



E-Newsletter – May & June 2008

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Recap: May 21 General Membership Luncheon

Educating, Engaging & Empowering Employees to Improve Their Health

featuring Dr. Vic Strecher



Donita Doubet, VP DFWBGH Communications Committee, and program speaker Dr. Vic Strecher

If you didn't have the opportunity to attend the General Membership Luncheon on May 21st, *Using Interactive Communications to Facilitate Health Behavior Change*, with Victor J. Strecher, PhD, MPH, click here to view his presentation: <http://www.dfwbgh.org/events08/5-21-08.pdf>.

Dr. Strecher provided statistics indicating that health care costs, like the rising cost of fuel, are on most everyone's mind today. He also provided statistics to support the importance of consumerism and use of education and new tools, such as web tools, to facilitate change in participants. He illustrated how changes in behavior can move participants out of a high-risk group and also improve productivity and participation.

Here's what attendees said they took away from the program:

"I found it interesting that people are more likely to engage with the Web than with a personal health coach and there are significant statistics that support this. Furthermore, men are even more likely to use the Web than any other resource for wellness." **Toby Ashabranner**, *Manager Strategic Benefits at Affiliated Computer Services*

"I was really impressed with the effectiveness of eHealth tools. After hearing the stats today that support the high success rates from using web tools, I plan to look into these options further and perhaps give one a try." **Janis Brunworth**, *Texas Women's University, Leadership Institute*

“The industry is moving away from ‘paper’ mentality and is tailoring health education to meet the needs of employees.” **Mark Simeroth**, *Director of Human Resources at Diocese of Fort Worth*



Mark Simeroth and Jessie Bazyn, DFWBGH Communications Committee Member

You're Invited!

Value-Based Health Management & Benefit Design Academy

Brought to you by: Texas Business Group on Health and
Institute for Health and Productivity Management

Sponsored By: Aflac and sanofi aventis

San Antonio: Wednesday, June 18: 12:00 pm - 4:30 pm

Houston: Thursday, June 19: 8:00 am - 12:30 pm

As a follow-up to TBGH's Value-Based Benefits Workshop Series in April, TBGH is partnering with the Institute for Health and Productivity Management to bring Texas employers a half-day **Value-Based Health Management and Benefit Design Academy** on how to turn the rising cost of employee health benefits into a good investment in better health and increased productivity – thereby improving your business performance and profitability.

Each Academy will feature:

- **National experts** explaining the fundamentals of high-value benefit design and health management strategies
- **Case study** by an award-winning employer demonstrating an integrated approach to value-based health management
- **National pharmacy expert** discussing better medication management and adherence for chronic conditions
- **Panel of national and Texas experts** discussing how to make value-based health management and benefit design work for Texas employers
- **Take-away tools and resources**
- **Networking with peers**

REGISTER NOW:

San Antonio: Hyatt Regency Riverwalk, 123 Losoya Street
Wednesday, June 18: 12:00 pm - 4:30 pm

Register Now: https://ssl.vds2000.com/ssl.dfwbgh.org/tbgh/vbhmbd_academy061808.htm

Houston: Hyatt Regency, 1200 Louisiana Street
Thursday, June 19: 8:00 am – 12:30 pm

Register Now: https://ssl.vds2000.com/ssl.dfwbgh.org/tbgh/vbhmbd_academy061908.htm

**Mark your calendar and plan to attend the
September 17 General Membership Luncheon on Health Care Consumerism**

Wednesday, September 17, 2008, 11:30 am – 1:30 pm
DoubleTree Hotel Near the Galleria

Sponsored by Uniprise

Mark your calendar and plan to attend the
4th Annual High Performance Benefits & Wellness Forum and Vendor Fair
Friday, November 7, 2008

7:30 am – 3:30 pm

Location: DoubleTree Hotel near the Galleria, Dallas, TX

Registration information coming soon!

