



HealthPartners



HARVARD
SCHOOL OF PUBLIC HEALTH

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Engaging Business and Industry in Population Health Efforts

IOM Population Health Improvement Roundtable

Business Engagement and Population Health
Workshop

New York City, NY
July 30, 2014

Agenda

- Reasons for business involvement in population health improvement efforts
- The HERO “Healthy Workplaces, Healthy Communities” executive convening for development of the business case for corporate involvement in population health

Observations from the Community Preventive Services Task Force Annual Reports to Congress

- **Reduce healthcare spending**
 - Lower need and demand for health care
- **Reduce illness burden**
 - Fewer cases, improved function
- **Make healthy choices easy choices**
 - Environmental and policy changes
- **Maintain or improve economic vitality**
 - Healthy communities complement vibrant business and industry
- **Increase healthy longevity**
 - Today's youth may live shorter and less healthy lives than their parents
- **Enhance national security**
 - Obesity as the leading reason for failure to recruit into the military
- **Prepare the future workforce**
 - A healthy workforce through education and skill building



Community Health and Business Leadership

“Sustainable firms generate higher profits and stock returns, suggesting that developing a corporate culture of sustainability may be a source of competitive advantage for a company in the long run.”

-Eccles, et al. 2011

Sustainability includes health and a connection to the community...

Learning about the Business Case

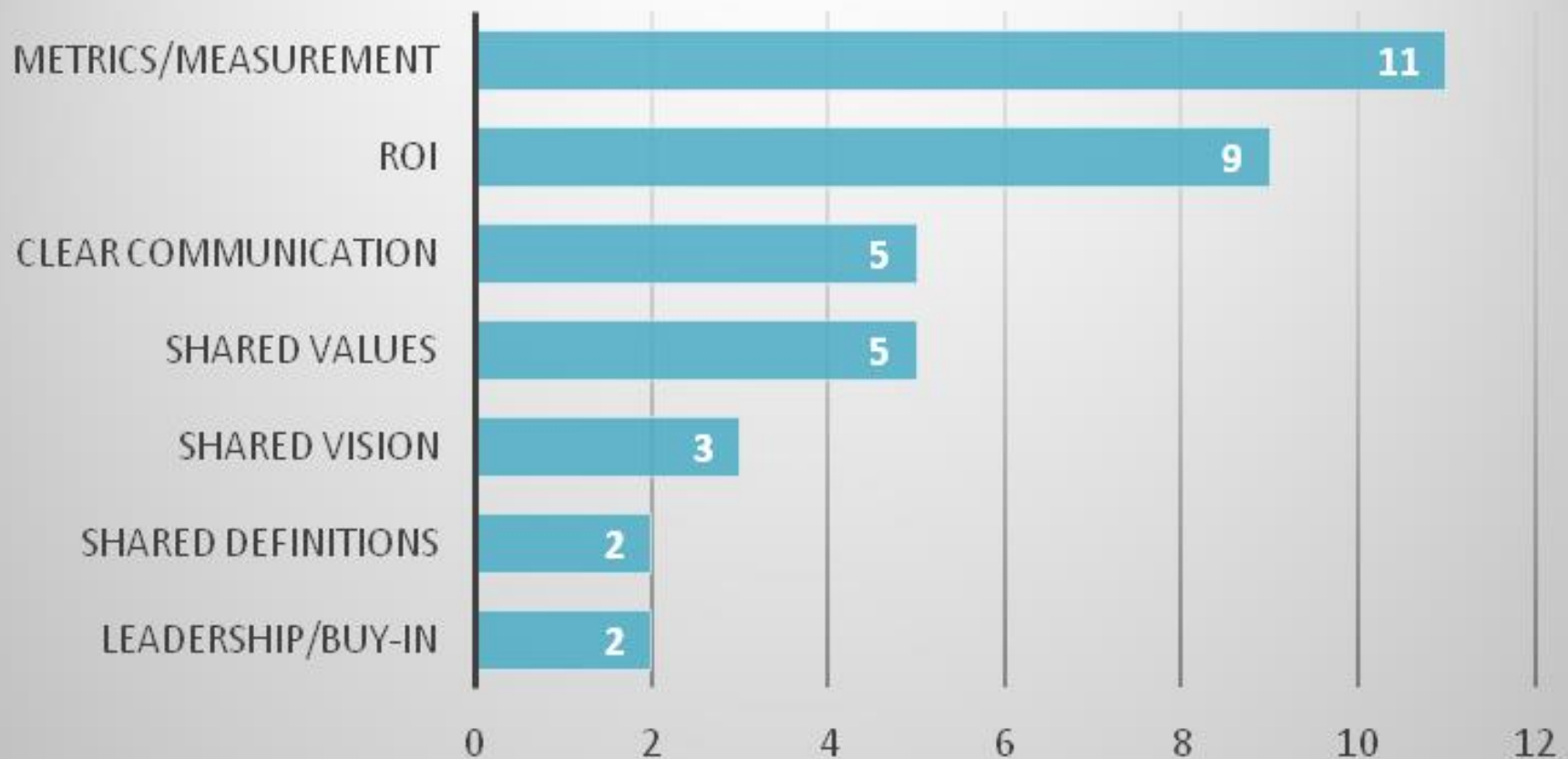
- **Healthy Workplaces, Healthy Communities**
 - A HERO initiative
 - An executive convening to learn about the business case and major barriers to engaging with community health initiatives
 - Informed by an environmental scan

