



Wisconsin Community Health Fund

BraveHearts Reception

August 9, 2018





WCHF Resource Bridge

Growing and Focusing Resources For Healthy Communities





WCHF Community Health Value Exchange

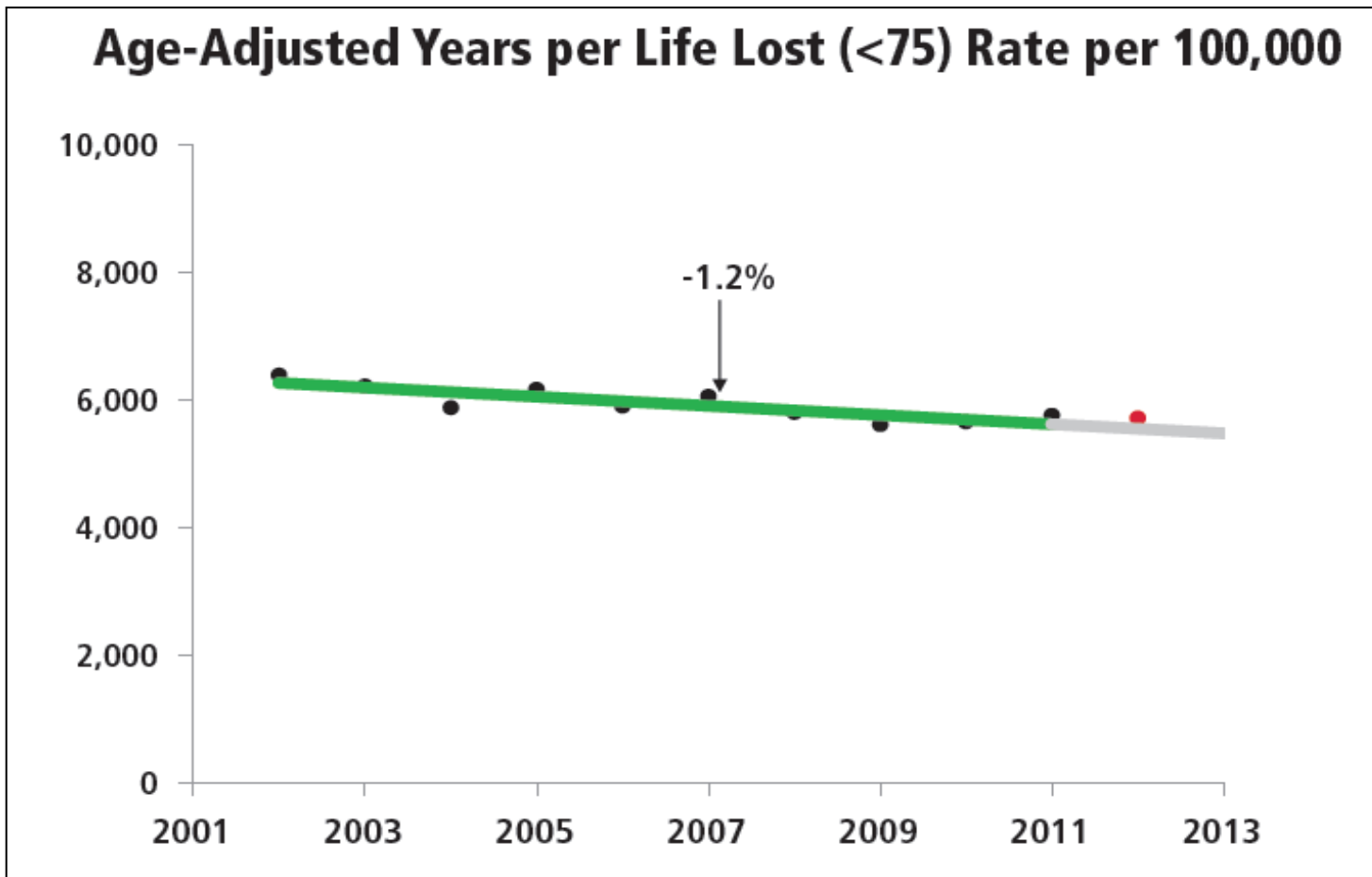






Health in Wisconsin

We are Living Longer...

Health Outcome Trends



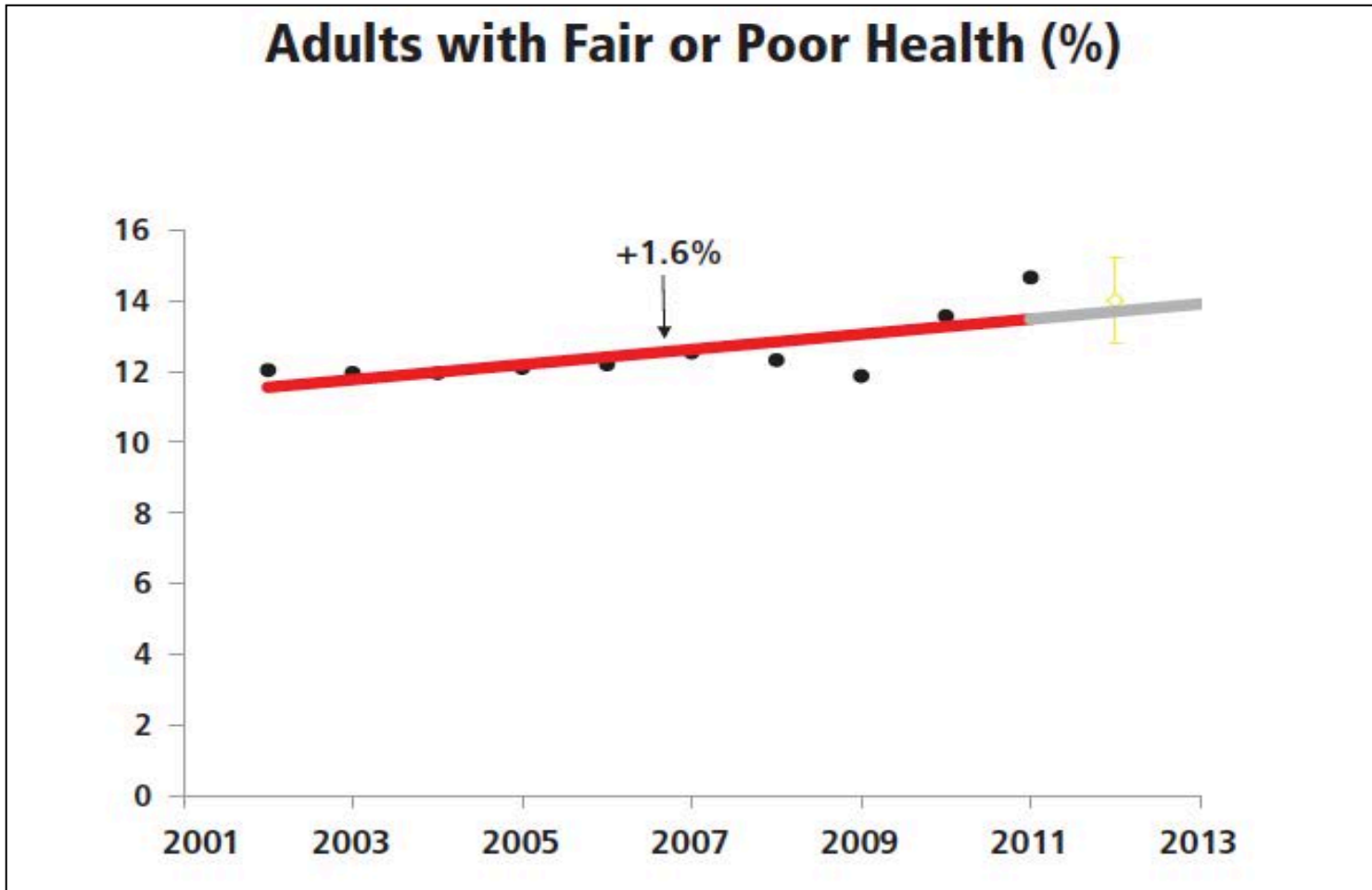
Baseline Trend = -1.2%/year Much Better 
Current Rate (vs. Expected) = +3.0% Worse 

