



# Business Engagement in Community Population Health



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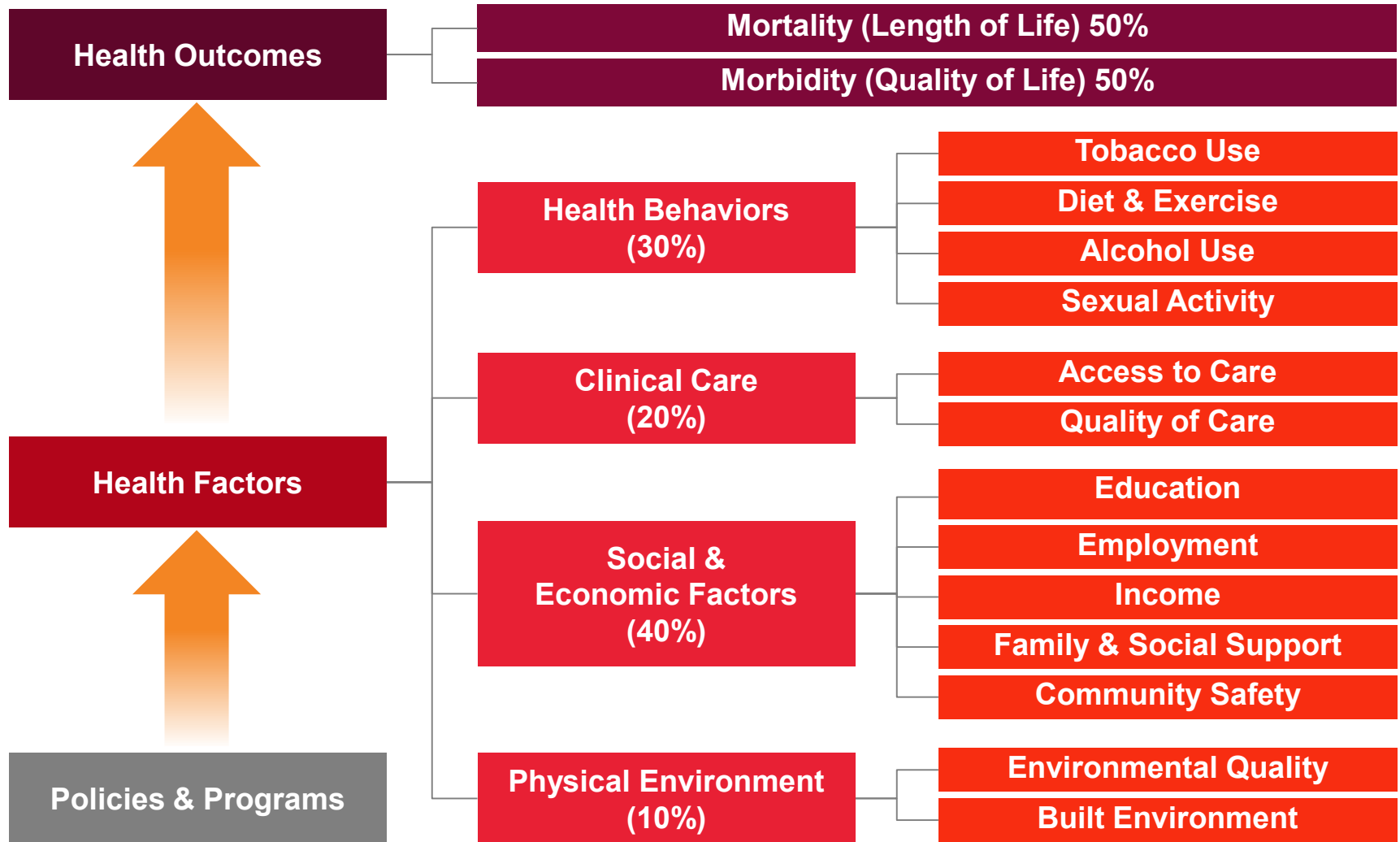
IOM Workshop  
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# Overview

- Business priorities and health
  - Macro-economic perspective
  - Corporate priorities
- Dow Corporate Health Strategy
  - Community engagement example



