

# Master of Public Health Field Experience

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# Outline

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- Worksite health promotion programs overview
- TriHealth Corporate Health organization
- My experience

# Worksite Health Promotion Programs

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- New avenue for public health interventions for adult populations
- Benefits for both employees and employers
  - Health benefits
  - Economic benefits

# Prevention Efforts

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- Worksite health promotion programs often offer primary and secondary prevention efforts.
- Will occasionally offer tertiary efforts

# Prevention Efforts

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- Primary prevention
  - Encourage those who are healthy to stay healthy.
  - Encourage those who may be at risk for developing disease to make changes to prevent disease.
  - Primary prevention efforts include:
    - Encouraging healthy nutrition habits
    - Encouraging increased physical activity
    - Encouraging the use of sunscreen

# Prevention Efforts

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- Secondary Prevention
  - Focus on individuals who are already at risk for developing disease because of lifestyle choices such as smoking or having abnormal biometric values.
  - Secondary prevention efforts include:
    - Smoking cessation programs
    - Weight management programs
    - Biometric screening with personalized feedback

# Prevention efforts

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- Tertiary prevention efforts
  - Focused on disease management for those with existing disease conditions such as diabetes, cardiovascular disease, and cancer.
  - Tertiary efforts include:
    - Programs designed to increase medical compliance.
    - Educational and support programming for family members.

# Characteristics of Effective Worksite Health Promotion Programs

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- Benchmarked practices for effective worksite health promotion programs include:
  - Accurately assessing the needs of the specific population
  - Attract and retain participants
  - Multifaceted approach to reaching participants
  - Grounding in behavior change theory
  - Effective tools for measuring outcomes and evaluating the program



# Characteristics of Effective Worksite Health Promotion Programs

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- The presence of an upper-level management “champion” is a key factor for success.
  - Advocate for change
  - Worksite culture
  - Policy
- Health screenings and assessments with follow-up procedures
- Employee incentives, allowing time during the work day, and offering programs onsite help to increase participation.

# Worksite Health Promotion Programs and Behavior Change Theory

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- Programs based in behavior change theory tend to be more successful than those that are not.
  - Social ecological model
  - Transtheoretical model

