

# Putting It All Together

As this report reveals, organizations large and small have implemented health management initiatives that not only have protected their bottom lines, but also have improved the health of their most important assets—their people. To assess and support your organization's efforts to manage employee health, consider how the following components fit into your total health management strategy:

## ■ Create and support a culture of health

- ❑ Protect employee safety through appropriate education and compliance to safety regulations.
- ❑ Reinforce and support the importance of personal responsibility in practices of health and safety.
- ❑ Support physical activity and healthful eating through onsite and offsite exercise options and healthful food selections in vending machines, cafeterias, and at company functions.

## ■ Use health data to guide health management decisions

- ❑ Understand the true cost burden of employee health.
- ❑ Benchmark against best practices and measure program value.
- ❑ Use health and other data sources for identifying program needs and targeting resources to these areas more effectively.

## ■ Provide health benefits as the base for preventive care

- ❑ Make an effort to provide access to affordable health care.
- ❑ Design health benefits that remove cost and access barriers to preventive screenings, health maintenance, and evidence-based treatments.

## ■ Provide health education and risk reduction programs

- ❑ Produce general communications that raise awareness, teach skills, and provide motivation for primary prevention.
- ❑ Provide access to confidential Health Risk Assessment (HRA) and follow-up risk reduction programs.
- ❑ Provide access to preventive screenings.
- ❑ Implement medical self-care resources and education.
- ❑ Supply access to resources and support for managing chronic health conditions.

**“Our top two priorities are prevention and quality and effectiveness of health care.”**

Andrew N. Liveris  
Chairman and CEO



## The Dow Chemical Company

*Good Health for the Whole Self*

### Company Overview

Type of industry: Manufacturing

Number of employees: 43,000

### Program Components

- Company Health Strategy
- Comprehensive health metrics
- Health assessment and counseling
- Web-based information and programs
- Group programs and immunizations
- Preventive emphasis in benefit plan
- Relevant workplace health policy
- Fitness programs and facilities
- Healthy culture efforts

### Program Highlights

- Health risks are improving especially for our top three risk targets: tobacco use, physical activity, and obesity
- Over 85% of North American employees voluntarily participate in health assessments
- About 75% of employees participate in one or more health services each year

### CEO Statement

“In 2004, we launched a simple yet dynamic *Dow Health Strategy* that took our business case for health investment to the next level. This strategy is sharply focused on improving Dow's financial position by promoting better health, and features tough goals and clear metrics to ensure forward progress. Our top two priorities are prevention and quality and effectiveness of health care.”

