

From Science to Solutions

Presented by:



22nd NATIONAL CONFERENCE on & Health, Productivity, & Human Capital



December 8–10, 2008
San Diego, CA

Sponsored by:

OptumHealthSM



Free & Clear[®]
the healthy behaviors company



HEALTHWAYS



H M C
building healthier lives

ITI Integrated Therapeutics Institute
Innovated Healthcare Solutions

WELCOME

Dear Colleagues:

With an increasing number of employers challenged by a very slow economy, there is a need to find new strategies that contain health care spending, while still providing attractive and supportive benefits for employees. Employers need creative solutions that enhance health-related workforce productivity while minimizing costs due to poor health, absenteeism and presenteeism. Through health and productivity management initiatives, forward-thinking companies are investing in their human capital and achieving significant and sustainable returns while promoting a healthier workforce.

The theme of the National Business Group on Health's 22nd National Conference on Health, Productivity, and Human Capital, From Science to Solutions, recognizes the increasing importance for companies to use data, comparative metrics and evidence to target and implement innovative programs to effectively manage employees. At this year's conference, you can expect to see presentations by top business leaders, scientists, physicians and executives who will outline the research and tools needed to implement successful programs and achieve measurable change.

In addition to our annual conference, we have been making employee health and productivity an even more important part of what we do at the Business Group. In the fall of 2007, we established the new Institute on Health, Productivity, and Human Capital. Its mission is to develop and share solutions for improving employee health and productivity and support the business relationship between population health, engagement and organizational performance. We also implemented many new enhancements to our benchmarking program, EMPAQ® (Employer Measures of Productivity, Absence and Quality™), including improved data submission and reporting and the addition of new metrics, to provide meaningful and actionable data comparisons by program and industry.

This is truly an extraordinary time to be involved in the health, productivity, and human capital arena. I look forward to seeing you in San Diego at our 22nd National Conference.



Helen Darling
President, National Business Group on Health

WHO SHOULD ATTEND

Whether you manage your company's daily operation of absence, disability, productivity and health programs; direct and lead their operation; or, oversee your company's strategic approach to human capital management, we highly recommend that the following professionals attend:

- Managers of Health, Absence, Disability and/or Productivity Operations
- Benefits Managers
- Medical Directors
- CFOs
- Leaders of Human Resources and Risk/Risk Finance
- Corporate Wellness Managers
- Insurance Executives
- Health Plan Executives
- Pharmaceutical Marketing Directors/Managers
- Health Policy Researchers
- Physicians



ABOUT THE NATIONAL BUSINESS GROUP ON HEALTH

Founded in 1974, the National Business Group on Health is the nation's only non-profit organization devoted exclusively to representing large employers' perspective on national health policy issues and providing practical, forward-thinking solutions to its members' most important health care and health benefits challenges. Members of the Business Group drive today's health agenda while exchanging ideas for controlling health care costs, improving patient safety and quality of care, increasing productivity, supporting healthy lifestyles and sharing best practices in evidence-based health benefits design with senior management, HR professionals, and medical directors from leading corporations. Recognized as the leading voice of large employers, the Business Group represents over 300 members, primarily Fortune 500 companies and large public sector employers, who provide health care for more than 55 million U.S. workers, retirees, and their families.

The National Business Group on Health's Board Members include:

Maggie Gagliardi American Express	Kathleen Angel Dell, Inc.	Brian Marcotte Honeywell	Maria Sharpe PepsiCo, Inc.
Pamela French The Boeing Company	Pamela Kimmet Coca-Cola Enterprises, Inc.	Helen Darling National Business Group on Health	Karen Ickes Wendy's International, Inc.
Richard Dorazil BP America, Inc.	Clarion Johnson MD ExxonMobil	Martin Sepúlveda MD IBM Corporation	Diane Duval Avellar Raytheon Company
Thomas Oksanen Fidelity Investments	Robert Ihrle Lowe's	Wayne N. Burton MD JPMorgan Chase	Harry Spencer Time Warner
Kelly Gray Federal Express Corporation	Donna Chiffreller Verizon Communications	Pamela Hymel MD Cisco Systems, Inc.	Mark Smith MD California Healthcare Foundation
Michael Davis General Mills, Inc.	David Ayre Nike, Inc.		

The **Institute on Health, Productivity, and Human Capital**, a fully funded institute within the National Business Group on Health, was established in November 2007 to develop and share solutions aimed at improving employee health and productivity. The work of the Institute examines and supports the business relationships between population health, engagement and organizational performance. Its mission is to create innovative products, tools and services that improve employee health and productivity.

The Institute on Health, Productivity, and Human Capital's Founding Board Members include:


Joe Henry MD AstraZeneca	Tim Crimmins MD General Mills, Inc.	Wayne N. Burton MD JPMorgan Chase	Pascale Thomas Unilever
Maribeth Rouseff Baptist Health South Florida	William Bonk Lockheed Martin Corp.	Mark Sullivan Pepsi Bottling Group	Mary Beth Chalk Pfizer Health Solutions
Richard Dorazil BP America, Inc.	Ann Kuhnlen MD GlaxoSmithKline	Jill Youman Kraft Foods, Inc.	Ahmad Naim MD Centocor, Inc.
Keith Dixon PhD CIGNA Healthcare	Pamela Hymel MD Cisco Systems, Inc.	Roger Chizek Medtronic, Inc.	Mary Bradley Pitney Bowes, Inc.
Gus Lauer Federal Express Corporation	Kathy Durbin H-E-B Grocery Company	Jack Mahoney MD Pitney Bowes, Inc. (Scientific Advisor)	Jim Winkler Hewitt Associates, LLC
Marybeth Stevens-Carhidi General Electric Company	Dee W. Edington PhD University of Michigan (Scientific Advisor)	Melissa Metzgar Starwood Hotels and Resorts Worldwide, Inc.	Craig Prince RPh Johnson & Johnson Health Care Systems, Inc.
Ron Z. Goetzel PhD Thomson Reuters/Emory University (Scientific Advisor)	Douglas Hoffer Wellington Management Company	Stephanie Zweben Verizon Communications	Shelly Wolff Watson Wyatt Worldwide
		Martin Sepúlveda MD IBM Corporation	Sally Welborn Wells Fargo