# What Creates Health?



County Health Rankings model ©2012 UWPHI



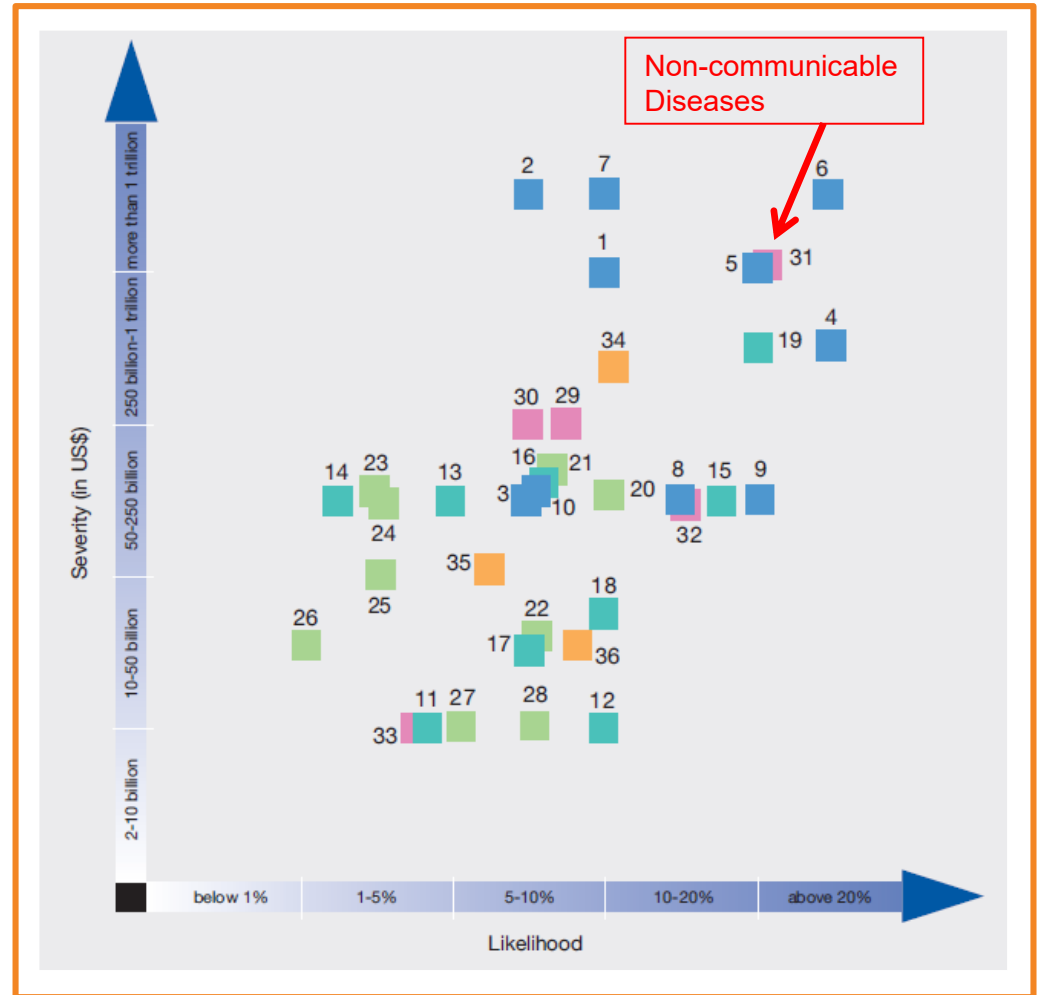
# World Economic Forum

## Global Risks

### Landscape 2010: Likelihood with Severity by Economic Loss

Non-communicable diseases are strongly connected to other global risks: fiscal crises; underinvestment in infrastructure; food, water and energy security.