Partnership for Peak Healthcare Performance Update

A **Consumer Awareness Survey** of DFWBGH members' employees has been completed and results are being analyzed. The purpose of the survey was to assess consumers' knowledge of diabetes risk factors, their understanding of what high quality diabetes care should look like, and their likelihood to use publicly available quality information to choose their physicians. The survey will provide baseline information about consumer awareness among DFW's insured working population. The survey will be repeated following a focused effort to educate, engage and empower employees through various worksite health initiatives over the next 18 months. The Consumer Awareness Survey was developed by the **Consumer Engagement and Empowerment Committee** with assistance from Crescendo Research Consultants, and is made possible through the generous support of **sanofi aventis**.

The **Performance Metrics/Public Reporting Committee** is working on a white paper about the Partnership Project. The paper will include a baseline assessment of diabetes care quality in DFW, a review of systemic issues and challenges in providing high quality diabetes care, and recommendations for constructive actions that each stakeholder group can take to improve diabetes care in our community. DFWBGH has commissioned **Pat Dunn**, who has been actively involved in the project from its inception, to write the white paper with input from members of the Leadership Team and other committees.

For more information on the Partnership project, including updates on the committee activities, please visit our **Partnership webpage** at http://www.dfwbgh.org/vdhc_collab.htm. Here you will find everything you need to know about this first-of-its kind collaborative project in DFW, including the project's mission, vision and scope, committee information (including committee rosters and meeting minutes), supporting organizations, and press releases.

To go directly to the Partnership webpage, please click here: http://www.dfwbgh.org/vdhc_collab.htm.

DFWBGH Board Update

Calven Howell, Vice President, Global Compensation & Benefits at **Alcon Laboratories**, has been elected Treasurer of the DFWBGH Board. **Jackie Quick**, Health Plans Manager at **American Airlines**, was appointed the new Programs Committee Chair, replacing Lisa Wargofchik who recently left JC Penney for a new position at Towers Perrin as a Senior Consultant. **Michael Perkins**, the new Benefits Director at **JC Penney Company**, replaces Lisa Wargofchik on the Board as the JC Penney representative. **Scott Seale**, Vice President of Benefits at **The Neiman Marcus Group**, was appointed to the Board as the new Neiman Marcus representative, replacing Karl Mayer who recently left the company.

Member Surveys

We've re-organized our previous member surveys by topic, so you can find the benchmarking information you need, even faster: http://www.dfwbgh.org/member_exchange.htm. If you're listed as DFWBGH's Primary Contact, look for our upcoming surveys via email.

URAC elects new Vice Chair of Board of Directors

Marianne Fazen, PhD, Executive Director of DFWBGH was recently elected as the Vice Chair of URAC, a national, independent, nonprofit health care accreditation organization based in Washington DC. For the complete news release, visit: <http://www.urac.org/press/cmsDocument.aspx?id=585>.

Welcome New DFWBGH Members!

Executive Medicine of Texas, **Kevin Machen**, Vice President, Marketing
Higginbotham & Associates, **Leah Tiller**, Director of Wellness

Incentives to E X P A N D Our Membership

DFWBGH would like to expand its member base, and we ask you to help us do so. We are offering a **25% discount on your membership dues** if you bring in one or more new corporate members. This is a one-time reduction that you can use for your 2009 dues.

Thank you to **CIGNA HealthCare**, **Holmes Murphy** and **McCone Insurance Group** for referring new members to DFWBGH in 2007 and 2008!

→ Visit our website at www.dfwbgh.org, or call 214-382-3036 for more information.

Forward this Newsletter

Do you know someone who would like to receive updates from DFWBGH? Forward this newsletter to them and have them join the DFWBGH email list here: <https://ssl.vds2000.com/ssl.dfwbgh.org/SharedSSL/subscribe.htm>.

Comments or Suggestions?

Do you have any comments about this DFWBGH E-Newsletter or suggestions for future articles? If so, contact us at info@dfwbgh.org.

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Don't let your spam filter keep you from getting the all that DFWBGH has to offer!

Dallas-Fort Worth Business Group on Health

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