The HERO World Café

- 54 executives and thought leaders participated in a 1-day meeting
- World Café style meeting organized around small group conversation focused on *questions that matter*
- Attendees included/represented:
 - Business leaders (56%)
 - NGOs (20%)
 - Federal institutions (9%)
 - Foundations (6%)
 - Hospitals (5%)
 - Academic institutions (4%)

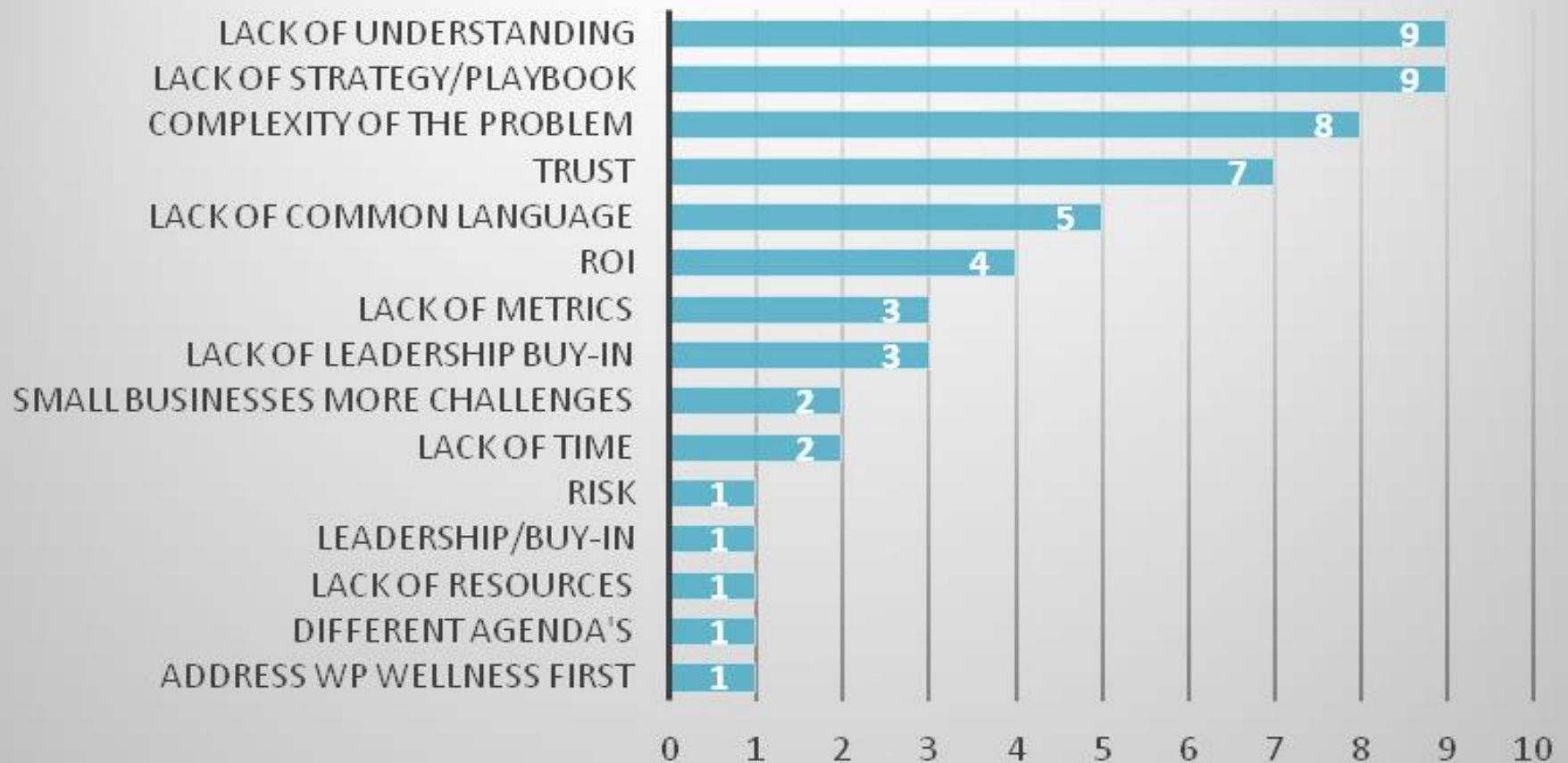
HERO World Café Results

Question 1: Business Case



HERO World Café Results

