

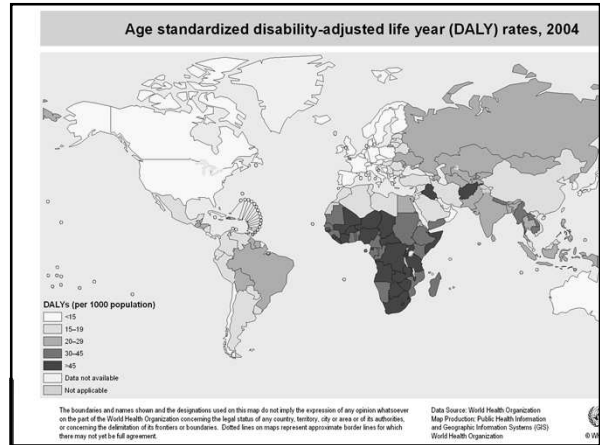
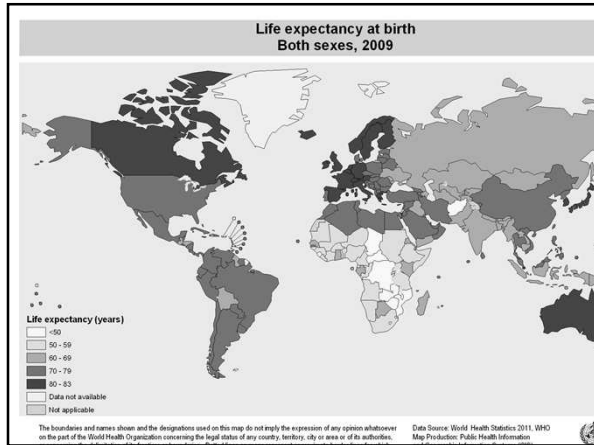
# Taking Wellness Global