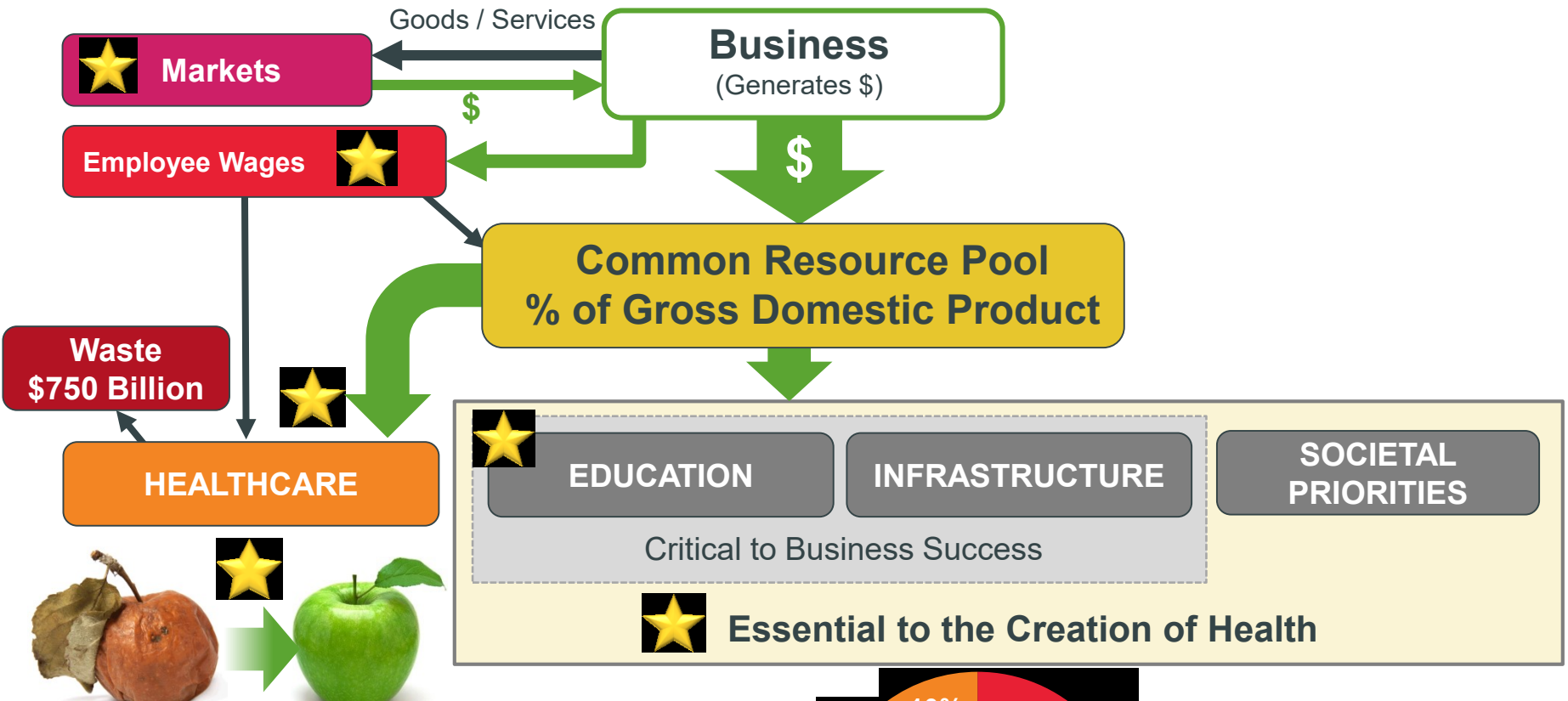
The mobilization of social forces and people outside of health systems is critical as it is clear that chronic diseases are affecting social and economic capital globally.



Source: World Economic Forum 2010

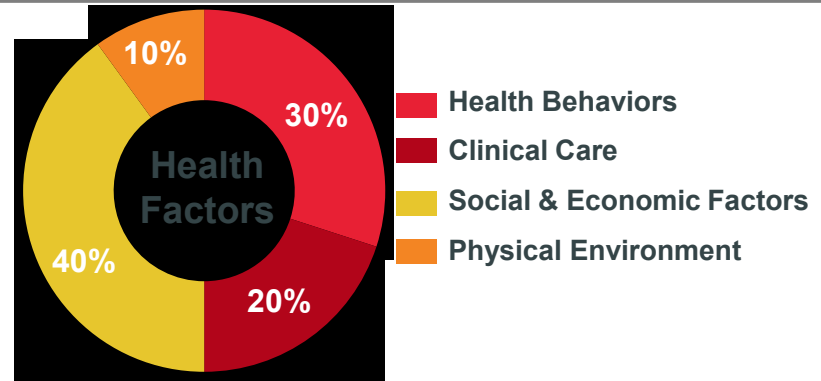


# Macro Economic Concept Model



## Positive Health Outcomes

- Performance and Productivity
- Safety
- Attract and Retain Talent
- Engagement and Satisfaction
- Sustainability and Reputation



# Business Case for the Dow Health Strategy

- Large spend
- Inflation > CPI
- High waste
- Prevention can make an impact
- Legislative and regulatory activity in this arena is robust
- **Well designed health strategy elements can advance other company priorities of sustainability, safety, manufacturing reliability, employee performance, engagement, attract and retain talent, and reputation**



# The Dow Health Strategy

**Vision:** *We optimize health, human performance, and the long-term value for Dow*

Prevention

Quality &  
Effectiveness

Health Care  
System  
Management

Advocacy

Progress faster and further with community focus beyond worksite



# Engage the Power of Allies – Collaborate

## COLLECTIVE IMPACT

Take Action





# Community Profile Toolkit

- Strategic priorities and value
- Publicly available data sources and benchmarks
  - County Health Rankings
  - Commonwealth Fund
  - Leapfrog
  - Gallup/ Healthways Wellbeing Index
  - Why Not the Best
  - Other state and local data
- “Top Five”
- Evidence-based interventions
- Illustrate key actions by department / function / individual



# ■ Connections for US and Our Communities

## Alignment of Insightful actions

- Philanthropy
- Leadership roles in communities – informed and optimal action
- Community Advisory Panels
- Advocacy; federal, state and local
- Support and participation in multi-stakeholder community work – MiHIA (Michigan Health Information Alliance)
- Employee, family and retiree health efforts
- Volunteerism initiatives



# Summary

- The Business Case is broad and strong
  - Macro-economic concept
  - Corporate priorities and strategic alignment
- Insightful and effective action is possible
- Opportunity for high value actions