AGENDA

Monday, December 8, 2008

Pre-Conference Workshops (No Additional Cost)

EMPAQ® Pre-Conference Session

Lunch Sponsored by  **edms** **commission**
Certification of Disability
Management Specialists

9:45 am–12:00 pm EMPAQ® 2008: Workshop for Prospective and Current Users

EMPAQ® (Employer Measures of Productivity, Absence and Quality™) is a set of standardized metrics and benchmarking tools developed by the National Business Group on Health to help employers evaluate the effectiveness of their health and productivity management programs.

This workshop will provide attendees with an overview of EMPAQ®'s operation in 2008, including a summary analysis of the most recent data collected by EMPAQ®'s research partner, the University of Michigan's Health Management Research Center. Attendees will be involved in an active forum to learn and to discuss:

- Using EMPAQ® to assess plan design and productivity
- EMPAQ® results for 2007 and implications for health and productivity program design
- Process and metric enhancements for 2009
- Value of industry-specific benchmarks
- Participation information for prospective users

Dee W. Edington PhD; *Director, Health Management Research Center, University of Michigan*

Wayne N. Burton MD; *Managing Director, Medical Executive, JPMorgan Chase & Co.*
Marybeth Stevens-Carhidi; *Leader, Health Care Administration, General Electric US Employee Services*

Stacy Hodgins; *Director, Institute on Health, Productivity, and Human Capital, National Business Group on Health*

Jennifer Sponsler; *Program Analyst, Institute on Health, Productivity, and Human Capital, National Business Group on Health*

Pre-Conference Workshop: Session A-1

Co-sponsored by  THOMSON REUTERS  **take care**
health systems

1:00–2:15 pm On-Site Clinics: Increase Quality and Employee Engagement while Lowering Cost of Care

This workshop will include feedback from employers who utilize on-site clinics. Attendees will learn how strategically placed on-site clinics can provide convenient and timely access to care and enhance organizational effectiveness and workforce productivity. Program results will be presented that focus on prevention, improved quality of care, employee morale and reduced costs.

Panelists will also discuss and analyze the following additional benefits associated with the implementation of on-site health clinics:

- Reduction of general and work-related medical and pharmacy costs
- Support for consumer driven health plan initiatives
- Access to tools and services to support informed application of health care dollars

Elizabeth Dudek; *Vice President, Practice Leadership, Thomson Reuters—Moderator*
Steven L. Goldman MD; *Medical Director for the Human Services Divisions, Caterpillar*
Bruce Sherman MD; *Medical Director, Global Services, The Goodyear Tire & Rubber Company*

Pre-Conference Workshop: Session A-2

Sponsored by  **MetLife**

1:00–2:15 pm **Introducing the Benefits Personality Test: A Customized Corporate GPS for Strategic Benefits Planning in the 21st Century**

When your CEO asks, ‘Why are we spending so much on benefits and what are we getting for it?’, how will you answer? How can you be sure that your benefits dollars are driving your company’s short-term and long-term strategic goals? Are you meeting the diverse needs and wants of your workforce?

What if there was a simple test that would help your company determine the best way to optimize its benefit program for maximum value and efficiency while considering the company’s culture and objectives?

This workshop offers a sneak preview of an exciting new benefits strategic planning tool.

Attendees will hear from employer panelists about the surprising insights they gained when they took the Benefits Personality Test and how to apply the results.

Ronald S. Leopold MD; *Vice President & National Medical Director, Institutional Business, MetLife*—**Moderator**

Employer Representatives; *TBA*

Pre-Conference Workshop: Session A-3

Sponsored by **HUMANA**
Guidance when you need it most

1:00–2:15 pm **Innovative Findings in Integrated Health & Productivity Programs Utilizing Evidence-Based Tools**

This innovative workshop will discuss evidence-based research, personalized medicine and health risk assessments, including emerging discoveries to identify previously undetectable people at-risk for heart attacks and novel uses of HRAs that can help power-up pre-diabetes interventions. Attendees will learn how insights can lead to valuable solutions that can improve health and reduce costs, and how new approaches to research and consumer engagement tools can lead you from science to solutions.

Carol J. McCall; *Vice President, Research and Development Innovation Center, Humana Inc.*—**Moderator**

Rhonda R. Murr; *Health Fellows Director, College of Applied Sciences and Technology, Ball State University*

Tray E. Cockerell; *HR Business Leader, Humana Inc*

Pre-Conference Workshop: Session B-1

Sponsored by **CHS** Comprehensive
Health Services

2:30–3:45 pm **On-site Health Centers: The Next Generation of Workforce Health & Productivity Management**

On-site health care is transforming employee health management. As more companies aim to reduce costs and boost workforce productivity, the number of employer-sponsored on-site health centers continues to grow.

