Now is going to have a big influence on what her role will be more secure,” he said. “In
patients and provide education, then his or
primary care physician can take care of pa-
managed care environment.

bodes well for everyone, especially in a
physicians can greatly increase their effec-
people can take the booklet home, study it
practice sub-specialty medicine. We want to
primary care physicians. We want to edu-

“In a managed care situation, if a pri-
by educating patients, said Dr. Eagan,
Most physicians like the education com-

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

A noted authority on lung cancer, Dr. Eagan
left Mayo Clinic in 1996 to become medical
director of the Regional Cancer Center at St. Joseph Hospital, Orange, Calif.

There, he has become a leading advo-
cate for early detection and prevention pro-
gams, using such programs as Healthy Habits — and the Healthy Habits health risk
assessment — to increase public aware-
ness 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 criti-
cal 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 educa-
tion. That’s where we can make a
difference.

Serving a market area of more than
15 million people just south of Los An-
elas, St. Joseph Hospital sponsors hun-
dreds of community education programs
each year and also works closely with its
350 primary care physicians to promote early detection and patient education.

“I imagine a world where there is no
heart disease and cancer, and then ask your-
self, How could that happen? The answer is preven-
tion. And prevention is an educational phenomena,” he said.

Dr. Robert T. Eagan

Dr. Eagan, a graduate of I niversity of Pennsylvania School of Medicine, joined Mayo Clinic in 1973 after completing a postdoctoral fellow-
ship in oncology at Dartmouth Medical School. He served 21 years as a consult-
ing medical oncologist at the clinic and also taught at the Mayo Medical School, the last 11 years as a professor of oncology.

Working under a system of service line
marketing, Dr. Eagan uses Healthy Hab-
its in a variety of settings — as a handout
and public events, as a guide for doctors
and patients, and as a marketing tool in
contracting with providers, payors and
corporate clients. The center also con-
ducts 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 be-
come 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 big-
gest health problems we have today. If
we can get that message out, we can make a
triumphant impact,” he said.

Note: This article is the first in a series in which Dr. Eagan discusses his new
healthcare strategy of focusing on prevention.
Partners in Prevention: In The Field

Network News

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 30 years ago, I created a media campaign with a simple message for women on the importance of mammography. The ad featured a woman radiologist who later was honored 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. In mammography, the number of women who have had a mammogram has increased from 30% in 1985 to 70% in 2001. In the Canadian Cancer Society’s most recent study, one in two women aged 50 to 59 years in 2000 had a mammogram, compared to one in four in 1985.

In The Field

Partners in Prevention: In The Field

Date Set for 2001 Roundtable

The 2001 Roundtable, bringing together key spokespersons in the Partners in Prevention network, will be held July 9-11 in Seattle, and it promises to be one of our most prodigious events 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 work sessions, with PIP strategists presenting case studies from throughout the US. The 2001 Roundtable will be held at the beautiful 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

Dr. Paul MacFarland, 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. Dr. MacFarland will work as a senior officer or consultant with several managed care organizations in the southeast U.S. In Orlando, she can be reached at 407-660-9121.

Getting to the Heart of Prevention

After ten years of unmatched success, The Heart Diet continues to keep 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 offers a new section on osteoporosis, and 25 pages of new recipes.

We’ve also made the program more flexible. Beginning this year, we’re expanding options for customizing The Heart Diet to include special inserts ranging from 4 to 8 to 16 pages in length. Any hospitals serving the area to feature The Heart Diet can order special inserts that meet their needs.

Today, many physicians like Dr. Eagan are continuing the 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 tremendous difference! And what a welcomed change!

In the coming year, we will celebrate the 30th anniversary of The Heart Diet—a program that, from the very first, set a new standard in our industry. When it was launched in 1971, clinicians were just beginning to understand the link between diet and heart disease, andcholesterol 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 take 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. A program built too soon loses the message.

I’m excited about what’s ahead in 2001. With the support of the PIP network, we have built our strongest product line ever, with more to come. Just imagine looking back ten years from now, to see what we’ve accomplished. But most of all, it’s live in the moment. It’s a challenging, fascinating place to be today.

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 PGM C study covering a period of nearly nine years, shows:

• during 1995, the average cost of health care claims per employee, per month at PGM C declined by one-third, compared with employees at other hospitals using the same benefits program but not involved with The Wellness Challenge.
• among “wellness winners” at PGM C, the average cost of worker’s compensation claims was $678.11 per employee during 1992-95, compared with $309.41 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, consider their launch of The Wellness Challenge, for example.

This January, Alliance Community Hospital started the End 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 4,500 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 Machinery Co. and Alliance Tubular Products, both manufacturers of equipment for industry.

Information, Please

People who undertake health risk assessments tend strongly to discuss 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 to that physician and patient can discuss the information.

The pilot project was organized by Sharon Berry, nurse-counselor 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

Baylor Health Care System scored nearly a flawless 50% at the Texas State Fair in Dallas this fall. A total of 250,000 Heart Diets were handed out during the 24-day fair apart from 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 booths 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 80 percent of Americans are not getting enough exercise to preserve 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 redesigned for 1997 with updated text, an immunization chart and new illustrations showing a broad diversity of children involved in everyday activities.

We’re offering three new options for customizing the booklet with special inserts ranging from 4 to 16 to 24 pages. As a strategic marketing tool, the program allows medical providers and payors 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 1-800-833-5702.