

Well Workplace Initiative

Six Reasons Why



worksite
wellness
council
of Rhode Island



Workplace Wellness: Rationale



Six Reason Why...

Healthcare Costs

Preventable Illness

Workplace Diversity

Technology Revolution

Expanding Workweek

Elevated Stress Levels

Six Reasons Why...



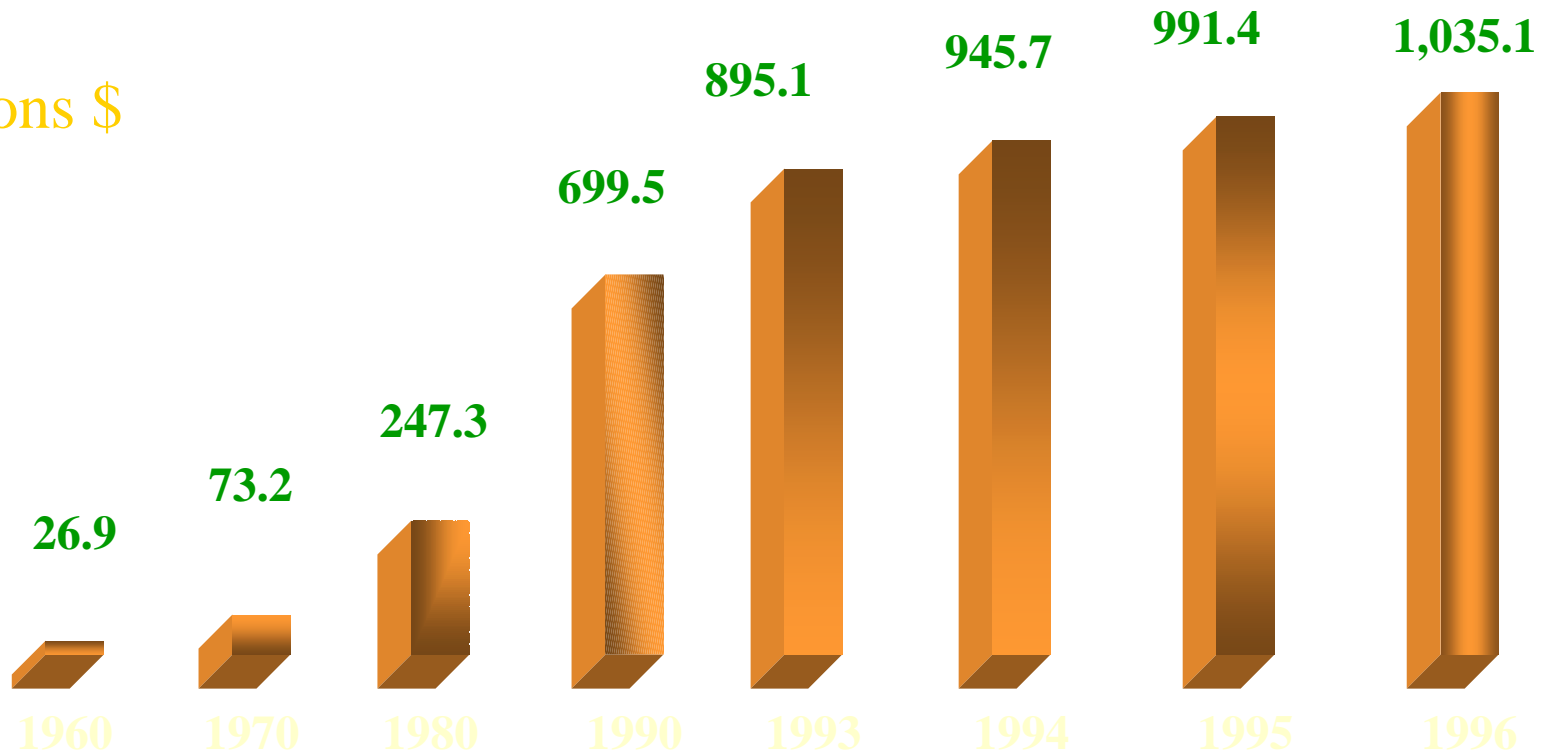
