

# “Behavioral Health & Wellness”

## Management of :

- MHSA benefits,
- EAP counseling
- organizational services
- work/life programs
- disease management
- population-based health and wellness.

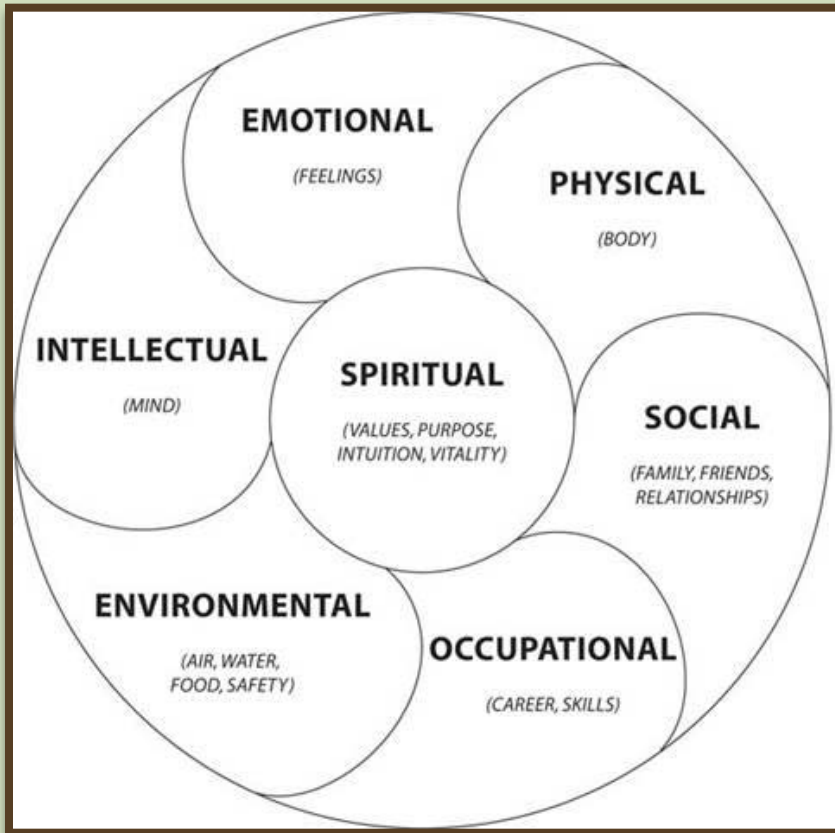
- Speaking as an expert in your area of practice, what are the critical changes that would have a transformational effect on the quality and value of behavioral health and wellness services? (Meeting theme question – all sessions)
- If our goal is to ultimately help people change and lead healthier lives, what are the initiatives that will be most important?
- Since we have limited resources, what are our best bets for improving health and wellness?
- What new technologies will transform how the industry evolves?

**This session will focus on the following questions:**

- What is Wellness?
- The Power of the Trusted Clinician
  - Engagement & Retention
  - Navigating the System for/with Consumers
- Two Advantaged Settings:
  - Retail-based
  - Workplace Health Centers
- Moving to Population Health Excellence™
- The Emerging Health & Productivity Movement



## Today's Discussion



- **Social**
- **Physical**
- **Emotional**
- **Career**
- **Intellectual**
- **Environmental**
- **Spiritual**

