Better Health, Starting Now

Recent studies show that as many as 80 percent of all cancers can be tied to our daily lifestyle — at home and in the workplace. Healthy Habits offers a powerful message of wellness. Most people can change their risk for cancer. 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 equips 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, treatments 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 10 Healthy Habits® magnetized message boards, and a customized poster. A Healthy Habits Risk Assessment also is available. For more information on how you can obtain exclusive rights to Healthy Habits, call HMS at 1-800-833-5755.

Strategies 4 Success

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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 Healthy Habits® program, more recently 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 its health status, it will be because we have educated people and motivated them to take responsibility for their health.

“I imagine a world where there is no heart disease and cancer, and then ask yourself, How could that happen? The answer is prevention. And prevention is an educational phenomenon,” he said.

Dr. Eagan, a graduate of Albany Medical College, joined Mayo Clinic in 1973 after completing a postdoctoral fellowship in oncology at Dartmouth Medical School. He served 21 years as a consultant in medical oncology at the Mayo Clinic and Mayo Medical School, the last 11 years as a professor of oncology.

Continued on page 4

Dr. Robert T. Eagan

Noted Physician Switches Gears: “The Answer is Prevention”
From the Desk of Susan Levy
President, HMS, Inc.

If 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 my mind, it’s also visionary. Let me add a brief postscript. Nearly 10 years ago, I created a media campaign with a single message: “Do women really need mammograms?” To me, today, we are on the verge of some extremely exciting developments in health marketing, driven both by technology and by organizational shifts within the healthcare 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 1997. 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 see what we’ve accomplished. But most of all, let’s live in the moment. It’s a challenging, fascinating place to be these days.

Susan Levy

Dates Set for 1997 Roundtable

The 1997 Roundtable, bringing together top strategists in the Partners in Prevention network will be held July 9-11 in Seattle, and it promises to be one of our most productive sessions ever. We hope you’ll reserve the dates and plan to attend. Held every two years, the Roundtable convenes the most powerful health marketing network in the country – our own PIP membership – to pool their knowledge and to exchange ideas that keep our programs on the cutting edge. This year’s agenda includes a dynamic mix of guest speakers and hands-on workshops, with PIP strategists presenting case studies from throughout the U.S. The 1997 Roundtable will be held at the fabulous Bell Harbor Conference Center, on Seattle’s downtown waterfront. A complete program and registration packets will be distributed to PIP members early in the new year.

Senior Consultant Joins HMS in Orlando

Pam MacConnell, a managed care specialist with more than 20 years experience in the healthcare industry, has joined HMS, Inc., as senior consultant based in Orlando, Fla. She will support clients in Florida, Georgia, North Carolina and South Carolina.

MacConnell has worked as a senior officer or consultant with several managed care organizations in the southeast U.S. In Orlando, she can be reached at 407-668-9121.

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 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 one-third, compared with employee claims at nine other hospitals using the same benefit program but not involved with the Wellness Challenge.

- among “wellness winners” at PGMC, the average cost of worker’s compensation claims was $67.81 per employee during 1992-95, compared with $304.01 per employee for “nice try” participants, and $471.52 per employee for nonparticipants.

It Takes a Village

When it comes to building healthier communities, few towns are more well-connected — or aptly named — than Allison, Ohio, a small industrial community of 25,000 just south of Akron. Their launch of The Wellness Challenge, for example, has taken off in an incredibly short period of time.

This January, Alliance Community Hospital is starting the city’s first Wellness Challenge program, partnered with two local employers recruited under a sublicensing 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 startup scheduled in early January. Along with the hospital, other program partners are Alliance Machinery Co. and Allied 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 at Southwest Washington Medical Center learned this year in a survey of some of their 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 physician 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 10,000 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.

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, a program that 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 is a 26-page booklet — it has been completely redone for 1997, with updated text and new illustrations showing a broad range of children involved in everyday activities.

We’re also offering three new options for customizing the booklet with special events ranging from 4 to 8 to 16 pages.

As a strategic marketing tool, the program allows medical providers and payers to carry the message of wellness directly to the adults who are decision-makers for family health services. Through simple changes in lifestyle, parents can make sure their kids start healthy in life. That’s the powerful message of Healthy Kids, Healthy Families. To learn more about the program call HMS at 1-800-833-5753.

Getting to the Heart of Prevention

In the Field

Network News

From the very first, also set a new standard in our industry. When it was launched in 1998, clinicians were just beginning to understand 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 all of this.

As health educators and strategists, we are always looking to explore owning exclusive rights to their cardiologists, hospitals are using the space ranging from 4, to 8 to 16 pages in length. Many booklets are slightly larger in size to feature their hospital’s logo, primary care physicians and their own preventive messages. The possibilities are endless.

The current demand for The Heart Diet is high, with more than 1.5 million booklets distributed during 1996 — and nearly 1 million booklets distributed during 1995. The current demand for The Heart Diet is high, with more than 1.5 million booklets distributed during 1996 — and nearly 1 million booklets distributed during 1995.