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## CIRCLE OF VALUE-BASED HEALTH LEADERS AT IHPM CONTINUES TO GROW

**A Swiss-based global health care company, an upstate New York health plan, and public sector programs from Oregon and California join the Circle of Value-Based Health Award Winners at IHPM.**

ORLANDO, FL, May 15, 2014/ **The Institute for Health and Productivity Management (IHPM)** recognized four **Value-Based Health Corporate Winners** and one individual who continues to make outstanding contributions to advancing the field at its 7<sup>th</sup> Annual Awards Ceremony in Orlando, FL – at its recent 14<sup>th</sup> Annual International Health & Productivity Conference.

**Novartis**, based in Basel, Switzerland is a leading diversified global pharmaceutical and health care company with more than 135,000 employees worldwide. Notable features of the **Novartis Be Healthy** program are strong personal leadership from the company's CEO, remarkable global reach to more than 95% of Novartis employees in more than 50 countries, locally adapted implementation of a global strategy to increase program relevance and impact, branding that links the program to the Company's mission, use of personal stories to increase employee engagement, and metrics to demonstrate strong participation and impact on associates' health.

**Excelsus BlueCross BlueShield**, based in Rochester, New York is part of a \$6 billion family of companies that finances and delivers health care across upstate New York; its more than 3500 employees provide health insurance to more than 1.8 million members. Noteworthy features of the **be WELL for LIFE** program are senior management commitment to a culture of health and supportive work environment, health and wellness programs ranging from a personal assistant to *Ask the Pharmacist*, onsite risk assessments and health screenings that have helped reduce overall risk factors, and an innovative program for sustained weight management.

**CalPERS** is a non-profit provider of health and retirement benefits to more than 1.6 million public employees, retirees and their families and 3000+ public employers. CalPERS was noted especially for its collaborative pilot projects with other stakeholders: (1) "Healthier U" Employee Wellness Pilot for state employees in collaboration with Kaiser Permanente and the Service Employee's Union; (2) a 12-week worksite wellness pilot with Santa Cruz County, the Physicians Medical Group and Abbott, which measured clinical risk reductions and productivity gains; and (3) its Integrated Health Care Model with Blue Shield and the Hill Physicians Group.

[State of Oregon Educators Benefit Board \(EBB\) and Public Employees Benefit Board \(PEBB\)](#) design and administer health benefits for more than 280,000 employees, dependents and retirees of state and county governments, school districts and colleges and universities. Noteworthy are the newest 12-week evidence-based wellness program *Healthy Team Healthy U* that has engaged nearly 8500 employees to date and measurably improved their health status as a result of healthier lifestyle behaviors, and the innovative *Moodhelper* aimed at behavioral health issues. And the State's creative communications and branding efforts have helped produce enthusiasm and high participation.

IHPM also was pleased to present to [Dr. Walter Talamonti, Corporate Medical Director at Ford Motor](#), its *Value-Based Health Leadership Award* for his innovative work in addressing the *Pareto Principle* in health care – the 20% of people who account for 80% of medical spending. This is being done through an ambulatory care pilot project using nurses in physicians' offices to help manage these high-cost cases, using the leverage of Ford's large population to engage normally rival health plans and medical groups in what amounts to a regional initiative to improve the quality of medical care while reducing its cost.

**Bill Motley, Divisional Vice President of Abbott**, sponsor of the Value-Based Health Awards, presented them to the winners together with **Steve Priddy, IHPM Executive Director of Employer Relations and Chair of the Awards Committee**.

[About IHPM – "Advancing Health and Performance Globally"](#)

The Institute is a unique driving force for changing health from a medical cost to a business asset for employers and nations. It also now leads the global **Work Place Wellness Alliance** "created by the *World Economic Forum*, powered by *IHPM*."