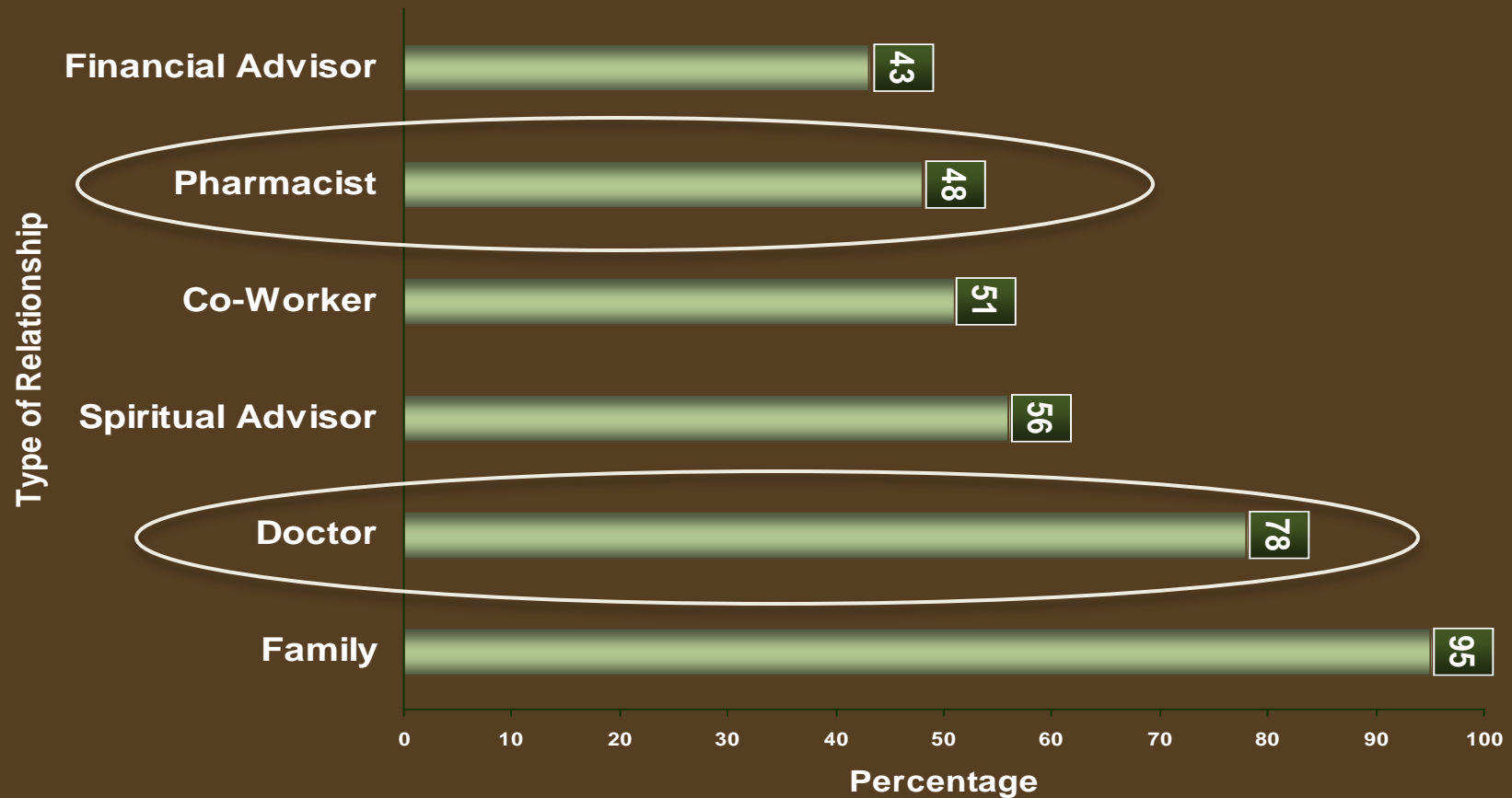


Source: <http://www.undstudenthealth.com>

Swenson, John A., M.D.