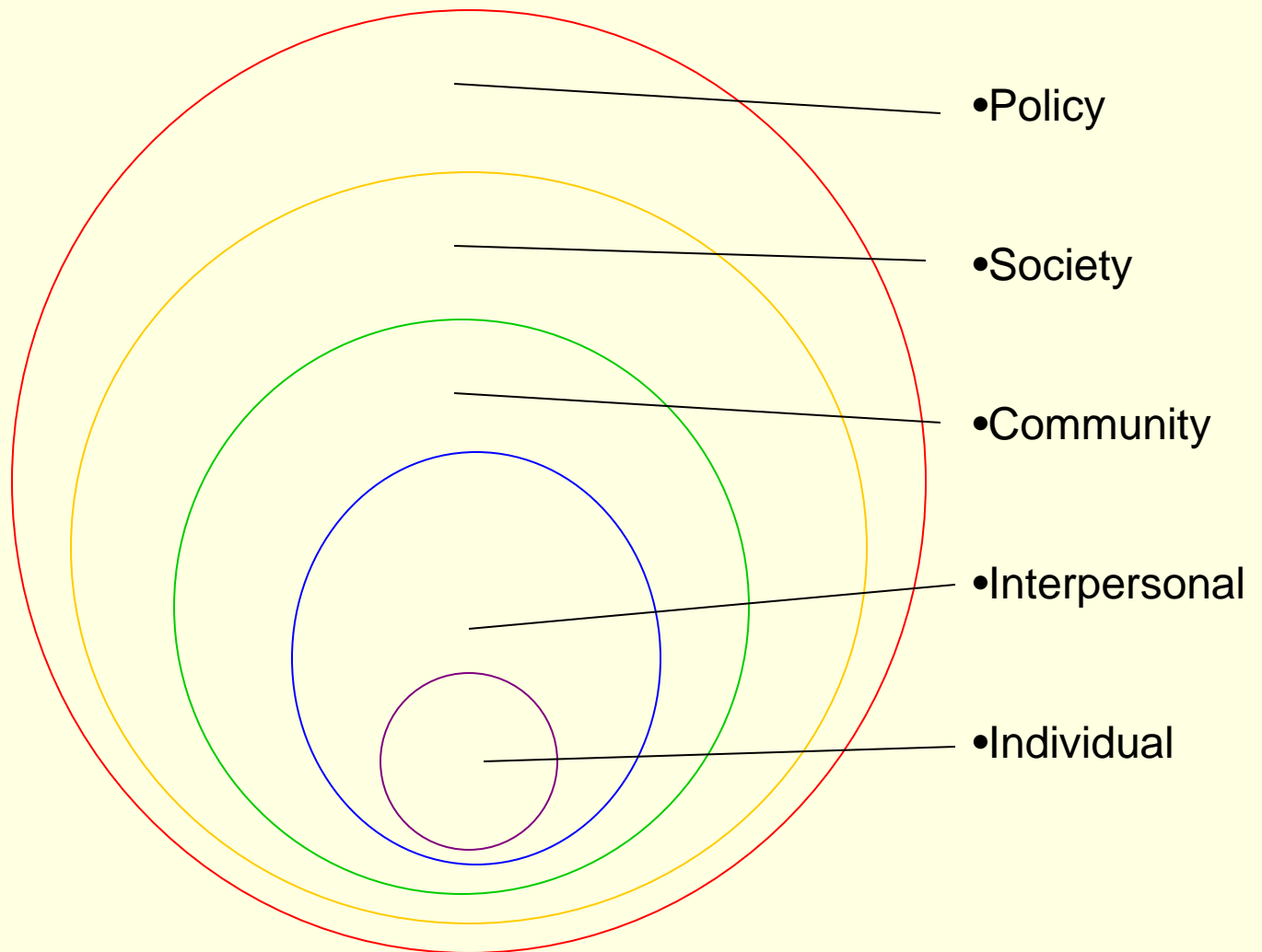
# Social Ecological Model

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- Social ecological model is an effective model for behavior change in the workplace.
- Describes behavior as being influenced by different levels of an individual's social surroundings.
  - Individual
  - Interpersonal relationships
  - Community
  - Society
  - Policy

# Social Ecological Model

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# Transtheoretical Model

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- Stresses the importance of assessing an individual or organization's readiness for change.
- Five stages of change
  - Precontemplation
  - Contemplation
  - Preparation
  - Action
  - Maintenance
  - Relapse is sometimes included in the model

# Transtheoretical Model

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- Important aspect of program planning and evaluation.
  - Needs assessment
  - Reevaluation
- Educational programs and materials tailored specifically to the individual or organization's current stage of change will be much more effective than those that are not.

# Costs of Poor Health

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- Most employers associate poor health in the workplace with:
  - Reduced employee performance
  - Increased absenteeism
  - Increased costs associated with healthcare

# Costs of Poor Health

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- The costs of poor health in the workplace include:
  - High medical, disability, and workers' compensation expenses.
  - Increased employee absenteeism
  - Increased employee turnover
  - Reduced productivity



# Costs of Poor Health

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- Over the last few years the amount of money employers spend on healthcare for their employees annually has been increasing exponentially.
- A study conducted by the Kaiser Family Foundation and Health Research and Educational Trust (2006) estimated employers spent, on average:
  - \$3615 annually for employees with single person coverage.
  - \$8508 annually for employees with family coverage.
- In 2006, healthcare costs in the United States totaled close to \$2.1 trillion dollars, which is close to 16% of the GDP (Poisal 2007).

# Worksite Health Promotion Programs: Benefit for Employers

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- Studies have shown that on average employers who spent money on implementing a health promotion program in the workplace saw returns on investment at around \$3.48 for every one dollar spent.
- Much of that return comes from:
  - Medical expense savings
  - Reduced absenteeism
  - Increased productivity

# TriHealth Corporate Health

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# TriHealth Corporate Health

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- Located in Cincinnati, Ohio
- Created under the partnership between Good Samaritan and Bethesda Hospital in 1995.
- Was created with the purpose of reaching out to the community.
- TriHealth Corporate Health is a division under the TriHealth umbrella dedicated to ensuring the health of the community through their place of employment.

# TriHealth Reaching out to the Community

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- One primary goal of the TriHealth organization is to touch the lives of one in every four individuals in the greater Cincinnati area.
- Corporate Health alone touches the lives of 250,000 to 300,000 individuals in the Cincinnati area every year.

# TriHealth Corporate Health Mission and Vision

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- To improve the health status of all of the people they serve.
- To continue to be recognized as a model for integrating health and wellness in the workplace with the purpose of keeping employees and their families healthy and productive.

# Six Core Values

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1. Be good stewards of their resources by serving the community with their time, resources, and talents.
2. Be responsive to the needs of the community, while also being respectful of diversity in cultures and values.
3. Create a nurturing environment where diversity is valued, differences are recognized, personal growth is encouraged, and each individual's self-worth is enhanced.
4. All people will be respected and treated with the same level of compassion.
5. Ensure excellence in the services that are provided to customers and the community.
6. The organization will build upon its spiritual roots as part of the Catholic Health Initiative and operate by the values in which it was founded.