This workshop will address the following topics:

- Methods to reduce costs and increase employee productivity through on-site health centers
- Trends in employee health and productivity management related to on-site health
- Factors that make building on-site health clinics successful, feasible and worthwhile for an employer

Stuart Clark; *Executive Vice President, Comprehensive Health Services*—**Moderator**

Marne Bell; *Office Practice Leader, Atlanta Group & Health Care, Watson Wyatt Worldwide*

Paul Crowley; *Senior Consultant, Hewitt Associates*

Eva Lynne Disbro; *VP Human Resources, McKee Foods*

Stephen Hinson; *Senior Director, Business Analysis and Reporting, Comprehensive Health Services*

Pre-Conference Workshop: Session B-2

Sponsored by



2:30–3:45 pm Identifying Employee Opioid Abuse and Improving Cost and Productivity Implications at Work

Opioid abuse by employees and their family members can have a significant effect on workplace productivity and morale, and can create other costs to the employer. Abuse or dependence can not only affect the worker's ability to function productively, but also has cost and productivity implications for their caregivers, family and coworkers, and wide-ranging implications for society as a whole. Moreover, there are significant barriers to correctly diagnosing and successfully treating this disease.

This session will review some of the key issues around opioid dependence from an employer perspective, including disease prevalence and impact on employer costs. Speakers will discuss treatment options and present some thought-leading case studies that address the evolving best-practice approach to managing opioid dependence in the workplace.

Douglas Nemececk MD; *National Medical Director, CIGNA*

Frank Preziosi; *Director Manage Care Marketing, Reckitt Benckiser Pharmaceuticals*

Debra M. Barnett MD; *Diplomate, American Board of Psychiatry & Neurology, Director, Associates for Behavioral Medicine*

William B. Bunn MD; *Vice President - Health, Safety, Security and Productivity, Navistar*

Pre-Conference Workshop: Session B-3

Sponsored by



2:30–3:45 pm Managing Weight in the Workplace

Since employees spend most waking hours at work, the workplace offers an ideal forum and opportunity for reducing obesity's impact on productivity. Weight Watchers International presents a cardiologist's view of the power of "at-work weight-management programs" to improve employees' health and productivity while lowering healthcare costs for such obesity-related conditions as diabetes, heart disease, and hypertension.

Attendees will hear first-hand from an employer about their mission to improve the lives of the people it serves starting from the inside out—with its own employees. WellPoint Inc., the largest health benefits company in terms of medical membership in the United States, has partnered successfully with Weight Watchers to give employees a choice of four weight management offerings.

Attendees will receive complimentary copies of two helpful guides on weight management.

James Rippe MD; *Cardiologist, Professor Biomedical Sciences, University of Central Florida*

Anne J. Doyle; *Program Manager, Associate Wellness, WellPoint, Inc.*

National Conference Begins

4:00–4:30 pm President's Greeting

Helen Darling, *President, National Business Group on Health*

4:30–5:00 pm Welcome Address

The Co-Chairs of the National Business Group on Health's Institute on Health, Productivity, and Human Capital, will give a special welcome address and share their goals and vision for the new Institute.

Pamela Hymel MD; *Sr. Director Integrated Health, Corporate Medical Director, Health and Wellness, Cisco Systems, Inc.*

Wayne N. Burton MD; *Managing Director, Medical Executive, JPMorgan Chase & Co.*

5:00–6:00 pm Keynote Address



Dr. Bob Rosen, an internationally recognized psychologist, author, researcher and CEO advisor, will share his insights and perspectives about progressive Fortune 10 companies who have implemented innovative health and productivity management programs. Dr. Rosen will provide the framework for what it takes to build a culture of health and productivity and how to speak to CEOs about this topic in a compelling manner.

Learn how to meet the demands of rising costs, provide competitive and effective benefit programs, develop innovative solutions to keep your employees productive, and effectively communicate these programs to the highest levels in your organization to spur health and performance.

Robert H. Rosen PhD; *Chairman & CEO, Healthy Companies International*

6:00–8:00 pm Welcome Reception

Tuesday, December 9, 2008

6:00–7:00 am 5K Run/Walk

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Back by popular demand, attendees may participate in a 5K Run/Walk along San Diego's Harbor Island waterfront, next to the Sheraton San Diego Hotel and Marina. A free t-shirt and healthy snacks will be provided.

7:00–8:00 am Breakfast

8:00–8:45 am Opening Address

A special opening address will be delivered by one of the Scientific Advisors of the National Business Group on Health's new Institute on Health, Productivity, and Human Capital. This presentation will focus on the power of benchmarking and the value that it can add to the management of corporate health and welfare programs.

Dee W. Edington PhD; *Director, Health Management Research Center, University of Michigan*

Plenary Session #1:

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HEALTHWAYS

8:45–9:45 am Summary Report on Index on Well-Being: A Look at Current and Future Health and Productivity Trends

This session will introduce attendees to an unprecedented Index on Well-Being, which will provide a daily pulse of the health of individuals, communities and companies across the United States.

Trends and insights culled from 1,000 daily interviews with individuals (more than 350,000 completed interviews by end of 2008) will be discussed as well as future implications of the index findings over the next 25 years. Attendees will be presented with data ranging from correlations between work/community environment and overall health, benchmarking opportunities for health and productivity comparisons, and the index's potential to serve as a leading economic indicator.

