

Obesity as it Affects Employees

5th Action on Obesity Summit, 2008

Rochester, Minnesota

LuAnn Heinen

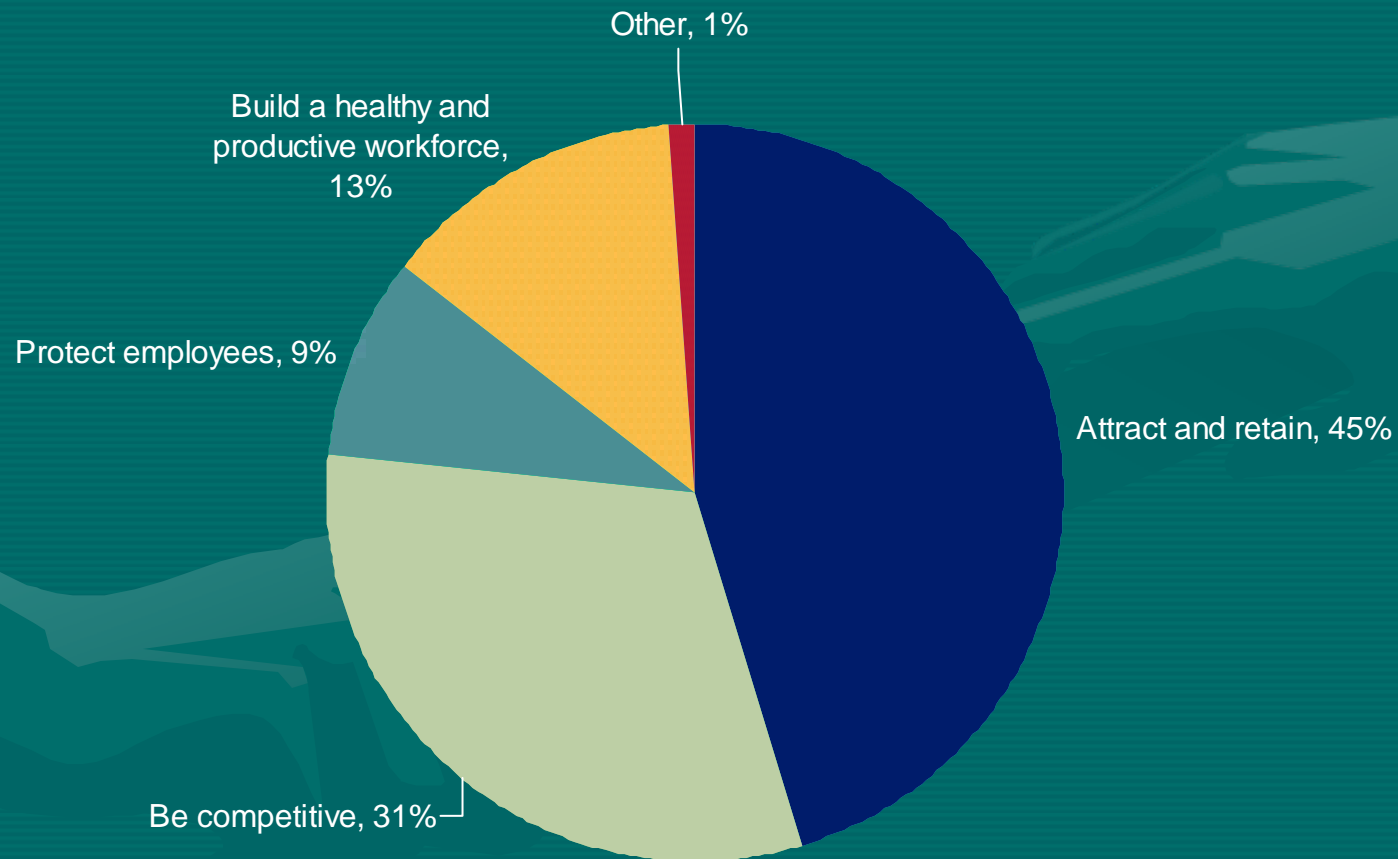
Vice President, National Business Group on Health