Wayne N. Burton MD


## Today's Discussion

- ▶ Global Health
- ▶ Global Wellness Programs

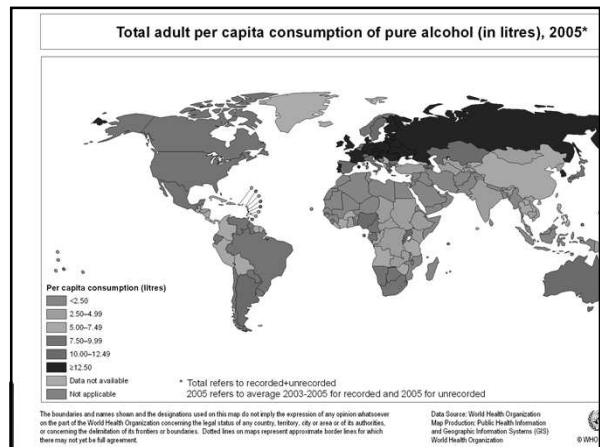
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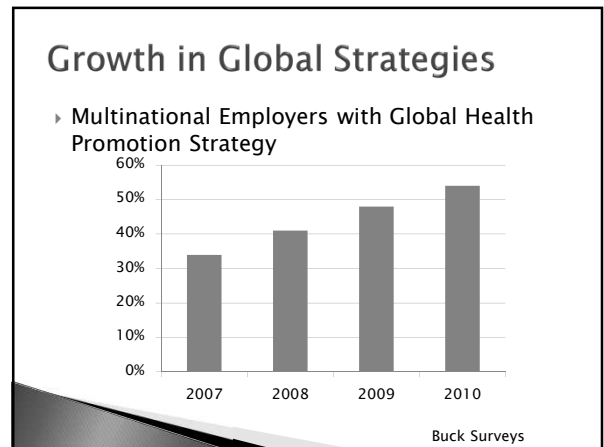
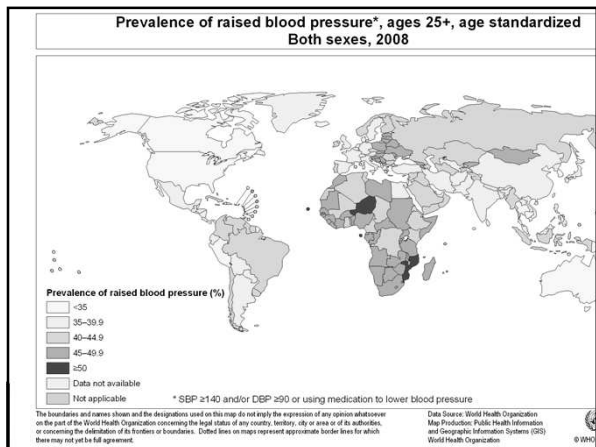
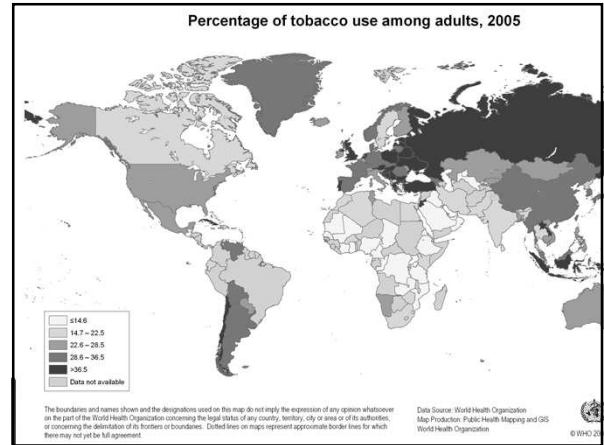
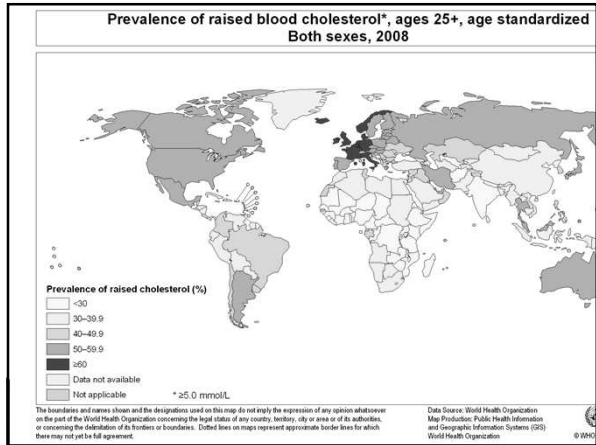
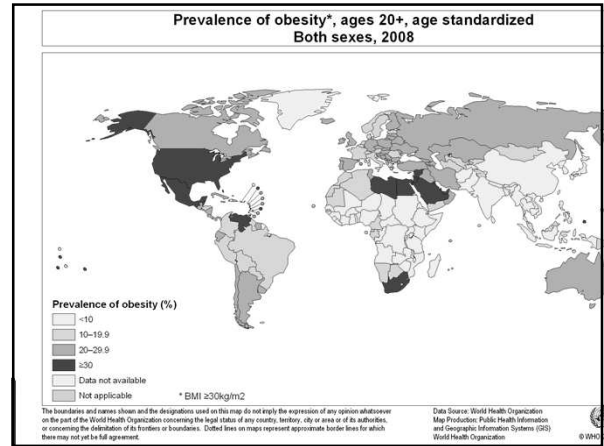
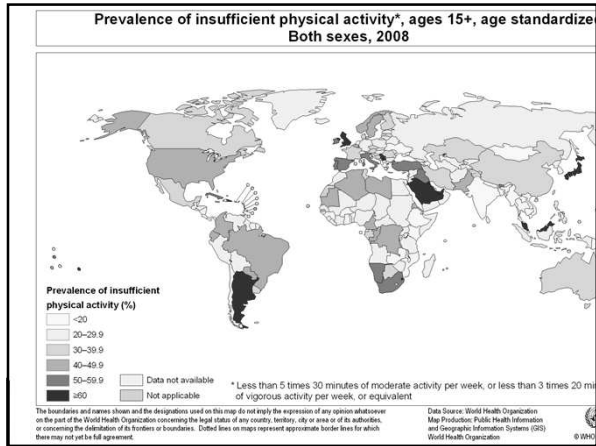


### GLOBALLY: PREVENTABLE RISK FACTORS UNDERLIE MOST NONCOMMUNICABLE DISEASE



**WHO**



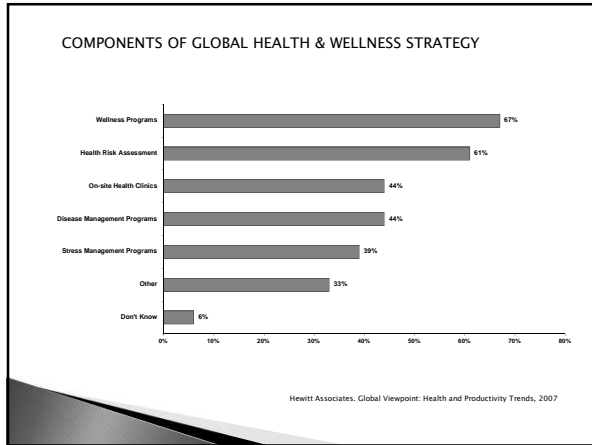




### EMPLOYER OBJECTIVES DRIVING WELLNESS PROGRAMS

|   | Europe | U.S. | Canada | Africa | Asia |
|---|--------|------|--------|--------|------|
| Reducing employee absences                    | 2      | 3    | 2      | 1      | 1    |
| Improving productivity/presenteeism           | 3      | 2    | 1      | 2      | 3    |
| Improving workforce morale/engagement         | 1      | 4    | 4      | 4      | 4    |
| Attracting and retaining employees            | 4      | 5    | 5      | 3      | 5    |
| Furthering organizational values/mission      | 5      | 6    | 7      | 5      | 2    |
| Improving workplace safety                    | 6      | 7    | 6      | 6      | 6    |
| Promoting corporate image or brand            | 7      | 8    | 8      | 7      | 7    |
| Reducing health insurance costs               | 8      | 1    | 3      | 9      | 10   |
| Fulfilling social/community responsibility    | 9      | 9    | 9      | 8      | 8    |
| Complying with legislation                    | 10     | 10   | 10     | 10     | 11   |
| Supplementing government-provided health care | 11     | 11   | 11     | 11     | 9    |

