions are already engaging with 6|18 Initiative Interventions
 - e.g., The Midwest Business Group on Health had developed an employer toolkit that included coverage of the National DPP lifestyle change program⁸

By proactively including employers in their initiatives, SHDs may bridge the public-private divide and create natural partnerships

Potential Steps for SHDs:

- 
- Add private partners to grant proposals and responses
 - Ensure local organizations you are funding include private partners
 - Confirm state improvement plans, communities of practice, etc., have private partner participants
 - Utilize community-based partners' connections to industry
 - Employ local hospitals and health systems as both a strategic public health partner and as a large employer

Strategies for Consideration: SHDs Communication with Employers

A potential first step for SHDs: Look for internal connections to local employers and business influencers

Are there programs across your health department working with employers in any capacity?

Are there disease- or program-specific councils or working groups that have employer participants and/or advisors?

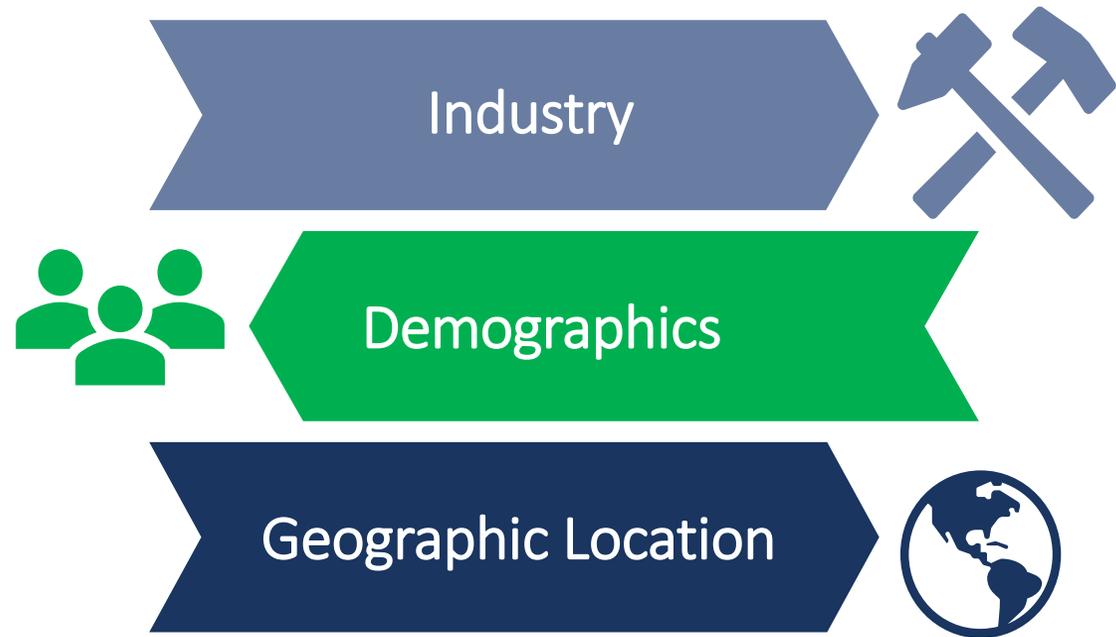


Does SHD leadership have relationships and/or connections to the private sector you can leverage?

Have other programs reached out to the same employers you are targeting?

Data should be relevant to the employers and location, and must be relatively recent (beyond 10-15 years old is less compelling)⁸

“State health departments always like to use these big numbers like, ‘Diabetes is responsible for killing 10 billion people per year at a cost of 8 million trillion dollars.’ That is not as meaningful to me as someone coming to me and saying, “Did you know that 50% of your workforce has diabetes?”⁸ — Mid-size, western US-based company