Reason #1

Healthcare Costs

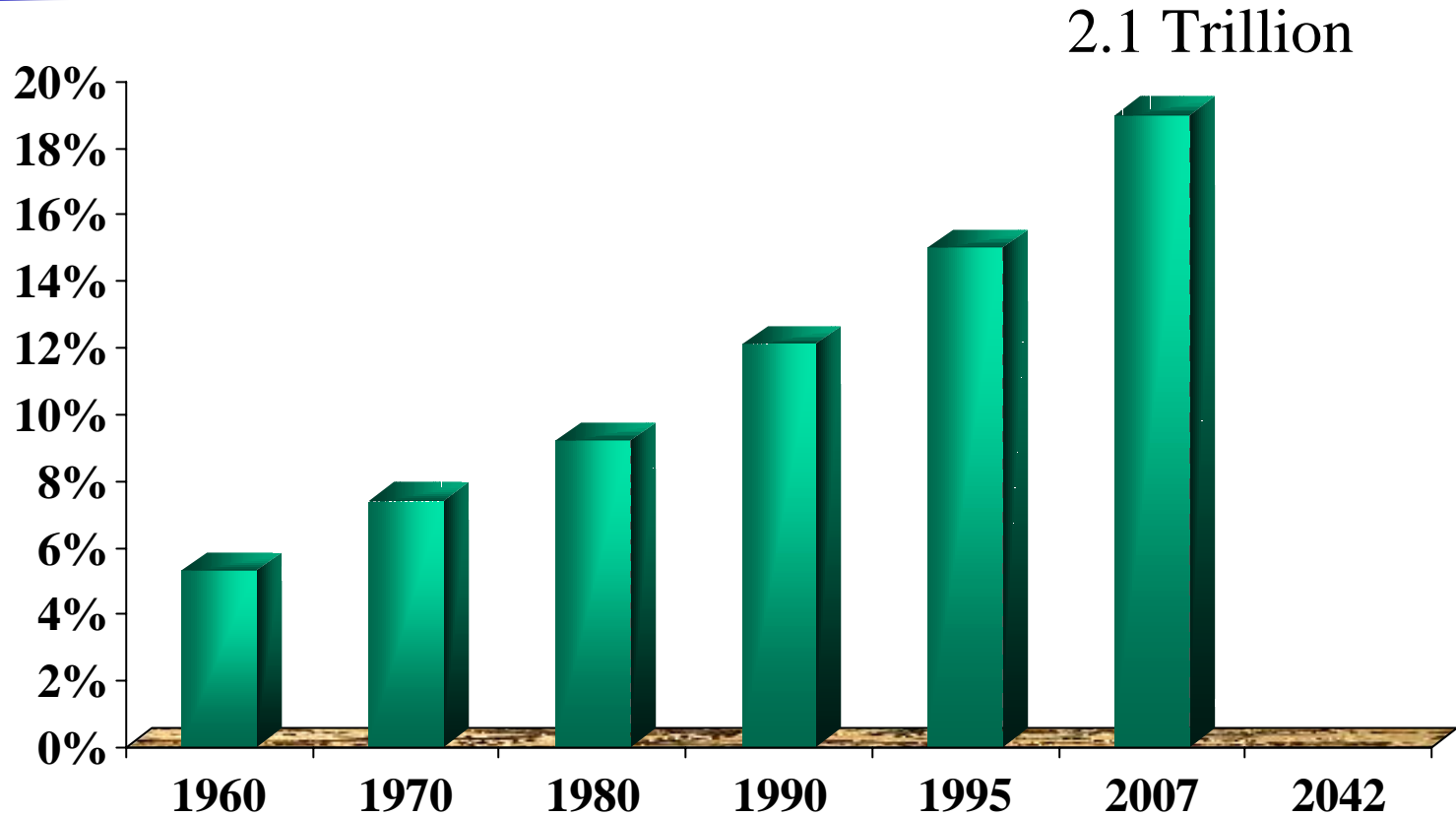


Healthcare Costs

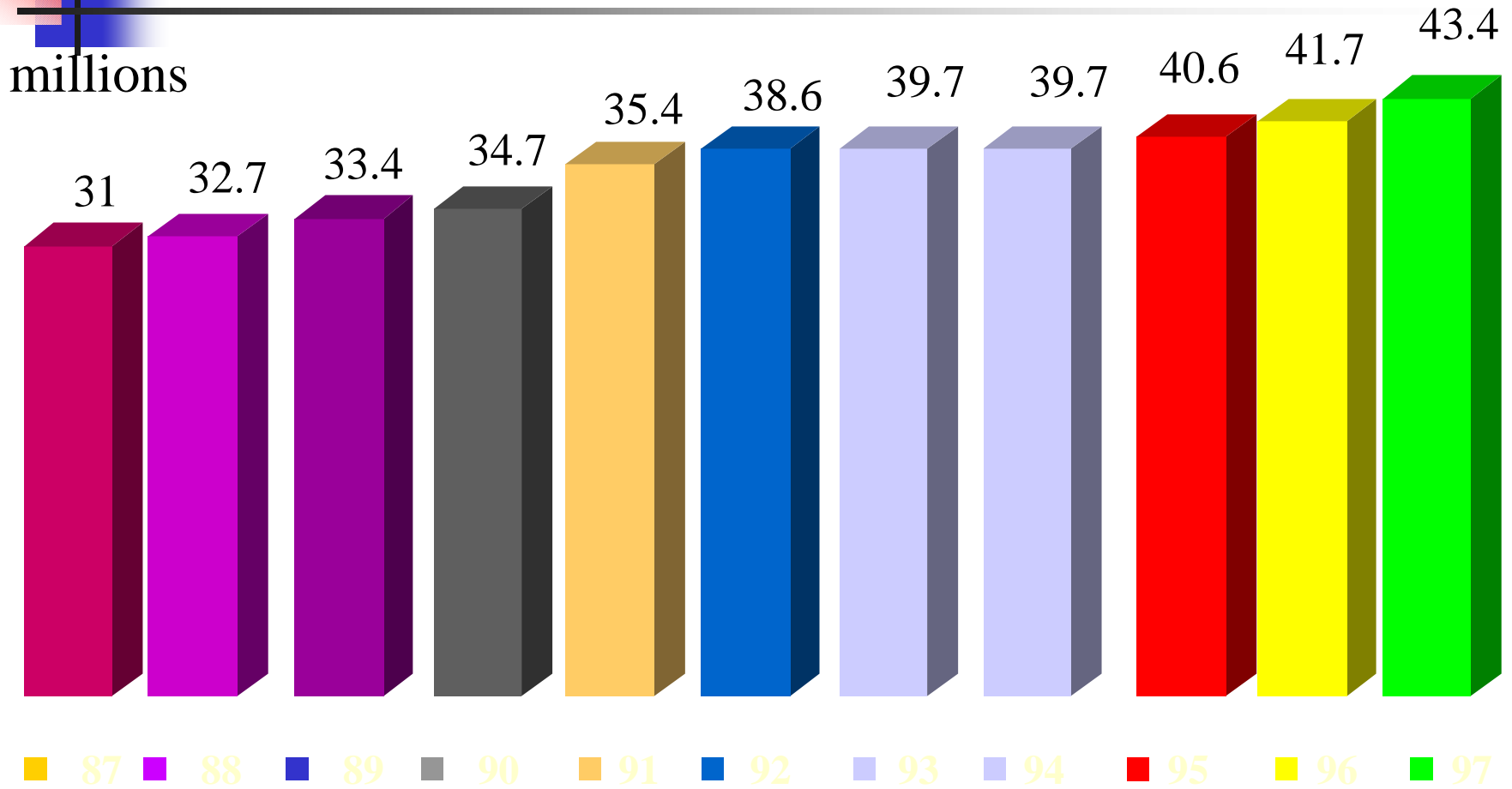
Billions \$



Healthcare Costs: % of Gross National Product



The Number of Uninsured Continues to Grow...



What will happen if the economy falters?

Six Reasons Why...

