

Employee Health Promotion

Opportunity and Challenge for Massachusetts

An executive roundtable



New England Healthcare Institute

AstraZeneca Corporation – Waltham, MA
April 30, 2010

Support for this event is provided by



Agenda

AstraZeneca Corporation – Waltham, MA
8:00 AM – 11:30 AM

Continental Breakfast

8:00 AM

Welcome

8:30 AM

*John Hennessy, Executive Director and General Manager, AstraZeneca
Valerie Fleishman, Executive Director, NEHI*

Evaluating Worksite Health Promotion Programs: Are They Cost-Beneficial?

8:35 AM

*Ron Z. Goetzel, PhD, VP of Consulting & Applied Research, Thomson Reuters,
and Director, Emory University, Institute for Health and Productivity Studies*

Break

9:45 AM

Employee Health Promotion in Massachusetts: Federal and State Regulatory Landscape

10:00 AM

Tom Hubbard, Senior Program Director, NEHI

Panel Discussion

10:10 AM

*Moderated by Phyllis Yale, Partner, Bain & Company,
and Director, Employers Action Coalition on Healthcare (EACH)*

Audience Q&A

11:00 AM

Closing Remarks

11:30 AM

Valerie Fleishman, Executive Director, NEHI

Presenters

Ron Z. Goetzel, PhD

*Research Professor and Director, Emory University, Institute for Health and Productivity Studies
Vice President of Consulting and Applied Research, Thomson Reuters*



Ron Z. Goetzel, PhD, is the Director of the Emory University Institute for Health and Productivity Studies (IHPS) and Vice President of Consulting and Applied Research for Thomson Reuters. Dr. Goetzel is a nationally recognized and widely published expert in health and productivity management (HPM), return-on-investment (ROI), program evaluation and outcomes research.

Over the past 20 years, Dr. Goetzel's work has focused on several large-scale evaluations of health promotion, disease prevention, and disease management programs. He is Principal Investigator (PI) for Medicare's Senior Risk Reduction Demonstration (SRRD) and New Opportunities for Healthy Aging in Medicare (NOHAM) initiatives. He also serves as PI for the Federal Employee Worksite Health and Wellness Initiative administered by the Office of Personnel Management (OPM). Dr. Goetzel is PI for, among others, a project sponsored by the National Heart, Lung and Blood Institute (NHLBI) focused on obesity prevention at the workplace.

Dr. Goetzel earned his doctorate in organizational and administrative studies and his MA in applied social psychology from New York University and a BS in psychology from the City College of New York.

Tom Hubbard

Senior Program Director, New England Healthcare Institute



Tom Hubbard's principal work at NEHI focuses on the role of healthcare in economic development in Massachusetts. Mr. Hubbard's work in healthcare policy with NEHI helps to transform healthcare by highlighting the benefits of rewarding prevention and improving care of chronic conditions.

Mr. Hubbard came to NEHI after seven years at the Massachusetts Technology Collaborative (MTC), where he led industry-focused projects and supervised the annual publication of the MTC Index of the Massachusetts Innovation Economy. His work has included supervising the I-495 Technology Corridor Partnership, an industry-municipal collaboration on growth, and leading projects on broadband deployment, federal research funding advocacy and nanotechnology. Previously, Mr. Hubbard served as Executive Assistant for Economic Affairs to U.S. Senator John Kerry, as Deputy Director of Development for Massachusetts Governor Michael Dukakis and as Director of Community Development and Planning for the City of Gardner, Massachusetts. He is a graduate of Harvard

College and holds a Masters in Public Policy from Harvard's Kennedy School of Government.

Discussion Facilitator

Phyllis Yale

Partner, Bain & Company

Director, Employers Action Coalition on Healthcare (EACH)



Phyllis Yale is a partner in Bain & Company's Boston office. She joined the firm in 1982, was elected to the partnership in 1987, and has been a leader in building Bain's health care practice for over 25 years.

Over her career, Ms. Yale has led work with clients on issues including competitive strategy development, marketing strategy implementation, cost/quality management, and mergers and acquisitions. She works with health care payers and providers, including the full continuum of care from academic medical centers to home health care. Ms. Yale also frequently advises the world's leading private equity firms on their investments in the health care sector.

Prior to joining Bain, Ms. Yale was a commercial lending officer at Citibank. She earned an MBA from Harvard Business School with honors and is a graduate of Harvard and Radcliffe Colleges where she received a Bachelor of Arts degree in Economics magna cum laude.

Panelists

Dena Broderick, RN

Vice President of Clinical Programs and Development, Tufts Health Plan



Dena Broderick is responsible for all current care management programs and clinical program development at Tufts Health Plan. She leads the clinical team responsible for individual member and employer group health and wellness programs.