UW Population Health Institute
2014 Wisconsin Health Trends
<https://uwphi.pophealth.wisc.edu/>



... But Are In Worsening Health

Health Outcome Trends



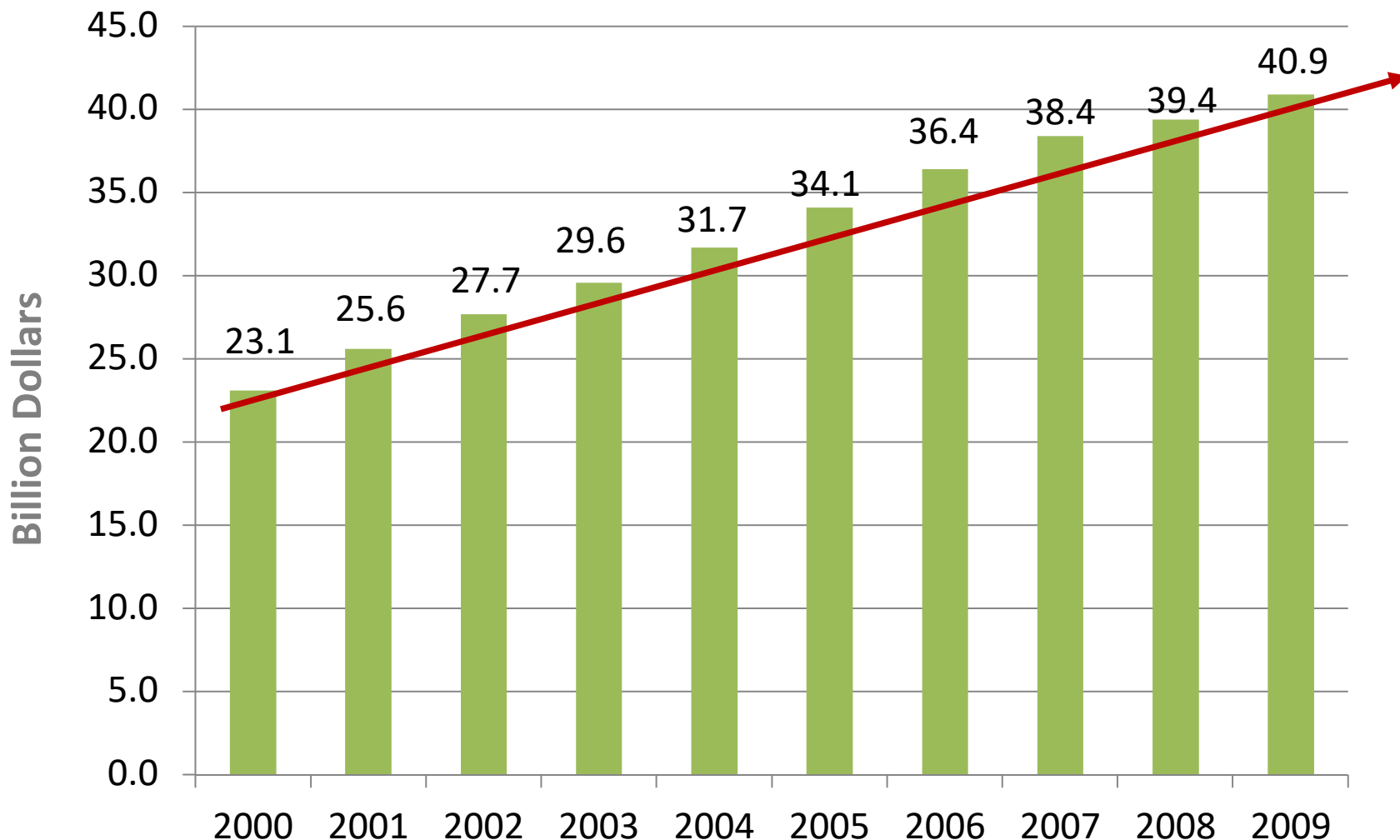
Baseline Trend = +1.6%/year Much Worse ↗

UW Population Health Institute
2014 Wisconsin Health Trends
<https://uwphi.pophealth.wisc.edu/>



And . . . Healthcare Costs Continue to Rise

(National Health Expenditure Survey Data)



Source: Office of Actuary, CMS, December 2011



Wisconsin's Health Status



HEALTH OF WISCONSIN REPORT CARD DATA (2016)

HIGHLIGHTS

OVERALL RANK: 21 | CHANGE: -1

- In the past year, diabetes increased 17%, excessive drinking increased 12%, the percentage of uninsured decreased 44%, air pollution decreased 35%, drug deaths increased 89%