# Seven Dimensions of Wellness

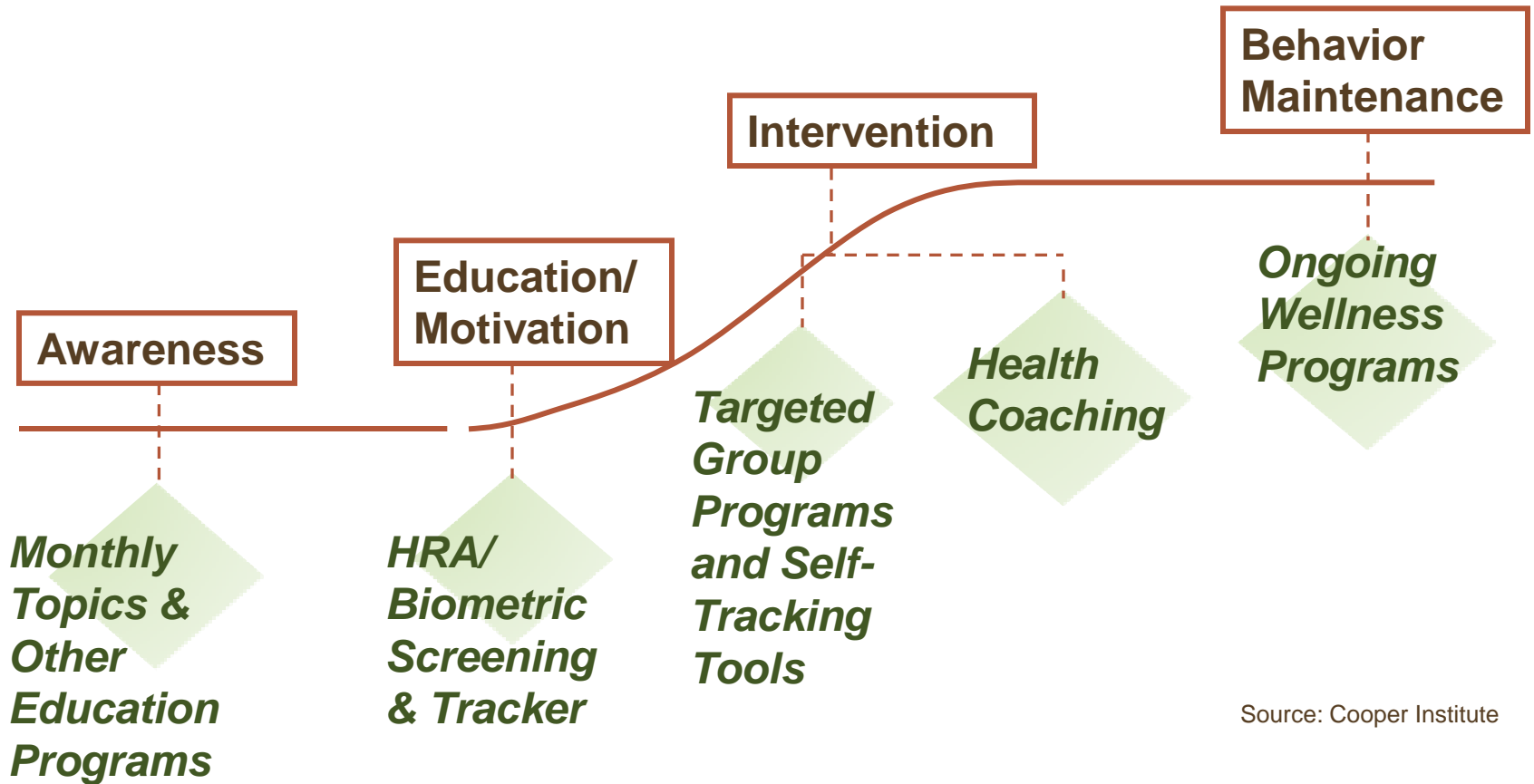
## Rating of Relationships



Source: Magee, J., *Relationship Based health Care in the United States, United Kingdom, Canada, Germany, South Africa and Japan. 2003*

# Wellness Program Phases

ENGAGE → EDUCATE → MOTIVATE → ACTIVATE



Source: Cooper Institute

Low Intensity



High Intensity

## Even Presidents Can Benefit From the Guidance of Trusted Clinicians - *President Clinton Could Have Used Better Guidance!*