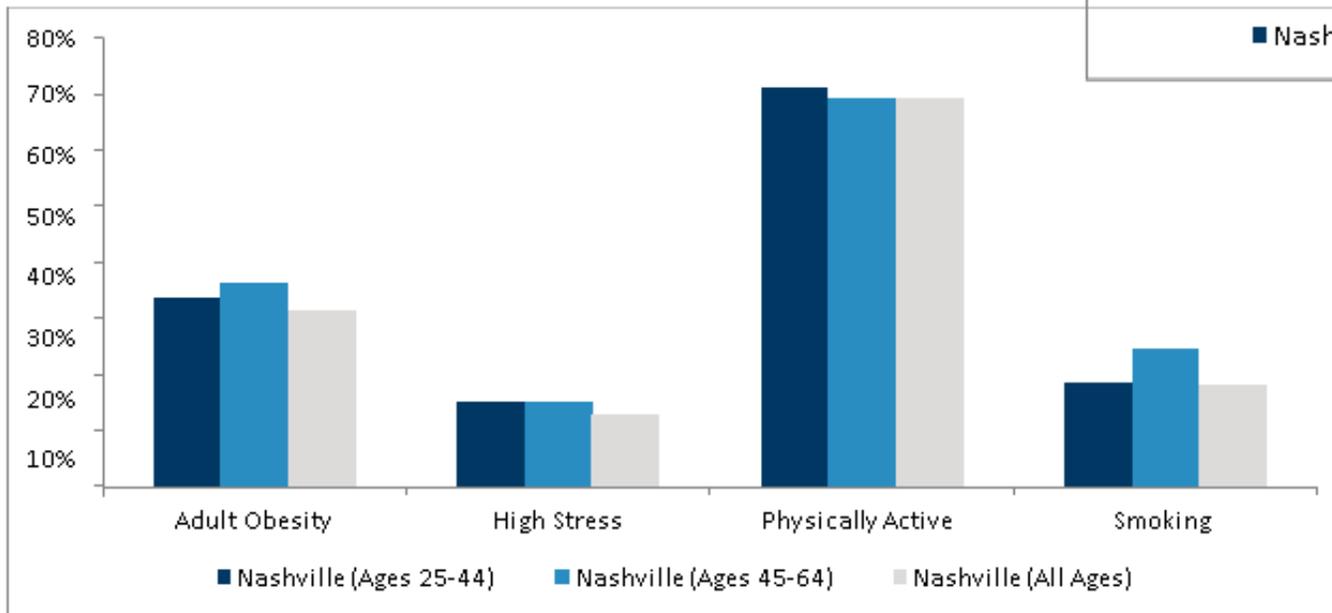


Use an outreach format that is familiar to employers; understand what drives the decision-making of your audience

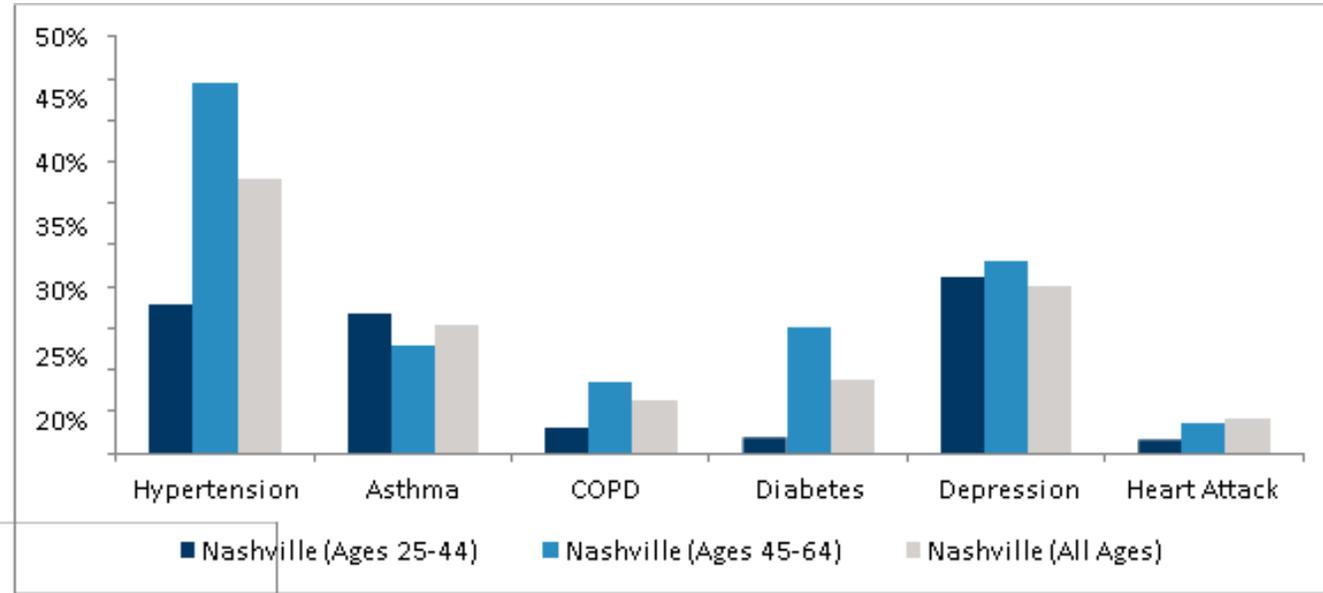


As an example of using tailored, local data, this 2017 report from the Nashville Region Health Competitiveness Initiative⁵ examined local chronic conditions and risk factors to inform their programmatic partners and decision making.