Director, Institute on the Costs & Health Effects of
Obesity

Good Benefits Important to Employees

1. Good benefits
2. Type of work you enjoy doing
3. Competitive salary
4. Good working environment
5. Good working relationship with supervisor/manager
6. Convenient work location

Providing health coverage remains a key business necessity for employers



Cost of Benefits on the Rise

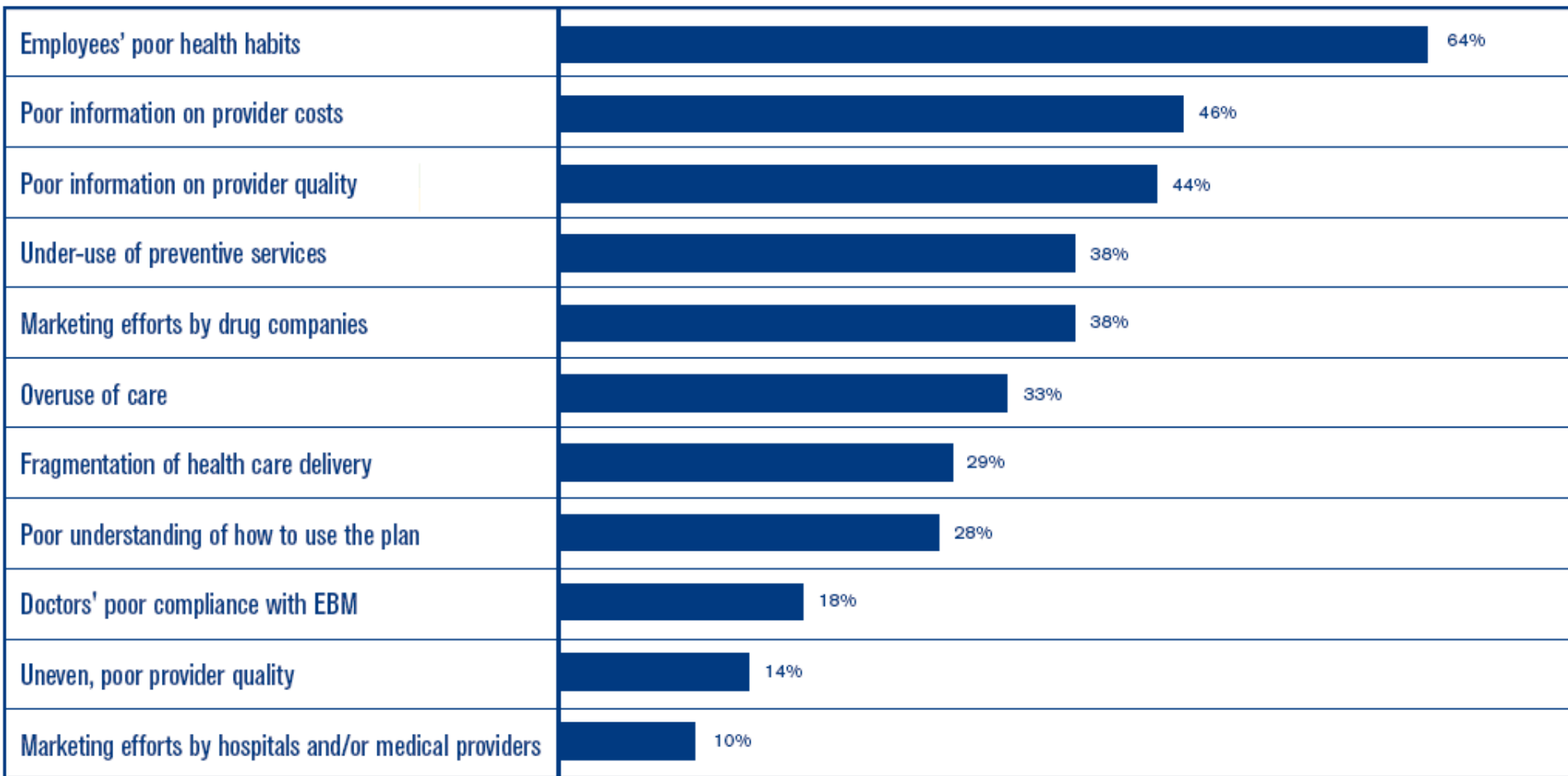
- Average annual premium for family coverage (self-insured)= \$13,025

