



2016 IBI CONFERENCE

Tuesday, February 16, 2016
9:50 – 10:50 a.m.

***Behavioral health and its impact on health
and productivity***

Presenters

Patricia Purdy

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*Vice President
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*SVP, Corporate Development,
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*Director, Executive Masters
Program in Health Systems
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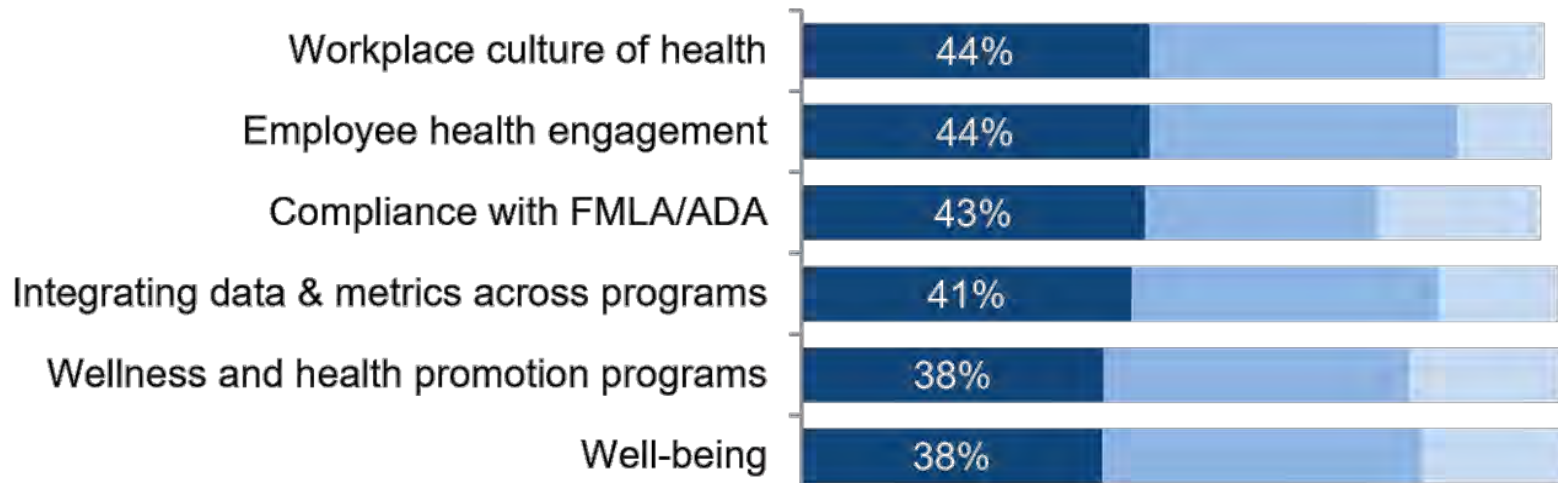
Fikry Isaac, MD

