



Robert W. Lane  
Chairman and CEO

## Deere & Company

### Healthy Directions

#### Company Overview

Type of industry: Manufacturing

Number of employees: 47,000

#### Program Components

- Responsibility for health shared between employees and the company
- Consumer-Directed Health Plans (CDHPs) with Health Savings Accounts (HSAs)
- Programs that support healthy lifestyles
- Health plans focused on prevention, disease management, and health care consumerism

#### Program Highlights

- Company HSA contributions with optional employee contribution
- Resources available to employees and family members, including the *Healthy Directions* newsletter and Web site, tobacco cessation and weight management programs, fitness center discounts, and an Employee Assistance Program (EAP)
- Onsite health and wellness coordinators
- Plans to continue building company and local resources and programs

#### CEO Statement

“At John Deere, we are sharing responsibility for health between employees and the company. That means encouraging, supporting, and rewarding healthy activities and lifestyles. Investment in employee health benefits us all, helping build a prosperous future for John Deere...while protecting, supporting, and enhancing our most distinctive advantage: our people.”

## Reinforcing Personal Responsibility

Health is a **shared responsibility**. Although the employer bears the primary responsibility for transforming an unhealthy organization, much of the investment in health and productivity management will go to waste if employees themselves do not understand and assume personal responsibility.

**Personal responsibility** is the **cornerstone** of:

- **Primary prevention:** stay physically active, eat healthfully, manage stress, and follow recommendations for preventive screenings.
- **Risk management:** reduce lifestyle-related risk factors such as obesity or tobacco use.
- **Medical consumerism:** comply with cholesterol- or blood pressure-lowering medications or other prescribed treatments, shop for appropriate health care, partner with physicians, and use health resources appropriately.

#### New Tools, New Responsibilities

Based on a recent survey by Hewitt Associates, employees are ready to assume responsibility but have not yet received clear, targeted messages from their employers that encourage them to act.<sup>42</sup> Of 39,000 workers surveyed, 93 percent said they were comfortable taking on more responsibility for their health care decisions. Yet:

- More than 80 percent did not estimate their health care expenses each year.
- Nearly 80 percent did not believe they could take action personally to help control these costs.
- More than half (57 percent) have never researched provider costs or quality of care.
- 24 percent had never inquired about their prescription drug options.

Providing employees with appropriate levels of information and support improves personal behaviors and ultimately influences health care utilization and productivity.

“Investment in employee health benefits helps build prosperity for John Deere and protects, supports, and enhances our people.”