Ms. Broderick came to Tufts Health Plan in 1995 following an 11-year career in nursing and administration. She has held multiple positions in several areas of Tufts Health Plan including information services and clinical services. Ms. Broderick is a registered nurse and received her master's degree in administration from the University of Massachusetts.

Panelists

Marie Chalmers

Principal, Advisory Enterprise Market Leader, Mercer Health & Benefits



Marie Chalmers joined Mercer in May 2006 as the Enterprise Practice Leader, responsible for overseeing the marketing and account management of this segment in the New England region. Prior to joining Mercer she was at Aon Consulting for two years in a Business Development role. Before moving to the consulting side of the business, Marie was with New England Financial for 28 years where she was the Regional Marketing Director for the New England Employee Benefit Office. She held this role for 12 years and was responsible for overseeing the sales, marketing and account management of ancillary, health, and 401(k) plans for over 300 clients.

Ms. Chalmers' areas of expertise include strategic employee benefits planning; renewal analysis, financial and plan design implementation strategy; sales and account executive team management; and marketing, financial analysis and negotiation with insurance carriers.

Judith Frampton, RN, MBA

Vice President of Medical Management, Harvard Pilgrim Health Care



Judith Frampton, RN, MBA, leads strategy and design for Harvard Pilgrim's population health improvement efforts, including disease management, preventive health, and the use of innovative approaches to better anticipate future health risks across Harvard Pilgrim's diverse membership.

In 2008, Ms. Frampton was named one of 25 national leaders in disease management by Managed Healthcare Executive for her "commitment, results, innovation, and thought leadership." Frampton sits on the advisory board of Primary Source, a non-profit organization which promotes history and humanities education, connecting educators to people and cultures throughout the world and providing learning opportunities and curriculum resources for K-12 educators.

She has authored scholarly works as well as articles published in leading health care journals, and is a frequent speaker at health care conferences and meetings of professional organizations and clinical groups.

Panelists

Kerry Hands

Vice President, Small Business Solutions, The Bostonian Group



Kerry Hands brings over 17 years of consulting experience in the employee benefits field to clients. She provides strategic advice and consulting expertise to develop comprehensive, cost effective employee benefit programs. Specifically, she works with clients in areas such as plan design, funding and cost containment for group medical, dental, life & disability, programs as well as flexible benefits, business travel accident and outsourcing services. Ms. Hands is also responsible for identifying and nurturing strategic relationships for the firm. Her prior experience included new business development and client service with InterNational Insurance Group, Salem Insurance and US Healthcare. She holds a Bachelor of Arts degree from Depauw University. Ms. Hands is a Licensed Insurance Advisor (LIA), Certified Employee Benefit Specialist (CEBS) and is a licensed Massachusetts Life and Health Insurance Broker. Kerry also sits on the board of the Smaller Business Association of New England (SBANE).

Specializing in managing employee benefit programs for groups with fewer than 150 lives, Bostonian Group's Small Business Solutions practice works with clients to help support their business goals and objectives.

Thomas C. Hawkins, MD, SM

Medical Director for Health Informatics, Blue Cross Blue Shield of Massachusetts



Dr. Hawkins is the Blue Cross Blue Shield of Massachusetts Medical Director for Health Informatics. He is responsible for clinical development and presentation of Health Informatics, providing employer customers with population-based reporting linking financial, utilization, and clinical data, and data-driven suggestions for health management and prevention interventions.

Dr. Hawkins primary experience is in developing, and helping employers act on, comparative cost and quality data, and understanding their perspective – including 6 years as the New England Federal Reserve Bank's Medical Director. At Harvard Pilgrim Health Care for 20 years, Dr. Hawkins was the

Director, eHealth Strategy and Associate Medical Director for Employer Health Programs. As a board certified Internist, Dr. Hawkins practiced primary care for 11 years in Peabody and at the Beverly Hospital, and is a Clinical Instructor at Harvard Medical School in Population Health and Clinical Epidemiology, with a masters in Health Policy and Management from the Harvard School of Public Health.

Panelists

Alan G. Macdonald

Executive Director, Massachusetts Business Roundtable



Alan G. Macdonald is the executive director of the Massachusetts Business Roundtable (MBR), a not-for-profit organization of seventy leading executives of major Massachusetts enterprises.

Mr. Macdonald also served for ten years as the Manager of State Government Relations for General Electric Company in Massachusetts and in other New England states. From 1969 to 1975, Macdonald was an Assistant Attorney General for Massachusetts, working primarily in the areas of environmental law and criminal law enforcement.