- Higher Quality Lowers Cost
- Many Consumers Do Not Realize the Some Doctors/Hospitals Better Than Others
- Pareto Rule : 20% of Covered Lives Spend 80% of the Dollars and Have Choices
- By Steering to High Performance Providers, Costs Will Decrease and Quality Will Increase



<u>Hospital</u>	<u>Risk-Adjusted Mortality Rate (RAMR)</u>
Beth Israel	2.67
Columbia Presbyterian	3.93*
Lenox Hill	2.26
Mount Sinai	2.81
NYU Hospitals Center	1.95
Weil Cornell – NYP	0.95*
Westchester Medical Center	3.27

<u>Surgeon</u>	<u>RAMR</u>
State Total	2.25
Smith, C	4.15

\*Statistically Significant

Source: 1999 – 2001 NY State Hospital and Surgeon Outcomes Report

### *Bill Clinton to have scar tissue removed*

Six months after undergoing heart bypass surgery, former US President Clinton will return to the hospital this week to have a rare buildup of fluid and scar tissue removed from his chest.

## Primary

- Lifestyle Change
- Immunizations
- Seat Belts

## Secondary

- Compliance with guidelines
- Screenings
  - Cancer
  - Blood pressure
  - Cholesterol

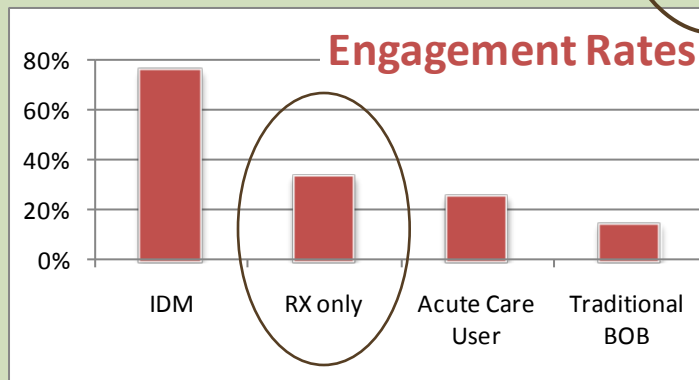
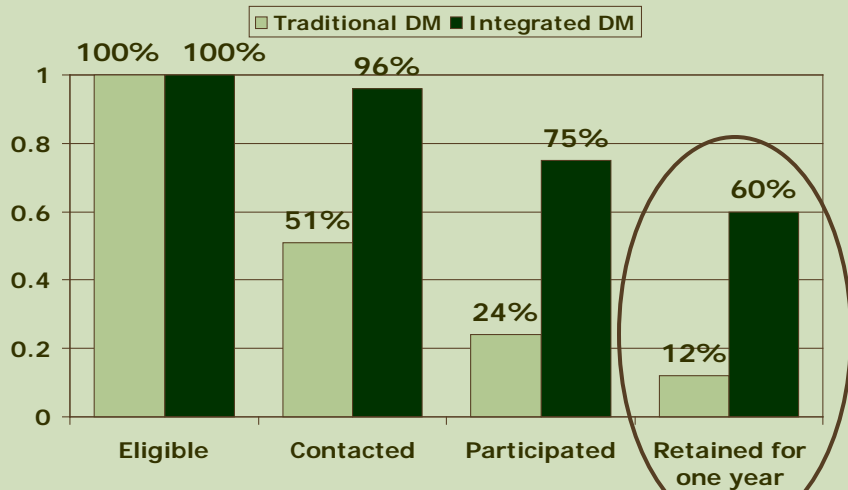
## Tertiary

- Compliance with Care
- Disease Management



# The Trusted Clinician's Focus: 3 Levels of Wellness





- Peer – reviewed publication
- DMAA best article of 2007
- Improved engagement & retention rates with integrated program