STRENGTHS

- Low percentage of uninsured population (7)
- High percentage of high school graduation (6)
- Low prevalence of physical inactivity (11)

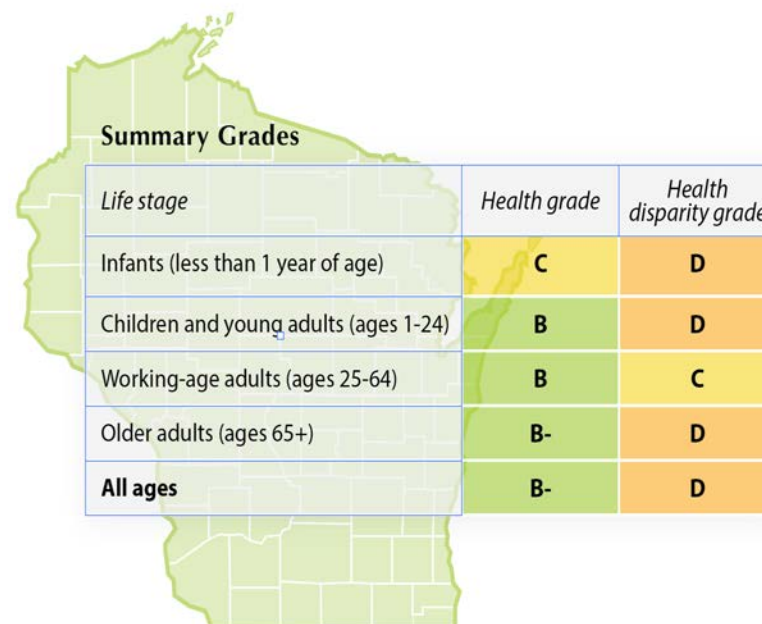
CHALLENGES

- High prevalence of excessive drinking (50!)
- High incidence of pertussis (41)
- Low per capita public health funding (47)

<https://www.americashealthrankings.org/learn/reports/2017-annual-report/state-summaries-wisconsin>

HIGHLIGHTS

OVERALL GRADE: B-
HEALTH DISPARITY GRADE: D



HEART HEALTH

Protecting America's workforce,
preventing cardiovascular
disease

Cardiovascular disease is America's number one killer. Annually, about 1 in every 6 healthcare dollars is spent on cardiovascular disease. Learn how the Centers for Disease Control and Prevention (CDC) focuses on science that improves heart health while helping employers attract and retain workers, improve worker health and productivity and reduce healthcare costs.

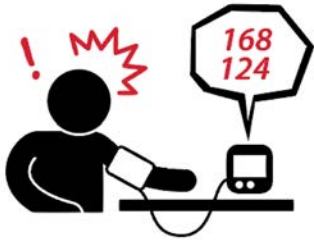


SOURCE: <https://www.cdcfoundation.org/businesspulse/heart-health-infographic>



WISCONSIN

HEART HEALTH FACTS



Approximately 1.3 million adults in WI have hypertension and less than half of them are in control.



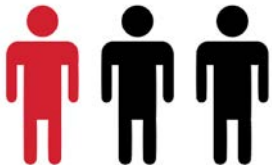
Coronary heart disease is the no. 1 killer of women age 25 and over in WI.



Of those who are uncontrolled, 40% are unaware that they even have hypertension.



CVD is the leading cause of death and disability in Wisconsin.



1 out of every 3 adults in WI dies from a heart attack or a stroke.



If over 45 years of age, 36% of men and 47% of women will die within 5 years after their first heart attack.



Business Capacity to Impact Health



DESIRE

- Improved state health grades
- Present and productive workforce
- Vibrant community to work, play and live in

HEALTH INVESTORS

- Insurance and workplace wellness programs
- Opportunities to provide in-kind and financial resources

LEADERSHIP

- Public health partner capacity lending business acumen including strategic planning, project management, marketing, advocacy, leadership tools and experience to health improvement

BUSINESSES CAPACITY TO ADVANCE HEALTH



Businesses

Get Wisconsin MOO-ving!



Growing Health Grades And Outcomes

- Healthy Communities
- Healthy People
- Community-Clinical Linkages
- More Educated Potential Workforce
- More Prepared Potential Workforce
- Stronger Local Economy
- Informed, Engaged and Active Community
- Community Health Education
- Vibrant Community Health Work Teams
- Stable or Competitive Healthcare Cost

BETTER

**Business Promoting
Community Health Value**

- + Prevention - Defined Capabilities - Expansion of Life
- Reduction of Expense, Disease and Death -
- Alignment of Resources to Strategy and Capabilities
- \$ Outcome - Return on Investment, Cost Utility and Benefit Analysis

Community Health Priorities

MOO-ving
Community Health
Performance

MOO-ving
Capacity
For Growth

Business Actions

- Engage**
Programs, Coalitions, Boards
- Lead**
Projects, Teams, Planning, Strategy
- Invest**
Programs and Endowments
- Promote**
Community Health Activities and Value
- Understand**
Community Health Purpose and Connection To Health Landscape

