



Mid-Atlantic
BUSINESS GROUP
ON HEALTH

Healthiest Maryland

How did we start
What we're doing
Why we're doing it

How did we start

Maryland Perspective

MABGH Perspective

Healthiest Alliance Meeting



Healthiest Nation Meeting

Healthcare

American Heart Association
Aetna/NICH Board
MedChi (Maryland State Medical Society)
UMCM/Academy of Family Physicians
Academy of Family Physicians
LifeBridge Health System
CareFirst BlueCross BlueShield
Maryland DHMH Office of Chronic Disease
MD Community Health Resources Commission
Community Health Partnership
Mid-Atlantic Assn. of Community Health Centers
Maryland DHMH Office of Chronic Disease
Kent and Caroline County Health Departments
Wicomico County Health Department
Montgomery County Health Department
Howard County Health Dept
Howard County Health Dept
Alliance for the Healthiest Nation
U of Maryland School of Pharmacy
U of Md. P3 Program/NICH Board
Holy Cross Hospital/TriState Health Ministry/NICH Board

Business

MABGH Staff
W. R. Grace & Co./MABGH Board
Erickson Retirement Communities/MABGH Board
Marriott International/MABGH Board
Legg Mason/MABGH Board
Aon/MABGH Board
Visionary Health
National Business Coalition on Health



Maryland Dept. of Health Perspective

What we're doing: the big picture

Our Aim: To create a culture that maximizes wellness of Marylanders by transforming our policies, environment, and systems to promote healthy eating, physical activity, and avoidance of tobacco use

Our Goals:

- Increase Marylanders' awareness of the burden of chronic disease
- Promote business and community leaders' institutional self-assessment and implementation of prescribed policy, environmental, and systems changes
- Provide technical assistance and sharing of national, state, and local best practices to facilitate change

Our sources:

- Alliance to Make US Healthiest; Institute for Healthcare Improvement
- Partnership for Prevention's Leading by Example
- CDC's School Health Index and CHANGE Tool



The Big Picture: 2

Two Major Components

1. Networking with Maryland business and community leaders: business, school, local government, faith-based and community groups
2. Providing resources via a website that directs community leaders and their key staff to reputable tools for implementing evidence-based policies and practices



The MidAtlantic Business Group on Health Perspective

Phase One: Businesses

CEO Involvement

- Identify a small core of CEOs to lead by example
- Recruit other CEO-level folks to the movement



Phase One: Businesses

What do we want the CEOs to do? Two concrete action steps:

- Sign a letter of commitment with their fellow CEOs. CEOs should challenge themselves and their firms to *Lead by Example*.
- Complete a one-page health management assessment. Completing this assessment will show employers where the opportunities are, and where to start.



The Letter Cont.

- Agree to have their name included
- Complete the Health Management Assessment
- Aggregate information on a community and state level will be reported to demonstrate the impact of Healthiest Maryland



The Assessment

(Self –rated from 1-5)

- **Mission**
- **Data Management**
- **Benefit Design**
- **Supportive Environment**
- **Programming**
- **Evaluation**



Why We're Doing It

Financial: Costs to Maryland as an employer

Political: Maryland Health Quality and Cost Council, chaired by Lt. Governor and Secretary of Health with Wellness and Prevention workgroup:

- Jill A. Berger, MAS Marriott International
- Debbie Chang, MPH Nemours Health & Prevention Service
- James Chesley, Jr, MD Practicing Physician/Med Chi
- Roger Merrill, MD Perdue Farms Incorporated
- Peggy O'Kane, MHS National Committee for Quality Assurance
- Al Reece, MD, PhD, MBA Univ of Maryland School of Medicine
- Reed Tuckson, MD United Health
- Fran Phillips, RN, MHA Maryland Deputy Secretary for Public Health

Personal: "preventive medicine physician's dream"



Why We're Doing It

Financial: Ensuring maximum health improvement for benefits spend

Political: Emergence from Chapter 11, Building a culture of health

Personal: Demographics - 78% male, average age 48.9 years, 1/3 of employees are union members, Prevalence of diabetes



Next Steps

- Governor Buy-in
- Early CEO Adopters
 - MABGH (Grace, Erickson, LifeBridge, etc.)
 - Hospitals
 - Greater Baltimore Committee
 - Others
- Expand to other sectors in the community
- Spread the word