Health Behaviors in Nashville by Age Breakdown



Chronic Conditions in Nashville by Age Breakdown



Sources: The Centers for Disease Control and Prevention, BRFSS Smart Data, 2015.

Using data and/or case studies focused on topics of interest to employers may increase the persuasiveness of your presentation

Cost-Savings

A study among Pepsi Bottling Co. employees determined reducing annual assessed health risks by one percentage point would yield a per capita savings of \$83.02-\$103.39, making the case for targeted health management programs.⁶

Modifiable Risk Factors

A cross-sectional analysis of a large employer in the US Midwest determined modifiable health risks are associated with higher employer health costs, particularly obesity, high blood pressure, high blood glucose, high triglycerides, and inadequate exercise.⁷

Culture of Health

A study examining the relationship between employers' culture of health and health care cost trends found health care-related costs moderate as culture of health ratings improve, demonstrating the importance of improving health care culture to drive cost reductions.⁸

Consider highlighting industry peers by referencing case studies that reflect their means of addressing employee health and use of 6|18 Initiative intervention(s)



“I think it should not just be a success story, but also a what didn’t work story... This is iterative and no one is going to nail it right out the door. The only problem I have with case studies is often they become the celebratory lap at the end of the Super Bowl, and you forgot about all the things that went wrong along the way.”⁸

– Large, national company

The 6 | 18 Initiative is developing case studies for small, medium, and large employers which SHDs can utilize when communicating with employers

SHDs can help inform employee outreach materials, adding local-level and regional data, as well as estimated impact on employer health care costs

- Flyers
- Postcards that can be sent home with employees
- Newsletter content
- Employee feedback surveys
- Marketing “hooks”
- Graphics that can be dropped into social media, emails, presentations, etc.
- Short videos introducing the intervention and/or sharing testimonials
- Compilation of evidence-based best practices for employee engagement

“I think another barrier across all wellness is making sure the word is out there so that those who need to the support know about the support. For example, we offered a diabetes management program two years ago and out of over 2000 diabetics on our medical plan only 175 signed up for the program. We found out using a survey that it just got lost among all the other things our organization is doing...If you guys could figure out how to communicate with all our participants, we would be really excited.”⁸ – Large, midwestern US-based company

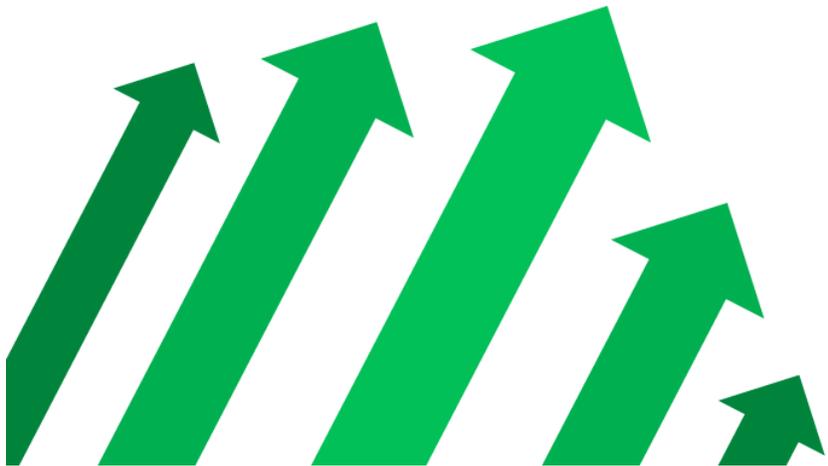
Available 6|18 Resources

CDC's 6|18 Initiative targets six common and costly health conditions which are of interest to employers

- Employers that understand the value of working with SHDs via the 6|18 Initiative framework may be willing to make investments in **chronic condition management**.
- CDC also offers Work@Health, an evidence-based training curriculum to train employers on workplace wellness best practices.

