Dr. Robert Eagan, a distinguished consultant and professor at Mayo Clinic and Mayo Medical School for more than two decades, has joined a new “system” to accelerate the fight against cancer. The health education marketing system.

A noted authority on lung cancer, Dr. Eagan left Mayo 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 experience.

Dr. Eagan’s specialty—lung cancer—is the deadliest of all cancers in the United States and one of the most preventable. Like all cancers, early detection is key to its treatment, and a healthy lifestyle is critical to its prevention.

“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 last 30 or 40 years,” said Dr. Eagan. “Most of the advances come in the early stages, in better detection, prevention and education. That’s where we can make a difference.”

Serving a market area of more than 1.5 million people just south of Los Angeles, St. Joseph Hospital sponsors hundreds of community education programs each year and also works closely with its 330 primary care physicians to promote early detection and patient education.

Working under a system of service line marketing, Dr. Eagan uses Healthy Habits in a variety of settings—as a handout at public events, as a guide for doctors and patients, and as a marketing tool in contracting with providers, payers and corporate clients. The center also conducts hundreds of Healthy Habits health risk assessments 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® then slightly modifying it to become a “cancer diet” offering the same recipes and wellness information to an entirely new target population.

“Diet is important because people can lower their risk for both heart disease and cancer with the same dietary changes. And heart disease and cancer are the biggest health problems we have today. If we can get that message out, we can make a tremendous impact,” he said.

Such changes will not happen overnight, said Dr. Eagan. But, if society as a whole is to improve

ORDER FORMS DUE JUNE 11
HEALTHY HABITS
BOOKLETS SHIPPED SEPTEMBER 15

ORDER FORMS DUE JUNE 13
HEART DIET
BOOKLETS SHIPPED AUGUST 15

ORDER FORMS DUE JUNE 11
HEALTHY KIDS, HEALTHY FAMILIES
BOOKLETS SHIPPED AUGUST 30

1997 HMS Roundtable
July 9-11, 1997
Bell Harbor Conference Center
Seattle, Wash.

As part of our travels nationwide, Susan Levy and HMS senior consultants are available to meet and speak with any group in your area, from business and community groups, to corporate clients, providers and insurance partners.

Across the country, HMS presentations have sparked new interest in programs managed by the Partners in Prevention network. Our purpose is to support your work, while spreading the message of prevention and wellness. To schedule a presentation, just give us a call at 1-800-833-5755.
I f you haven’t already done so, I urge you to take a few minutes to read our interview in this issue with Dr. Robert Eagan. As a highly regarded clinician, his perspective on wellness is especially revealing. To mind, it’s also visionary. Let me 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 feature 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 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 that crusade—carrying the message of prevention into the community, into the work place, and into the offices of primary care physicians and decision-makers within their own medical systems. What a tremendous difference. And what a welcome change!

In the coming year, we will celebrate the 10th anniversary of The Heart Diet—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 screening was considered an edge-cutting.

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 all of 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 healthy 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 2001. With the support from the PIP network, we have built our strongest product lines ever, with more to come. Just imagine looking back ten years from now, to what we have accomplished. But most of all, let’s live in the moment. It’s a challenging, fascinating place to be these days.

Getting to the Heart of Prevention

After ten years of unmatched success, The Heart Diet keeps getting better—millions of health-conscious consumers and for thousands of health care providers and strategists.

The Heart Diet shows people how to reduce their risk for heart disease through a better diet, nutrition, exercise and other simple changes in lifestyle. Our 10th anniversary edition also offers a new section on osteoporosis, and 15 pages of new recipes.

We’ve also made the program more flexible. Beginning this year, we’ve expanded options for customizing The Heart Diet to include special inserts ranging from 4 to 16 pages in length. Many hospitals are using the space to feature their cardiologists, primary care physicians and their own prevention messages. The possibilities are unlimited.

The current demand for the The Heart Diet in high, with more than 1.5 million booklets distributed during 1994—and nearly 1 million already on order for 2001. A health risk profile for women is also available to be paired with the booklet.

If you would like to explore owning exclusive rights to The Heart Diet in your service area, call HMS at 1-800-833-5755. A second printing of the 2001 booklet is planned next month.

Late Breaking News

Providence General Medical Center, Everett, Wash., which created and launched the first Wellness Challenge in 1992, has released new figures documenting savings of $2 million in employee health care claims costs during the first four years of the program.

The new PGMC study covering a period between 1992-1995 also showed that:

• During 1995, the average cost of health care claims per employee, per month at PGMC declined by 20 percent compared with employee claims at nine other hospitals using the same benefits program but not involved with The Wellness Challenge;

• Among “wellness winners” at PGMC, the average cost of worker’s compensation claims was $6741 per employee during 1992-95, compared with $9164 per employee for “nice try” participants, and $4713.32 per employee for non-participants.

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Good Health Begins at Home

A new study shows that 65 percent of Americans are not getting enough exercise to produce even minimal health benefits. In another national survey, half of all adolescents had two or more risk factors associated with chronic disease.

Healthy Kids, Healthy Families® shows parents and kids how to improve their health and maintain it through simple changes in diet and exercise. It puts health education where it needs to be—at home, in the hands of families.

The program’s centerpiece—a 24-page booklet—has been completely revised for 1997 with updated text, an immunization chart and new illustrations showing a broad diversity of children involved in everyday activities.

We’re also offering three new options for customizing the booklet with special inserts ranging from 4 to 16 pages. As a dynamic marketing tool, the program allows medical providers and payers to carry their message of wellness directly to the adults who are decision-makers for family health services. Through simple changes in lifestyle, parents can make sure that their kids get a healthy start in life. “That’s the powerful message of Healthy Kids, Healthy Families. To learn more about the program, call HMS at 1-800-833-5755.

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. Consider their launch of The Wellness Challenge, for example.

This January, Alliance Community Hospital is starting the city’s first Wellness Challenge program, partnered with two local employers recruited under a sub-licensing agreement with HMS, Inc. All three are members of the town’s Alliance for Employee Health, a consortium of the area’s six largest employers.

A total of nearly 1,500 workers—about half of them hospital employees—are eligible to participate in the Challenge, said Charlotte Jones, wellness coordinator at Alliance Community. Employee recruitment and health screenings will be completed by the end of November, with start-up scheduled in early January.

Along with the hospital, other program partners are Alliance Machine Co. and Alliance Tubular Products, both manufacturers of equipment for industry.

Information, Please

People who undergo health risk assessments feel strongly about discussing the results with their own physicians. That’s what the Cancer Center of Southwest Washington Medical Center learned this year in a survey of some of its patients.

So beginning in November, two- oncology nurses using laptop computers will administer health risk assessments in the offices of primary care physicians—and process the results on-site so that physi- cian and patient can discuss the information.

The pilot project was organized by Sharon Berry, nurse oncology coordinator at Southwest Medical, who also oversees distribution of 16,000 Healthy Habits booklets each year to physicians on the hospital’s medical staff and at community events.

You’re Getting Baylor

It took 1,500 volunteers, 200 medical staff and two booths the size of small houses.

But when all was said and done, Baylor Health Care System scored nearly a flawless outing at the Texas State Fair in Dallas this fall.

A total of 250,000 Heart Diets were handed out during the 24-day fair as part of a huge display sponsored by Baylor’s Senior Health Center using the theme “You’re Not Getting Older, You’re Getting Baylor.”

In a major innovation, volunteers and medical staff conducted thousands of wellness assessments, using computerized Point-of-View boxes that quickly processed the data on site. A variety of other health screenings and educational talks rounded out the program.