Reason #2

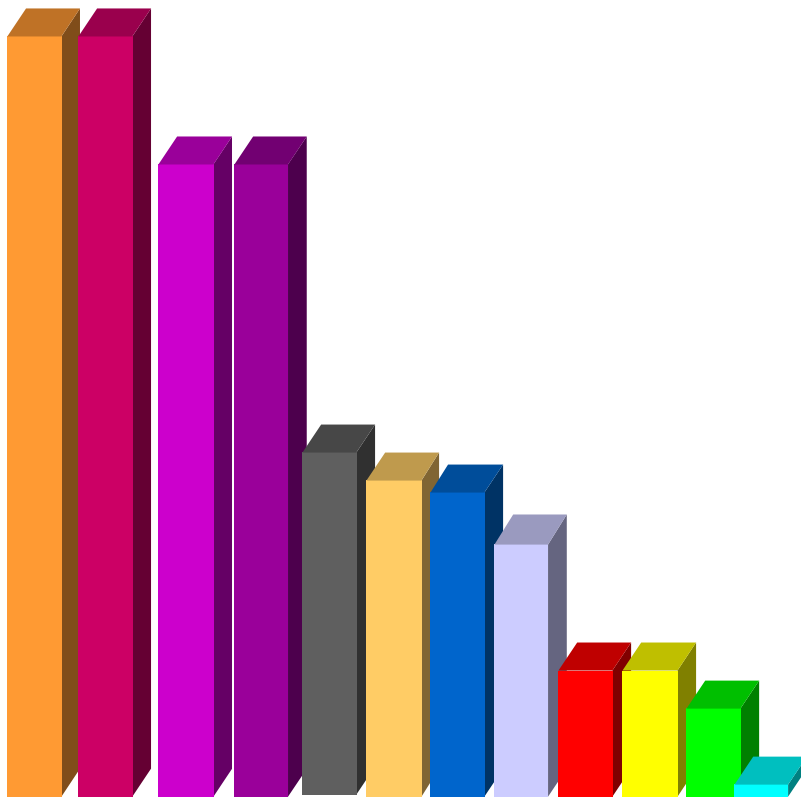
Preventable Illness



US Mortality Figures - 1990

Cause	Approximate Number of Deaths
Tobacco Use	400,000
Poor Diet & Sedentary Activity Patterns	300,000
Alcohol Use	100,000
Sexual Behavior	30,000
Illicit Use of Drugs	20,000

Statistically, if there are 100 people in your company or department...



60 are sedentary

60 don't wear safety belts

50 have high cholesterol

50 feel distressed

27 have cardiovascular disease

25 smoke cigarettes

24 have high blood pressure

20 are at least 20% overweight

10 are heavy drinkers

10 have diabetes

7 smoke marijuana

1 uses cocaine

Six Reasons Why...