Interventions of focus

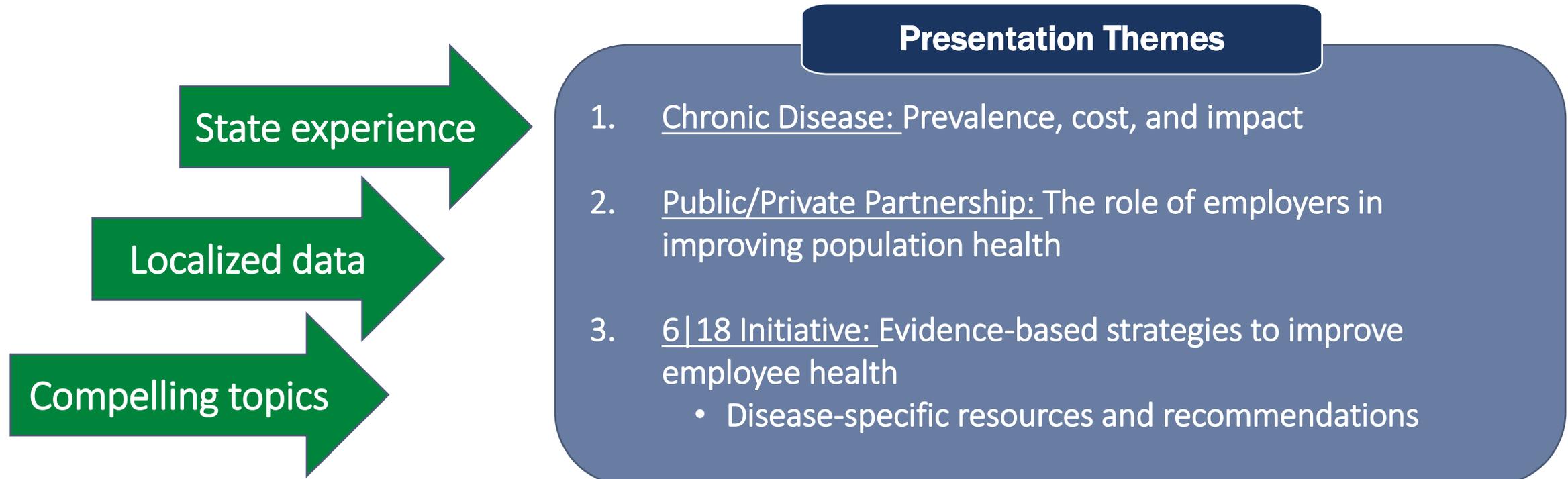
- Reduce tobacco use
- Control blood pressure
- Control asthma
- Prevent type 2 diabetes
- Improve antibiotic use
- Prevent unintended pregnancy



Work@Health website:

<https://www.cdc.gov/workplacehealthpromotion/initiatives/workathealth/get-involved/train-the-trainer.html>

CDC is developing a template presentation that SHDs can use with employers as an introduction to employee well-being



Customize the presentation to your locale and target employer interests

The 6|18 Initiative is developing case studies to generate employer interest and serve as ideas for improving employee health



Sample Case Study Content:

ScanSource

Multi-national organization with 1,600 US employees, partnered with local health system to build and staff a health clinic onsite at headquarters, increasing employee primary care visits thereby decreasing health plan claims

Key Take-Aways

- ✓ SHD-Employer partnerships may have a mutually beneficial impact on population health and indirect health care costs
- ✓ Leveraging existing connections to employers and business influencers may help SHDs develop relationships
- ✓ Communication that is relevant, compelling, and whenever possible, tailored to the geography and demographics of the employer may help improve impact
- ✓ Resources are available through CDC's 6|18 Initiative, as well as the Work@Health program

Business-Community Partnerships to Address Priority Health Conditions

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St. Louis Area Business Health Coalition*



