
HEALTH COMPETITIVENESS INITIATIVE

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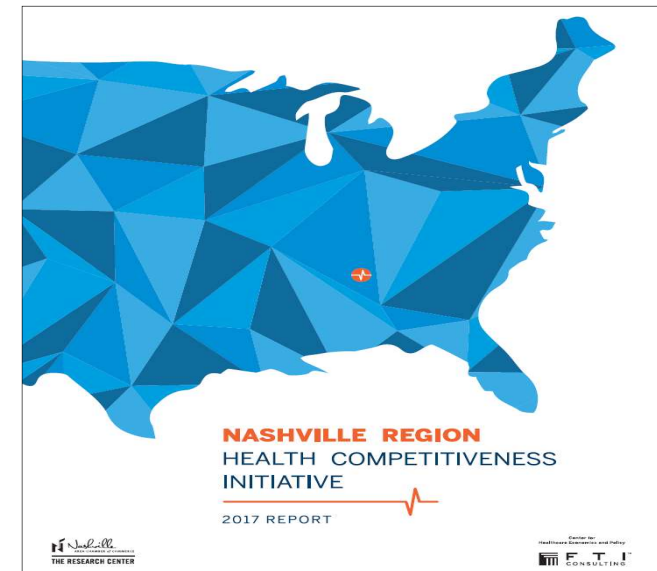
BASELINE DATA



Nashville Region's Vital Signs – A collaboration between the Chamber and the Greater Nashville Regional Council established issues and priorities.



Chamber partnered with FTI Consulting and local stakeholders on pilot study with key insights on health outcomes and behaviors compared with Nashville's peer metro regions.

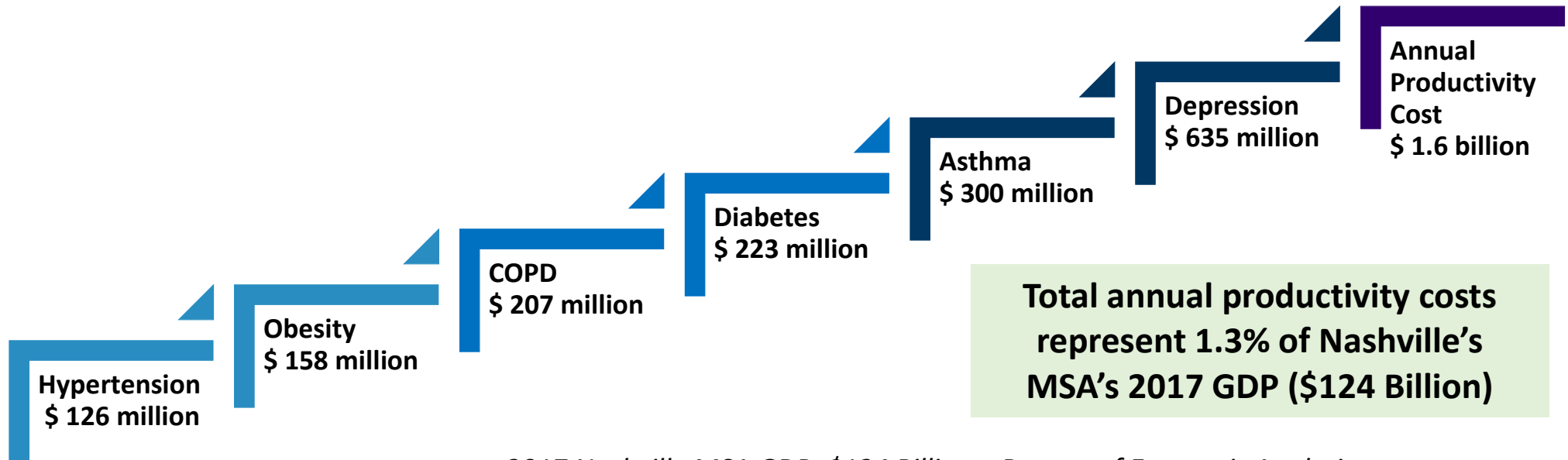


With expanded local stakeholders, the 2017 FTI study focused on impact of health status on workforce age groups and put a dollar figure on productivity and medical costs from chronic conditions.