# Corporate Health Model

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- Aims to reach all organizations regardless of what stage of change they are in or where the organization may be on the health continuum.
- The model begins with setting clear expectations for both TriHealth and the company that is being contracted with.
- A key component in the beginning is establishing strong leadership for the program and that all members of the supporting committee are in full and positive participation.



# TriHealth Corporate Health Model

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- Needs assessment is conducted
- Data analysis from:
  - Employee health insurance claims
  - Workers' compensation claims
  - Absenteeism data
  - Program specific data
- From this data the specific needs of the population are determined and programs are designed.

# TriHealth Corporate Health

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- Divided into six program focus areas:
  - Occupational medicine
  - SHARE nursing
  - Concern Services
  - Executive Health
  - Analytics
  - Preventative Health Services

# TriHealth: Occupational Medicine

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- Occupational Medicine aids employers in the Cincinnati area in delivering necessary work related services to their employees.
  - Drug screening
  - Workers' Compensation related medical care
  - Worker rehabilitation services
  - Worker safety assessment and training
- Located throughout the greater Cincinnati area.
- Available on call for evening and night shift needs.
- Available to deliver services on site when needed.

# TriHealth: SHARE Nursing

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- Exists to provide the expertise of a medical professional on the work site.
- Nurses have the resources of the entire TriHealth system at their fingertips.
- SHARE nurses spend as little as a few hours a week to as much as having several full-time nurses on staff during all business hours, depending on the company's needs.

# TriHealth: Concern Services

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- Exists to provide employees with assistance and support they need to deal with life's issues while remaining productive members at their place of work.
- Concern offers services that include:
  - Marriage and family counseling
  - Disability management
  - Alcohol and drug counseling
  - Financial counseling
  - Smoking cessation programs

# TriHealth: Executive Health

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- Offers top level preventative health services to those who hold upper level management positions within their business
- Goal of the program is to ensure that the individual has a concise and thorough total health examination in a relaxing and enjoyable atmosphere.
- Belief is that for an organization to be healthy, the leaders in that organization need to be healthy.
- Key element in obtaining upper-level management support for worksite health promotion programs.

# TriHealth: Analytics

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- Uses information gathered from employee insurance claims, health risk assessments, wellness screenings, and workers absenteeism to provide statistical information to companies regarding the health of their employee population.
- Aids in the needs assessment process.
- Provides baseline information for health promotion programming.
- As an impartial third party, TriHealth Analytics has access to information that employers would not under the current HIPPA regulations.
- TriHealth Analytics is able to provide employers with valuable information while still protecting the privacy of the employees.

# TriHealth:

## Preventative Health Services

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- Provides medically-based health and wellness programming to employers and the community in the greater Cincinnati area.
- Offers employee health services and community wellness efforts.
- Through employee health services, TriHealth partners with employers to offer worksite health promotion programming to their employees.
  - Onsite fitness centers
  - Health risk assessments
  - Wellness screenings
  - Wellness education and incentive programming
  - Health coaching
  - Insurance benefit programs



# Corporate Contracts

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- TriHealth Preventative Health Services contracts with many companies of all shapes and sizes such as:
  - Procter & Gamble
  - GE
  - General Mills
  - City of Cincinnati
  - Archdiocese of Cincinnati
  - USI
  - Emery Oleochemicals
  - Relay Express
  - As well as many others.....

# Corporate Contracts

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- Vary in amount and depth of programming:
  - One-time health program contracts
  - Limited programming: Archdiocese of Cincinnati
  - Comprehensive programming: City of Cincinnati
- Each company is offered a program that is tailored to their specific desires, needs, and budget.

# Corporate Contracts

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- All companies are encouraged to offer health risk assessments and wellness screenings with individual feedback.
  - “Know you numbers” education
  - Baseline for further programming and needs assessment
- Most companies will provide the health risk assessment and wellness screening at no cost to their employees, particularly those who are enrolled in their health insurance plan.
- Spouses covered by the company’s insurance are also often invited to participate as well.

# Health Risk Assessments and Wellness Screenings

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- An integral part of each company's health promotion programming.
- Health Risk Assessment is completed using the Wellsource Population Health Management Systems software.
- Online or paper and pencil format
- Health risk assessment software also measures readiness for change and stage of change each participant is currently in.
- Health risk assessment software provides information on the total population.

# Health Risk Assessments and Wellness Screenings

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- Wellness screenings are usually conducted onsite.
- Wellness screening is comprised of:
  - Blood lipid and glucose values - measured by a Cholestech machine
  - Height
  - Weight
  - Waist circumference
  - Blood Pressure
  - Body fat percentage - measured by a handheld bioelectrical impedance device
- Each participant is given their results at the end of the screening.
- Feedback is usually provided verbally during a 2 to 5 minute one-on-one session.