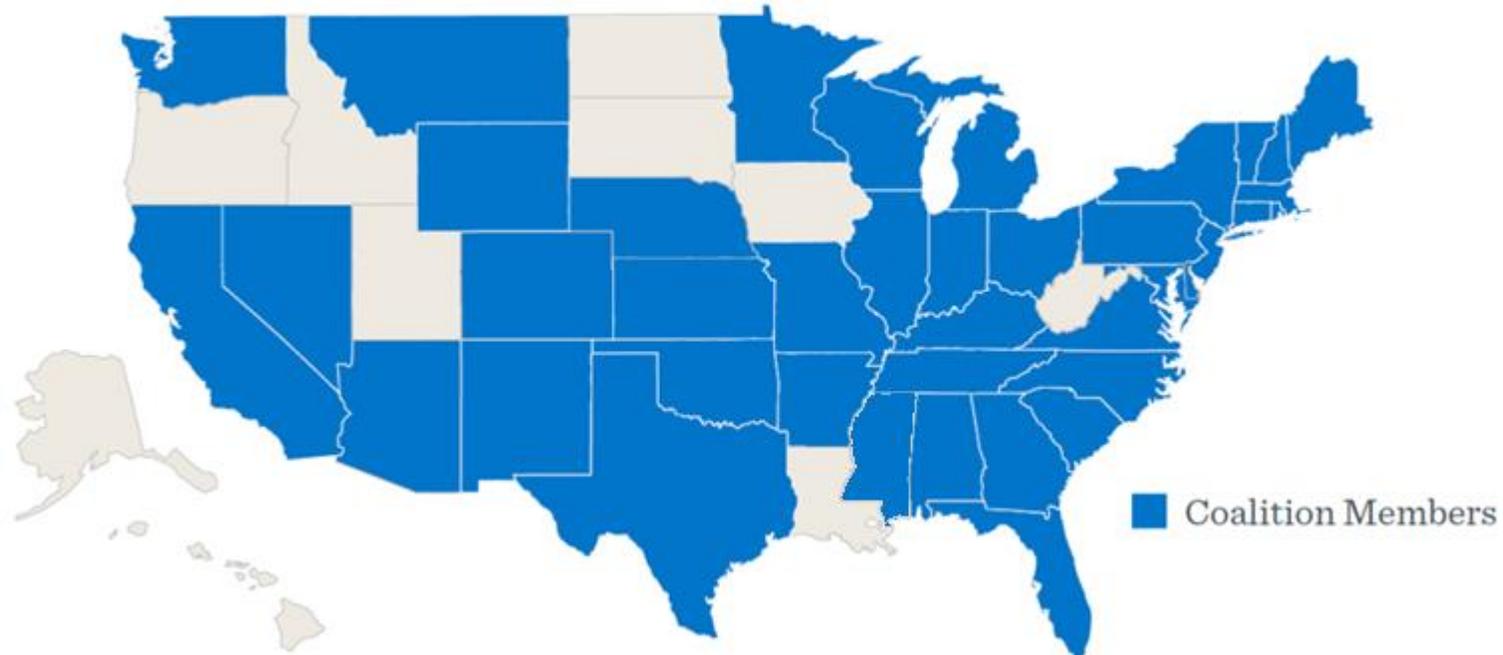
Business Health Coalitions





The **National Alliance of Healthcare Purchaser Coalitions** is the only non-profit, purchaser-led organization with a national and regional structure dedicated to driving health and healthcare value across the country.

2019 COALITION MEMBERSHIP MAP





About the BHC

- ▣ Founded in 1982
- ▣ Non-profit membership association
- ▣ 70+ local and national employers

Visit Website
www.stlbhc.org

Mission: *To support employer efforts to improve the well-being of their enrollees and enhance the quality and overall value of their investments in health benefits.*

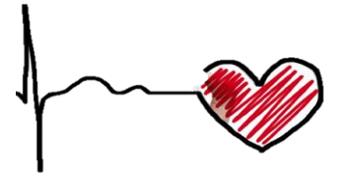


Member Services & Benefits

- ▣ Education & Networking Events
- ▣ Group-Purchased Benefit Offerings
- ▣ **Workplace Well-being**
- ▣ Research & Benchmarking
- ▣ Midwest Health Initiative
- ▣ Legislation & Health Policy Monitoring
- ▣ Community & National Partnerships

Controlling High Blood Pressure



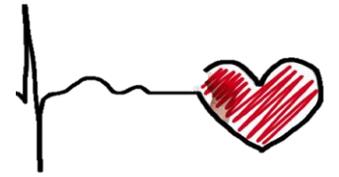


History

- ① Created in year 2012
- ① Support: Missouri Heart Disease and Stroke Prevention Program, a CDC-funded program
- ① Free program for employers
 - Located in or employing residents of City of St. Louis
 - St. Louis County areas with high risk for cardiovascular disease

