



Value-Based Health [VBH] Award Application

2012

## Awards Committee

*Steve Priddy, Ex.Director Employer Relations*

*Two Prior VBH Award Winners*

**The Value-Based Health Awards will be presented at the  
IHPM 12<sup>th</sup> Annual International Conference  
Orlando, FL –Hyatt Regency Grand Cypress  
April 2-4, 2012**

Applications are categorized by size of employee population and type of organization.

SIZE: 1) small <500                      2) medium 500-5,000                      3) large > 5,000

TYPE: 1) Private Employer                      2) Public Entity                      3) Healthcare Provider

All supporting material for award applications must be received by January 30, 2012 and submitted electronically to: [Deborah@ihpm.org](mailto:Deborah@ihpm.org) and [Steve@ihpm.org](mailto:Steve@ihpm.org).

### **About VBH and its Award objectives:**

Value-Based Health [VBH] is an initiative of the Institute for Health and Productivity Management [IHPM] dedicated to establishing the full value of employee health and maximizing its impact on business performance through improved productivity.

This is done by reducing risks and future costs, improving clinical outcomes, and increasing employee engagement to improve lifestyle behaviors.

The VBH Award program has existed for 3 years and has recognized more than 20 organizations for excellence in health care management. The VBH Award is based on the following six criteria:

- Culture of Health
- Process and Implementation
- Program Design
- Measurement
- Provider/Stakeholder Relations
- Communications/Branding

Additional information about the VBH program can be found at [www.ihpm.org](http://www.ihpm.org) - including a brief slide presentation, history, articles, and a sample webinar, as well as a summary of past Award winners.

## ***Award Submission Documentation:***

The first page of your application should include the following:

- Company name, address, and number of employees
- Name and title of individual submitting the application
- Contact details (phone, email and fax)
- A brief description about the company and its product/services

Please print out the self-evaluation criteria on the next page and complete as follows:

1. Under each sub-category indicate by check mark where your organization fits in the three levels of proficiency

1. ***Getting Started*** - Initial efforts underway
2. ***Implemented*** - major efforts accomplished but not fully realized
3. ***Building Momentum*** - realized objectives have been successful and more improvements are underway

2. For each major category listed, highlight your organization's accomplishments in 100-150 words

3. Provide a one-page summary of innovative approaches that resulted in employee health improvements and which support your health management strategy.

If you have questions or require additional information please address them to Steve Priddy at [steve@ihpm.org](mailto:steve@ihpm.org) .

Award recipients are responsible for their own travel and hotel expenses to attend the presentation ceremony at the *IHPM 11<sup>th</sup> Annual International Conference in Orlando, FL at the Hyatt Regency Grand Cypress* April 2-4, 2012. IHPM will provide one complimentary full conference passes to the representative(s) of a VBH Award recipient.

| Phase 1: Getting Started  | Phase 2: Implemented | Phase 3: Building Momentum | Phase 1 | Phase 2 | Phase 3 |
|---|----------------------|----------------------------|---------|---------|---------|
| <b>1. Culture of Health</b> <ul style="list-style-type: none"> <li>▪ Visible commitment of senior and operational management</li> <li>▪ Employee engagement and understanding of health-related programs</li> <li>▪ Emphasis in recruitment, orientation and corporate branding (e.g., website)</li> <li>▪ Ensuring the rewarding of healthy behaviors by incorporating health behavior incentive in written company policy</li> </ul>  |                      |                            |         |         |         |
| <b>2. Process and Implementation</b> <ul style="list-style-type: none"> <li>▪ Cross functional teams made of up of primary stakeholders</li> <li>▪ Well articulated, integrated, strategy and effective tactical roll-out</li> <li>▪ Use of technology applications – e.g. data integration and warehousing</li> <li>▪ Effective use of meaningful incentives/rewards</li> </ul>  |                      |                            |         |         |         |
| <b>3. Program Design</b> <ul style="list-style-type: none"> <li>▪ Align with corporate mission statement and demonstrate how initiative supports the value proposition of the business</li> <li>▪ Innovative health-related benefit designs:               <ul style="list-style-type: none"> <li>○ Wellness/prevention programs</li> <li>○ Clinically-driven RX design</li> <li>○ Proactive chronic condition management</li> <li>○ On-site clinics or access to off-site facilities</li> <li>○ Nurse call-lines and related 24/7 telephonic access</li> </ul> </li> <li>▪ Benefit designs emphasize behavior change and health improvement – not cost management</li> </ul> |                      |                            |         |         |         |
| <b>4. Measurement</b> <ul style="list-style-type: none"> <li>▪ Measurement of medical, disability, absence, and lost productivity costs</li> <li>▪ Senior management dashboard</li> <li>▪ Employee participation in programs</li> <li>▪ Clear measures of improvement in areas of cost and clinical outcomes</li> <li>▪ Benchmarking/peer assessment</li> </ul>   |                      |                            |         |         |         |
| <b>5. Provider/Stakeholder Relationships</b> <ul style="list-style-type: none"> <li>▪ Performance-based contracts</li> <li>▪ Long-term relationships built on shared vision and metric-based improvement - not just cost</li> <li>▪ Regular reviews of performance- vendor summits, surveys, recognition awards</li> <li>▪ Common vendor standards</li> </ul>   |                      |                            |         |         |         |
| <b>6. Communications/Branding</b> <ul style="list-style-type: none"> <li>▪ <b>Multiple media forms of employee/family education outreach programs</b></li> <li>▪ <b>Branding recognized /accepted by workforce</b></li> <li>▪ <b>Outreach to diverse employee populations, e.g. international</b></li> <li>▪ <b>Regular and special communications on key health issues/opportunities</b></li> </ul>  |                      |                            |         |         |         |