Preventive Medicine: Driving Behavior Change at Work and in the Community

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Innovations in Workplace and Community Wellness: A New Era

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Vision: ACPM will be the leading professional medical society for advancing preventive medicine, population and public health, and lifestyle medicine.

Mission: ACPM supports efforts to improve the health of individuals and populations through evidence-based health promotion, disease prevention, lifestyle modification, and systems-based approaches to improving health and health care.
Who Are We?

- 2,600 physicians working at the nexus of public health, policy, and medicine
- Primary commitment in three areas

ACPM Members: Physicians Whose Patients Are Populations

- Health promotion/disease prevention
- Systems-based population health care improvement
- Lifestyle medicine
ACPM Members

Leadership Roles Within Health Systems:

- Health officers in public health agencies
- Senior public health officers in PHS Commissioned Corps, military, and other federal agencies
- Chief medical officers in private corporations
- Medical directors in health plans, hospitals, or health care delivery systems
- Medical directors and executives of community and migrant health centers
- Researchers, professors, and department chairs at academic medical centers/public health colleges
- Private practice physicians
The American College of Preventive Medicine (ACPM) and American College of Lifestyle Medicine have introduced a new Lifestyle Medicine Core Competency Online Program for medical professionals. It is designed to address knowledge gaps in medical education as identified in the *Journal of the American Medical Association*.

**Key Elements**
- Designed for doctors and applicable for nurses, nurse practitioners, physician assistants, dietitians, health coaches, and other allied health professionals
- Comprehensive, evidence-based program providing up to 30 hours of CME
- Maintenance of certification (MOC) credits available for select specialties

**Contains Both Basic and Advanced Material**
- Nine modules cover the fifteen core competencies of Lifestyle Medicine
- Subjects include nutrition, weight management, stress reduction, behavior change and more

*Online and On Demand – learn at your own:* [ACPM.org/LifestyleMedicine](http://ACPM.org/LifestyleMedicine)
The private sector has a unique ability to innovate, to create self-sustaining solutions to challenges in our public’s health—both through core business activities and community investments....
What would Cummins do to optimize health, safety, and performance?
Six Sigma tells us to look at root causes.

The root cause of health is *lifestyle*.

To produce good health, we must treat the cause, which means addressing *lifestyle*.
Conclusion:

1. We Needed a Game Changing Strategy
   Lifestyle for… Prevention * Treatment * Reversal

   “Lifestyle Medicine clinicians emphasize the use of Lifestyle intervention in the treatment of disease.” --American College of Lifestyle Medicine

2. Right Partners with similar mindsets
## Early Results

### Cummins

#### 2014-2015 CHIP Pilot Results

<table>
<thead>
<tr>
<th>Initial Total Cholesterol ≥ 200 mg/dL</th>
<th>Initial LDL &gt; 110 mg/dL</th>
</tr>
</thead>
<tbody>
<tr>
<td>(% of total)</td>
<td>(56.4%)</td>
</tr>
<tr>
<td>AVG % Reduction</td>
<td>15.7%</td>
</tr>
<tr>
<td>Best Ind. % Reduction</td>
<td>53.8%</td>
</tr>
<tr>
<td>% Participants Improved</td>
<td>98%</td>
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<td></td>
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Creating Shared Value

“The concept of shared value can be defined as policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates”

— Porter & Kramer (2011)
COLLECTIVE IMPACT CAN TRANSFORM HEALTH AND CREATE NEW OPPORTUNITIES
OPTIMIZING SUCCESS FACTORS

• MULTIPLE INDUSTRIES AND SECTORS ARE INVOLVED
• PARTNERS WORK TOWARD A COMMON AGENDA, BASED ON RIGOROUS ANALYSIS
• ACTION IS DIFFERENTIATED BUT MUTUALLY REINFORCING
• PARTNERS USE SHARED METRICS & CONTINUOUS COMMUNICATION TO TRACK PROGRESS AND TO LEARN
• THE INITIATIVE IS COORDINATED BY A “BACKBONE ORGANIZATION”
WHAT CAN BUSINESSES DO?

• IDENTIFY OPPORTUNITIES RELATED TO SPECIFIC NEEDS AND MARKETS WHERE THEY MAY BE WELL PLACED TO ACT IN SUPPORT OF NATIONAL OR LOCAL HEALTH GOALS

• PRIORITIZE AND BUILD THE BUSINESS CASE FOR THE OPPORTUNITIES THAT MAKE MOST SENSE IN LIGHT OF THE COMPANY’S STRATEGY AND LOCAL HEALTH NEEDS

• EXPLORE PARTNERSHIP OPPORTUNITIES WITH COMPLEMENTARY INDUSTRIES, GOVERNMENT, NGO’S

• IDENTIFY PARTICIPATION IN OR SUPPORTING EXISTING EFFORTS BEFORE LAUNCHING A NEW INITIATIVE
Thank you!

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