Questions 2: Barriers

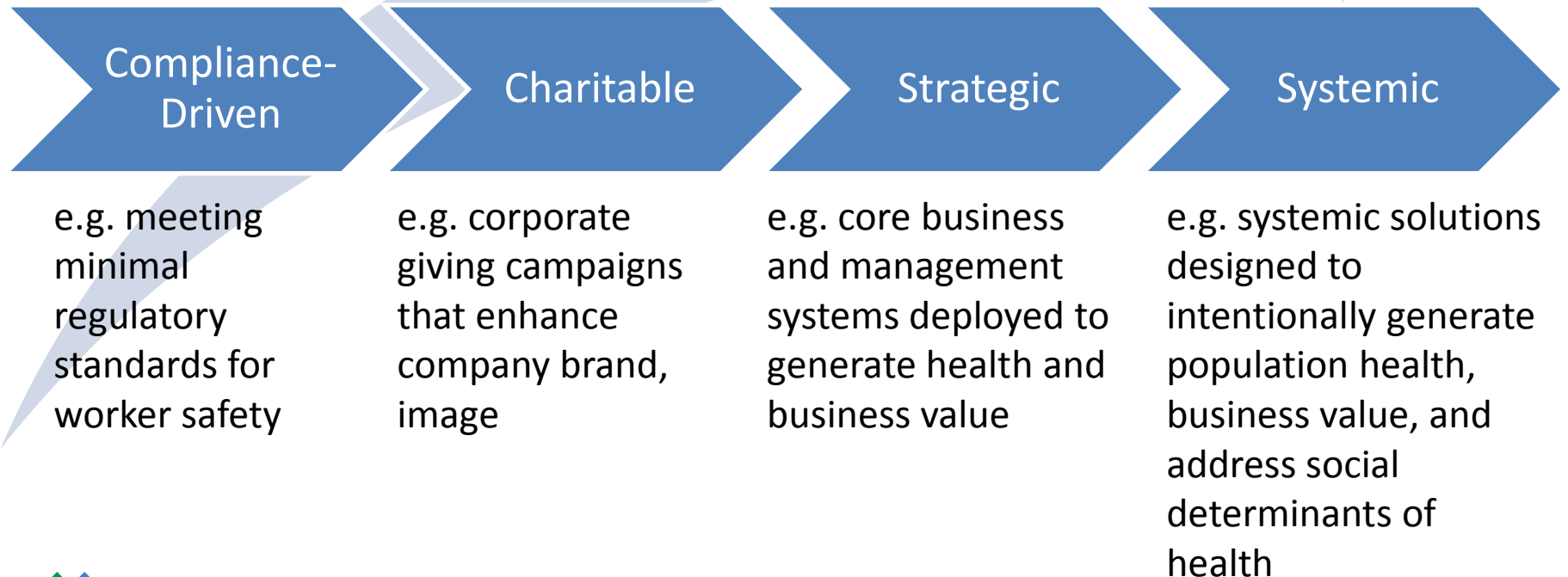


HERO World Café Overall Impressions

- There is great variability in understanding
- The cost of health care concerns
- A shared commitment for action is needed
- A powerful articulation of the business case is needed
- We need a “*Roadmap for Action*”

Moving Forward

Business Case Development and Evolution



Thank You

“Be Community Boldly”

-Marjorie Carter

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