Ben Leedle; *President and Chief Executive Officer, Healthways*

Jane Miller; *Executive Vice-President, Chief Operating Officer, Gallup*

Peter W. Roberts; *Group Vice President, Provider Relations and Health Management, Wellmark Blue Cross Blue Shield*

9:45–10:00 am Break

Plenary Session #2:

10:00–11:00 am Health, Productivity, and Rapid Growth Countries: Challenges for Global Corporations

The growth of global corporations outside the U.S. has been explosive as enterprises pursue market expansion and workforce requirements. This growth has led to a shift from traveler and expatriate-related health and welfare concerns to “in-country workforce” health and productivity strategies. Data-driven decision making for health and productivity is often daunting and country-specific factors must be accurately assessed and engaged.

This presentation will provide a roadmap for the acquisition of relevant knowledge for appropriate decision-making when establishing health and productivity priorities in rapid growth countries. Lessons from the corporate Board members of the Global Health Benefits Institute and several specific global health threats will be used to illustrate the importance of integrating the impacts of medical conditions, risk factors and life styles.

Martín Sepúlveda MD; *Vice President, Global Well-Being Services & Health Benefits, IBM Corporation*

Jayne Lux; *Director, Global Health Benefits Institute, National Business Group on Health*

Plenary Session #3:

Sponsored by



11:00 am–12:00 pm Eliminating Racial & Ethnic Health Disparities in Health and Productivity Management Programs

This session will provide an overview of the work from the partnership between the National Business Group on Health and the Office of Minority Health Racial/Ethnic Health Disparities Advisory Board.

Attendees will be presented with the link between health plan costs impacted by health disparities, as well as other health and productivity management programs that are impacted.

Panelists will present:

- Findings on racial/ethnic disparities found in health plan studies
- Preliminary findings from Employer Survey 2008 on what employers are doing to address health disparities
- A discussion of future research needs
- Questions and issues health & productivity managers need to consider
- An overview of current strategies and solutions that can be applied to the disability realm

Andrew Crighton MD; *Chief Medical Officer, Prudential Financial*

Garth Graham MD; *Deputy Assistant Secretary for Minority Health, Office of Minority Health, Department of Health and Human Services*

Audrietta Izlar; *Manager, Corporate Benefits, Verizon Communications*

Don Weber; *Managing Director, Health and Welfare Services, PricewaterhouseCoopers, LLC*

Sandra Gadson MD; *Past President, National Medical Association, NW Indiana Dialysis Center*

12:00–1:00 pm Lunch

Plenary Session #4:

Sponsored by **OptumHealth**SM

1:00–2:00 pm Treating the Whole Person: A True Health Integration Story

For years, the health care industry has talked about creating an integrated medical/behavioral health model. Washington Mutual and OptumHealth have partnered to make this vision a reality.

Attendees will hear how Health Advocates are deployed as a “one-stop, self-service” destination for the WaMu employee. Panelists will outline how decision support clinicians, disease and care management nurses, behavioral health advocates, disability case managers and Work Life and Wellness Coaches provide the WaMu employee with a seamless integrated health care experience.

Initial data from 2007 will show how WaMu experienced a significant reduction in average cost per episode of care and how additional health management program goals were met. Finally, participants will learn how WaMu created this innovative integrated health care model and culture.

Michael Cochran; *First Vice President, Employer Benefits, WaMu—A Division of JPMorgan Chase & Company*

David Kaplan MD; *Principal, Towers Perrin*

David Whitehouse MD; *Chief Medical Officer, OptumHealth Behavioral Solutions*

Breakout Session I

2:15–3:15 pm

- I-A Employer Resources for Better Quality Health Care
- I-B Eliminating Aches & Pain in the Workplace: A New Approach to Early Intervention and Wellness
- I-C Integrated Health & Productivity Programs
- I-D What Human Capital Do You Have Managing Your Human Capital Programs?

Breakout Session II

3:15–4:15 pm

- II-A Evidence-Based Medicine Compliance Impact on Total Health and Productivity Costs
- II-B The Total Cost of Premature Birth: A Presentation of Plan Claims, Short-Term Disability, and Lost Productivity
- II-C Sustainable Leadership in Protecting Human Capital: Taking Care of Business by Taking Care of Your Employees
- II-D Transforming Health Care, Transforming Lives

Breakout Session descriptions may be found on pages 14–17.

Plenary Session #5:

4:30–5:30 pm Employer Dialogue on Employee Assistance Programs: A Summary Update from the Business Group's National Advisory Workgroup

The National Business Group on Health established the Employee Assistance Program Workgroup (EAP Workgroup) in 2007 to systematically examine best practices and evidence-based approaches associated with the design and delivery of effective and efficient employee assistance programs. The group's goal was to develop a strategic program definition, solidify a set of core program elements, and identify critical metrics for managing and evaluating EAPs.

The EAP Workgroup's efforts resulted in the development of An Employer's Guide to Employee Assistance Programs in 2008. This report will help employers to operationalize the strategic value of an employee assistance program and identify key attributes of a high-performing EAP, thereby, facilitating the improvement of employee and dependent health and protecting employers' human capital investment.

William J. Hudock; *Special Expert—Financing Policy, Center for Mental Health Services, SAMHSA*—**Moderator**

Richard Bidgood; *Senior Vice President, HR Leader, Wells Fargo & Company*

Paul W. Heck; *Manager, Global Employee Assistance & Worklife Services, DuPont Company*

5:30–7:30 pm Networking Reception

Co-Sponsored by



Wednesday, December 10, 2008

7:00–8:00 am Breakfast

8:00–8:15 am Welcome Address

A special welcome address will be delivered by one of the Scientific Advisors of the National Business Group on Health's new Institute on Health, Productivity, and Human Capital.

