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Crown Equipment Corporation

Next Generation Health Management Program

“A Template for a Champion Company”

24 October 2007

Learning Objectives

1. Provide understanding about a next generation health management program (HMP)
2. Demonstrate the reduction in risk factors with a good HMP
3. Demonstrate the improvement in cost per employee with a good HMP

Outline

A. Introduction of Crown Equipment Corporation

B. 7 components of a Champion Company

1. Senior Leadership Vision
2. Environmental Strategies
3. Health Risk Appraisals
4. Individual Based Programs
5. Population Based Programs
6. Incentives
7. Measurements, Evaluations & Decision Support

C Equipment Corporation

Facts and Figures



- Located in New Bremen, Ohio
- Approximately 6,000 employees in the USA
- Manufactures battery powered material handling equipment
- \$1.5 billion privately owned business
- 8 Manufacturing Plants in the New Bremen Area
- 3 Manufacturing Plants outside of Ohio (IN & NC)
- 40 Branches located in 20 States




HealthWise
CROWN EQUIPMENT CORPORATION
NEW BREMEN, OH 45869 USA

C Equipment Corporation Implementation of Programs

1995: Injury Prevention Program

1998: Case Management Program

2002: Approval for Health & Productivity Program

Partnership with University of Michigan

2003: Hired Karen O'Flaherty

2004: HealthWise Program

Why HealthWise?

[2006 Crown employee statistics – U of M]

- ◆ 75% overweight or obese!
 - [43% overweight - BMI 25.0 – 29.9]
 - [32% obese – BMI \geq 30.0]
- ◆ 47% elevated or high cholesterol!
 - [33% elevated – 200 to 239]
 - [14% high - \geq 240]
- ◆ 38% have hypertension! [BP \geq 140/90]
- ◆ 22% have metabolic syndrome!
- ◆ 19% are smoking
- ◆ 13% have elevated fasting blood glucose! [$>$ 110 mg/dL]
- ◆ 04% are currently being treated for diabetes!



Success Formula

HRA + WS + 3 contacts + 2 interventions = SUCCESS

Components of HealthWise Program

- 1) Health Risk Appraisal (HRA) - U of M
- 2) Wellness Screening
[BP, cholesterol profile, FBS, waist circumference]
- 3) Health Adviser
HRA followup call + 35% high risk calls
- 4) Vending improvements
- 5) Website for Fitness - MediFit

Components of a Champion Company

	2007	Next Generation
<u>#1 - Senior Leadership Vision</u>		
1. Clear vision within leadership [Senior management + Committee]	x	x
2. Connected with company strategy	x	x
3. Vision shared with employees	o	x
4. Accountability and responsibility assigned to operations leadership	o	x

Components of a Champion Company

	2007	Next Generation
<u>#2 - Environment Strategies</u>		
1. Senior Leadership	X	X
2. Policies / Procedures Aligned [Tobacco free, vending, benefits]	X	X
3. Move from entitlement to consumer	X	X
4. Transparency for physicians, health system and pharmacy	O	X
5. Promote maintenance of health status	X	X

Components of a Champion Company

	2007	Next Generation
<u>#3 - Health Risk Appraisal</u>		
1. With prioritized risks, preventive services & tailored profile	X	X
2. With BP/weight/cholesterol/HDL	X	X
3. With Metabolic Syndrome	X	X
4. With Mental Health Assessment	X	X
5. With Environmental Assessment	X	X

Components of a Champion Company

	2007	Next Generation
<u>#4 - Individual Based Programs</u>		
1. Counseling post HRA and screening	x	x
2. Standard health advising of high risk	x	x
3. Health advising utilizing TMS/ clustering/triage/and referral	x	x
4. Health advocate with triage to other resources (BHS, UMR & FMD)	x	x

Components of a Champion Company

	2007	Next Generation
<u>#5 - Population Based Programs</u>		
1. Health communications	x	x
2. High risk reduction	x	x
3. Disease Management	o	x
4. Ergonomics in the workplace	x	x
5. Low risk maintenance	x	x
6. Population based programs	x	x
7. Human Resource Orientations	x	x

