Prevention

Prevention. And prevention is an educational phenomena," he said.

Dr. Eagan, a graduate of Albany Medical College, joined M. ayo Clinic in 1973 after completing a postdoctoral fellowship in oncology at D. artmouth Medical School. He served 21 years as a consultant in medical oncology at the clinic and also taught at the M. ayo Medical School, the last 11 years as a professor of oncology.

Upon arriving at St. Joseph, Dr. Eagan quickly embraced the tenets of marketing to develop new educational outreach to both the general public and to primary care physicians. Aspired as a physician, he is also a committed team player.

"To do what I do, you have to be a part of a system. That’s why I chose to discontinue actual clinical practice, and why the hospital chose to employ someone to do the service I provide," he said. "Strategically, our first concern is early detection, followed by prevention. And one of our main goals is to get as much information as we can into the primary care office."

"More and more care is going through primary care physicians. We want to educate those physicians in the best way to practice sub-specialty medicine. We want to make sure that patients in our area are going to doctors who can handle their needs."

Most physicians like the education component, said Dr. Eagan, but some balk at the time it takes to talk with patients. One advantage with Healthy Habits is that people can take the booklet home, study it at their leisure, and make optimum use of physicians’ time by asking more informed, follow-up questions.

By educating patients, said Dr. Eagan, physicians can greatly increase their effectiveness in preventing illnesses. And that makes it important for primary care physicians to take care of patients and provide education, then his or her role will be more secure," he said. "In all systems, the numbers of players are going to change. How we build our programs now is going to have a big influence on what happens next."

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Noted Physician Switches Gears: “The Answer is Prevention”

Dr. Robert Eagan, a distinguished consultant and professor at M. ayo Clinic and M. ayo M. edical School for more than two decades, has joined a new home run system to accelerate the fight against cancer. The Health education marketing system—

A noted authority on lung cancer, Dr. Eagan left M. ayo Clinic in 1994 to become medical director of the Regional Cancer Center at St. Joseph Hospital, Orange, Calif.

There, he has become a leading advocate for early detection and prevention programs, using such programs as Healthy Habits — and the Healthy Habits Health risk assessment — to increase public awareness about cancer. His new focus is grounded in his belief in a community education programs each year and also works closely with its 350 primary care physicians to promote early detection and patient education.

Working under a system of service lines marketing, Dr. Eagan uses Healthy Habits to bring in a variety of settings — as a handout at public events, as a guide for doctors and patients, and as a marketing tool in consulting with providers, payors and corporate clients. The center also markets hundreds of Healthy Habits health risk assessment each year at health fairs and other public events with follow-up testing as needed.

Still, he is searching for even more ways to market the wellness message. Most recently, Dr. Eagan has proposed obtaining exclusive rights to The Heart Diet. He then slightly modifying it to become a “cancer diet” offering the same recipes and wellness information to an entirely new target population.

“When you deal with the end stages of a disease like cancer, with a few exceptions we haven’t seen a lot of advances in the workplace. Healthy Habits carries a powerful message of wellness. Most people can change their risk factors. Healthy Habits, A Family Guide to Help Prevent Cancer, is a comprehensive wellness program that shows people how to take action against cancer. Used by physicans, hospitals and payors across the country, the 32-page guide educates people to move beyond their fear of cancer to take positive steps toward a healthier lifestyle. The customized booklet includes action checklists, screening guidelines, a family health history chart, and detailed information about the symptoms, trends and risk factors of the seven most common cancers. The information is easy to use, and easy to understand. Premiums that can be paired with the booklet include a "10 H. Healthy Habits" magnetized message board, and a customized poster. A Healthy Habits Risk Assessment is also available. For more information on how you can obtain Healthy Habits, A Family Guide to Help Prevent Cancer, contact Dr. Eagan’s office at 1-800-833-5755. Better Health, Starting Now

Recent studies show that as many as 80 percent of all cancers are preventable through our daily lifestyle — at home and in the workplace. Healthy Habits carries a powerful message of wellness. Most people can change their risk factors. Healthy Habits, A Family Guide to Help Prevent Cancer, is a comprehensive wellness program that shows people how to take action against cancer. Used by physicians, hospitals and payors across the country, the 32-page guide educates people to move beyond their fear of cancer to take positive steps toward a healthier lifestyle. The customized booklet includes action checklists, screening guidelines, a family health history chart, and detailed information about the symptoms, trends and risk factors of the seven most common cancers. The information is easy to use, and easy to understand. Premiums that can be paired with the booklet include a “10 H. Healthy Habits” magnetized message board, and a customized poster. A Healthy Habits Risk Assessment is also available. For more information on how you can obtain Healthy Habits, A Family Guide to Help Prevent Cancer, contact Dr. Eagan’s office at 1-800-833-5755.
Partners in Prevention: In The Field