Ron Z. Goetzel PhD; *Research Professor & Director, Institute for Health & Productivity Studies, Emory University; Vice President, Consulting and Applied Research, Thomson Reuters*

Plenary Session #6:

8:15–9:15 am Health and Disability Management Integration: Effective and Proven Cost Management Strategies

As part of their health strategy development, Time Warner is focused on managing cost while providing employees with the assistance they need. Attendees will learn how Time Warner partnered with Unum to develop a structured course of action to integrate the disability management process within their existing employee health management resources.

The framework of a strategic operating plan will be provided which will allow employers to assess and implement a comprehensive integrated health and disability management strategy for their workforce. Attendees will obtain a sound understanding of how Time Warner combined existing resources with dedicated project management and a supportive, strategic partner to achieve outstanding results. Results from case studies, program metrics and outcomes will be provided.

Kathleen Harris; *Director, Strategic Benefits & Pensions, Time Warner*

David Vandergoot PhD; *President, WorkLife Resources, Inc.*

Philip Bruen; *Vice President & Practice Leader; Large Employer Market, Unum*

9:15 am 2008 CDMSC Annual Quality Leadership Award Presentation

The Certification of Disability Management Specialists Commission (CDMSC) presents its 2008 Quality Leadership Award. This award is presented annually to an individual or organization who demonstrates leadership in promoting excellence, creativity and progressive thinking in the area of disability management.

David Rosenthal PhD; *Chair, CDMSC & Associate Professor and Chairperson of the Department of Rehabilitation Psychology and Special Education, University of Wisconsin-Madison*

Plenary Session #7:

Sponsored by



9:30–10:30 am Successful, Tobacco Cessation Strategies

Tobacco use is a powerful addiction that requires a solid combination of physical, psychological and behavioral strategies to overcome. It's no wonder that while 70% of smokers say that they want to quit, many have tried and failed in the past.

In this session, UPS explains how it is succeeding at saving and improving lives through its tobacco treatment efforts to help employees quit tobacco for good.

Attendees will learn about technical program design as well as hear details about UPS' program success. Additionally, suggestions will be offered on how employers can integrate a successful, tobacco cessation program into their existing health and wellness structure. Cognitive behavioral coaching is the key ingredient to UPS' program success. This process will be shared and discussed.

Judy Pirmie Smith; *Health & Productivity Manager, UPS*

Steve Tutty PhD; *Associate Director, Cognitive Behavioral Services, Free & Clear*

10:30–11:00 am Break

Plenary Session #8:

Sponsored by



11:00 am–12:00 pm Prescription Drug Benefit Design Cost Implications: A CBS Case Study

This presentation will address the impact of various drug benefit designs on employer health care and productivity costs, demonstrate how certain benefit changes may impact employees, and feature a business case from CBS Corporation.

CBS will present the effects of various benefit designs and cost sharing options. They will also share program data, including how they provide for employees with high cost therapies while continuing to manage overall healthcare expenditures.

By attending this session, participants will:

- Identify key employee populations who require a greater level of management
- Learn about cost sharing options and potential impact on healthcare and productivity costs for employees.
- Discover opportunities to utilize employee data to assist in effective benefit plan decision-making.

Robert Capperella; *Vice President & Chief Operating Officer, Integrated Therapeutics Institute —Moderator*

Frank Kopenski; *Associate Actuary, Milliman, Inc.*

Michelle Martin; *Director, Health and Welfare Benefits, CBS*

12:00–1:00 pm Lunch

Breakout Session III

1:00–2:00 pm

III-A Understanding Your EMPAQ® Benchmarking Report

III-B Weight Control Programs and Tobacco Cessation: Measuring Employer Return-on-Investment

III-C Linking Health Care Investments to Human Capital Performance

III-D Benefit Coordination Opportunities with Medicare and Social Security

Breakout Session descriptions may be found on pages 14-17.

Plenary Session #9:

Sponsored by



2:15–3:15 pm The Value of the Health Risk Assessment to Complement Claims Data

It is well-established that the Health Risk Assessment (HRA) is an effective tool for early identification of individuals at risk for future exacerbations and costs. Data gathered from individual HRAs have been aggregated and analyzed to reveal a statistically significant relationship between risk score and willingness to change behavior.

These results suggest that HRA information could lead to a more dynamic model of care management by identifying which individuals are ready to change behavior. Attendees will learn how the data presented enabled researchers to measure willingness to change in relation to diabetes risk. Also, participants will be presented with how the HRA provides feedback to individuals about their current behavior and how to mitigate the risk of time lost from work.

Gillian Pieper; *Director of Health Promotion, PATH & Vermont School Boards Insurance Trust*

Alycia Sepe; *National Clinical Director, HMC*

Plenary Session #10:

3:15–4:15 pm Launching Health Risk Assessments Outside the US: What Have Large Employers Learned?

Three multi-national employers will describe their approach when launching Health Risk Assessments (HRAs) in their operations outside the US. They will describe their goals, objectives and methods as well as challenges and lessons learned.

Panelists will also compare and contrast cultural influences on HRA completion and the use of incentives to effectively engage the workforce in different parts of the world.

Jennifer Bruno; *Worldwide Director of Wellness & Health Promotion, Johnson & Johnson*

Patti Clavier; *Global Health and Well-Being Strategy/Operations, Intel Corporation*

Ellen Exum; *Program Director, Wellness and Prevention, PepsiCo*

Jayne Lux; *Director, Global Health Benefits Institute, National Business Group on Health*

4:15–4:30 pm Grand Prize Drawing

Sponsored by  Prudential

Attendees will not want to miss a chance to win the Grand Prize which will be displayed throughout the conference in the Exhibition Hall. All conference registrants are eligible, although the winner must be present to claim the prize.