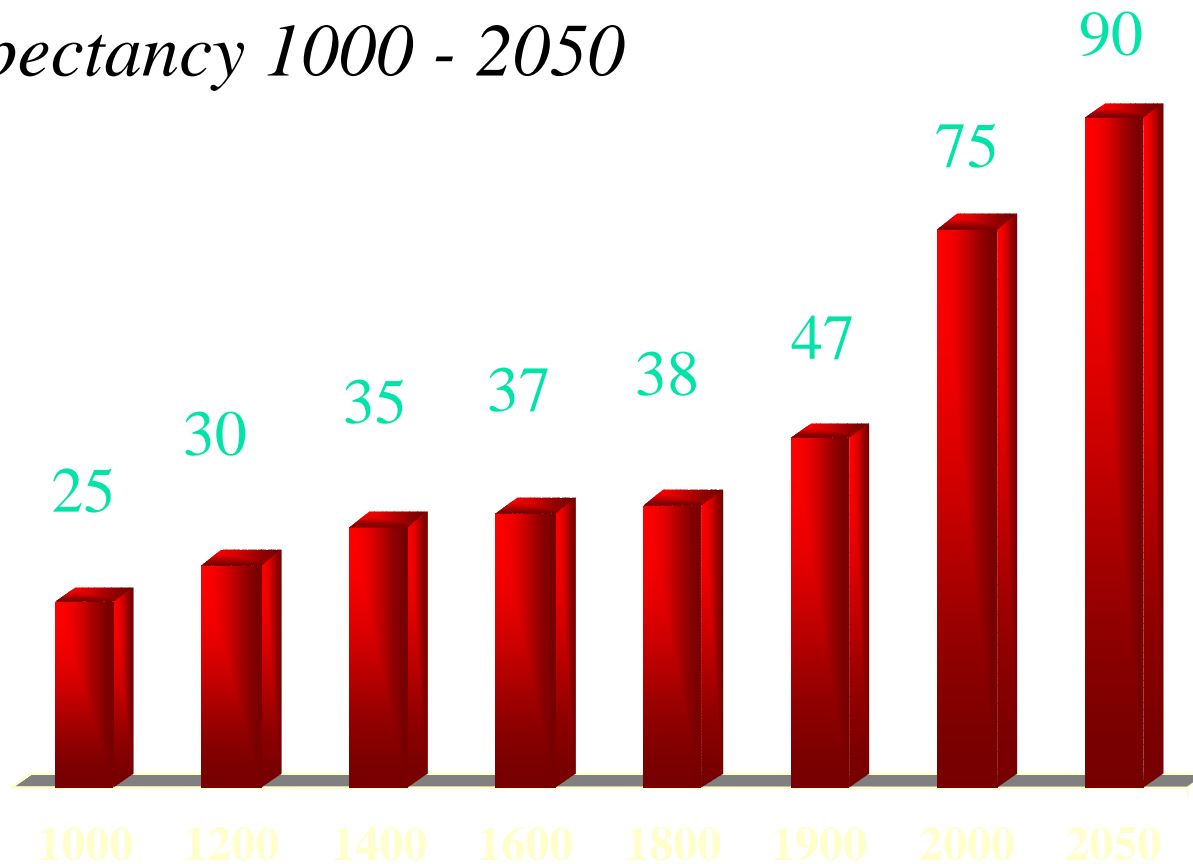
Reason #3

Workplace Diversity

The Longevity Revolution

Where have we been...and where are we going

Life Expectancy 1000 - 2050





A Trans-Generational Culture

Generations Working & Living Together

Depression & World War II Era

The Boomers

The “Me” and “X” Generations



Depression & World War II Era

Themes

Security

Comfort

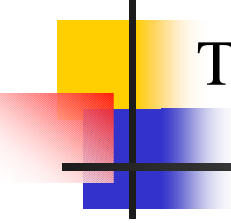
Traditional “American Values”

Defining Events

Depression

War

Booming Post-War Economy



The “Me” and “X” Generations

Themes

Make-it While You Can
Cynical
Searching for a Cause

Defining Events

End of the Cold War (who’s the enemy?)
Post-Watergate Fallout
Birth & Growth of the Computer Age



The Next Generation

Themes

TBA

Defining Events

TBA



Workplace Diversity

- Between 1987 and 1992, women-owned business rose 43%
