

Sixth Award *for Excellence and Innovation in Value Purchasing*

Presented to Wayne Burton, MD,
Dee Edington, PhD, and Ron Goetzel, PhD
March 13, 2008



Dr. Wayne Burton (right) accepts the Sixth Award for Excellence and Innovation in Value Purchasing; Helen Darling, President, the National Business Group on Health, and Dr. Martin Sepulveda, Awards Committee Chair, made the presentation at the March 13 ceremony.

With an emphasis on “Health, Productivity and Human Capital,” the National Business Group on Health gave not one—but three—awards this year at its annual awards ceremony for Excellence and Innovation in Value Purchasing.

The awardees “established the theoretical and quantitative foundation for what we know as health and productivity or the total health management approach to health care and benefits,” said Martin Sepulveda, MD, FACP, IBM Vice President for Global Well-Being Services and Health Benefits, Business Group Board member and chair of the Awards Committee for Excellence and Innovation in Value Purchasing. “This ‘all-in’ view of the total costs to an enterprise and the total benefits of its human assets now underlies the approaches in all our corporations for managing costs while advancing a healthier, more resilient, flexible and more productive workforce,” he added.

Those receiving the awards were **Wayne Burton, MD**, senior vice president, JPMorgan Chase; **Dee Edington, PhD**, director, University of Michigan Health Management Research Center (HMRC); and **Ron Goetzl, PhD**, research professor and director, Emory University, Institute for Health and Productivity Studies, and vice president of Consulting and Applied Research, Thomson Healthcare.

Dr. Wayne Burton

Dr. Burton is “truly a visionary physician who, in his work in the banking and financial services industry, created the evidence base for intervening at work with individuals with both acute and chronic medical conditions,” said Dr. Sepulveda. “We now know that this intervention improves function, reduces disability, increases productivity, reduces cost to the company and strengthens the commitment of workers to the corporation.”



Dr. Wayne Burton, one of three recipients of the Sixth Award for Excellence and Innovation in Value Purchasing from the National Business Group on Health

In 1998, Dr. Burton, in collaboration with Dr. Edington, published “The Economic Costs Associated with Body Mass Index in a Workplace,” which was ahead of its time in addressing the growing issue of obesity. “This very influential work helped employers understand that obesity was not just a personal issue, but one that had profound implications for employers who bore the cost consequences of obesity in lost productivity and high medical claims costs,” said Business Group President Helen Darling.

Dr. Burton also has written on the subjects of asthma disease management and the impact of migraines on employee life quality and productivity. And his publication, the “Use of an Integrated Health Data Warehouse to Measure the Employer Costs of Five Chronic Disease States (1998),” according to President Darling, “has inspired employers to help their employees and dependents obtain appropriate treatment, lose weight, choose healthier lifestyles and be willing to invest in health improvement programs.”

Dr. Dee Edington, recipient of the Sixth Award for Excellence and Innovation in Value Purchasing from the National Business Group on Health



Dr. Dee Edington

“Dr. Edington’s studies of employer-based wellness programs suggest that investing in a low-risk maintenance strategy is the best way to control health care costs vs. the do-nothing strategy,” said Dr. Sepulveda.

It is more than just the absence of disease that characterizes a healthy employee. According to Dr. Edington, a proactive and aggressive strategy for individual health promotion and the development of work-site wellness programs is critical in getting employees healthy, keeping them healthy and expanding productivity.

Dr. Edington directs the University of Michigan’s Health Management Research Center (HMRC), and he is a research scientist in the School of Public Health. He is the author of numerous articles, and has authored or co-authored several books, including “Biology of Physical Activity,” “The One Minute Manager Gets Fit” and “The One Minute Manager Balances Work and Life.”

In implementing his philosophy that healthy employees have an impact on all aspects of a company’s health, Dr. Edington works with some of the country’s largest companies. “He is a leader in information-driven decision making,” said President Darling, adding that “we are especially pleased that the Business Group’s Health and Productivity Measurement and Reporting System—EMPAQ—is now maintained by the HMRC.”

Dr. Ron Goetzel

“Dr. Goetzel is a nationally recognized and widely published expert in health and productivity management (HPM), return-on-investment (ROI), data analysis, program evaluation and outcomes research,” said Dr. Sepulveda.



Dr. Ron Goetzel (right) accepts the Sixth Award for Excellence and Innovation in Value Purchasing; Helen Darling, President, the National Business Group on Health, and Dr. Martin Sepulveda, Awards Committee Chair, made the presentation at the March 13 ceremony.

Dr. Goetzel was the founding director of the Institute for Health and Productivity Studies at Cornell University, and, currently, he is principal investigator for Medicare’s Senior Risk Reduction Demonstration (SRRD) and New Opportunities for Healthy Aging in Medicare project. Dr. Goetzel also has functioned as principal investigator for employer health and productivity management initiatives at numerous companies, including Johnson & Johnson, IBM, Procter & Gamble and Florida Power & Light.

His landmark articles, often cited by industry and popular media, include “Health, Absence, Disability and Presenteeism Cost Estimates of Certain Physical and Mental Health Conditions Affecting U.S. Employers.”

Said President Darling, “His papers constitute the foundation for our understanding of health improvement initiatives that affect employees, as well as the role employers can play in promoting health—not just in paying medical claims.”

Summing up the importance of the achievements of all three awardees, Dr. Sepulveda said: “They are to health, human performance and enterprise costs what Watson and Crick were to unraveling the mystery of the genetic code and DNA.”



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