BREAKOUT SESSION DESCRIPTIONS

BREAKOUT SESSION I

I-A: Employer Resources for Better Quality Health Care

Health care costs are continuing to rise, fueling increased interest in improving the value of health care provided. Rapid deployment of new health care interventions has made understanding the comparative effectiveness of these methods important to health care decision making. The Agency for Healthcare Research and Quality (AHRQ) representatives will share research comparing traditional interventions with emerging techniques. They will also describe programs and resources that AHRQ has available to help the business community address major health care and program management challenges. This panel will highlight the Preventable Hospitalization Cost mapping tool that can be used by employers to map, county by county, the rate of potentially preventable admissions for key chronic conditions and quickly identifies areas with high rates and potential savings, thereby enabling targeted disease-specific interventions. In addition, agency leaders will give examples of where these resources have been successfully applied and how they can help companies identify areas to increase workforce health and productivity.

Irene Fraser PhD; *Director, Center for Delivery, Organizations & Markets, AHRQ*
Captain Tricia L. Trinite; *Director, Prevention Dissemination and Implementation, Center for Primary Care, Prevention and Clinical Partnerships, AHRQ*
Danielle Sherretts; *Program Analyst, National Business Group on Health*

I-B: Eliminating Aches & Pain in the Workplace: A New Approach to Early Intervention and Wellness

Research shows that employees report “pain” as a leading cause of time away from work. Comprehensive wellness programming recognizes painful muscular conditions as the largest and most expensive category of correctable health conditions. The direct and indirect costs of musculoskeletal pain for both occupational and non-occupational claims are estimated at over \$130 billion per year.

This session presents actual employer results (including EMPAQ® metric data) from several early intervention programs aimed to help reduce employee reported pain. Learning objectives include how to recognize employee pain, provide innovative treatment, track the reduction of employer lost-time costs, and in the process, produce happier, healthier and more productive employees. Various pain management intervention techniques will be displayed and demonstrated.

Dell Dorn; *President, Dorn Companies—Moderator*
John A. Schaab; *Corporate Ergonomist, Intel Corporation*
Jon Schmidt; *Director of Risk Management, Department of Environment, Health and Safety, University of California at San Diego*

I-C: Integrated Health & Productivity Programs

There is a clear trend in the marketplace as more firms are trying to integrate health, absence, disability, and disease management programs in an attempt to lower health care costs, increase employee productivity and wellness, and reduce absences. Many employers are outsourcing their benefits program integration to a single vendor to take advantage of the increased savings and efficiency.

As companies with highly integrated programs enjoy very positive outcomes, it is clear that the stand-alone service model is rapidly becoming obsolete. Employers seek partners who offer cohesive products and services that help better manage the health and productivity of employees. Attendees will learn how Prudential and their employer clients, through market surveys and strategic partnerships, have identified savings when companies take advantage of outsourcing solutions.

Terrie Sorensen; *Vice President, Product Management, The Prudential Insurance Company of America*
Tobi McKnight; *Benefits Manager, Martin Resource Management Corporation*

I-D: What Human Capital Do You Have Managing Your Human Capital Programs?

Many large employers are finding it difficult to identify the right candidates to staff their Health and Productivity programs. The CDMSC role and function studies have clearly demonstrated an evolution and maturation of practices that can shed light on these challenges.

This session will introduce a strategic staffing approach that will help employers:

- Analyze their programmatic staffing needs
- Determine where staff should be positioned organizationally to ensure success
- Compare and contrast the myriad of certifications during the hiring process
- Outline the right mix of clinical versus corporate skill sets for staff at various levels
- Leverage skills from outsourced vendors or consultants to supplement internal staffing models
- Review an employer case study of a successful staffing model

David Rosenthal PhD; *Department of Rehabilitation Psychology and Special Education, University of Wisconsin*

Maria Henderson; *Principal, HDM-Solutions*

Edwin Quick; *Vice President, Disability Services, JPMorgan Chase*

BREAKOUT SESSION II

II-A: Evidence-Based Medicine Compliance Impact on Total Health and Productivity Costs

This session will explore the effect of Evidence-Based Medicine (EBM) protocols on an employer's health and productivity management programs' costs. Medical, pharmacy, short-term disability, long-term disability and workers' compensation programs will be examined. Employers will learn how increased EBM compliance through appropriate interventions may reduce total medical spend. Results of successful programs will be shown, comparing trends over time and compliance ranges by diagnoses.

Neil Austin; *Senior Consultant, Workforce Productivity, Ingenix—Moderator*

Kathleen Rogers; *Program Manager, Integrated Disability and Data Management, IBM Corporation*

Phyllis Ruez; *Vice President, Ingenix*

II-B: The Total Cost of Premature Birth: A Presentation of Plan Claims, Short-Term Disability, and Lost Productivity

Each week, approximately 10,000 babies are born prematurely. These complicated births cost employers over \$9 billion dollars in medical claims each year. Premature babies are at high risk for life-long problems and disabilities; and their parents suffer time away from work and lost productivity while often enduring extreme stress, during the neonatal period and beyond.

To capture the unit cost of a preterm birth, the March of Dimes commissioned Thomson Healthcare, Inc. to review the Commercial Claims and Encounter and Health and Productivity Management Databases. They provided direct health plan payment data for complicated deliveries, and developed short-term disability and lost-productivity cost assessments for large employers. In this session, the March of Dimes will present this new data, and explain opportunities employers have to address pregnancy-related claims and lost productivity costs.