- In 1996, nearly 8,000,000 women-owned firms employed 18.5 persons (more than the entire Fortune 500)
- Black owned businesses have grown 46% in recent years



Workplace Diversity

- Hispanic-owned businesses grew 82% between 1987 - 1992
- Asian-Americans, Native Americans, and Pacific Islander businesses grew 87% between 1987 - 1992



Six Reasons Why...

Reason #4

Expanding Workweek

Expanding Workweek

Hours

48

46

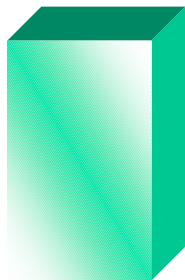
44

42

40

38

36



1976

47



1996

Technology has pushed out walls creating Virtual Workspace

Voice mail

fax machines

car phones

email

personal pagers

laptop computers

How We Spend Our Time:

The Average Manager Spends...

5 years reading & writing letters

4 years commuting

3 years on the telephone

2 years in meetings

1.8 years waiting in traffic

1 year in the bathroom

< 10 months talking to their families

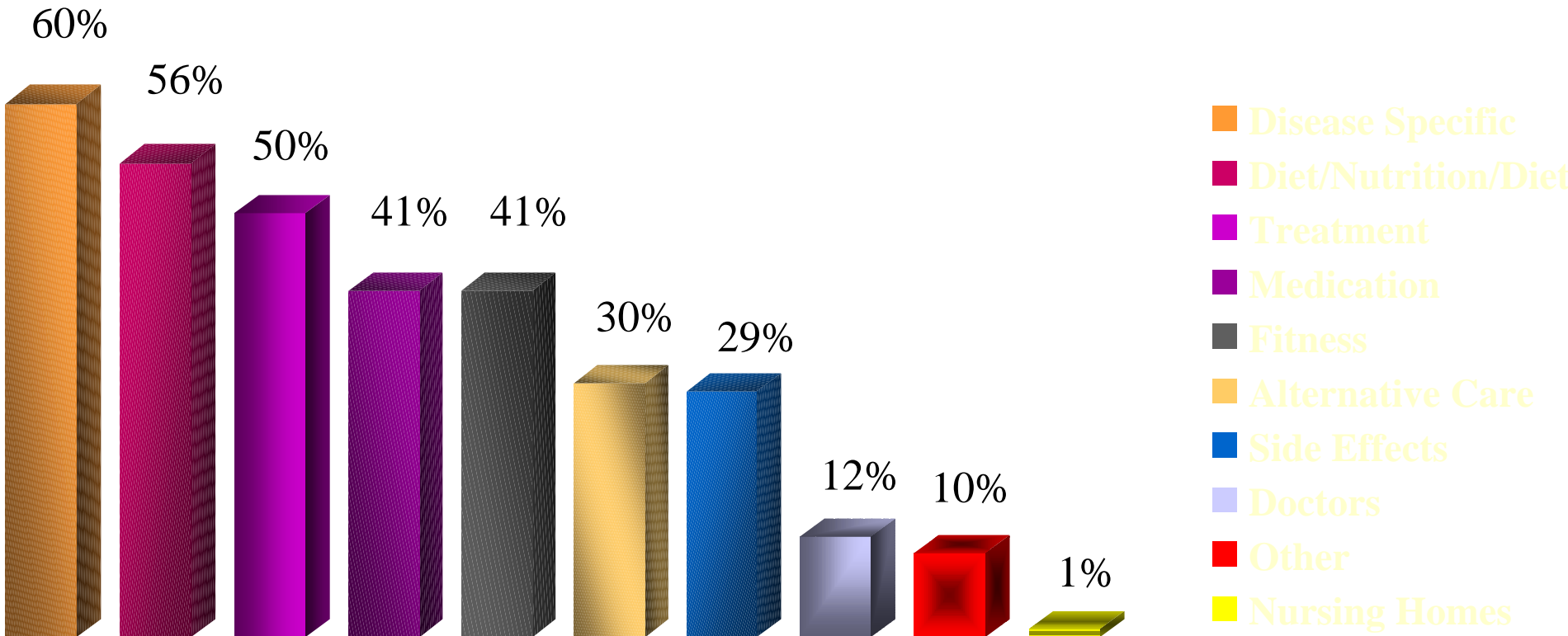
Six Reasons Why...

