

population health management

the road map
to business success

If controlling health care cost increases were easy, we wouldn't be experiencing the fourth year of double-digit inflation. These increases come on top of unprecedented employee cost shifting—employee contributions have risen while plan designs have been cut back. At VFBC, we have the tools to help you take control of employee health care costs.



According to the Center for Disease Control and Prevention, 50% of people with chronic diseases do not comply with their treatment plan, resulting in disease progression and increased use of health care resources. The CDC also notes that **chronic conditions account for 70% of deaths, 50% of health care costs, and \$234 billion in productivity losses each year.**

There are many health problems that tax the system due to avoidable causes. According to a new study conducted jointly by the CDC and Journal of the American Medical Association:

- Obesity and physical inactivity were the leading causes of 400,000 deaths in the United States in 2000, while 435,000 deaths were attributed to tobacco. More than a third of deaths in America each year are related to smoking, poor eating habits and physical inactivity.
- Deaths due to lack of physical activity and poor diet increased more than 33% to 400,000 in the past decade.

By making health promotion a primary health care goal, preventable costs will become exactly that: **prevented.**

There is a broad spectrum of health promotion goals that employers can initiate for their employees. These goals range from simply keeping the healthy, healthy by providing health awareness tools, to engaging the “high utilizers” in chronic condition education and disease management programs coupled with appropriate acute care services.

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The World Health Organization defines Health Promotion as the process of enabling people to improve and increase control over their health. There are a few very important considerations that will allow you to maximize your return on investment for health promotion:

- Create a multi-disciplinary task force with strong senior management support.
- Evaluate and prioritize current health promotion opportunities.
- Create metrics of success—these should be measurements that are easy to obtain and correlate to medical cost savings, absence reduction, and productivity increases.
- Motivate and empower employees to change.
- Create a comprehensive and easy to understand communication campaign.
- Protect confidentiality of data and ensure employees on safeguards and compliance with national health information protection guidelines.

Our Strategy at VFBC

- Analyze claims data—how many of your employees are not getting preventive services or adequate chronic condition management?
- Develop effective program design and project management.
- Procure best in class vendors and guarantees.
- Design effective communications.
- Identify and Promote appropriate behaviors.
- Measure savings and refine program parameters.

Employers can create a substantial competitive advantage through a culture that produces healthy, happy, and productive employees.

By investing time and energy into promoting your employees' health, instead of simply reacting to the increased health costs, you will save money...and people.



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