Collaboration

- Healthcare
- Business
- Philanthropy
- Public Health/
Government



Businesses MOO-ve WI Health



Healthy Wisconsin

<https://healthy.wisconsin.gov/>



Wisconsin Active Together Community Coalition

https://uwmadison.co1.qualtrics.com/jfe/form/SV_7PAm5gAn5GviApD?Q_JFE=0



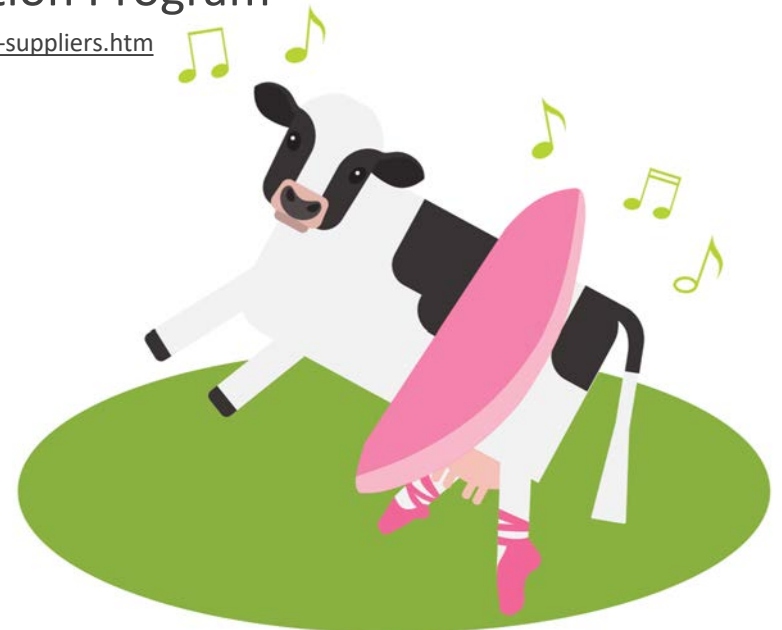
Become a Diabetes Prevention Program

<https://www.dhs.wisconsin.gov/diabetes/prediabetes-suppliers.htm>



BraveHearts

<https://www.wicomhealthfund.org/bravehearts/>





Shared Priorities in Wisconsin

Local Communities	WI HIPP / Healthy Wisconsin
Excessive alcohol consumption	Alcohol
Nutrition	Nutrition and physical activity
Obesity	
Physical activity	
Prescription and illicit drug Abuse	Opioids
Mental health needs/issues	Suicide
Tobacco use	Tobacco



Healthy Wisconsin Priorities

Adverse Childhood Experiences, Trauma, and Resilience





What is *Healthy Wisconsin*?

Downloadable Reports

- **Process Overview**
- **Population Overview**
- **Health Profiles (HW2020)**
 - Focus Areas, Objectives, and Reports
 - America's Health Rankings – best and worst 10
 - Narrative of Submitted Issues
 - Assets and Opportunities
- **Priority Plans**
 - Summaries
 - High-level Goals, Objectives, and Strategies



WISCONSIN

Active

TOGETHER



WISCONSIN DEPARTMENT
of **HEALTH SERVICES**

Division of Public Health

Framework

Local Action



Community Engagement



Policy, System, Environmental Change

Examples:

- Community walks and rides
- Walk to school day, week
- Open streets events
- Create simple walking loops



Examples:

- Temporary “parklets” or “bike lanes”
- Gathering supporter lists
- Local walk, bike civics course
- Participatory photomapping



Examples: Milestones

- Bike and pedestrian plans
- Consistent wayfinding signage
- Model workplace policies
- Attend state conference
- Mentor other communities



National Diabetes Prevention Program in Wisconsin

Program:

- Year-long evidence-based lifestyle change program developed by CDC with goal of 5%–7% weight loss to prevent onset of type 2 diabetes in individuals with prediabetes
- Weekly and then monthly classes led by trained facilitators focus on topics such as eating healthier, reducing stress, and getting more physical activity

Evidence:

- Reduced risk for developing type 2 diabetes by 58% (*71% for age 60 or older*)
- Compared to oral drug metformin, commonly given to people with prediabetes to delay onset of type 2 diabetes, reduced risk by only 31%

Delivery:

- Wisconsin has 40 suppliers providing the program in 36 counties
- The 2017–2019 Diabetes Prevention Action Plan goal is to reach 37 counties





BraveHearts Presenters



Gabrielle Rude – WCHQ



Wally Orzechowski – SWCAP



Jon Morgan – Department of Health Services



Lee Wiersma – UW Credit Union



**Meghan Wallace – WCHF Summer Fellow -
DePauw University**



Gabrielle Rude, PhD
Director of Practice Transformation

August 9, 2018



WCHQ Vision

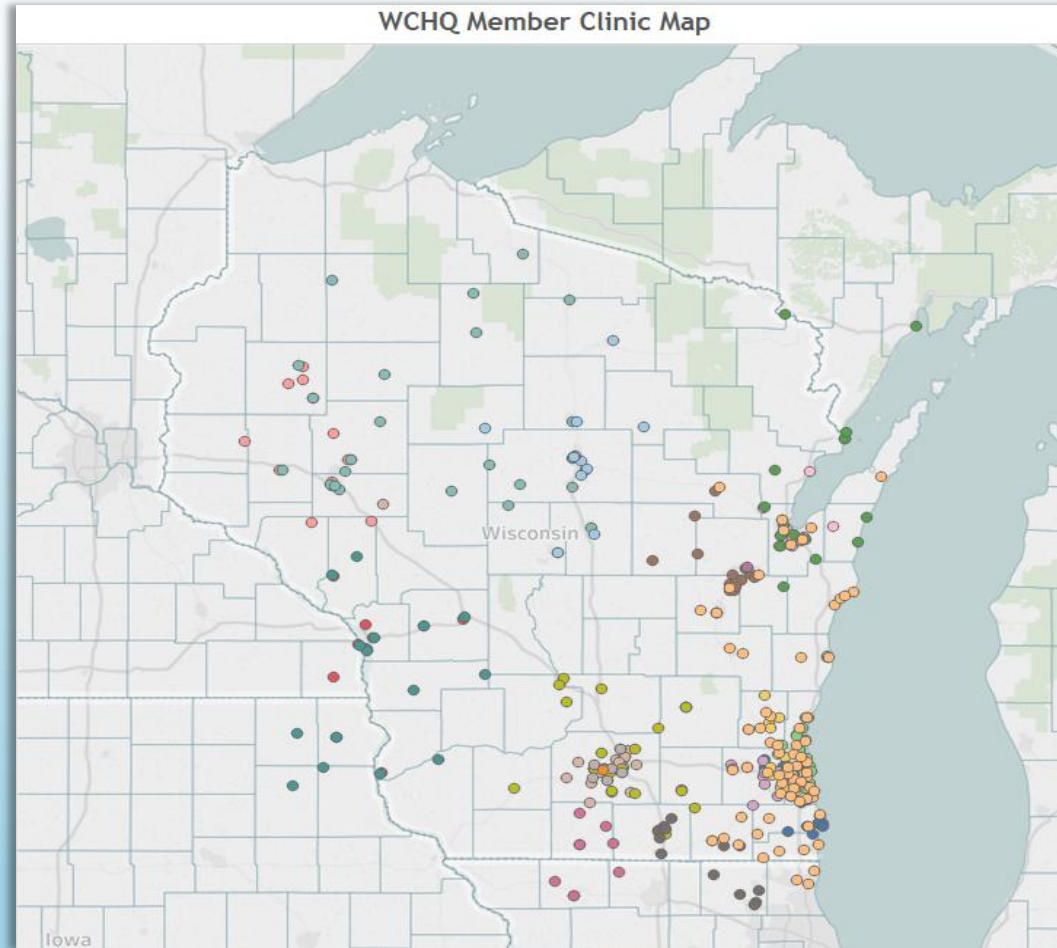
Dramatically **improve the health** and **increases the value** of healthcare for the people of Wisconsin and beyond.