Reason #5

Technology Revolution

What are consumers looking for?

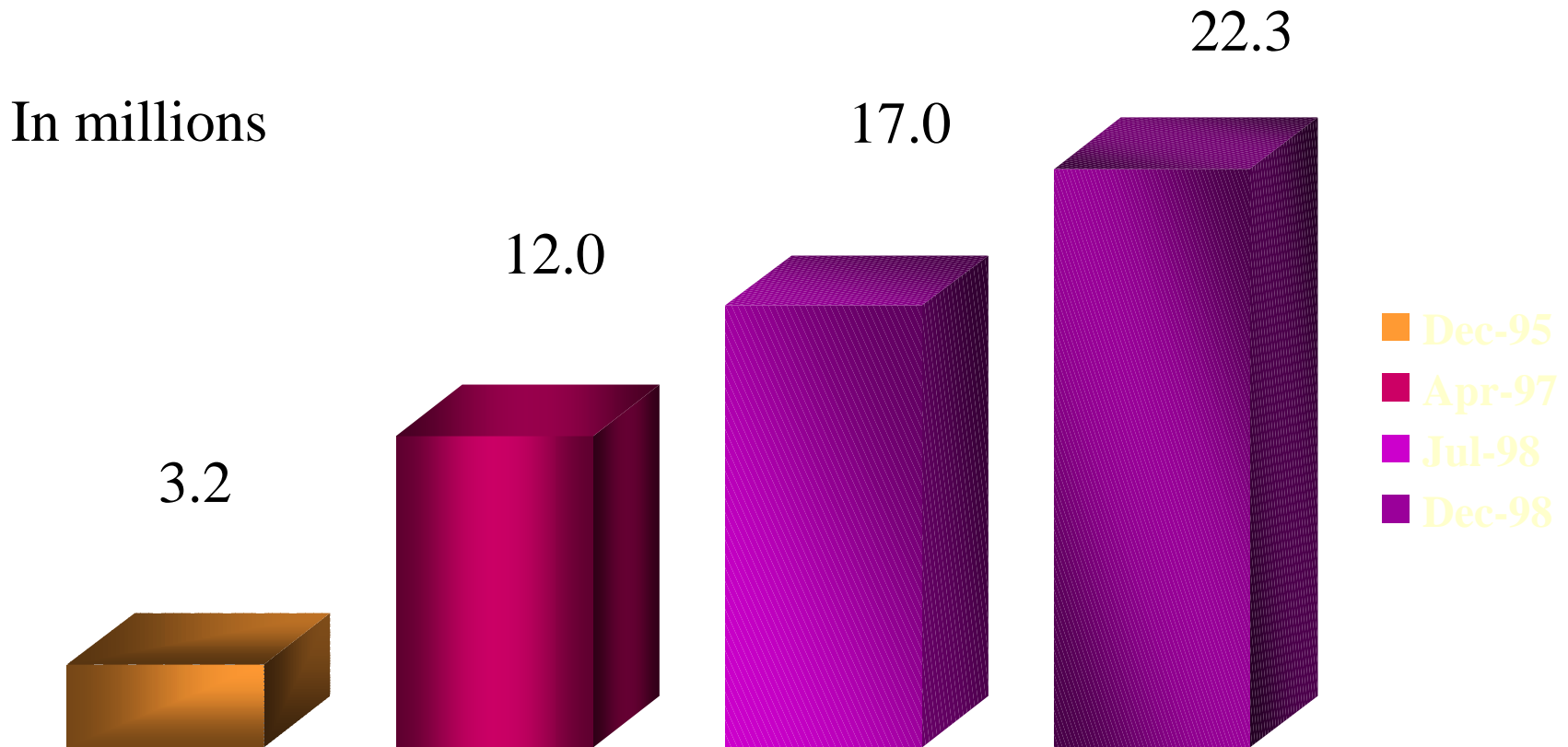
Health-related information sought on the Internet