Steve Abelman; *Director, Worksite Wellness Programs, March of Dimes*

Leah C. Trahan; *Program Analyst, National Business Group on Health*

Michael Culyba PhD; *Vice President, Medical Affairs, University of Pittsburgh Medical Center Health Plan*

Breakout Session Descriptions

II-C: Sustainable Leadership in Protecting Human Capital: Taking Care of Business by Taking Care of Your Employees

Sustainable Leadership is about taking care of your employees and providing them with the necessary tools so they can take care of themselves. In today's race to recruit and retain top talent, employers must be willing to devote the resources to helping employees take better care of their total well-being. This means that today's leading edge employers are developing cultures centered on employee wellness.

This session will allow program attendees to gain a better understanding of how well their organization is doing in creating a culture of wellness. Attendees will hear employer best practices and patient testimonials, and learn effective and simple interventions, that can be implemented to help their employees feel better and protect their most important investment—their human capital.

Ann Kuhnen MD; *Vice President, Employee Health & Performance US, GlaxoSmithKline*

Ronna Lichtenberg; *President, Clear Peak Communications*

II-D: Transforming Health Care, Transforming Lives

Actual case study results of one of Sutter Health's largest San Francisco Bay area hospitals will be presented. Specifically, attendees will learn how a progressive employer:

- Engineered a multi-pronged approach toward decreasing workers' compensation costs
- Reduced absenteeism
- Managed future employee health care costs by optimizing the health and productivity of employees and their families

Alta Bates Summit Medical Center will present how it aligned with Sutter Health Partners, to offer a comprehensive employee health improvement program which includes: onsite coaching, health maintenance tools and programs, group health improvement events and classes—as well as a full suite of online tools—as a powerful, proactive approach to transform the lives, and health, of their employees.

Tracy Messineo; *Vice President of Total Health and Productivity Management, Sutter Health*

Mary Pelkey; *Director, Benefits & Disability Management, Alta Bates Summit Medical Center*

Mary Anna Weklar; *Director, Business Development, Sutter Health Partners*

BREAKOUT SESSION III

III-A: Behavioral Risk Management as a Health & Productivity Strategy

Just 10 years ago, only a very few innovative employers tried to resolve disability claims, improve performance, reduce accidents and boost productivity by looking at behavioral issues. But all that is changing. Innovative employers have realized that behavior pervades all that we do. Research has quantified the prevalence and impact that underlying mental health issues can have on absence, performance and return-to-work. Recent surveys have demonstrated employer interest in this emerging best-practice area of behavioral risk and expanded EAP program utilization, including how it translates into return-on- investment and the bottom line. Find out how you can be a change agent in your company. Learn how a forward-thinking energy company is leading the way through use of a coordinated EAP and STD program. Understand the value to companies and their employees in recognizing and treating underlying conditions that impact return to work and presenteeism.

Marcia Carruthers, *MBA, ARM, CPDM; President/CEO, Disability Management Employer Coalition*

Deborah Jacobs; *Manager, Disability Management, Southern California Edison (SCE)*

III-B: Weight Control Programs and Tobacco Cessation: Measuring Employer Return-on-Investment

The return-on-investment (ROI) from workplace health promotion programs is crucial to sound business financials and program evaluation. However, the primary outcome of health promotion programs is health behavior change, which is only indirectly related to business cash flow and increased productivity.

This session will examine the ROI from workplace tobacco cessation and weight control strategies. Speakers will outline the key variables used to properly evaluate ROI from the employer perspective, including how to measure outcomes and calculate returns.

Additionally, data sources and how to leverage published data to perform accurate, company-specific ROI analyses will be shared.

Michael Halpern MD; *Senior Health Scientist, RTI International*

Jeff Cross; *National Workplace Solutions Product Manager, American Cancer Society*

Paul Kaiser; *Director, Health Benefits, JELD-WEN, inc.*

III-C: Linking Health Care Investments to Human Capital Performance

Today's workforce issues are increasingly complex and companies are under pressure to squeeze out even more value from tight budgets and benefit programs. Attendees will learn how several recent research studies have taken a holistic view of how high performing companies are integrating strategies across benefit design, productivity, and workforce effectiveness while delivering superior business results.

Employer panelists will report how they are closing the gap between employee needs and employer musts to provide an improved value proposition through benefits and the link to the work environment. Furthermore, they will discuss how they are shaping a workforce of tomorrow, through progressive steps today that integrate benefits and engage management and employees on how to achieve improved health and functional effectiveness.

Shelly Wolff; *Group and Health Care North American Leader, Health and Productivity, Watson Wyatt—Moderator*

Teri Wisness; *Director, Employee Benefits, Weyerhaeuser*

Calvin Hilton; *Vice President, Benefits & HR Services, Alliance Data Systems*

III-D: Benefit Coordination Opportunities with Medicare and Social Security

Employers have the opportunity to reduce health costs by optimizing various benefit coordination opportunities with Medicare and Social Security.

In this session, attendees will hear SSDC, along with two experienced employer clients, who will describe the best practice model for maximizing employer savings in the effective management of disability and retirement health programs.

The model will demonstrate the communication flow among the employer's various benefit areas, government agencies, benefit administrators, and health plans. Two employer presenters will share, in a panel setting, the barriers they faced, internally and externally, and the successful strategies that allowed them to achieve a regular high level of savings.

Process steps and measurement of savings will be described in detail by each employer, but the lessons will be generalized to all attendees.