PRODUCTIVITY COSTS BY CONDITION

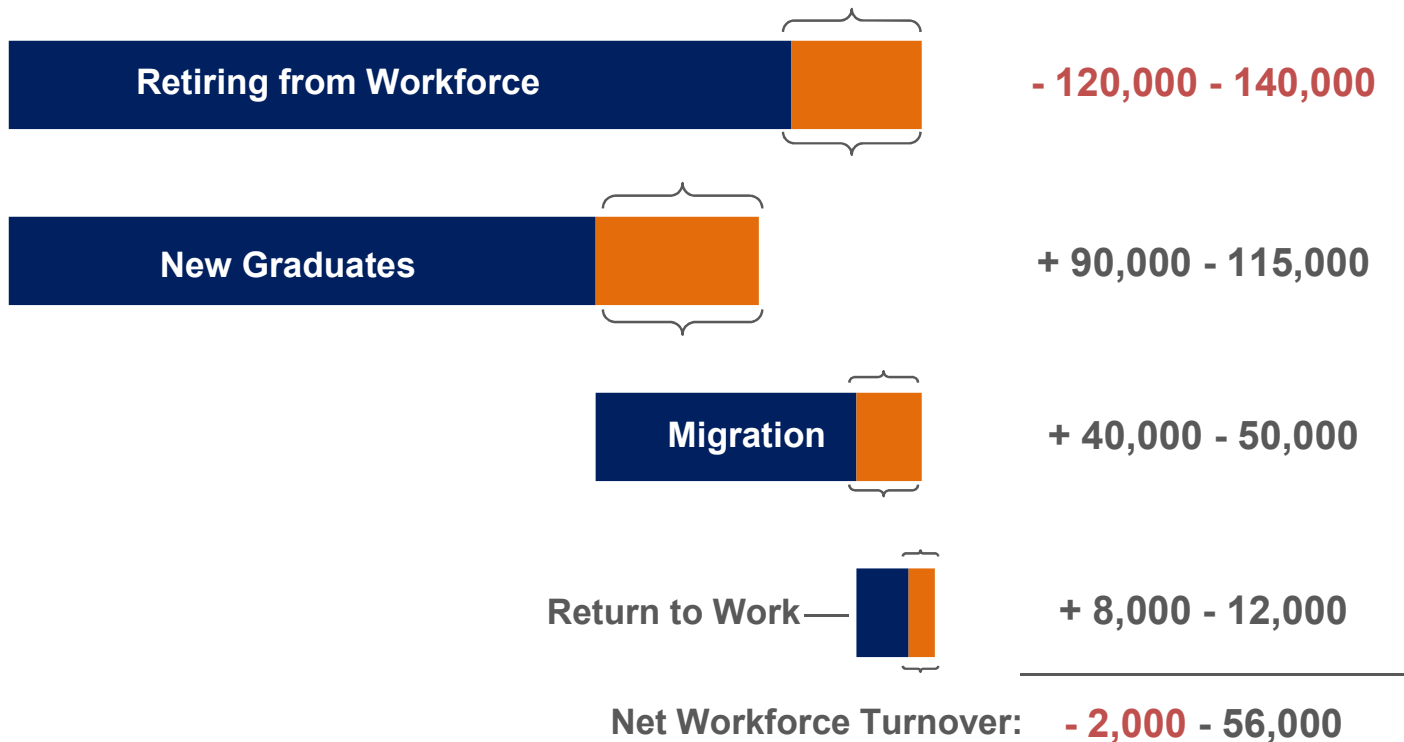
Key sources of productivity costs vary by workforce age group

Age Group	Diabetes	Obesity	Hypertension	Depression	Asthma	COPD	Total Costs
Age 25-44	3.3%	9.7%	4.7%	46.9%	23.8%	11.5%	\$ 825.2 Million
Age 45-64	23.7%	9.4%	10.6%	30.0%	12.6%	13.6%	\$ 824.2 Million