This is almost a 120% increase from 1999

Obesity is Weighing Us Down

27% of the increase in health spending
between 1987 and 2001 was
attributable to obesity

Employees' Poor Health Habits Top Challenge for Employers



Note: Percentage responding to a “very great extent” or “great extent.”

Source: National Business Group on Health/Watson Wyatt, 13th Annual Survey on Purchasing Value in Health Care, 2008.

"Best Performers" = Companies with Lowest Medical Trend

Trend	% in 2008	% change from 2006
Offer health risk appraisals	83 %	18% ↑
Offer weight management program that focuses on obesity among employees	74%	15% ↑
Implement lifestyle behavior change programs purchased through specialty vendors	56%	9% ↑
Offer health coach	60%	7% ↓
Implement lifestyle behavior change programs purchased through health plans	56%	6% ↓



BEST *EMPLOYERS*

for Healthy Lifestyles

2008

INSTITUTE ON
The Costs
AND **Health**
Effects
OF **Obesity**

Previous *Best Employers for Healthy Lifestyles* Winners

Baptist Health South Florida

Motorola, Inc.

CIGNA

Northeast Utilities

EDS

Pitney Bowes, Inc.

Fiserv, Inc

Quest Diagnostics

GlaxoSmithKline

Texas Instruments, Inc.

Hannaford Brothers Company

Volvo Group Companies in North America (including Mack Trucks, Inc.)

Intel Corporation

Union Pacific Railroad

*Best Employers for Healthy
Lifestyles Winners from Minnesota*

Blue Cross Blue Shield of Minnesota

Data Recognition Corporation

General Mills Inc.

Mayo Clinic

Medtronic Inc.

Target Corporation

The Schwan Food Company

What Employers Can Do

- Communicate about healthy weight and healthy lifestyles
- Improve food and physical activity environment
- Use incentives
- Rethink benefits
- Measure results/progress

Evidence- and Experience-Based Interventions

- **Communication:** Branded, multiple channels, “what’s in it for me,” employee decides
- **Environment:** Vending/dining/catering audits, Mindless Eating (Wansink), physical activity prompts, walking programs, team competitions

Evidence- and Experience-Based Interventions

- **Incentives:** Cash or other rewards for program participation/completion, premium differentials, subsidized healthy food, gym discounts
- **Benefits:** RD access, child and adult obesity coverage, weight loss programs
- **Results:** Participation, actual health outcomes v. target, financial impact

Worksite Recognized as Key



The NEW ENGLAND JOURNAL of MEDICINE

Perspective

OCTOBER 11, 2007

The Employer as Health Coach

Susan Okie, M.D.

Waistlines Expand Into a Workplace Issue

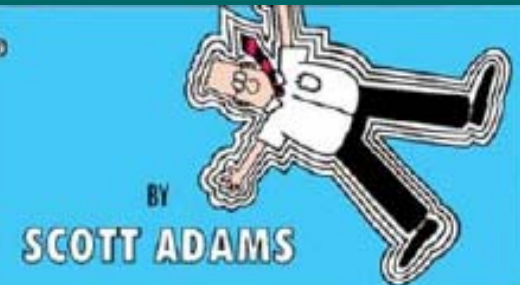
The New York Times

By Kelly Holland

June 22, 2008



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Habit is habit and not to be flung out of
the window by any man, but coaxed
downstairs a step at a time.

---Mark Twain