



INSTITUTE FOR HEALTH AND PRODUCTIVITY MANAGEMENT

9th Annual International Health & Productivity Conference

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Program Agenda

April 6-8, 2009 -- Orlando, FL

Pre-Conference Academy on Value-Based Health (VBH)
Sponsored by sanofi-aventis

IHPM continues its series of pre-conference Academies devoted to the theme of Value-Based Health. The Institute's Value-Based Health initiative was established three years ago to advance the concept and design of value-based health benefits and programs for employers. This year's Academy features:

Joseph A. Leutzinger, PhD - President, Academy for Health and Productivity Management & Principal, Health Improvement Solutions - Welcome and Overview of Agenda

Steve Priddy, IHPM's Director of Employer Relations, describing the evolving framework for value-based design and practice;

Jack Mahoney, MD, Senior Consultant to Pitney Bowes, speaking on the culture of health integral to a successful value-based approach;

Randall Abbott, Senior Consultant and Practice Leader for Watson Wyatt, presenting an updated overview of value-based health among employers nationally;

Dan Whitney, PhD, MBA - President of Medova Healthcare, providing the latest view of value-based health's spread to the smaller employer world;

Patti Clavier, Global Team Leader for Health & Productivity at Intel -- **VBH and two time HPM Award Winner** will present its value-based approach to the health of its employees around the globe;

Scott Pritchard, Director of Washington Wellness Works for the State of Washington, 2008 VBH Award Winner - will describe the state's ambitious plan to redesign its health benefits program for 140,000 employees on a total value basis.

Opening General Session

FirstPower: Culture's Impact on Organizational and Individual Health – John Daniel, Executive Vice President for Human Resources, **First Horizon Bank** - Hear how a banking company's commitment to the total health of its employees has served it - and them - well in good times and tough times.

Building a Culture of Health: Real and Perceived Value in the Work Place – Stacy Brinkley, VP, Marketing - Wellpoint; joined by Health Management Corporation (HMC) colleagues - Britt Parrack & Kristen Patterson – present findings from a survey of employers' different needs for building a culture of health in the work place, as well as high-level insights on the process and trends by market segment.

Value-Based Health: Best Strategies for Investing in Health and Performance in the Work Place - Panel Session chaired by Steve Priddy includes: HMC - Alycia Sepe - Clinical Director; Intel - Patti Clavier; Pitney Bowes - Jack Mahoney; State of Washington - Scott Pritchard; Watson Wyatt - Randy Abbott – corporate, health plan, provider and consultant leaders look at the most significant features of health benefit and program design to obtain the greatest value for employers and their workers.

Metabolic Health and the Work Force: Report from the Co-Chairs of a National Consensus Conference held under the auspices of IHPM's Workplace Center for Metabolic Health – **William Bunn, MD**, Vice President of Health, Safety and Productivity at **Navistar International**, and **John Seibel, MD**, Chief Medical Officer of the New Mexico Medical Review Association and Past President of the **American Society of Endocrinology** – summary of the latest clinical and business thinking on the increasing prevalence and total cost of diabetes, obesity and related cardiovascular health risks in the work place and successful approaches to improving risk factors and productivity. Also presenting on behalf of IHPM's Workplace Center for Metabolic Health will be **Rick Nevins, MD - Chief Clinical Officer & VP, Research & Development, IHPM**. This session will be chaired by **Sean Sullivan, JD, President & CEO, IHPM**.

Total Burden of Illness in the Work Place from Selected Diseases – William Bunn, MD, and **Harris Allen, PhD, Lecturer at Yale School of Medicine** share their latest study on the total direct medical and related work place costs of selected diseases, as well as patterns of treatment, at **Navistar International**.

President's Award - CIGNA

Corporate Journey to True Engagement - Laurie Shield, VP Benefits, Kindred Healthcare will explain how Kindred has combined individual incentives and a culture of health to drive employee engagement in health improvement that also has improved productivity. **(sponsored by CIGNA)**

Public Policy Dinner & Panel Session (sponsored by Pfizer)- With a serious debate getting underway about the future shape and direction of American health care, IHPM's Public Policy Task Force will hold a dinner panel discussion, featuring **Edward F.X. Hughes, MD, MPH, Professor of Health Industry Management & Preventive Medicine, Kellogg School of Management, Northwestern University; Michael O'Donnell, PhD, Editor-in-Chief and President, American Journal of Health Promotion**; Moderated by **Sean Sullivan**, a former 20-year veteran of the Washington policy world.

TRACK SESSION A
Improving Health through Lifestyle Behavior Change
sponsored by The Change Companies®
Chaired by Janet Solomon Calhoun, VP

At its Annual International Conference in October, IHPM put James Prochaska, PhD and the Transtheoretical Model of Behavior Change on center stage. Dr. Prochaska's keynote and track session drew large crowds eager to learn more about employee engagement - the key to population health improvement, but the sticking point for many employers trying to get workers to lead healthier lives. Now at this conference four leading "Behavior Change" experts will explore the subject of *Improving Health through Lifestyle Behavior Change* more thoroughly.