Carole S. Porambo; *Director of Business Development, SSDC*

Craig Horton; *President, SSDC*

Kathleen Harris; *Director, Strategic Benefits & Pensions, Time Warner*

ADDITIONAL CONFERENCE INFORMATION

Exhibition Hall

The 22nd National Conference exhibition offers you the opportunity to sample numerous innovative and state-of-the-art products and services, and to network with key industry decision-makers. The exhibit hall will also house the business center, lunch and refreshment breaks.

Business Center *Sponsored by*



Throughout the conference, a complete business center will be available in the exhibit hall area for attendees to check their e-mail, print documents, send faxes and browse the Internet. The business center will be open during exhibit hall hours.

Presentation Materials Kiosk *Sponsored by*



New for 2008, the Business Group is going "Green" by offering walk-up presentation materials kiosks. Attendees will be able to print only those materials they want inserted into their conference workbooks. The kiosk will also allow attendees to download all materials onto their own flash drive.

Meals and Breaks *Sponsored by*



The American Cancer Society is once again the exclusive meal and break sponsor for the National Conference. All meals and breaks will be Meeting Well™ approved and will adhere to ACS's nutritional guidelines.

Accreditation

Traditionally, the Business Group's annual National Conference has offered Continuing Education Units (CEU) for the following programs:

- CDMS
- CCM
- WCCP
- Nursing designations
- CRC
- CPDM
- CCMP

Applications for CEUs are being submitted to the appropriate accrediting organizations for the above designations. More information will be published on our conference Web site at www.businessgrouphealth.org/meetings/08HPHCconference when it becomes available. All accreditation forms will be provided at the National Conference registration desk.

Registration Incentive Program

The National Conference continues its incentive program to reward special industry companies who are members of the National Business Group on Health to encourage their current and prospective employer clients to attend the conference. For every four employer registrants referred by a special industry member of the Business Group, the special industry member receives one free conference registration to use for an employer client/prospect of their choice.

Please contact the event registration office at 202-624-1763 or nationalconference@meetingmgmt.com if you wish to participate. You will receive a set of referral codes that your clients may use when they register.

Referrals will be tracked only by referral codes and the employer must submit the referral code at the time of registration. Only registrations submitted with valid referral codes will be credited to a special industry member's total.

Hotel Information

The National Conference will be held on December 8–10, 2008 at the Sheraton San Diego Hotel & Marina. The hotel is located at 1380 Harbor Island Drive, San Diego, CA 92101.

A block of rooms has been reserved for the conference from Sunday, December 7 to Thursday, December 11, 2008 at the following special group rates:

Traditional Room \$219*

Deluxe Room \$239*

Club Level \$269*

**plus any applicable taxes (currently 12.565%)*

To make your reservation, please contact the hotel at 1-877-734-2726 and identify yourself as a participant of the National Business Group on Health's 22nd National Conference, to secure the conference room rate. You may also reserve a room online through the conference Web site.

The cut off date for hotel reservations at the conference rate is Friday, November 14, 2008 or when the reserved block of rooms sells out (whichever comes first).

REGISTRATION FORM

From Science to Solutions

December 8-10, 2008

Please type/print legibly the information requested below. Each registrant must complete a separate registration form. Your name and company will appear as written below on your conference badge.

FIRST NAME	MIDDLE	LAST NAME
TITLE		
ORGANIZATION		
ADDRESS		
CITY	STATE	ZIP
PHONE	FAX	E-MAIL
<input type="checkbox"/> Check here if you have any special needs. Please specify: _____		

Registration Fees

Payment is due prior to the Conference. Additional member registrants from the same organization qualify for reduced rates as indicated below.

	Early Bird Sent by Nov. 8, 2008	Regular Nov. 9–Dec. 7, 2008	Walk-up On-Site	Check Applicable
MEMBER First Registrant	\$825	\$950	\$1,200	<input type="checkbox"/>
MEMBER Additional Registrant	\$700	\$825	\$1,075	<input type="checkbox"/>
NON-MEMBER	\$1,325	\$1,450	\$1,700	<input type="checkbox"/>

Session Registration

Pre-Conference Workshops (No additional cost)

9:45 am – 12:00 pm EMPAQ® Workshop

1:00 pm – 2:15 pm Session A-1 Session A-2 Session A-3

2:30 pm – 3:45 pm Session B-1 Session B-2 Session B-3

Please select one Breakout Session per time period:

Session I: Tuesday December 9, 2:15 pm – 3:15 pm I-A I-B I-C I-D

Session II: Tuesday December 9, 3:15 pm – 4:15 pm II-A II-B II-C II-D

Session III: Wednesday 10, 1:00 pm – 2:00 pm III-A III-B III-C III-D

I will participate in the 5K Run/Walk on Tuesday, December 9

Payment Method:

Check or Money Order (Payable to "National Business Group on Health/National Conference 08" in US Dollars)

Visa MasterCard American Express


CREDIT CARD#	EXP. DATE
NAME ON CARD	SIGNATURE

Cancellation Policy:

Cancellations received in writing and postmarked no later than November 17, 2008 will receive a full refund, less 20% processing fee. There will be **NO REFUNDS** for those cancellations **AFTER November 17, 2008**. Substitutions are permitted.

Four Easy Ways to Register:

 By secure online registration at www.businessgrouphealth.org

 By Mail to: **National Business Group on Health/Conference 08**
PO Box 75516
Baltimore MD 21275

 By Fax: 202-624-1766

 By Phone: 202-624-1763

For more information, please call 202-624-1763 or e-mail us at: nationalconference@meetinggmt.com



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**22nd National Conference
on Health, Productivity,
and Human Capital**

“From Science to Solutions”

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