Source: JD Power/BetterHealth online survey Q4/98

Interest in Health Content is Growing

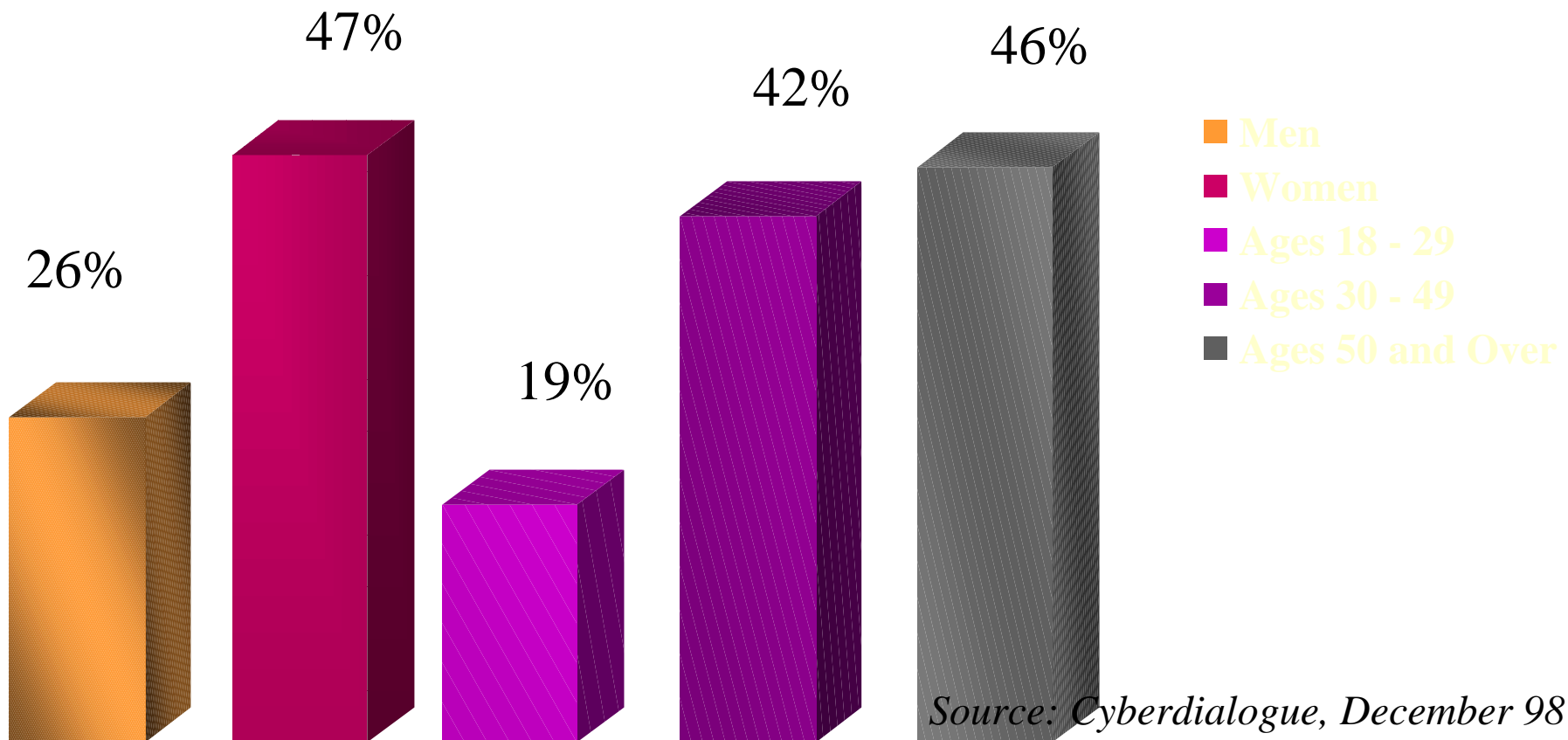
US Adults Retrieving Health or Medical Info Online