WORKFORCE AND HEALTH

Replenishing Nashville region workforce needs 2015-2020

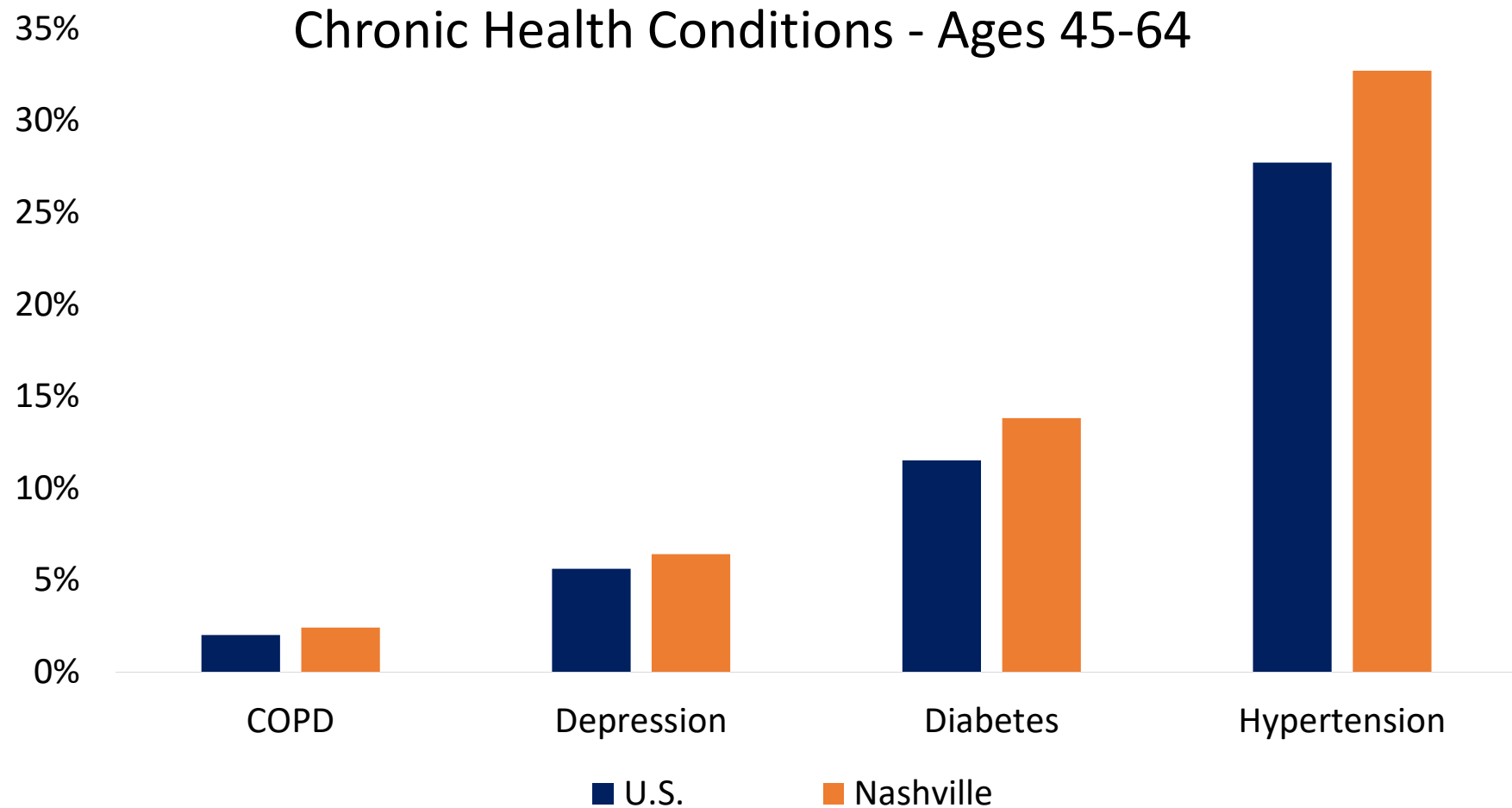


Even if we replenish the retiring workforce, Nashville employers are expected to add up to an additional

100,000

new jobs by 2020

HEALTH COMPETITIVENESS



LEADERSHIP

Successful workplace health promotion starts with *intrinsic organizational commitment*.