# Health and Wellness Education

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- Offered to all companies that desire a more comprehensive program.
- Health education programming and materials are designed or tailored to meet the specific needs of each audience.
- Typical health education materials and programming often include:
  - Monthly or weekly newsletters
  - Lunch and learn presentations
  - Health fairs
  - Informational brochures and handouts
  - Group fitness introduction classes
  - Cooking demonstrations

# Health Promotion Incentive Programs

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- Health promotion incentive programs are also offered to companies that desire a more comprehensive worksite wellness program.
- Health promotion incentive programs aim to assist those who are ready for change make healthy changes in their lives.
- Programs include:
  - Walking programs utilizing pedometers
  - Physical activity logs
  - Fruit and vegetable consumption incentives
  - Breast cancer awareness
- Often linked to incentives such as being able to dress down for work on a specific day, gift card, paid time off, insurance benefits.

# Insurance Benefits Incentive Programs

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- A new trend that TriHealth Corporate Health has been seeing is companies desiring insurance benefits programs tied in with their wellness programming.
- There are several different models that are currently being used by TriHealth contracts.
  - City of Cincinnati – health spending account
  - USI Midwest – tiered insurance plan
  - TriHealth – *Lifestyles*
- Spouses of employees enrolled in the company's insurance program are often encouraged or required to participate as well.
- Insurance benefits incentive programs are designed to encourage healthy behaviors that will hopefully, in turn, help to reduce medical costs for both the employer and the employee.



# ASPIRE! Health Coaching

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- Service offered to companies seeking a more comprehensive program for their at risk or diseased employees.
- ASPIRE! is a twelve week, one-on-one health coaching program designed to assist individuals who are at risk for or have already developed chronic disease conditions.
- Health coaches are trained in motivational interviewing strategies.
- Stages of change model is used to determine which individuals are good candidates for the program as well as being used during the coaching itself.
- After the twelve week program is completed, follow-up meetings are scheduled at the three month, six month, and twelve month time periods.

# TriHealth Preventative Health Services: Community Initiatives

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- TriHealth Corporate Health has a strong commitment to utilizing their talents and resources to help those in the community.
  - TriHealth Community Health Pavilion
  - City of Mason, Ohio
  - Inner-City Church Program with the Center for Closing the Health Gap

# Community Initiatives:

## TriHealth Community Health Pavilion

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- The TriHealth Health Pavilion is a medical health fitness facility that is open to the community for membership.
- The Pavilion staff is made up of:
  - Credentialed fitness professionals
  - Physical and occupational therapists
  - Registered dietitians
  - Estheticians
- The Pavilion programming is monitored physicians to ensure safety and quality for its members.
- Along with fitness programming, preventative health risk reduction and therapeutic lifestyle change programming is also offered.
- The Pavilion also offers medical rehabilitation services.

# Community Health Initiatives: City of Mason, Ohio

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- TriHealth has a special partnership with the City of Mason.
  - Worksite health promotion programming for City employees.
  - Community wellness programming offered in partnership with the City.
- Through this partnership the City of Mason and TriHealth have sponsored:
  - Health and safety fairs
  - Cardiovascular health risk screening and education fair
  - Live Well, a ten week health behavior change program
  - As well as many others...

# Community Initiative: Inner-City Church Program

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- TriHealth Corporate Health has had the unique opportunity to partner with the Center for Closing the Health Gap in Cincinnati.
- The Center for Closing the Health Gap is a non-profit organization dedicated to help eliminate the health disparities in minority population.
- Facilitated a twelve week wellness education program in five inner-city churches in Cincinnati with primarily African American congregations.
- Program consisted of two meetings each week
  - One day per week focusing on physical activity
  - One day per week focusing on either healthy behaviors or spirituality.
- Each church team accumulated points to encourage participation.

# My TriHealth Experience

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- Valuable and Unique experience
- New target populations that I have not worked with before.
  - Highly educated to “blue collar” populations.
  - Different work settings
- Program Planning and Evaluation – creating tailored educational materials and programs
- Assisting with onsite wellness screenings and individual feedback sessions.

# My TriHealth Experience

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- ASPIRE! Health coaching training
- Nutrition Council's Worksite Wellness Roundtable
  - University of Northern Kentucky: Healthy U program
- Inner-city church program
- Health insurance benefit incentive programs

# My TriHealth Experience

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- I am very thankful for the opportunity to have this unique and valuable experience.
- A special thank you to those who helped to guide me and give me support through this experience.



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