

# 4th Annual Colorectal Cancer Summit

Accepting the Challenge:  
Doubling Colonoscopies in NYC Through Partnerships

Wednesday, June 6, 2007



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## Pitney Bowes

*Building the Culture of Health*

Brent Pawlecki, MD, MMM      *Corporate Medical Director*



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### About Pitney Bowes

- 80-plus year legacy
- Fortune 500 company
- \$5.7 billion global provider of integrated mail and document management solutions
- Global team of more than 35,000 employees
- Presence in more than 130 countries worldwide
- More than 2 million customers



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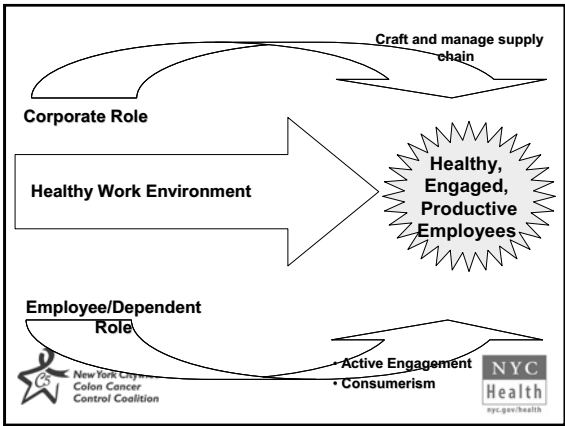
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**The Culture of Health**

- Health Care Strategy
- Health Care University
- Emergency and Pandemic Preparedness

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**Total Value/Total Return—The 7 Rules**

1. The health of your organization begins with your people.
2. To realize total value, you must understand total costs.
3. Higher costs don't always mean higher value.
4. Health begins and ends with the individual.
5. Avoid barriers to effective treatment.
6. Carrots are valued over sticks.
7. Total value demands total teamwork.

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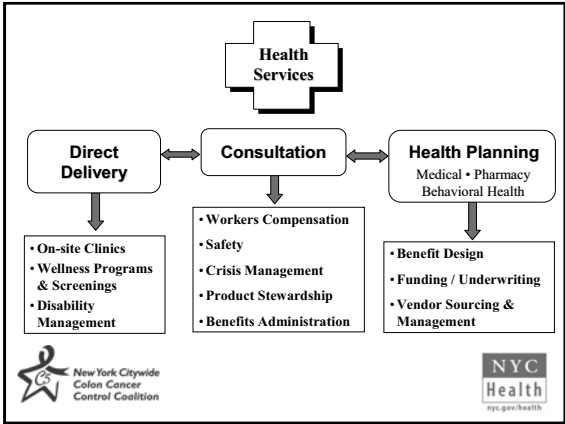
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### Health Benefit —design considerations

- Support strategic goal:  
Provide programs, tools and incentives that enable employees to maximize their health and permit them to actively engage in work.
- Affordable for both corporation and participant
- Employee cost must be considered in context of total compensation
- Support individual responsibility

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### Health Benefit —design process

- Identify key drivers of health/healthcare
  - Utilize total health data available
  - Illness prevalence
  - Quality/screening markers
  - Utilization patterns
  - Unit costs
- Benchmark to external reference points
- Operational reviews with health plans and Pharmacy Benefit Managers
- External market trend reviews with Pharmaceutical industry, selected consultants and academics

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## Health Benefit—predictive modeling

Key predictors for Pitney Bowes of High Cost Claims

- Illness burden and costs driven by lack of pharmaceutical compliance
- 50% of population had a chronic medical conditions: diabetes, coronary artery disease, cardiovascular, asthma
- Individuals with total health care costs less than \$781 but greater than \$0 in the base year will be low cost in the subsequent year.




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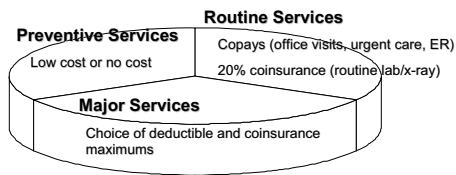
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## Health Benefit —plan design




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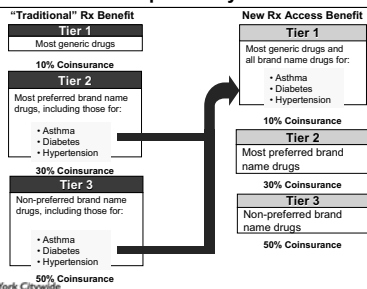
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## Health Benefit—pharmacy benefit




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### Health Benefit—pharmacy benefit

- Percentage of participants with sub-optimal adherence declined
- Decreased Emergency Department and Hospitalization rates
- Average patient co-pay for these conditions decreased (50%)
- Average annual cost of care decreased for both conditions
  - Diabetes (6%), Asthma (15%)
- Average annual pharmacy costs also decreased
  - Diabetes (7%), Asthma (19%)
- Diabetes-related disability costs (75%) and duration (29%) decreased within 2 years



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### Health Benefit—preventive services

- Medications
  - Anthypertensives    Diabetes    Antiplatelets    Prenatal and Rx vitamins
  - Asthma    Osteoporosis    Peds vitamins    Anti-seizure
- Colonoscopy / Sigmoidoscopy
- Mammograms
- Childhood vaccinations and Seasonal flu vaccination
- Childhood hearing aids



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### The Culture of Health

- Health Care Strategy
- **Health Care University**
- Emergency and Pandemic Preparedness



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## Health Care University



- Part of the overall Pitney Bowes Benefits
- Mission: To provide employees with the environment, the tools, and the motivation to enhance their health and well-being.
  - Pertinent health information
  - National and local programming
  - Resources and references
  - Interactive tools to improve knowledge, skills, and behaviors related to health improvement, disease management, and self-care



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## Health Care University



- Count Your Way to Health
- Healthy Food Service
- Fitness Programming
- Employee Assistance Programs
- On-line Health Care University Courses
- Communication and Health Education
- Health Screening programs
- Flu Vaccination program



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## Health Care University



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## The Culture of Health

- Health Care Strategy
- Health Care University
- **Emergency and Pandemic Preparedness**



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## Emergency Preparedness—differences



**Building: Holding  
Systems: Up  
People: Up**

- Smoke, water damage
- Power, water disruption
- Area evacuation



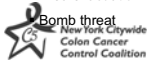
**Building: Down  
Systems: Down  
People: Holding**

- Fire
- Explosion
- Hurricane
- Flood



**Building: Up  
Systems: Holding  
People: Down**

- Pandemic



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## Emergency Preparedness

- Crisis Management Team
- Employee education and contact number
- Direct Deposit of paychecks
- Personal Preparedness supplies
- Emergency website
- Travel Program



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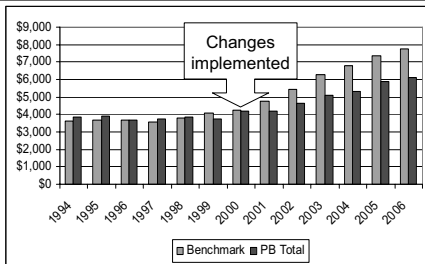
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## Culture of Health—gross employee costs



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