Source: Cyberdialogue, December 98

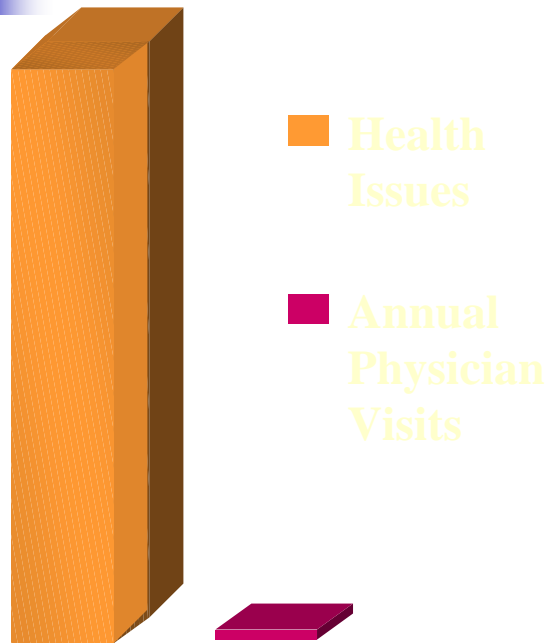
Women, Seniors Are Heavy Researchers

Demographic Groups Retrieving Health Info Online



Source: Cyberdialogue, December 98

The Rise of Online Health Information



A study of 1,200 health adults conducted by Healthworld Online found that the average person faces 117 health issues per year, but see a doctor only once or twice.

- According to Health on the Net Foundation
 - Baby boomers are by far the largest user group
 - annually, 25,000,000 people receive health information on-line from more than 15,000 sites.

Health on the Internet



- >15,000 health-related Internet sites (“Wild West” era of Internet health)*
- 40 million Americans went online for health information 1999
- Women make up 46% of the net population and make 90% of the healthcare decisions.**
- By 2002, seniors will account for 19% of online users—as well as comprise a total of \$16.7 billion in online spending. **

*Health on the Net (HON)

**www.medicomint.com, December 1999

Internet Concerns





eHealth Ethics Summit

- Sponsored by the Internet Healthcare Coalition
- eHealth Ethics Summit
 - January 31, February 1 & 2, 2000
 - 60 invited participants (>200 applications)
 - Host - Pan American Health Organization
 - Posting of preliminary principles by mid-February, 2000 (<http://www.ihealthcoalition.org>)



Advances in Technology

- Increased access to health information
- Computer-Tailored awareness and intervention material (inter & intranet sites)
- Home-based health stations
- User-Friendly interaction
- Smart Cards capture all health data



Summary Forecast

- Competitive recruitment will necessitate daycare and eldercare provisions for both men and women.
- Due to the escalating cost of morbidity, health promotion offerings will be delivered during work hours and offered via both inter and intranet.

Six Reasons Why...

Reason #6

Elevated Stress
Levels



The Legal Impact of Distress

“...courts have concluded that management has a responsibility for employee well-being and have asked what steps the company has taken to help an employee cope with stress. Documenting each step can help answer this question. Hiring legal counsel may be necessary to monitor needs and stress levels of employees, initiate and develop organizationally sponsored stress-management programs, and evaluate the results.”

*- Harvard Business
Review Special Report*

Who's liable for stress on the job?

“...any company, unless it learns to monitor, diagnose, and treat a stressful situation before it goes to court.”



Benefits of a Health Promotion Initiative

- Improved Morale
- Reduced Turnover
- Recruitment
- Reduced Absenteeism
- Health Care Cost Containment
- Improved Health

“For small business owners who often measure profits in the thousands of dollars, the net effect of healthy employees could mean the difference between profit and loss.”

**William Kizer,
Chairman Central
States Health and Life**

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