From the Desk of Susan Levy

President, HMS

...If you haven’t already done so, I urge you to take a few minutes to read our interview in this issue with our Chairman and CEO, Dr. Eagan. As a highly regarded cardiologist, his perspective on wellness is representative of our philosophy. To my mind, it’s also visionary. And it certainly helps add a brief postscript.

Nearly 10 years ago, I created a media campaign with a simple message for women on the importance of mammography. The ads featured a woman radiologist who later was criticized by her professional peers — and even the county medical society — for taking her message too far. She was in advertising.

Consider how dramatically our attitudes have changed. Mammography saves lives. And because of aggressive health education programs over the past decade, more and more women are surviving breast cancer, thanks to early detection.

Today, many physicians like Dr. Eagan are continuing this crusade — carrying the message of prevention into the community, into the workplace, and into the offices of primary care physicians and decision-makers within their own medical systems. What a welcome change.

...In the coming year, we will celebrate the 10th anniversary of The Heart Diet. It was a program that, from the very first, also set a new standard in our industry. When it was launched in 1987, clinicians were just beginning to underscore the link between diet and heart disease, and cholesterol screenings were considered cutting edge.

Now, The Heart Diet is the longest-running program of its kind in the nation. Even more, it is flourishing. Our Partners in Prevention network distributed more than 1.5 million booklets this year, building on its success with years of repeated use.

I think there is an important lesson in this. As health educators and strategists, we are always looking to stay one step ahead. And today, we are on the verge of some extremely exciting developments in health marketing, driven both by technology and by organizational shifts within the health care industry.

But, we should never abandon what we have. Our success in building healthier communities is based on perseverance, as well as innovation. Perhaps you have heard me say this before. But, just about the time we get weary of a promotion, that’s when the public typically begins to get the message. As a program builds, so does the message. I’m excited about what’s ahead in 1997.

The support from the PIP network, we built up our strongest product lines ever, with more to come. Just imagine looking back ten years from now, to see what we’ve accomplished. What a story! Of all, let’s live in the moment. It’s a challenging, fascinating place to be these days.

Partners in Prevention: Network News

Late Breaking News:

Providence General M edical Center, Everett, Wash., which created and launched the first Wellness Challenge in 1992, is delighted to report early findings documenting savings of $2 million in employee health care claims costs during the first four months of the program. The new PGM C study covering a period between 1992-95 compared with employees claims at nine other hospitals using the same benefits program but not involved with The Wellness Challenge:

• Among “wellness winners” at PGM C, the average cost of health care claims per employee, per month at PGM C declined by 10 percent, compared with employee claims at nine other hospitals using the same benefits program, but not involved with The Wellness Challenge; and

• Among “wellness winners” at PGM C, the average cost of workers’ compensation claims was $678.1 per employee during 1992-95, compared with $304.01 per employee for “nice try” participants, and $471.52 per employee for non-participants.

It Takes a Village

When it comes to building healthier communities, few towns are more well-connected — or aptly named — than Alliance, Ohio, a small industrial community of 25,000 just south of Akron. Conceived by the Alliance Community Hospital in 1992, the Wellness Challenge Program, partnered with two local employers — Alliance Alliance and the Alliance Challenge Program, partnered with two local employers — Alliance Alliance and the Alliance Challenge Program, partnered with two local employers — Alliance Alliance and the Alliance Challenge Program, partnered with two local employers — Alliance Alliance and the Alliance Challenge Program, partnered with two local employers — Alliance Alliance and the Alliance Challenge Program, partnered with two local employers — Alliance Alliance and the Alliance Challenge Program, partnered with two local employers — Alliance Alliance and the Alliance Challenge Program, partnered with two local employers — Alliance Alliance and the Alliance Challenge Program, partnered with two local employers — Alliance Alliance and the Alliance Challenge Program, partnered with two local employers — Alliance Alliance and the Alliance Challenge Program, partnered with two local employers — Alliance Alliance and the Alliance Challenge Program, partnered with two local employers — Alliance Alliance and the Alliance Challenge Program!...