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Employers: Enjoy Discounts on DMAA-NAM Integrated Care Summit Registration

Keeping your workforce healthy and productive means empowering employees to avoid or manage chronic conditions. You have programs to help, but you also have precious little coordination among them, reducing their effectiveness and creating management headaches for you.

Let DMAA and the National Association of Manufacturers (NAM) give you answers to the challenge of integrated wellness and chronic disease programs at the DMAA-NAM Integrated Care Summit, Sept. 17 to 19, at Caesars Palace Las Vegas.

Learn the best approaches to high-value, high-quality programs to promote health, wellness and chronic disease management from corporate leaders, health professionals and other experts in the field. NAM President John Engler kicks off this important new program with a joint keynote speech for attendees of the Summit and the annual DMAA Disease Management Leadership Forum (DMLF), also at Caesars Palace Sept. 16 and 17.

NAM members receive special DMAA member rates. Others responsible for purchasing and administering health benefits within an organization—a human resources vice president or benefits manager, for example—qualify for a 20 percent discount off non-member registration rates for the Summit and DMLF.

In addition, substantial early bird discounts apply. Visit www.dmaa.org for complete details, or call (202) 737-5980.

DMAA, IBI to Collaborate on Productivity Study

DMAA and the Integrated Benefits Institute (IBI) have launched a project to study the potential for disease management to reduce productivity loss associated with health-related employee absences and diminished on-job performance.

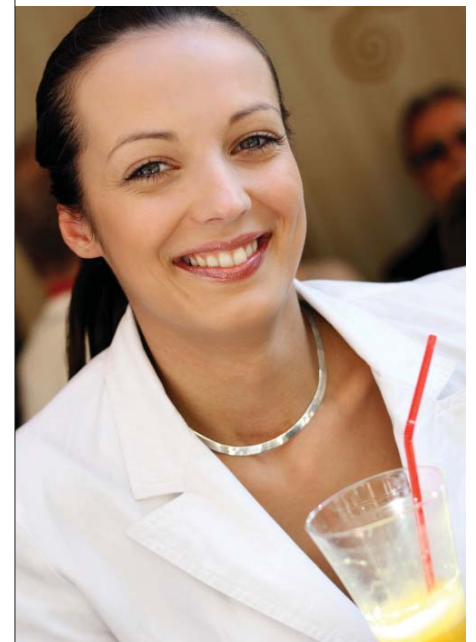
Under a pilot collaborative project, DMAA and IBI aim to produce a report for the September 2007 DMAA Disease Management Leadership Forum and DMAA-National Association of Manufacturers Integrated Care Summit, in Las Vegas. DMAA Research and Quality Vice President Jeanette May, PhD, says the pilot kicks off an expected long-term collaboration between DMAA and IBI on chronic disease and productivity issues.

“We will certainly do more, but to get our feet wet in this area, we’re doing the pilot this year,” she says. “We’re confident that this project will have significant value to employers.”

DMAA expects to leverage data it gathers in another research project, a market survey of disease management and care coordination, to support the productivity study. Through the market survey, DMAA will identify employers to provide claims and self-report data on lost time, including health-related

absences and presenteeism, or diminished on-job performance. A targeted follow-up survey focused on productivity might be needed to aid the productivity study.

Separately from its collaboration with IBI, DMAA will evaluate and recommend productivity measures under its ongoing Outcomes Project, which last year produced industry consensus guidelines on measuring financial outcomes in disease management. In a second phase of that project this year, DMAA will refine its initial recommendations and branch out into other measurement areas, including clinical and participant satisfaction outcomes.



DMAA Conducting Disease Management Market Analysis

A DMAA market analysis now underway will produce a valuable new profile of the disease management industry to help employers and others better understand the current state of and trends in chronic disease care.

The comprehensive market analysis will provide a clear and precise report on the state of the disease management industry and disease management trends. The DMAA Market Analysis Workgroup is overseeing the project.

The quantitative study will report a broad variety of data, including overall market growth, penetration of disease management among payers and purchasers, market penetration, projected market growth and covered lives and disease management companies by covered lives, among other metrics. The analysis, believed to be the first such comprehensive examination of the disease management and care coordination community, is planned for release in August 2007.



Disease Management Association of America
701 Pennsylvania Ave. N.W., Suite 700, Washington, DC 20004
(202) 737-5980 • (202) 478-5113 FAX
e-mail: dmaa@dmaa.org • Web: www.dmaa.org

Bill Would Give Employers Incentives to Provide Preventive Screenings, Wellness Initiatives

A bill pending in the U.S. House of Representatives would provide tax credits to employers that offer preventive screenings, risk assessment, health counseling and other wellness initiative to workers.

The “Wellness and Prevention Act of 2007” (H.R. 853), introduced Feb. 6 by Rep. Joe Knollenberg, R-Mich., also would authorize the federal government to provide up to \$20,000 in loan assistance to physicians who receives board certification in preventive medicine from fiscal 2008 to fiscal 2012.

The act would create a wellness program tax credit of up to \$200 per employee for employers who develop programs that provide health risk assessments and at least two annual preventive health screenings; offer annual counseling sessions on at least three preventive health topics; and include as participants not less than 50 percent of full-time employees.

DMAA Developing ‘Employer Toolkit’ with NAM Support

DMAA and the National Association of Manufacturers (NAM) this year will produce an “Employer Toolkit” on chronic disease care, including contracting resources, case studies and practical advice for developing workplace health promotion programs.

The toolkit, to carry both the DMAA and NAM brands, is slated for release at the 2007 Disease Management Leadership Forum and DMAA-NAM Integrated Care Summit, Sept. 16 to 19, in Las Vegas. NAM member companies will contribute to the toolkit and field test it.

“The support of NAM on this project will be invaluable to ensure this toolkit is on-target and answers the top questions and concerns employers have about employee health and productivity,” DMAA President and CEO Tracey Moorhead said.

“Our members understand the harmful implications of chronic illness in employees’ personal and professional lives, as well as the long-term costs to our health care

system,” said Jeri Gillespie, NAM vice president of human resources policy. “Prevention, wellness and chronic disease initiatives reduce these costly claims and promote healthier behaviors in and out of the workplace. We hope that the toolkit—along with the information gained during the summit—will catalyze employers into implementing these initiatives in their own workplaces.”

The toolkit will include issue briefs on chronic disease and components of care programs; tips for getting the most out of the RFP process for disease management services; details on measuring disease management outcomes and DMAA initiatives in this area; and case studies on successful employer programs, among other documents. The toolkit continues DMAA’s growing commitment to employers, also reflected by this newsletter, work on outcomes evaluation guidelines and periodic Webcasts on employer issues in health care.