


PARTNERSHIP for Peak Healthcare PERFORMANCE

Road Trip!

DESTINATION: Peak Performance


... a journey to a healthier you



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Landscape

- PPHP 2008 Consumer Survey confirms gaps in consumer knowledge, attitudes and behaviors
 - Risks and care management strategies for chronic disease, including diabetes
 - Health care quality: what it is, why it's important
 - Using resources to make sound health-related decisions
- Research identifies resources, but not complete turnkey program, with desired content and vibe to address gaps



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Milestones

- Aetna Foundation awards grant to DFWBGH for WIP
- Judy Hoffman & Mary McNeill join project team
- AIR supports program development with work on health care quality and consumer communications
- Health plans, pharmaceuticals, nonprofits, and DFW-area employers collaborate on program development




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Destination: Peak Performance

for savvy, accountable health care consumers

CONTENT	FORMAT
<ul style="list-style-type: none"> • Risks of chronic disease, including diabetes, and how to minimize them • Effective management strategies for chronic disease, including diabetes • Objective, performance-based quality health care – what it is, why it's important • Using resources and partnering with your health care team to achieve good health 	<ul style="list-style-type: none"> • Worksite program • Skilled instructor • Small groups • 4 one-hour sessions • Highlights employer/health plan resources • Road Trip analogy



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Style

- Accessible and engaging
- Active learning with practical tips and tools
- Use of Road Trip analogy makes content fresh and memorable
 - *“Keeping your family safe and healthy requires effort, practice, and support of reliable and cost-effective professionals”*
 - consider unique needs of people on journey with you
 - find skilled professionals to diagnose current and potential problems, advise you on steps to minimize risk of breakdown, and help maintain and repair parts and systems when prevention isn't enough
 - plan ahead to make sure you have the resources and services you'll need along the way
 - prepare for an emergency

“If you had one vehicle to last a lifetime, how would you take care of it?”



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Road Trip!

Rules of the Road

- Be an active driver.
- Seek information you can trust to navigate your course.
- Observe warning signs.
- 80% of success is showing up. (*Woody Allen*)
- Stay on the road.



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Test Drivers Beta Sites

- City of Mesquite
 - Unique cultures
- Energy Future Holdings
 - Unique populations
- DART
 - Unique wellness strategies
- American Airlines
 - Common commitment to improved health

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Results Awareness of Diabetes Risks

Which of the following increase the chances that a person will get diabetes?

Risk Factor	DFW Employee/Consumer Survey (%)	Post-Road Trip Questionnaire (%)
Family history	95	100
Too much sugar	55	15
Lacking exercise	85	95
Increased age	50	75
Over-weight	95	95
Ethnic background	50	70
Sitting all day	30	80
Smoking	25	40

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Results Awareness of Diabetes Care

Which of the following tests and procedures are important in managing diabetes?

Test/Procedure	DFW Employee/Consumer Survey (%)	Post-Road Trip Questionnaire (%)
HbA1c blood test	70	95
Dilated eye exam	30	95
Blood sugar test before meals	65	75
Blood sugar test 2 hrs after meal	70	95
LDL blood test	40	75
Endoscopy	5	5
Urinal blood test	60	95
Foot exam	40	95

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Results Performance of Empowered Behavior

Behavior	DFW Employee/Consumer Survey (%)	Post-Road Trip Questionnaire (%)
I bring a list of questions to my doctor.	20	90
I bring a list of my meds to my doctor.	40	90
I ask my doctor questions until I understand.	60	90
I would research treatment options if I or a family member had a chronic condition.	50	90

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Test Driver Reviews Employees / Consumers

- Road Trip! is informative and engaging – 100%
- The print material is relevant and useful – 100%
- The instructor is credible and communicates well – 100%
- Road Trip! helps us make better health choices – 95%
- Road Trip! helps us choose health care providers and devise effective care plans – 95%

All said they want and would use evidence-based quality information when choosing DFW-area hospitals and doctors

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Test Driver Comments Employees / Consumers


- “Very useful information for all employees – Excellent course!”
- “I learned a lot and really enjoyed the whole experience!”
- “I enjoyed the analogy of the body to a car and the maintenance it requires. More people respond to the ‘simplification’ of the subject matter and do not feel intimidated or hopeless.”
- “Thank you to everyone who encourages us at (my employer) to be healthy and live longer lives.”
- “It’s great to know I have choices.”

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Test Driver Reviews *Employers*

All test site employers want to adopt **Road Trip!** as part of their comprehensive wellness strategies

- The curriculum addresses the target subject areas; it is relevant and effective.
- Program materials facilitate engagement and education.
- “It is very easy to administer. The program could be rolled out in almost any setting.”
- “Each session was sufficiently focused and different to maintain interest.”
- **Road Trip!** supports corporate commitment to good health and quality health care.
- **Road Trip!** met or exceeded expectations.



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Road Trip! *The Road Ahead*



- Finalize **Road Trip!** curriculum and materials
- Rollout program for DFWBGH member employers
- Design and conduct train-the-trainer session
- Test alternate material and formats for added flexibility to serve diverse employee populations and learning strategies



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Contact Information

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You have one vehicle to last your lifetime.
Enjoy your Ride!