Johnson & Johnson

*Chief Medical Officer,
Health and Wellness Solutions*

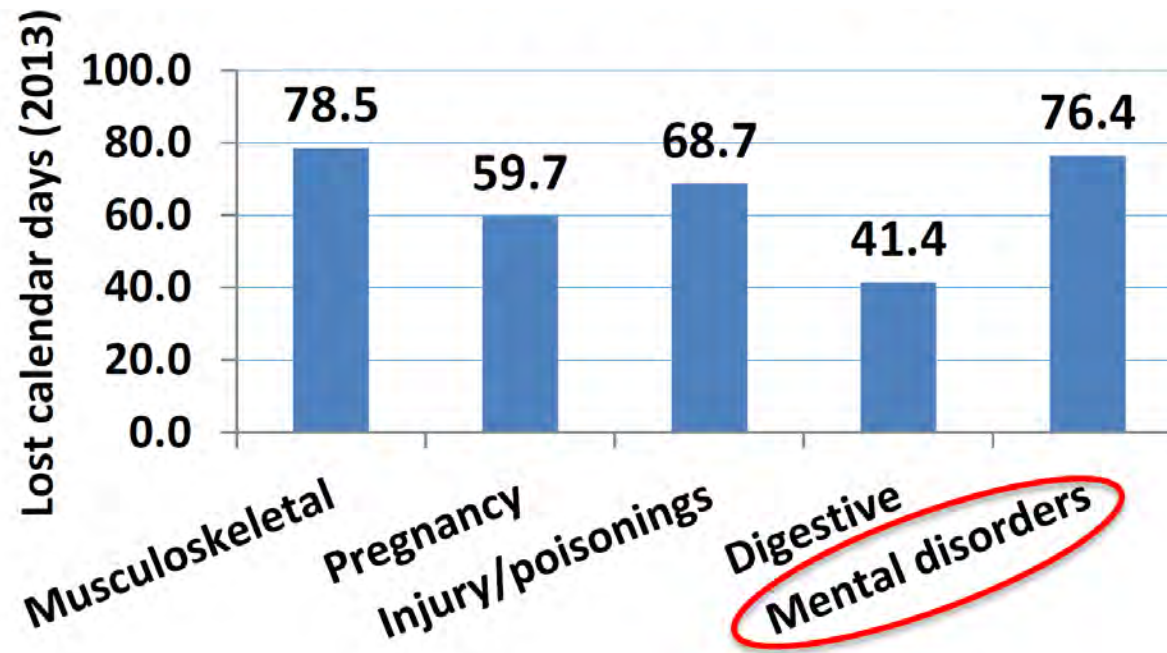


Top 5 employer issues

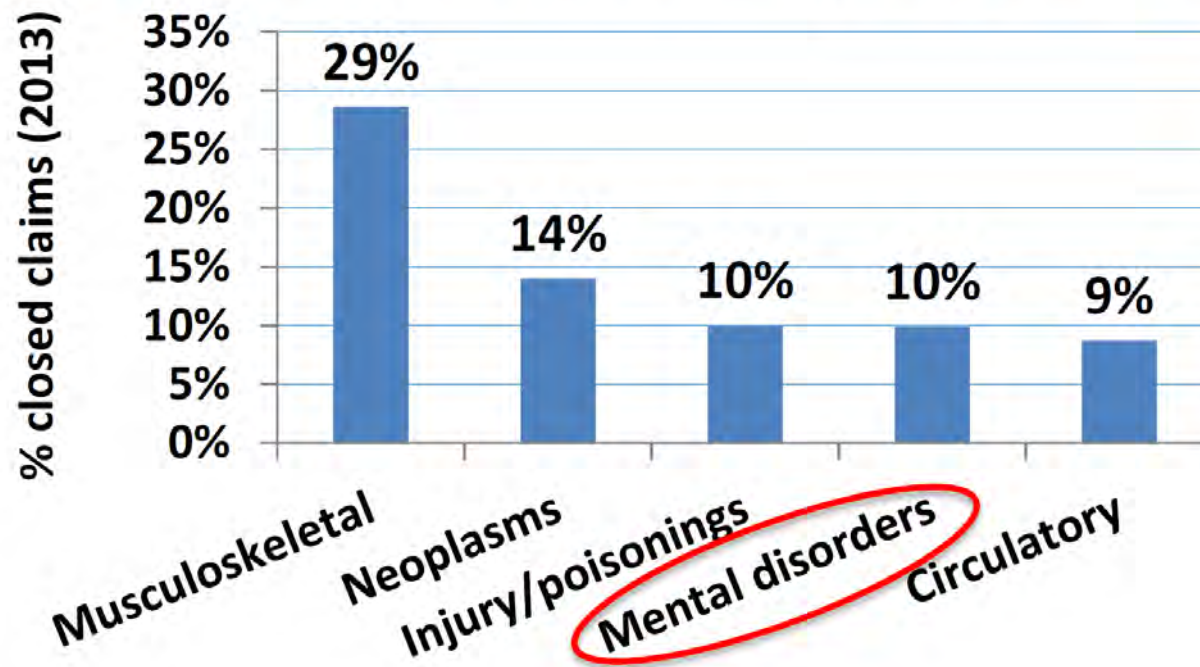


IBI membership survey, fall 2016

Short-term disability experience



Long-term disability experience





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Building the business case

We all have reasons for why health matters

I want to be
vibrant in
my old age

I want to be
an energetic
mother /
father

I want to
look and feel
better

I don't want
to be sick!