Key Findings:

- Health promotion aligned with firm objectives
- Health culture permeates policies and practices
- Designated staff roles and responsibilities for health culture
- C-suite leadership buy-in and continued involvement

13% of firms have paid staff with a role in health promotion coordination.

DESIGN

Certain program elements position firms for success.

Key Findings:

- Start with employee needs assessment
- Regular, targeted communication to employees
- Consistency and continuity of program activity
- Determine outcomes/metrics, evaluate regularly
- Easy access to services, particularly primary care
- Programs engage family, community
- Default options as healthy, easy choice
- Third-party vendors as supplements, not drivers
- Holistic “health in all policies” approach

50% of firms actively promote and market health and wellness programs to employees.

VALUE

Employer motivations extend *beyond a simplified idea of ROI*.

Key Findings:

- Assessing ROI for health promotion programs can be a challenge
- Empirical evidence exists for favorable financial return on health promotion programs
- Many firms recognize benefits are multifaceted

Motivations may include cost control and savings, employee retention and recruitment, worker productivity and employee morale.

IMPACT

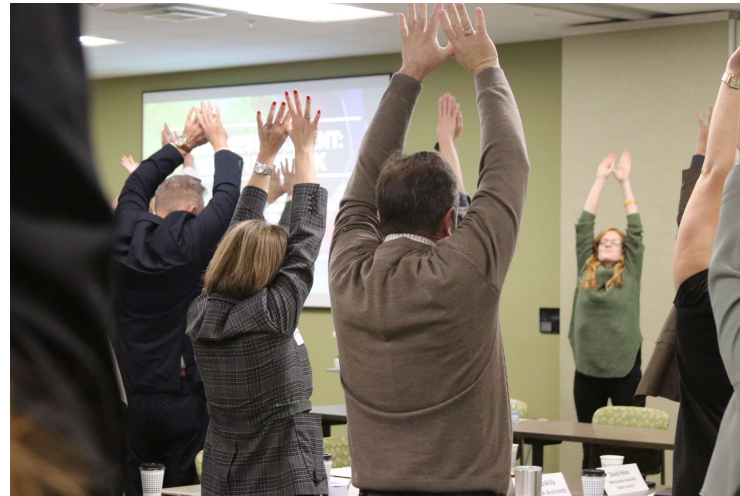
Business involvement in employee health has a ***powerful role in broad policy discussions.***

Key Findings:

- Employers are uniquely positioned to impact population health
- Employers have a unique role influencing and shaping U.S. health outcomes
- Health-related policies contribute to business climate and quality of life

Health-oriented policy can result in a healthier, more productive workforce with gains in regional livability.

WORKFORCE HEALTH EXECUTIVE ROUNDTABLE



COMMUNICATING BEST PRACTICES

[Introduction](#) [Lesson 1: Leadership](#) [Lesson 2: Design](#) [Lesson 3: Value](#) [Lesson 4: Impact](#) [Resources](#)

How to Build a Successful Employee Health Program

Lessons from top Nashville area companies for businesses
of any size

By Carly Vaughn

BUSINESS LEADERS AS LEVERS FOR CHANGE

Engaging local business leaders and stakeholders as levers for change



Actionable data provide essential information on chronic conditions and health behaviors with significant productivity and medical costs for a community.

Access to data and answers to key questions provides business, civic and healthcare leaders with insights into priorities. Leaders/champions and cross-sector stakeholders foster collaboration and needed research.

Employer engagement in workplace health shows benefits: bottom-line savings, increased productivity, stronger talent recruitment and retention, and improved employee morale.

Broader benefits from business and individual engagement include the economic health and competitiveness of an area.