- Engagement rate related to depth of relationship
- Proven research influencing the marketplace
- Retention rate article will be in October issue of JPHM

# The Power of The Trusted Clinician

Higher rates of engagement & retention

Healthy (Unknown)	At Risk	Acute / Episodic	Chronically Ill	Catastrophic
<ul style="list-style-type: none"> <li>• HRA/ Biometric Testing and Administration</li> <li>• Lunch and Learns</li> <li>• Immunizations</li> <li>• Screenings</li> </ul>	<ul style="list-style-type: none"> <li>• Health Coaching</li> <li>• Patient Education</li> <li>• Program Management</li> <li>• Health Advocacy</li> </ul>	<ul style="list-style-type: none"> <li>• Scheduled/ Walk-in Visits</li> <li>• Emergency Responses</li> <li>• Referral Management</li> <li>• Pharmacy Care Management</li> </ul>	<ul style="list-style-type: none"> <li>• On-Site Disease Management</li> <li>• Integrated DM</li> <li>• Health Coaching</li> <li>• Patient Education</li> <li>• Referral Management</li> <li>• Pharmacy Care Management</li> </ul>	<ul style="list-style-type: none"> <li>• Emergency Response</li> <li>• Case Management</li> <li>• Pharmacy Care Management</li> <li>• Rehabilitation Management</li> </ul>
<b>Face to Face with Trusted Clinicians</b>				
Telephonic Coaching & Care Management				
Provider / Member Portal Content & Tools				