James Prochaska, PhD returns to talk more about engaging more employees in making healthy behavior changes by tailoring programs to their individual "stage of readiness".

This will include information on Pro-Change's LifeStyle Management programs for Stress, Exercise, Weight Management, Depression, Hypertension, Smoking Cessation and Cholesterol.

Research findings from the work of Dr. William Miller at the University of New Mexico on the increasingly popular technique of "motivational interviewing" will be presented by **Denise Ernst, PhD**, a student of Dr. Miller's with 15 yrs. experience in motivational interviewing research and training.

Dr. Ernst will highlight how the principles of motivational interviewing can enhance the quality of communication concerning improvement of employee health in the workplace.

David Mee-Lee, MD, psychiatrist and Chief Editor of the Revised Second Edition of the ASAM Criteria, will provide a physician's perspective on individual behavior change and behavioral health issues.

Dr. Mee-Lee will discuss how to motivate and engage hard-to-reach individuals, focusing on "human loss" and its relationship to workplace productivity.

This session will conclude with a panel discussion, moderated by **Janet Calhoun, VP of The Change Companies**

**SPECIAL FORUM ON EMPLOYEE HEALTH
FOR SMALL EMPLOYERS**

Dan Whitney, PhD, CMPE, President and CEO of Medova Healthcare Financial Group in Wichita, Kansas. Attendees will learn about the elements of a cost-effective, high-value health plan with insurance benefits and a wellness program that, together, bring small employers an integrated approach to improving their employees' health with lifestyle behavior change and disease management components, as well as preventive services and the protection of insurance coverage for large medical expenses.

TRACK SESSION B
Population Health Management

Population Health Management is the newest name for integrated health and disease management which is central to improving the functional health and, thereby, the productivity of the work force in a systematic fashion. This track session will feature:

Tom Wilson, PhD, Founder and Chairman of the Population Health Impact Institute (PHII), -- speaking on How to Evaluate the Effectiveness of Health and Disease Management Programs, with emphasis on the issue of "transparency" in methods of calculating returns on investment. (Tom also will be holding a workshop Wednesday, April 8th, from 2:00 – 3:30 PM on *Comparative Effectiveness Research*).

Andrew Bertagnolli, PhD, Consultant with the Care Management Institute at Kaiser Permanente, speaking about **Improving the Management of Pain in the Work Place** – using population health management techniques to improve the management of pain – a top-three cause of productivity loss – with positive impacts on sleep, depression and – productivity;

Patti Clavier, Global Team Leader for Health & Productivity at Intel, and **Rick Nevins, MD**, Chief Clinical Officer and Vice President for Research at IHPM, on **Reducing Musculoskeletal Pain in the Workplace** – reporting the results of another IHPM field research study done under the aegis of its Workplace Center for Pain Management, using deep tissue massage to produce measureable improvements in pain and productivity;

Randy Abbott, Practice Leader at Watson Wyatt Worldwide, and **Sean Sullivan, JD**, President & CEO of IHPM, engage in a dialogue on the importance of maintaining corporate investments in improving employee health and performance now, more than ever, in the current economic climate;

Janet Banaszak, MA, RN - Clinical Preventionist, Preventive Services, Highmark, Inc. and **Kevin Wildenhaus, PhD, Director of Research, HealthMedia** share noteworthy results achieved through web-based disease management programs for multiple employer clients of a regional health plan.

GENERAL SESSION

Sharpening the Focus on Behavioral Health Issues
Sponsored by HealthMedia

IHPM rolled out its new **Workplace Center for Behavioral Health** with Founding Sponsor **HealthMedia** at last October's conference, in recognition of the fact that behavioral health issues are becoming the top concern of many companies in the technology and service sectors. This new Workplace Center will give these issues the same close and continuing attention that IHPM's Metabolic Health Center for the past four years has given the risks and diseases clustered under "metabolic syndrome." In Orlando, other major players in the behavioral health world such as CIGNA and ValueOptions will join HealthMedia and employers to address a larger agenda of these related issues that are costing employers so much in lost productivity.

Behavioral Health: Critical to the 21st Century Knowledge-Based Work Force – **Ed Jones, PhD**, Executive Vice President, **ValueOptions** and Chair of the **Lansdowne Group**

– behavioral health issues have become the biggest source of lost performance in the modern work place, and must be addressed in better ways to improve employees’ total health and well being – and their productivity.

Behavioral Health: The Missing Link in Population Health Management will be discussed by **Rich Bedrosian, PhD**, Director of Behavioral Health for HealthMedia, and **Steve Melek**, National Practice Leader for **Milliman**.

Making Mental Health a Priority – Alberto Colombi, MD, Medical Director of **PPG Industries**, shares his company’s award-winning workplace program for early detection, referral, and treatment of depression, and presents comparative data from PPG’s work force on the impact of mental and physical health issues on productivity.