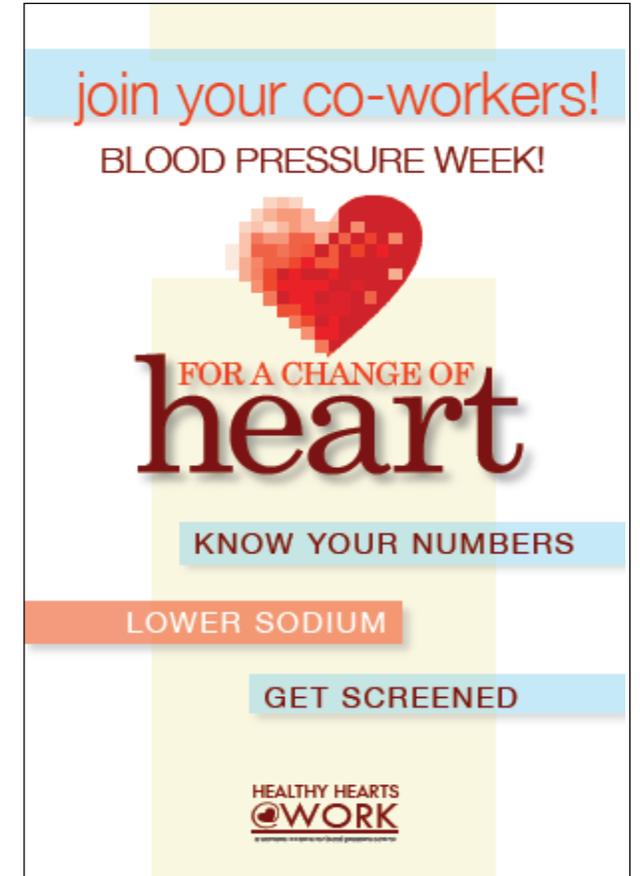
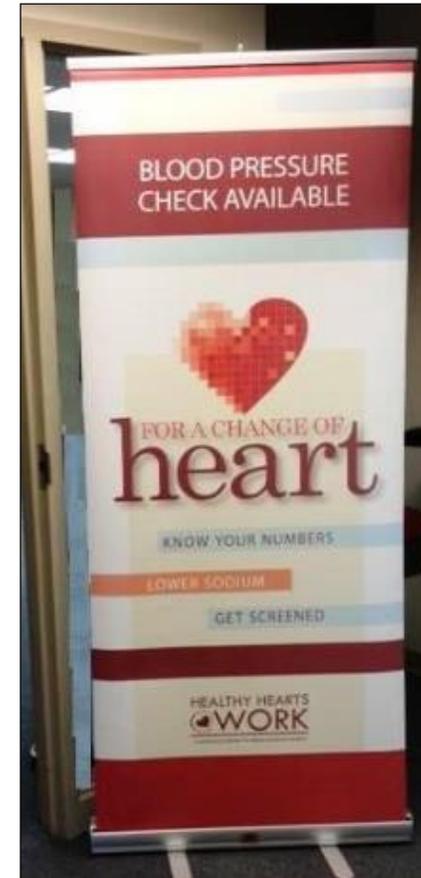
Goals

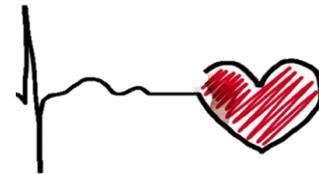
- ① Improve blood pressure control of working adults
 - Educate employees about high blood pressure
 - Identify cases of uncontrolled high blood pressure
 - Encourage worksite policies supporting wellness



Inside the Box

- ☺ Stanchion banner
- ☺ Floor mat
- ☺ Posters
- ☺ Table tents
- ☺ Post-it notes
- ☺ Mirror clings
- ☺ Yard signs





Self-Monitoring

- 📍 Blood pressure check at community location
- 📍 Home blood pressure monitor

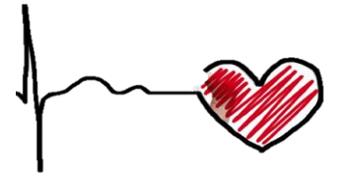
Onsite Blood Pressure Clinic

- 📍 Services by Visiting Nurses Association
- 📍 Includes educational counseling
- 📍 Follow up with high and at-risk participants



CardioBenefits® Tool

- 📍 Outline medical/pharmacy benefits for heart health
- 📍 Includes estimated out-of-pocket for employees



Implementation (since 2012)

- ② 20 employers
- ② 76 distinct worksite locations
- ② Over 4,000+ employees reached