I want to
provide for
myself and
family to the
best of my
capabilities



But what does good health mean to the business?

I want my employees to be productive and “present”

We want to attract and retain top talent

We need the business to be innovative

We need our employees to give us a competitive edge



Organizations that effectively engage employees in their health have a distinct competitive advantage

Financial/Productivity

1.5

percentage points
lower medical trends

1.3

fewer days
(pepy) in total
absence

Lower medical costs per employee

> \$1,600

34% higher revenue per employee

Health Risks

26% fewer cases of hypertension

22%

lower BMI (>30)

47%

fewer diabetic
high glucose
risk (>100 with
fasting)

18%

fewer users of Tobacco

Source: Towers Watson/National Business Group on Health 2013/2014 Staying@Work Survey (global results).

What the c-suite cares about

**SATISFYING THE BOARD
AND SHAREHOLDERS**

BUILDING COMPANY REPUTATION
WITH CUSTOMERS AND THE PUBLIC

SATISFYING WALL STREET
(IF PUBLIC)

ENGAGING EMPLOYEES

ANY IDEAS SHOULD ATTEMPT TO POSITIVELY IMPACT ONE (OR ALL) OF THESE ELEMENTS

Three step approach



1. GAIN ACCEPTANCE

- **The Company's stated Values** (for J&J this based in our CREDO)
- **Adding value** – Based on credible **Data** and **Expertise**
- **Vision and Innovation** – Do something new. Grab their attention.



2. GAIN RESOURCES

- **Do your Homework** – Know how much you need, when is needed and for how long
- **Set targets** and embed in dashboards for continued visibility



3. DELIVER ON TARGET

- **Tell the story** – The real meaning behind it all



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Emerging trends

Emerging model with promise

EVIDENCE
BASED
TOOLS

*to assess for resilience
and / or pressure
management at team
and individual level*

TEAM AND
INDIVIDUAL
INTERVENTIONS

*to build resilience
capacity (mental ill-
health prevention)*

USE OF
'ENERGY
MANAGEMENT'

*as a surrogate for
health (4 dimensions of
energy management)*

Resilience: with focus on four areas



PURPOSE

- *Human beings have an innate drive to seek out meaning and significance*
- *Purpose can help us focus our energy investments to align with what matters most in our lives*
- *Knowing your Purpose is a vital component of positive mental well being and any significant life change*



RECOVERY

- *To sustain life, energy must be renewed.*
- *Our natural state is to oscillate between energy use, and energy recovery*
- *Recovery is the tool to bring better health, performance and satisfaction to life*



THOUGHT SCRIPTING

- *Storytelling is human nature*
- *Stories drive our choices and the way we invest our energy*
- *If you have a story working against you, you can change it*



FOCUSED RITUALS

- *Habit drives much more of your behavior than you may realize*
- *Habits serve a valuable purpose*
- *You can create adaptive routines (rituals) to harness the power of habits for the healthy mental health outcomes*

Organizational factors associated with mental well-being

6 essentials

- Resources and communication
- Control
- Balanced workload
- Job security and change
- Work relationships
- Job conditions

Organizational outcomes

- Productivity and performance
- Attendance (sickness absence)
- Retention (turnover)
- Attractiveness to recruits
- Customer/user satisfaction

Psychological well-being

- Sense of purpose
- Positive emotions

Individual outcomes

- Productivity and satisfaction
- Morale and motivation
- Employee engagement
- Commitment
- Health

PROVEN PROMISING TOOLS

SICK CARE
MENTAL HEALTH
RECOVERY PEERS
CONFIDENCE
DISABILITY
STIGMA
CONTROL
TRAINING
ILLNESS
WELL CARE
RETENTION
COMMUNITY
MORALE
ABSENCE
MOTIVATION
STIGMA
PRODUCTIVITY
MHEALTH
BALANCE
PURPOSE
PROVIDERS
HEALTHCARE
RESILIENCY
STIGMA
PARADIGM SHIFT



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Thank you

Contact information



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