Wisconsin Collaborative for Healthcare Quality (WCHQ)

- Founded in 2003
- **Voluntary** consortium of health systems, medical groups, clinics and hospitals
- Members agree to **publicly report** quality data and **share**



WCHQ Members



Performance & Progress Report

www.wchq.org

WCHQ Wisconsin Collaborative for Healthcare Quality

HOME | TOOLS | GLOSSARY | FEEDBACK | CAREERS | CONTACT US

About Us News Members Measures & Initiatives **View Our Reports**

View Our Reports

Home > Reports

Welcome to our Performance & Progress Report

View Reports by **Provider Type, Location(s), Condition(s), and Measure(s)**

TYPE OF PROVIDER

Medical Group

Clinic

Hospital

NEXT

New! Clinic Results

[Advanced Search](#)

View Reports by **Topic**

AMBULATORY CARE MEASURES
WCHQ Exclusive

[Chronic Care](#) **Updated**

[Preventive Care](#) **Updated**

POPULATION FOCUS

[WCHQ population results](#) **Updated**

HOSPITAL MEASURES

[WCHQ Member Results](#)

CLINICAL TOPIC

[Diabetes](#)

[Heart Care](#)

[Patient Experience](#)

[Pneumonia](#) **Updated**

[Cardiac Surgery](#)

[Surgery](#)

[Women's Health](#) **Updated**

[Cardiovascular Specialty Care](#) **NEW**

RESOURCE USE MEASURES

[Hospital Efficiency](#)

WCHQ MEASURES SUMMARY

View a health system's most current results for all WCHQ performance measures.

[WCHQ Measures Summary](#) **Updated**

View Our Reports

Home > Reports > Advanced Search > Measures > Cervical Cancer Screening











PRINT THIS PAGE FEEDBACK SURVEY

Cervical Cancer Screening Updated WCHQ

The results below represent **419,085** women who should have had one or more cervical cancer screening tests during the previous 36 months or one cervical cancer screening test and a human papillomavirus test within the last 5 years. [Read More About This Measure](#)

Reporting Period: Q1 2010 - Q4 2012

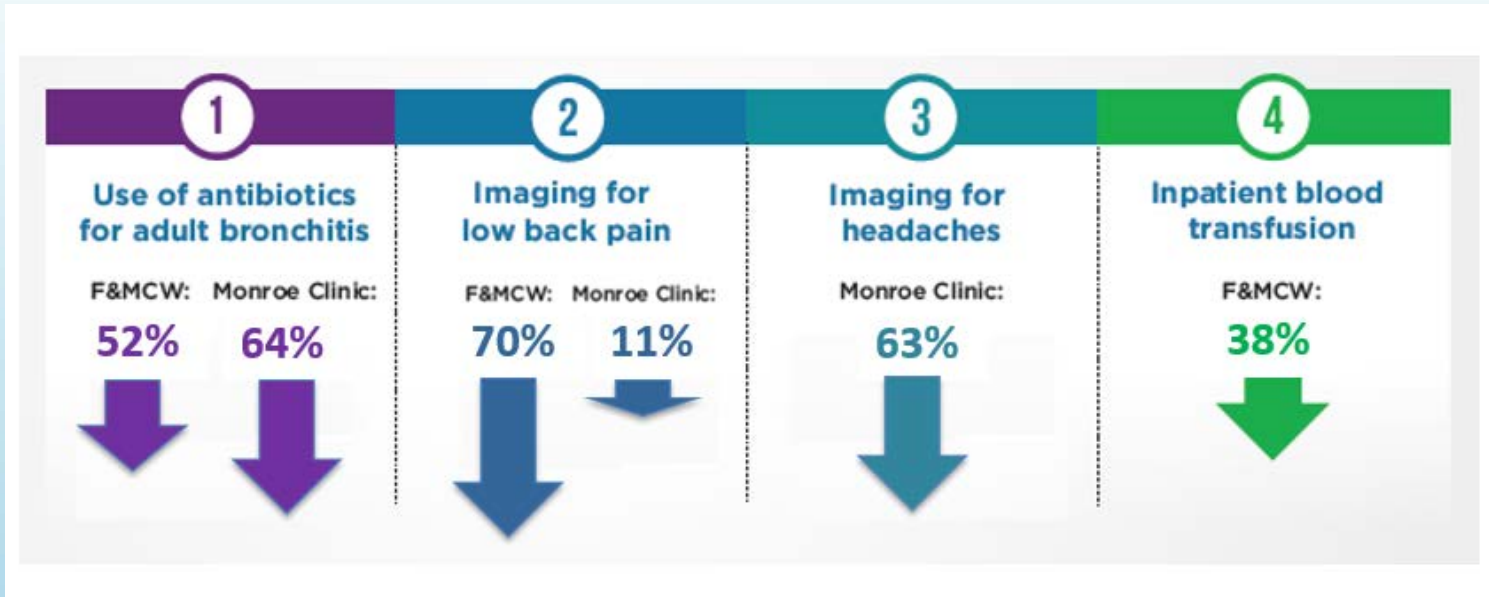
[Go to Results by Medical Group](#)

Sort By Rank Sort By Name		
	PREFERRED →	EXPORT (.csv)
ProHealth Care Medical Associates (OB/Gyn Clinic at Oconomowoc Memorial Hospital) N=1892  PROHEALTH CARE		98.78 %
ABMC - WOMENS HEALTH N=1016  Aurora Medical Group*		97.64 %
MONROE CLINIC HIGHLAND WOMENS CARE N=724  Monroe Clinic		97.38 %
Prevea Health - Sheboygan N=1197  PREVEA health		95.66 %
THEDACARE PHYSICIANS KIMBERLY N=1726  THE DA CARE PHYSICIANS		93.34 %

WCHQ Public Reporting of Performance at the Clinic Level

www.wchq.org

Choosing Wisely: An Example of Increasing Value



Inappropriate care is not only costly but can be harmful!