Blood Pressure Checks

- ② 450+ employees participated

Evaluation Surveys

- ② Administered by 14 employers
- ② Pre-Test: 512 employee responses
- ② Post-Test: 296 employee responses

Survey Results

- Fewer barriers to getting blood pressure checked
- Higher confidence in speaking to doctor
- Increased knowledge of risk factors and symptoms
- Greater readiness to change behaviors

Improving Antibiotic Use



Antibiotic Resistance Can Harm



Collaborative Effort (Established 2001)

- A St. Louis Area Business Health Coalition
- A St. Louis College of Pharmacy
 - Advanced Year Students
 - Research Faculty & Professors
- A MO Department of Health & Senior Services
- A Local pharmaceutical professionals

Health Fair Table



Survey Results (422 Responses)

Correctly identify that antibiotics kill only bacteria	90.1%
Correctly identified that antibiotics treat urinary tract infection	92.9%
Correctly identified ALL actions contributing to resistance	80.7%
Agree or strongly agree knowledge of antibiotic resistance has increased	91.2%
Agree or strongly agree that confidence in using antibiotics appropriately has increased	91.8%

Informational Pamphlet





ANTIBIOTIC RESISTANCE CAN HARM

According to the Centers for Disease Control and Prevention (CDC), 2 million people are infected with antibiotic resistant bacteria each year. 23,000 people will die from these infections.

BACKGROUND

What causes infections?
Bacteria and viruses commonly cause infections.

What is an antibiotic?
Antibiotics are medicines that kill bacteria. Antibiotics will NOT kill a virus.

What is antibiotic resistance?
Antibiotic resistance is when bacteria are not killed by antibiotics. These bacteria have defenses against antibiotics. Resistant bacteria continue to grow and are hard to treat.

What causes antibiotic resistance?
Antibiotic resistance is caused by using antibiotics to treat viruses or not taking an antibiotic as directed by your doctor.

What can I do to protect myself?
Flip this sheet over to find out! 

For more resources visit <http://www.cdc.gov/drugresistance/>

When do I need antibiotics?

Illness	Virus	Bacteria	Antibiotic
Flu (influenza)	✓		No
Cold/runny nose	✓		No
Cough/bronchitis	✓		No
Sore throat	✓		No
Whooping cough		✓	Yes
Strep throat		✓	Yes
Urinary tract infection (UTI)		✓	Yes
Ear infection*	✓	✓	Maybe

*Antibiotics may be prescribed based on patient age/symptom severity.

TREATMENT TIPS

How can I prevent antibiotic resistance?

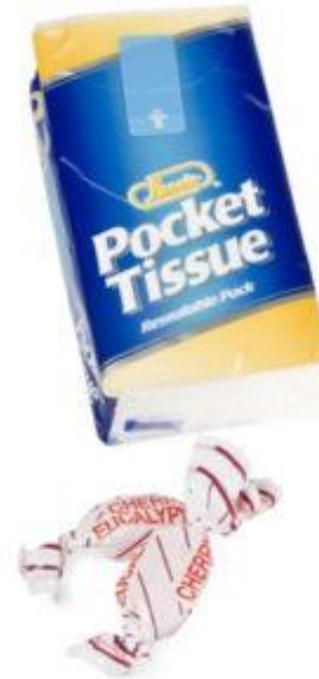
- Do not ask for antibiotics if you have a virus.
- Prevent illness by washing your hands.
- Get recommended vaccines.

How should I use antibiotics?

- Take antibiotics exactly as instructed.
- Even if you start feeling better, take all of your antibiotics. This kills all the bacteria.
- Discard any leftover antibiotics. Do not save for your next illness.
- Never share your antibiotics with others. Taking the wrong medicine can be harmful.

How can I feel better without antibiotics?
Ask your pharmacist or doctor for the best over-the-counter (OTC) medicines to use.

- Pain relievers (sore throats, ear aches)
- Fever reducers
- Cough medicines
- Decongestants (stuffy nose, sinus pressure)
- Antihistamine (runny nose, sneezing)



Lunch n' Learn



Topics of Focus

- A What is antibiotic resistance?
- A Why is this a problem?
- A What causes antibiotic resistance?
- A How can I protect myself?
- A What should I ask my doctor?
- A What if I have a virus?