Sleep Disorders: Hidden Thief of Health and Productivity – Rich Bedrosian, PhD, and **Rick Nevins, MD**, Chief Clinical Officer and VP for Research & Development at **IHPM**, share evidence on this neglected but huge workplace health issue – perhaps the single largest unaddressed reason for productivity loss in American industry – and its co-morbidities such as depression and obesity.

Addressing the “New” Importance of Behavioral Health Issues in the Workplace – panelists from providers **HealthMedia (Rich Bedrosian, PhD)** , **CIGNA (Neal Cohen, VP, Behavioral Operations)**, and **ValueOptions (Ed Jones, PhD)** are joined by **Alberto Colombi, MD, Pamella Thomas, MD**, Director of Wellness for **Lockheed Martin Aeronautics**, and **David Groves, PhD**, former VP for Human Resources at Comerica Bank for a robust discussion of the barriers to, and successes in, dealing with “mental health” issues that have been identified as the largest source of productivity loss in the modern economy. (Chaired by Sean Sullivan, JD)

Mental Health Parity: the Changing Legal Environment for Employee Benefits – Ed Jones, PhD is joined by **Pamela Greenberg**, President of the **Association for Behavioral, Health and Wellness** and a Washington veteran, to explain the significance for employers and payers of the new legislation governing benefit coverage for mental health conditions.

General Session

Jim Loehr, EdD, Co-Founder of the Human Performance Institute - sponsored by HealthMedia- author of the bestselling book *"The Power of Full Engagement"*, has developed a science-based energy management training system recognized worldwide and chronicled in the Harvard Business Review, BusinessWeek, FORTUNE and Fast-Company. He explains why the stories we tell ourselves are the single most important tool we have for managing energy and achieving any important mission in life.

Making Work Force Health a Global Business Strategy – John Cooper, MD, Head of Corporate Occupational Health at **Unilever**, with **Dean Patterson, Health & Productivity Manager (Unilever)** returns to the United States to describe the positive results this global giant is getting from its worldwide Health and Productivity Management program (Dr. Cooper was the recipient of a special International Leadership Award from IHPM in 2005).

Bringing Better Health to the Workplace and the Neighborhood – Raymond Fabius, MD, Strategic Adviser to the President of **Walgreen’s**, is joined by **Sandy Ryan, RN, Chief Nurse Practitioner for Walgreen's TCHS** and by **Chip Phillips, President of CVS/Caremark MinuteClinics** in a lively panel discussion of how access to – and delivery of – health services is being transformed in the United States at the consumer level – in retail stores and at worksites. Moderated by IHPM’s CEO **Sean Sullivan**, this session will

reveal the profound implications of spreading retail and worksite health services for the future of the health care “system” and the health – and productivity – of working Americans.

Building Communities of Health in America – Gary Earl, Sr. VP of CIGNA and founding partner Communities of Health will explore and test the potential that lies in the wide-angle lens view of the socio-economic and environmental determinants of health, the fundamental factors that impact disease and illness, and the opportunities for collective awareness, collaboration and community-driven action to achieve meaningful, sustainable improvements in the health of a community.

Incentives That Drive Engagement and Behavior Change – Curt Cooper, Director of Employee Benefits for **American Electric Power** and **Gregg Lehman, PHD**, CEO of **Health Fitness Corporation** show how properly designed and administered incentives can drive employee engagement in healthier lifestyles that result in better health within a particular company culture.

Population Health Management and Productivity – Ray Fabius, MD, speaking on reinvesting savings from reducing the cost of care for the chronically ill in prevention and lifestyle change programs that will yield returns in health and performance gains.

Key Survey Findings on Selected Womens’ Health Issues – Rick Nevins, MD highlights the results from an employee survey on selected womens’ health issues done with a major national employer in the hospitality industry, and including the workplace productivity impact of caregiving responsibilities.

Comparative Effectiveness: The New Evaluation Paradigm for Employer Value-Based Health Care

Population Health Impact Institute Workshop

It's the new buzz term in Washington – “Comparative Effectiveness Research (CER)” – with the CER “experts” charged to “separate the wheat from the chaff.” Laudable goal, but does it meet reality? And will the results be definitive?

If the methods are not fully transparent, we cannot answer these questions. IHPM is offering an exciting Wednesday afternoon workshop from 2:00 p.m. -3:30 p.m. to help sort all this out, led by Tom Wilson, PhD, epidemiologist and Chairman of the non-profit Population Health Impact Institute (PHII) that IHPM actually helped to launch five years ago in Orlando!

The workshop will teach you how to open the “black box” of unrevealed and differing evaluation methods that lie behind the claims of health and productivity management programs – using the “Methods Evaluation Process [TM]” - a well-vetted, peer-reviewed set of understandable and easily applied guidelines to what methods should be transparent (and which not) in comparative effectiveness assessments of workplace programs. And you will receive a certificate for attending the workshop.

As a preview of what to expect, you can read Dr. Wilson's article ***The Transparency Movement*** in IHPM's *Health & Productivity Management* magazine (Vol . 4, No. 3). And you can visit the PHII web site at www.PHIinstitute.org.