Buck Consultants. Working Well: A Global Survey of Health Promotion and Workplace Wellness Strategies, October 2008



### MOST PREVALENT WELLNESS PROGRAMS OFFERED

| United States                                     | Europe                                | Asia                                  | Africa                            |
|---|---------------------------------------|---------------------------------------|-----------------------------------|
| Employee assistance program (EAP)                 | Gym/fitness club membership discounts | Biometric health screenings           | Biometric health screenings       |
| Immunizations/flu shots                           | Occupational health programs          | Gym/fitness club membership subsidies | Employee assistance program (EAP) |
| Nurse line or other health decision phone support | Employee assistance program (EAP)     | Gym/fitness club membership discounts | Disease management programs       |
| Disease management programs                       | Sickness absence management program   | Employee assistance program (EAP)     | Occupational health programs      |
| Health risk appraisal                             | Biometric health screenings           | Occupational health programs          | Immunizations/flu shots           |

Buck Consultants. Working Well: A Global Survey of Health Promotion and Workplace Wellness Strategies, October 2008

## Mission and Goals

**Healthy Living** is about making better health a way of life at American Express. Through a shared commitment to wellness, together we can become a stronger and healthier community.

**Program Goals**  
To promote health awareness, influence positive behavior change, improve productivity, enhance employee engagement and reduce health care expenditures.

PAY ATTENTION TO  
*Prevention*

KNOW YOUR  
*Numbers*

RALLY YOUR  
*Resources*

## Three Steps to Healthy Living

**PAY ATTENTION TO**  
*Prevention*

- Free Preventive Drugs & Vitamins
- Free Health Coaching
- Free Condition Management
- Free Well Woman Exam
- Free Mammograms
- Free Flu shots
- Business travel consults & Immunizations

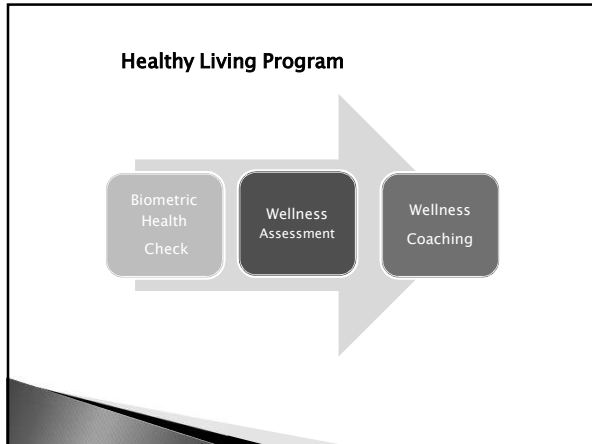
**KNOW YOUR**  
*Numbers*

- Free annual Health (Biometric) Screenings: blood pressure, cholesterol, bloods sugar, and body mass index
- Health Assessments: provides employees with detailed picture of overall health

**RALLY YOUR**  
*Resources*

- On-site Wellness Centers with nursing care for acute illness, injuries, emergencies
- On-site Doctor/Nurse Practitioner, Health Coach & Dietician
- Health Navigator, 24-hour Nurseline
- Top Doctors website
- Employee Assistance Program
- Healthy Living website

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### Communications

Create your **Healthy Story** when we launch healthyliving

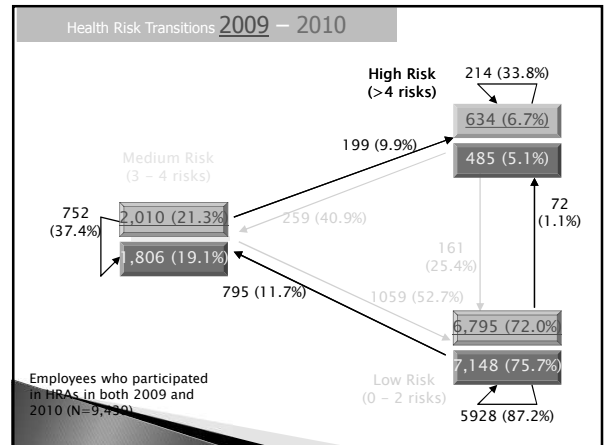
- Simplify and sustain messaging
- Keep the momentum
- Leverage marketing approach
- Utilize various methods of media
- Engage employees and their families
- Feature real healthy stories and goals from employees
- Tie to blue box values
- Encourage the sharing of stories
- Create competition
- Report results

**healthyliving**

**IN HOMES**  
15,883  
WE KNOW OURS

**AT WORK**  
15,883  
DO YOU KNOW YOUR NUMBERS?

**ON THE GO**  
Stories on The Square  
Email to employees



## Healthy Living Launch Singapore: Ergonomics & Safety



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Questions?