Benefit Design Matters

Comparison of Breast Cancer Screening Guidelines (January 2016)						
Recommended	ACOG	ACR/SBI	ACS	AMA	NCCN	USPSTF
Age to Start Mammograms	40	40	45 Individual choice 40-44	40	40	50
Age to Stop Mammograms	Annual as long as woman is in good health	When life expectancy is <5-7 years	When life expectancy <10 years	When life expectancy <10 years	Upper age limit not established	74
Interval	Annual	Annual	Annual 45-54; 1-2 years 55+	Annual	Annual	2 years
Tomo-synthesis (3-D Mammography)	Further study to confirm whether cost-effective replacement for digital mammography alone as first-line screening	No longer considered optional; represents an advance in breast imaging	Improvement in detection, lower chance of recall	Silent	Promising; definitive studies pending	Insufficient evidence to support routine use; grade "I"
Notes		Tomosynthesis shown to improve key screening parameters compared to digital mammography	40-44 Opportunity to begin screening; 45-54 Annual exam; 55+ 1-2 years Transition to biennial or opportunity for annual exam	Eligible at age 40, if they choose and their doctors agree; annual at 50		40-49 Grade "C" Individual decision; 50-74 Grade "B" biennial screening; 75+ Grade "I" Insufficient Evidence

When should I get a mammogram?

Use your local health system to design benefits - eliminate confusion and minimize harm from unnecessary testing!

What Employers Can Do

- Encourage all healthcare providers to **join** WCHQ
- Work **with** local health system to address population needs
- **Align benefits** with clinical best practices

Contacts

Chris Queram, President/CEO

cqueram@wchq.org

Matt Gigot, Director of Performance Measurement
and Analytics

mgigot@wchq.org

Mary Kay Grasmick, Director of Membership and Business
Development

mkgrasmick@wchq.org

Gabrielle Rude, PhD, Director of Practice Transformation

grude@wchq.org



SWCAP

Southwestern Wisconsin Community Action Program, Inc.



**PEOPLE
HELPING
PEOPLE**

Farm Worker Housing



Darlington

- Many Large Dairy Farms
- High Demand for Workers
- Hispanic Pop. Up 467% from 2,000 to 2010



24 Units

- Affordable Housing
- Dairy Farm Workers
- 40% of Income Must Be From Farm Labor
- 2 & 3 Bedroom Units



\$7.5M

- Large-scale Housing Project
- Grant & Loan \$ from USDA Rural Development
- \$ from Low Income Housing Tax Credits

Pathways to Recovery

- Opioid & other addiction recovery
- Housing & peer counseling
- Wrap-around services (transportation, food, parenting, housing, etc.)
- Medication-assisted treatment (MAT)
- Job training/Placement/Biz startup
- Case management

Farm Health Bus

- Converted Head Start bus
- Staffed by Community Connections Free Clinic
- Free medical care/screening
- Travels to large dairy farms in Iowa County
- Services to farmers and farm workers



SWCAP

Southwestern Wisconsin Community Action Program, Inc.

www.swcap.org

Wally Orzechowski,
Executive Director

149 N. Iowa St., Dodgeville, WI 53533

w.orzechowski@swcap.org

608-935-2326 x201



DONATE



FUNDRAISE



VOLUNTEER



WISCONSIN WORKSITE WELLNESS

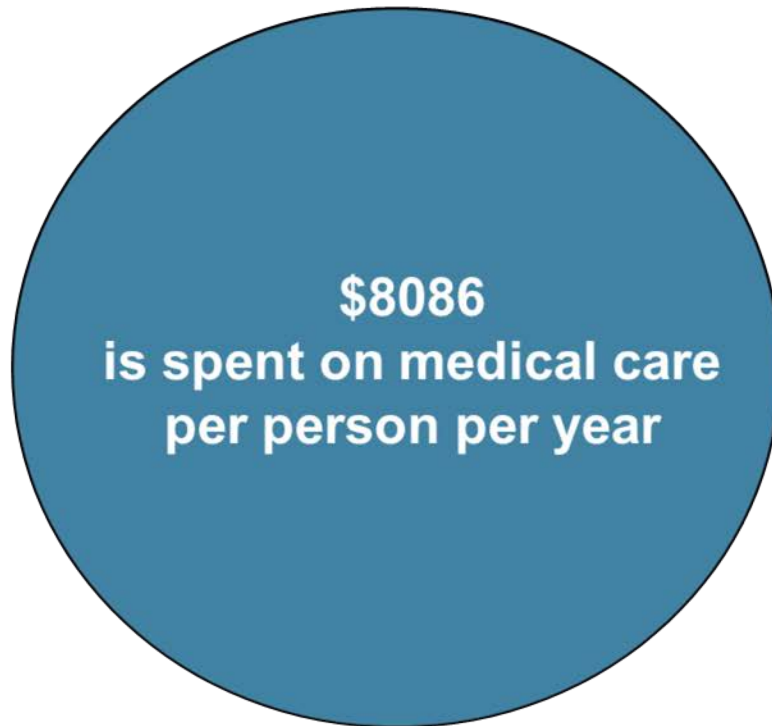
v 4.0

HELLO
Jon Morgan

Resource Kit	
<small>(To prevent obesity & related chronic diseases)</small>	
Employee Health <small>Improve overall fitness and mental alertness</small>	
Overall fitness	100%
Payback on Investments	100%
<small>An Investment in Good Health: Improved Productivity + Lower healthcare cost</small>	
Improved Morale	100%
Nutrition	
Reduced...	
Sudden Illness	
Chronic Health Issues	
6 Steps	
<small>Why have a worksite 16.6%</small>	<small>How to get Started 16.6%</small>
<small>Assessing my Worksite 16.6%</small>	<small>Making Decisions 16.6%</small>
<small>Programming for Worksite 16.6%</small>	<small>Evaluate Worksite 16.6%</small>

Why Wellness?

