society as a whole to improve its health status; it will be because we have educated people and motivated them to take responsibility for their health. 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 clinic and also taught at the Mayo 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. Inspired as a physician, he is also a committed team player.

“To do what I do, you have to be 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 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 illness. And that benefits both people, especially in a managed care environment.

“In a managed care situation, if a primary care physician can 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.”

Dr. Robert T. 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, Health Habits, was founded by Dr. Robert T. Eagan in 1994 to provide comprehensive education programs that focus on increasing 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 prevalent. 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 the fight to keep cancer from happening. Our basic philosophy is prevention.”

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...

“Like all cancers, early detection is key to its treatment, and a healthy lifestyle is critical to its prevention.”

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 carries 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 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, 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 a “10 Healthy Habits” magnetized message board 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.

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Noted Physician Switches Gears:

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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 claims costs during the first four years of the program. The new PGMC study covering a period between 1992-1995 also showed that:

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.

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.

Getting to the Heart of Prevention

After ten years of unmitigated success, The Heart Diet keeps getting better — for 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 8 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.

Senior Consultant Joins HMS in Orlando

Pam MacConnell 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.

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 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 begins, so does the message. I’m excited about what’s ahead in 1997. With the support from the PPP network, we have built our strongest product lines ever. With more to come. I 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.

You’re Getting Bachelor

It took 1,500 volunteers in medical staff and two boosts 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.