Mr. Macdonald is a Trustee of the Winchester Savings Bank; a Director of the Massachusetts Business Development Corporation; an officer of Hallmark Health Corporation, a community hospital in Medford, Melrose, Wakefield and Malden; Chairman of the Massachusetts eHealth Collaborative; Director of several non-profit organizations; and twice past Chairman of the Board of Selectmen in Winchester.

Eileen P. McAnneny

Senior Vice President of Government Affairs, Associated Industries of Massachusetts (A.I.M.)



Eileen P. McAnneny advocates on Beacon Hill for A.I.M.'s legislative agenda and areas of general interest and concern to the employer community. In addition, she is primarily responsible for all health care and taxation matters, in both the legislative and regulatory arenas and staffs the A.I.M. members' Taxation and Health Care Committees.

Ms. McAnneny was very involved in the health care reform law in Massachusetts, negotiating with lawmakers on behalf of employers prior to enactment and with regulatory agencies since its passage, in addition to educating businesses of their new responsibilities. Representing the employer community, she testified before the United States Senate when Congress was considering federal health care reform

Eileen graduated with honors from Tufts University with a Bachelor of Arts degree in Political Science. She received her law degree with honors from Suffolk University Law School in 1993.

Panelists

Lynn Nicholas, FACHE

President and CEO, Massachusetts Hospital Association



Lynn Nicholas, FACHE joined the Massachusetts Hospital Association as President and CEO in August 2007 bringing more than 30 years of hospital and association experience, from New Jersey to Louisiana to Washington, D.C. As MHA's CEO, Lynn is responsible for leading advocacy, education and other services for MHA's 90 hospital- and-health-system members.

Before her appointment to MHA, Ms. Nicholas led the American Diabetes Association, the leading non-profit health organization dedicated to curing and treating diabetes. She provides leadership on policy, strategy and advocacy, and is recognized as an articulate spokesperson on behalf of hospitals and their mission to care for patients and the communities they serve.

Ms. Nicholas earned a master's degree in management, with a concentration in health care administration, from Central Michigan University in 1983. A native of Tennessee, she holds a B.S. in medical technology from Tennessee Wesleyan College.

Upcoming NEHI Events

Comparative Effectiveness Research: Application and Dissemination

July 2010
Washington, DC

Innovators in Health Awards: Forum and Reception

October 27, 2010
4:00pm – 8:00pm
Colonnade Hotel, Boston

To register, visit www.nehi.net/events

NEHI Member Organizations

ABIOMED, Inc.
AdvaMed
Alkermes, Inc.
American Cancer Society-New England
Amgen Inc.
AstraZeneca Pharmaceuticals LP
Baxter Healthcare Corporation
Bayer Health Care, LLC
BD (Becton, Dickinson and Company)
Biotechnology Industry Organization
Blue Cross Blue Shield of Massachusetts
Boston University School of Medicine
California Healthcare Institute
Care Management Technologies
Caritas Christi Health Care
Cubist Pharmaceuticals
Deloitte LLP
DePuy Mitek, Inc.
Eliza Corporation
EMC Corporation
EMD Serono, Inc.
Ernst & Young, LLP
FirstJensenGroup
Foley Hoag, LLP
Genzyme Corporation
GlaxoSmithKline
Greater Boston Chamber of Commerce
Harvard Medical School
Harvard Pilgrim Health Care
Harvard Stem Cell Institute
Harvard Vanguard Medical Associates
IMS Health
Joslin Diabetes Center

King & Spalding, LLP
Massachusetts Biotechnology Council
Massachusetts Hospital Association
Massachusetts Medical Society

Masspro
Massachusetts Council of Community
Hospitals
Massachusetts Technology Collaborative
McKinsey & Company
Merck & Co., Inc.
National Community Pharmacists Association
National Consumer League
National Organization for Rare Disorders
National Pharmaceutical Council
Navigenics, Inc.
New England Council
Novartis Vaccines & Diagnostics
Novo Nordisk Inc.
Organogenesis Inc.
Oxford Bioscience Partners
PAREXEL International, Inc.
Partners HealthCare System
Philips Healthcare
PhRMA
Pitney Bowes, Inc.
PricewaterhouseCoopers, LLP
Randstad USA
Sanofi-Aventis
SironaHealth
Take Care Health Systems
Tufts Center for the Study of Drug
Development

*For membership information, please contact **Judy Ozburn**
at jozburn@nehi.net or 617-225-0857*

Tufts Health Plan
Tufts University School of Medicine
University of Connecticut Health Center
University of Massachusetts Medical
School

Verisk Health
Vertex Pharmaceuticals
WellPoint, Inc.
Worcester Polytechnic Institute

Notes



New England Healthcare Institute
One Broadway, Twelfth Floor
Cambridge, MA 02142
t: 617 225 0857 f: 617 225 9025
www.nehi.net