Healthcare vs Prevention Costs

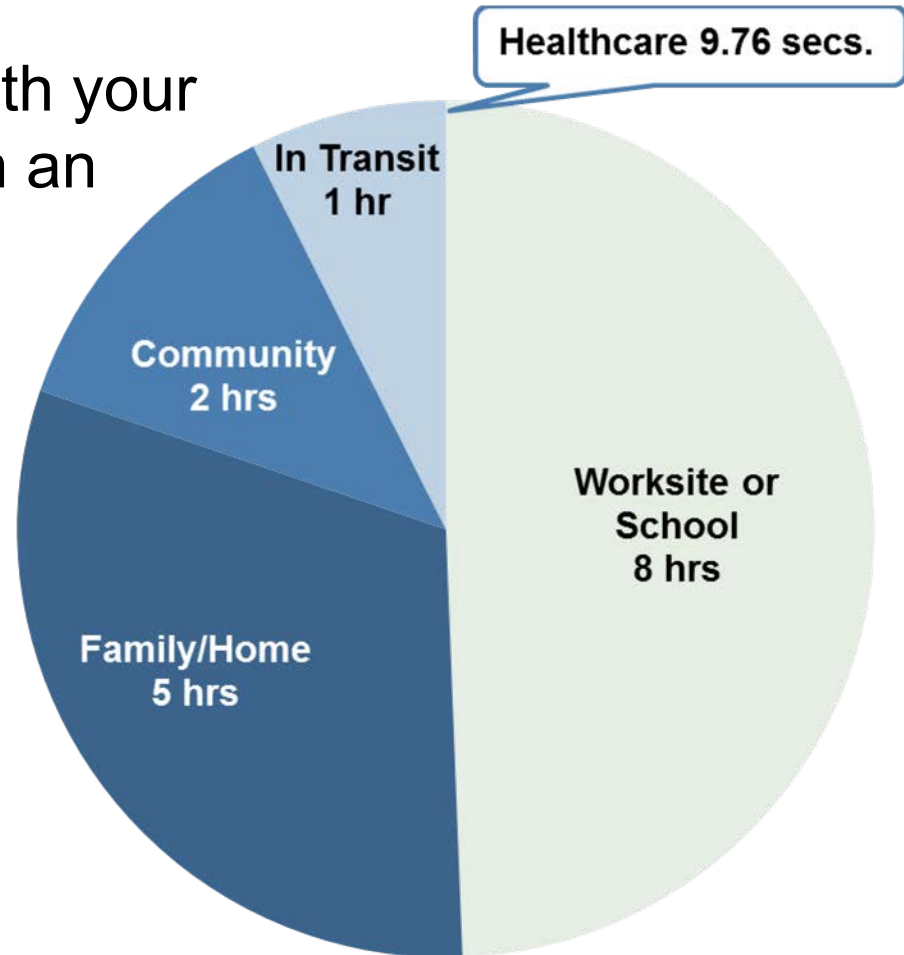


●
Only \$251
is spent per person on public
health measures that prevent
medical conditions
before they occur

Ratio 32:1, or only "½
ounce per pound of
~~cure~~ treatment"

Why the Worksite?

What do you do with your 16 waking hours in an average day?



2018 Kit Outline

Intro: Why have a wellness program?

Step 1: How to get started

Step 2: Engaging Your Employees

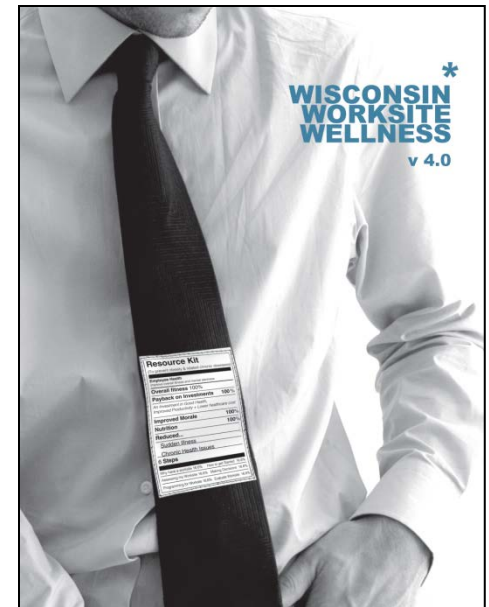
Step 3: Assessing your worksite

Step 4: Content programming for your worksite

Step 5: Making decisions-where to focus your efforts

Step 6: Evaluating my programming

Appendices: Additional resources



- Offer incentive-based exercise campaigns (5,000 or 10,000 steps).
- Promote “buddy” or walking groups to encourage a social connection for greater adherence.

Behavior/Programming

**Social-Ecological Model
Physical Activity**

Evidence-based

Environment

Practices or Policies

- Provide showers onsite.
- Provide a room where group fitness classes can take place.
- Post maps of onsite trails or nearby walking routes.

- Offer flexible work hours to allow for physical activity during the day.
- Promote walk-and-talk meetings when appropriate

A Baker's Dozen of Top Worksite Wellness Tips (handout)

1. Focus on employee's health first
2. Don't use incentives "to buy" healthy behavior – it doesn't work long-term.
3. Invest in wellness – a coordinator, a committee and a budget \$
4. Create an annual operating plan and 3-5 year goals.
5. Focus efforts at the level of "work units" or small "pods"
6. Know your audience (assess, assess) and communicate creatively
7. Change the workplace in order to change the employee behavior. (culture, policy, environment).
8. Combine program, policy and environmental strategies for impact.
9. Do a small number of things well rather than lots of things done poorly.
10. Take advantage of existing easy and/or free options from your insurance plan or local providers.
11. In choosing strategies, think impact:
12. Assess & evaluate on a regular basis.
13. Make walking, healthy food and work/life balance (mental health), the cornerstones of your program.

$$\frac{\text{Impact}}{\text{Healthier Employees}} = \frac{\text{Reach} \times \text{Dose}}{(\text{number affected}) \times (\text{times/week})}$$

Small Worksite Grant Program

- Grant (cost reimbursement) program is in effect March 2014 – **December 2018** (\$3M)
- WI Small businesses: 50 or fewer employees
- No “Wellness Program” prior to March 2013
- Complete an HRA
- Have programming in at least 1 of 9 areas (chronic disease, weight management, etc.)
- Apply on the DHS application form
- Submit 1 years worth of expenses (up to 50K) (30% reimbursement – up to \$15,000)

The Grant Application Process

Includes:

- An online (& paper) application
 - Worksite information (name, size, dates, etc.)
 - Criteria pick list for the assessment and programs and services
 - Expenditure report
 - “Signature” on validity of application
 - W-9 and Vendor Validation form (optional)
- Eligible expenses and industry standards for costs (construction or remodeling of property are not eligible expenses)