# Population Health Management Approach

### **Illness**

Drug Management  
Behavioral Health  
Disease/Case Management

### **Wellness**

Screenings  
Immunizations  
Health Coaching  
Health Assessment

### **Managing the Medical Community**

Specialists  
Tests  
Hospitals  
Treatment Options



### **Fitness**

Work Readiness  
Ergonomics  
Work Hardening  
Return to Work

### **Environment**

Smoking Ban  
Traditional Occ Health  
Safe Workplace  
Cafeteria



## **The Promise of a Medical Home: Integrating Care by "Trusted Clinicians"**

# Total Health Related Costs to Employer

- **DIRECT**

- Medical 22%
- Disability 4%

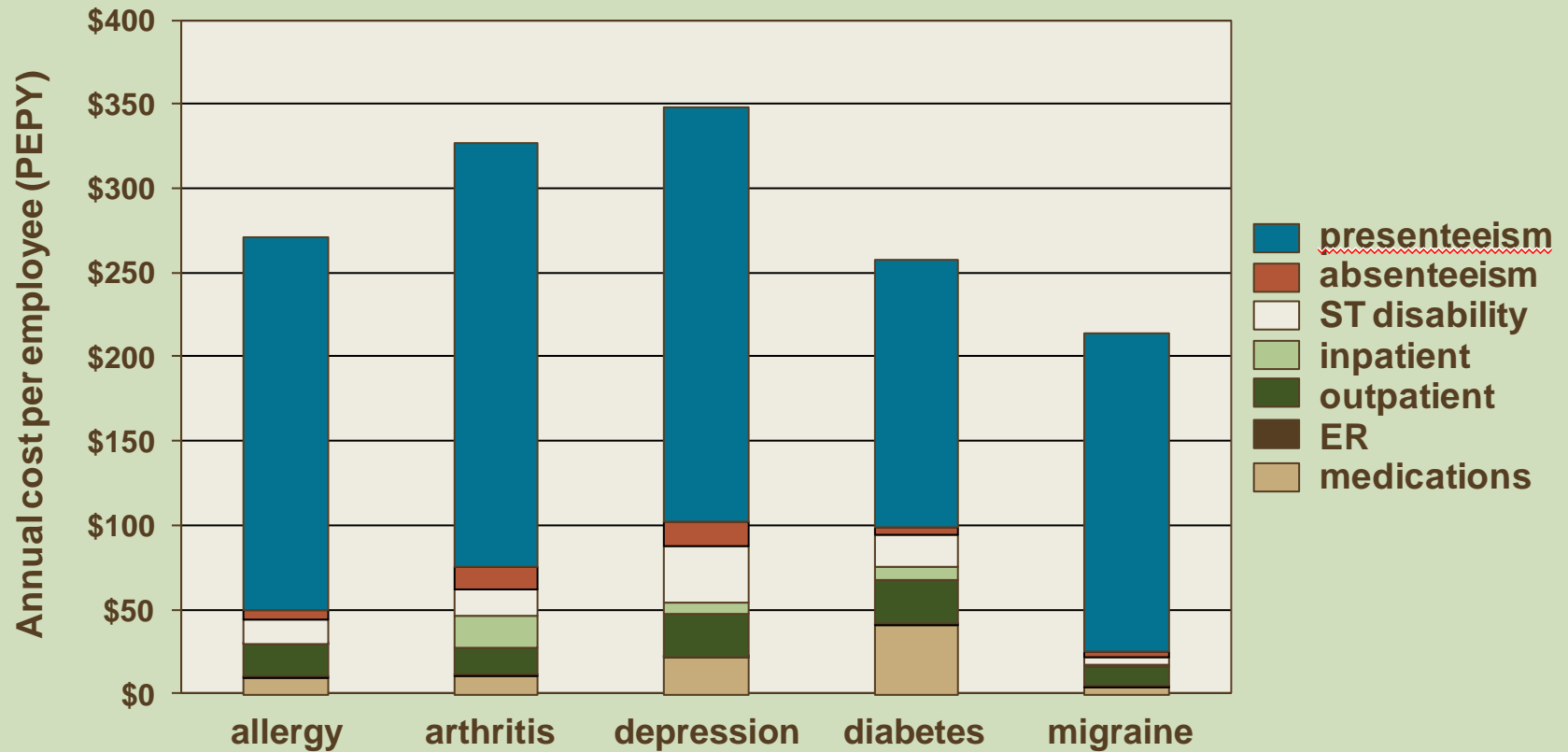
- **LOST PRODUCTIVITY**

**74%**



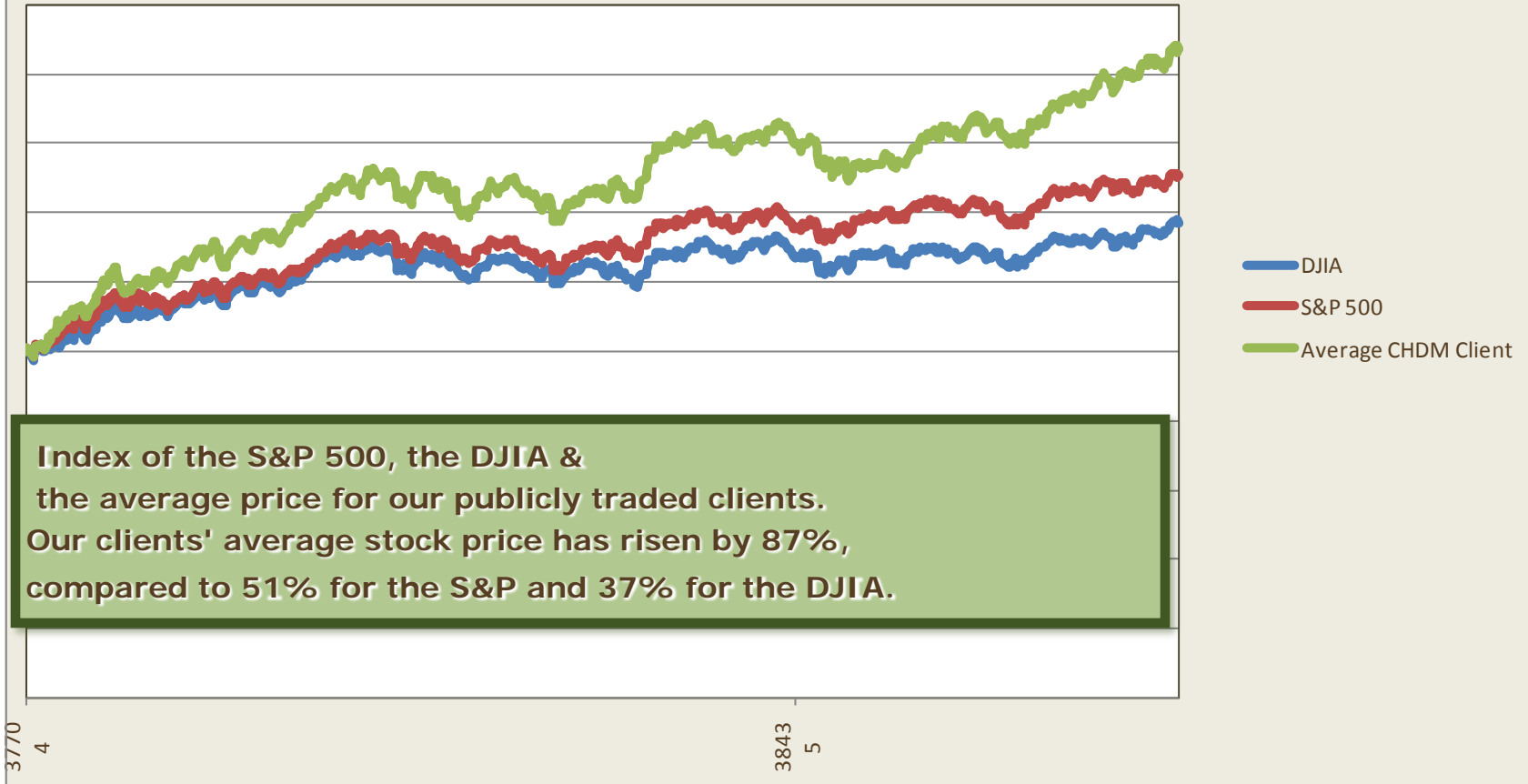
# The Total Cost of Illness

Goetzel, et al. JOEM 2004



# A Healthy Workforce is a Competitive Advantage

## CHD Meridian Clients Compared to Major Stock Indices



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## Today's Discussion

Speaking as an expert in your area of practice, what are the critical changes that would have a transformational effect on the quality and value of behavioral health and wellness services?  
(Meeting theme question – all sessions)

- Wellness over Illness
- Prevention over Treatment
- Thoughtful Primary Care over Specialty procedures
- Health as an investment not a cost

## Question 1



If our goal is to ultimately help people change and lead healthier lives, what are the initiatives that will be most important?

- Leveraging the trusted clinician
- Using technology to foster this relationship
  - Patient Relationship Management is the “gooey” interface between EMR & PHR
- Creating a Culture of Health
  - Fitness
  - Wellness
  - Resiliency
  - Prevention
  - Population Health

## Question 2

Since we have limited resources, what are our best bets for improving health and wellness?

- Utilize broad range of providers
  - Physicians
  - Pharmacists
  - Therapists
  - Coaches
  - Nurses
- Primary Behavioral Health
  - Clergy
  - Bartenders
  - Hairdressers
  - Taxi drivers

## Question 3

What new technologies will transform how the industry evolves?

- Genomics
  - personalized medicine
- Electronic Platform
  - EMR – PRMS – PHR
- Informatics
  - Real-time individual & population based data
  - Dashboard assessments
- Electronics
  - Home monitoring
  - Bio-feedback
  - Teachable moment assessments
- Financial
  - Health Spending accounts
  - Earn upgrades in coverage
- New Mandates & Approaches to Benefits
  - prerequisite behaviors for coverage
  - Value-based benefit design
- Culture of Health

## Question 4