Building a Healthier Workforce at Perdue Farms

Workplace Health & Wellness Symposium
Baltimore, MD                      3 June, 2011
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Building a Healthier Workforce

Agenda

1. Value in health “product”: Health conveyed per Dollar Spent
2. On-site clinics bring health value
3. Climbing the Value Chain: on-site wellness
4. ROI – What measurements do we want to see?
The best measure of ROI is total Plan cost.
Environment of Healthcare in the US

Cost:
- $2.5T
- $2.8T
- $3T
- $10,000 per employee
- Highest in the world!!!

Product:
- Life expectancy/ infant mortality
- Treatment of serious disease
What’s the problem?
Too much?
Too Little?
Too Expensive?
Too Cheap?
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USA – Cost vs. “Product”

Under treatment:

A. Prenatal care

B. Stepped Rx of High Blood Pressure

C. Intensive Diabetes Care
USA – Cost vs. “Product”

Over treatment:

A. Arthroscopic Knee Surgery

B. Antibiotics for sore throats

C. Angioplasty
USA – Cost vs. “Product”

There is a relationship between cost and health status improvement:

<table>
<thead>
<tr>
<th>Health Status</th>
<th>Cost/Intensity of Service</th>
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</tbody>
</table>
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The solution? Chicken!!
The Perdue Experience

- On-site primary clinics (called Wellness Centers) which serve as medical home:
  - Visits are on the clock, minimal payroll-deducted co-pay, clinics operate during all production shifts.
  - We own the buildings and staff but contract with the doctors.
  - We look, sound, smell, and feel like a high-class Primary Doctor’s office.
  - Turn around time is 32 minutes (vs….)
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The Perdue Experience

- Goal is health improvement in a longitudinal model
- Value: Health Conveyed per Dollar Spent
Follow the Rainbow: What’s next?

If Primary Care is good, primary prevention is even better. We created the Perdue Health Improvement Program (HIP)
Every participating associate (87% participate) fills out a brief health risk appraisal.

We measure a few things (BP, lipids, Hemoglobin A1c [diabetes], nicotine, fat-o-meter).

All this gets entered into a database that...
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- Gives us an aggregate ‘health score’ for each plant and the Company.
- Generates a personal health score, and a personal plan for health for each associate.
Health Improvement Program (HIP)

- Health Coaches then work individually with our associates in QIP mode to improve those targeted health risks.
- This “high touch” approach has driven our success in enrollment and personal engagement.
Incentives:

- No bribes!
- Occasional drawing at the end of the year for TV, bicycle, etc.
- Stickers, baseball hats, other HIP trinkets.
- Primary incentive: A smile from our loving, caring medical staff!!
Health Improvement Program (HIP)

HIP thus integrates with the Wellness Centers as the locus of lifestyle as well as traditional medical interventions, all under one roof.
Health Improvement Program (HIP)

HIP example:

- Through screening, we learn you have undiagnosed Hypertension and poorly controlled diabetes:
  - We help you institute lifestyle changes
  - We bring you into the Wellness Center for physician medical care; generic samples are given for your HBP...
HIP example (cont’d):

- ...and both HBP and Diabetes are treated over time by the HIP Coach for lifestyle change, and by the physician with science-based, protocol-driven medical care.
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HIP thus closes the loop in one magnificent whole to include lifestyle improvements as well as medical treatment, all located within 100 yards of where you work, with treatment on the clock!
Results:
Disease Control

Prevalence of Serious Diseases

- Diabetes
- High Blood Pressure

USA Perdue USA Perdue

- USA
- Perdue

- 0%
- 5%
- 10%
- 15%
- 20%
- 25%
- 30%

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Disease Control

Control of Serious Diseases

USA Perdue USA Perdue

Diabetes
High Blood Pressure
The best measure of ROI is total Plan cost.
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HIP Effect on Turnover

<table>
<thead>
<tr>
<th>Year</th>
<th>All Terminations in HIP</th>
<th>All Terminations NOT in HIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
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</tr>
</tbody>
</table>
HIP Effect on Workers Comp

HIP Score

<table>
<thead>
<tr>
<th>Associates with LWD</th>
<th>3.3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non LWD Participants</td>
<td>3.56</td>
</tr>
</tbody>
</table>

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Results:

- CPC < ½ the national average; inflation < 2% per year for 7 years
- Improved health as measured by quantified health status every year for 5 years.
Conclusions:

- We can drive substantial, measureable improvements in health through...
  - on-site clinics and
  - High-touch, personalized, meaningful wellness programs...
- while substantially lowering overall medical costs
Conclusions (cont):

➢ There is no limit to the good we can do, the health we can convey if only we are willing!
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