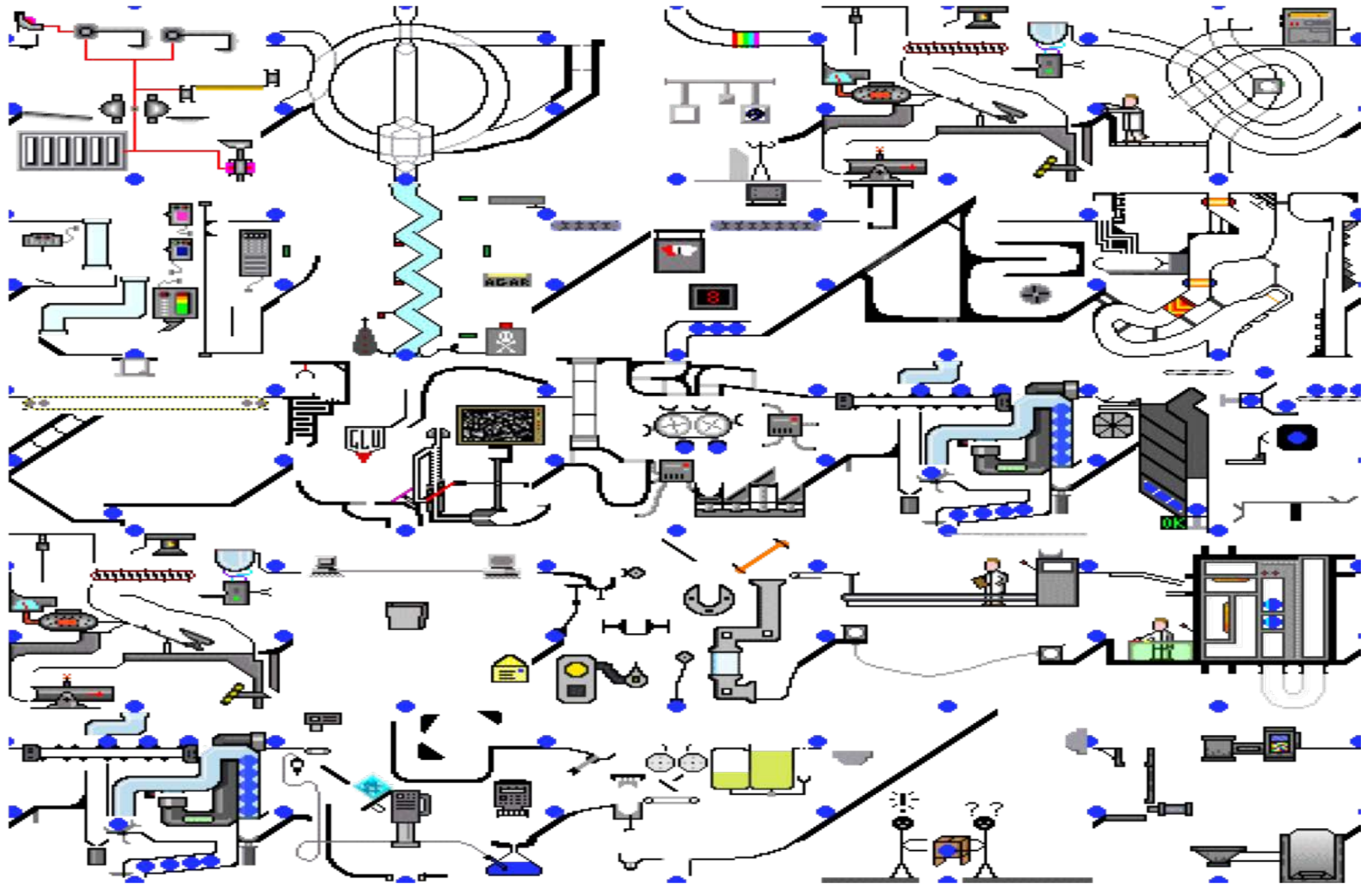
The NPAO website provides more information.

<http://www.dhs.wisconsin.gov/physical-activity/Worksite/index.htm>

[Or google WI Physical Activity](#)

Worksite Wellness

It's not Rocket Science!



“Wisconsin Worksite Wellness Resource Kit”

**WISCONSIN
WORKSITE
WELLNESS**
v 4.0

(New Version 4.0 – March 2018)

- On the Web at:
 - <http://dhfs.wisconsin.gov/health/physicalactivity/Sites/Worksitekit.htm>
 - Or you can Google “WI Physical Activity”



Jon Morgan Jonathon.morgan@wi.gov 608-266-9781



Brave HEARTS

CORPORATE WELLNESS CHALLENGE



Presentation Overview

Business Case

- Why should employers care?
- What can employers do?

Campaign Toolkit

- Toolkit design & modules



Why Should Employers Care About High Blood Pressure?

- High Blood Pressure costs the average employer nearly \$1.5 million in direct and indirect costs
- High Blood pressure is involved in 50% of cardiovascular disease costing \$9,500 more a year per employee
- High Blood pressure lowers individual productivity by one-third or more



Loss of Productivity

PRESENTEEISM

High blood pressure causes tiredness and fatigue. Workers are on the job but not fully functioning.

VS.

ABSENTEEISM

Employees with high blood pressure experience health issues keeping them away from work.



Benefits of Lowering Hypertension

If you, as an employer, are able to reduce and control high blood pressure, the direct and indirect financial benefits are profound:

- Health care cost savings
- Disability claims reduction
- Reduced sick days
- Productivity improvements
- Reduced presenteeism
- Improved employee engagement
- Improved morale



BraveHearts Toolkit

What is it?

- A worksite wellness program consisting of 5 different modules designed to **educate, support** and **empower** employees to improve and maintain their overall health and well-being through healthy lifestyle choices, and the creation of a culture of well-being.
- Content from parts of the BraveHeart's modules come from the Million Hearts[®] program, an **evidence-based** national initiative from the Centers for Disease Control and the Centers for Medicare and Medicaid Services within the Department of Health and Human Services.



BraveHearts Toolkit

5 Easy-to-Use, Flexible and Adaptable Program Modules

With Options for Incentives and Connections to Health Risk Assessments



Understanding the risks of high blood pressure



Heart healthy eating habits and the rainbow challenge



Controlling high blood pressure supporting your loved one



Stress reduction and proper exercise



Quitting smoking



Be a BraveHearts Partner!



**Businesses Capacity
to Advance Health**



Wisconsin has health challenges – especially with disparity populations

Businesses have a captive audience and skills and resources to assist in the design of community health systems of the future

Businesses care about the health of their employees and communities

BraveHearts is a proven model to spark or advance health within the workplace

**Become a BraveHearts Partner Today!
wicomhealthfund.org/bravehearts/**





Health is our greatest wealth – Thank You!

Rebecca R. Thompson, CPA, CFRE, MPH

Wisconsin Community Health Fund, Inc.

(608) 228-5044

rebeccat.wchf@gmail.com

wicomhealthfund.org