Communication Toolkit



Antibiotic Resistance What Your Business Needs to Know

The Problem

Due to the inappropriate and excessive use of antibiotics over the last few decades, **common disease-causing microbes (now known as superbugs) are becoming resistant to the effects of these drugs.** As a result, illnesses that were once treated easily using antibiotics are now requiring more expensive and toxic drug therapies to be cured.

The Impact

The Centers for Disease Control and Prevention (CDC) estimates that nearly **2 million Americans** are infected with antibiotic-resistant pathogens each year. Of these, **23,000** individuals will die as a result of these infections.¹



Research shows that up to **50%** of outpatient antibiotic prescriptions are unnecessary or

Adverse Drug Events (ADEs)



Building the Business Case

-  Impact on workplaces
-  Sample newsletter/social media content
-  Illness prevention strategies
-  Health benefit strategies
 - Choosing Wisely
 - www.ChooseWellSTL.org
 - Healthcare-associated infections
 - Telemedicine

Preventing Type 2 Diabetes





Background

Priority Project (2018-2020)

- Employer-led efforts to prevent, better manage, and reverse type 2 diabetes among employees and family members.

Community Partnerships

- Anheuser-Busch
- Bi-State Development
- Missouri Department of Health & Senior Services
- Naturally Slim®
- Novo Nordisk
- American Diabetes Association (St. Louis chapter)
- Gateway Region YMCA

Employer Pledge



Building Knowledge

- ▣ Risk factors and preventive lifestyle tips for prediabetes
- ▣ Screening guidelines for prediabetes

Deciphering Data

- ▣ National benchmarks (CDC Diabetes Scorecard)
- ▣ Employer claims data (prediabetes screening and prevalence)

Taking Action

- ▣ American Diabetes Association's Risk Test
- ▣ Low-cost, accessible screening opportunities (setting of choice)
- ▣ CDC-certified Diabetes Prevention Programs
- ▣ Workplace environment and culture that supports a healthy lifestyle

Resources & Tools



Employer Pledge

Join other leading employers in pledging to prevent, better manage, and reverse type 2 diabetes!



Employee Testimonials

See the inspiring stories of people that have defeated diabetes in real life.



Infographic

View the results from our 2019 employer survey on addressing diabetes in the workplace.



American Diabetes Month

Access free screening and education tools to increase prediabetes and diabetes awareness.



Diabetes Risk Test

Take a 60 second test to determine if you or a loved one are at risk for type 2 diabetes.



Evidence-Based Practices

See documented examples of what's working in prediabetes and diabetes management.



Data Reporting (Coming Soon)



Vendor Assessment (Coming Soon)



Connect on Social Media

Follow the latest campaign updates and share your insights using the hashtag #DefeatDiabetesSTL

Visit Website
www.stlbhc.org/page/DefeatDiabetesSTL

Training Employers



Training Employers | Promoting Health | Maximizing Performance



Evidence-Based Practices

- 1) Make the Business Case
- 2) Assess the Workplace
- 3) Build Leadership Support
- 4) Policy, Benefits, Environment
- 5) Design Communications
- 6) Evaluate Program
- 7) Plan and Design Program
- 8) Implement and Sustain Program



Contact Information

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Business-Community Partnerships to Address Priority Health Conditions



GLENN STUDEBAKER

DIABETES AND HEART DISEASE PROGRAM
COORDINATOR
MISSOURI DEPARTMENT OF HEALTH & SENIOR
SERVICES

State Perspective

Saint Louis Business Health Coalition (STLBHC)

- Defeat Diabetes STL
- Healthy Hearts @ Work

Mid-America Coalition on Health Care (MACHC)

- Exhibit National DPP and SMBP at Meetings
- Surveys of Worksites

Missouri State Council of the Society of Human Resource Managers (MOSHRM)

- Exhibit National DPP and SMBP at Annual Statewide Conference

Local Perspective

Saint Louis County Department of Public Health

- Training Center
- Community Based CHW
- Referral System Management
- Lifestyle Change Program (LCP) Info (Directory)
- Video Testimonials (Project with STLBHC)
- Evaluation

Saint Louis City Health Department

- Food RX
- Refer to LCPs

Gateway Region YMCA

- National DPP and Healthy Heart Ambassador provider
- Telehealth integration
- A Community Based CHW

Questions?

THANK YOU

- For more information please visit www.cdc.gov/sixeighteen to find:
- For specific questions on CDC's 6|18 Initiative, please contact sixeighteen@cdc.gov
- For additional information, please visit www.cdc.gov

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