The Total Cost of an Unhealthy Population

Full Cost of Poor Health to Employers

- Personal Health Costs
  - Medical care
  - Pharmaceutical costs
  - 30%

- Health-Related Lost Productivity Costs
  - Presenteeism
  - Absenteeism
  - Overtime
  - Turnover
  - Temporary staffing
  - Working slowly
  - Late deliveries
  - Replacement training
  - Customer dissatisfaction
  - Variable product quality
  - 70%

Only 30% of the total cost of an unhealthy population is shown in direct healthcare costs.
Communication Occurs in Multiple Ways

Communication campaign may include:

• Onsite meetings by EH
• Webinars
• Posters
• Email campaigns
• Home mailings
• Flyers
• Payroll stuffers
Behavior Defines Health Status

8 risks and behaviors:
- Poor Diet
- Physical Inactivity
- Excessive Alcohol Consumption
- Smoking
- Poor Standard of Care
- Poor Stress Management
- Lack of Health Screening
- Inadequate Medical Care

Drive 15 chronic conditions:
1. Diabetes
2. Coronary Artery Disease
3. Hypertension
4. Back Pain
5. Obesity
6. Cancer
7. Asthma
8. Arthritis
9. Allergies
10. Sinusitis
11. Depression
12. Congestive Heart Failure
13. Lung Disease (COPD)
14. Kidney Disease
15. High Cholesterol

Accounting for 80% of total costs for all chronic illnesses worldwide.

2010 World Economic Forum
EngagementHealth Changes Behaviors

- Medical Evidence programs
- Active Engagement
- Health Coaching

Healthy Behavior Change
EH Engage Program

- Open to all employees & spouses (excluding children), regardless of health status
- Participation based, no results required
- 52 weeks in length
- All aspects available in English and Spanish
- Requires ~4 hours per year time commitment
Registration is Simple and Convenient

Participants have two options for registration:

- **Online** - www.engagementhealth.net
- **By Phone** - (888) ENG – HLTH (1-888-364-4584)

Participants **choose their own times** for:

- Health Screen
- Health coaching calls
### Healthy Behaviors Assessment

**Administration:**
- Online
- Paper Copy

**About 50 questions:**
- Results available online immediately
- Results are for informational purposes only
- Reviewed with Health Coach

<table>
<thead>
<tr>
<th>HEALTH RISK MEASURE</th>
<th>HIGH RISK CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>BODY WEIGHT</td>
<td>BMI &gt;27.5</td>
</tr>
<tr>
<td>STRESS</td>
<td>HIGH</td>
</tr>
<tr>
<td>SAFETY BELT USE</td>
<td>USING SAFETY BELT &lt;100% OF THE TIME</td>
</tr>
<tr>
<td>PHYSICAL ACTIVITY</td>
<td>&lt;ONE TIME A WEEK</td>
</tr>
<tr>
<td>BLOOD PRESSURE</td>
<td>SYSTOLIC &gt;139 OR DIASTOLIC &gt;89 mmHg</td>
</tr>
<tr>
<td>LIFE SATISFACTION</td>
<td>PARTLY OR NOT SATISFIED</td>
</tr>
<tr>
<td>SMOKING</td>
<td>CURRENT SMOKER</td>
</tr>
<tr>
<td>PERCEPTION OF HEALTH</td>
<td>FAIR OR POOR</td>
</tr>
<tr>
<td>ILLNESS DAYS</td>
<td>&gt;5 DAYS LAST YEAR</td>
</tr>
<tr>
<td>EXISTING MEDICAL PROBLEM</td>
<td>HEART DISEASE, CANCER, DIABETES, STROKE</td>
</tr>
<tr>
<td>CHOLESTEROL</td>
<td>&gt;240 mg/dl (TC); &lt;40 mg/dl (HDL); m; &lt;50 mg/dl (HDL);f; &gt;160 mg/dl (LDL)</td>
</tr>
<tr>
<td>ALCOHOL</td>
<td>MORE THAN 14 DRINKS /WEEK</td>
</tr>
</tbody>
</table>
Onsite Screening is Quick and Confidential

- **Flexible Screening Options**
  - Onsite at CCCCD locations
  - Doctor fax form

- **Finger stick**

- **Results review with health professional onsite**
Four Required Health Coaching Calls per Year

First Quarter call:
• Health Behaviors Assessment
• Health Screen / Biometric Data
• Targeted Risk Program Selection
• Set Health goals

Quarterly calls 2,3,& 4:
• Program progress
• Preventative Care Counseling
• Dental care
• Age appropriate services (mammograms)
• Disease management referrals

*Unlimited inbound calls
Everyone Chooses One Program Per Year

- Steps
- Tobacco
- Diabetes
- Cholesterol
- Nutrition
- Blood Pressure
- Stress
- Fitness
Engagement is Easy and Convenient

Healthy Behavior Reinforcement:

• **Regular Reporting:**
  - Kiosk
  - Online
  - Mobile reporting
  - Touchtone telephone

• **Engagement frequency:**
  - 4 weeks per month
  - Individual reminders via email, text, voice
  - ~4 minutes per week

• **Health awareness data recorded:**
  - Weight
  - Steps
  - Blood pressure
  - Nutrition log

EngagementHealth®
IMPROVING WELLNESS™
Each Participant has their Own Health Dashboard
All members have access to:

- Online Personal Health Dashboard
- Live Telephone Support
- Email Support
- 28-day Meal Planner
- Monthly e-Newsletter & recipe
- Health Education Materials
Privacy is a Primary Concern

• Your personal health information is private
• EngagementHealth does not share personal information with your employer
• McAfee secure web site
• EngagementHealth follows HIPPA guidelines