Components of a Champion Company

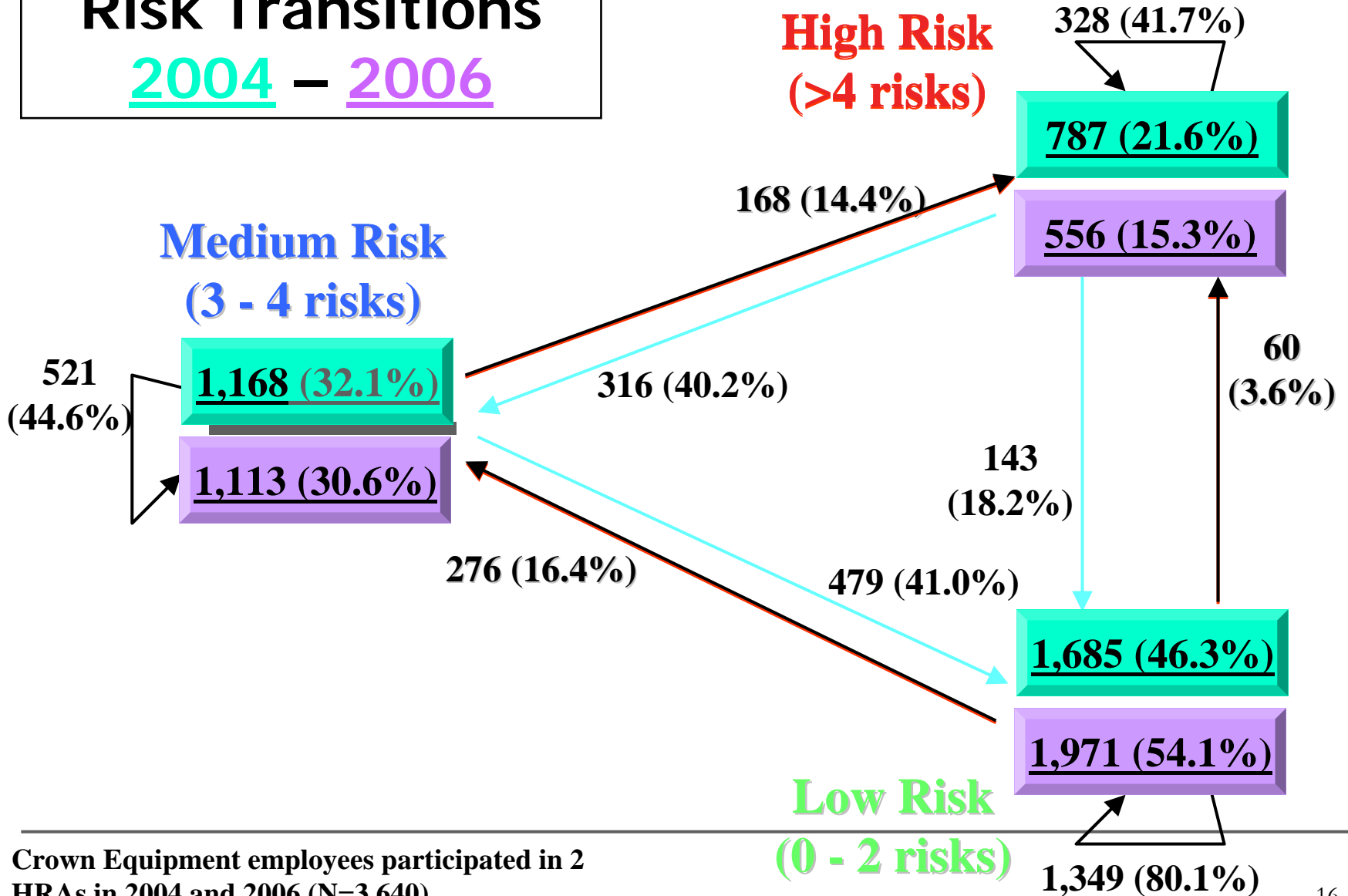
	2007	Next Generation
<u>#6 - Incentives</u>		
1. Hats and T-shirts	0	x
2. Cash	\$100 - \$200	\$25 - \$200
[\$100 cash awards for additional health advising]		
3. Premium Reduction	\$195 - \$520	\$600 - \$2000
Health Benefit Credit		
[Employee - \$325 + Spouse - \$195]		

Components of a Champion Company

	2007	Next Generation
<u>#7 - Measurement/Evaluation/Decision Support</u>		
1. Decisions based upon program results	x	x
2. Process Orientation (participation/satisfaction)	x	x
3. Reduction in health risk	x	x
4. Total value of health	0	x
5. Key analytical reports	x	x
6. Proof of concept	0	x
7. Shareholder value	0	x

Crown Equipment Risk Transitions

2004 – 2006



Crown Equipment employees participated in 2 HRAs in 2004 and 2006 (N=3,640).

Health Care Costs at Crown

Statistics are being analyzed.

Scorecard of a Champion Company

	2007	Next Generation
<u>Scorecard</u>		
1. % Participation [90% - 2004, 91% - 2005, 92% - 2006]	93%	80% to 95%
2. % Low Risk [46% - 2004, 50% - 2005, 54% - 2006]	58%	70% to 85%
3. Estimated cost of program [5,775 employees & 2,645 spouses]	-----	\$400
4. Estimated savings	???	\$800

7 Components of a Champion Company

1. Senior Leadership Vision
2. Environmental Strategies
3. Health Risk Appraisals
4. Individual Based Programs
5. Population Based Programs
6. Incentives
7. Measurements, Evaluations & Decision Support

Questions & Answers

or

Preguntas y Respuestas

Thank You!

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