



## Business Engagement in Community Population Health



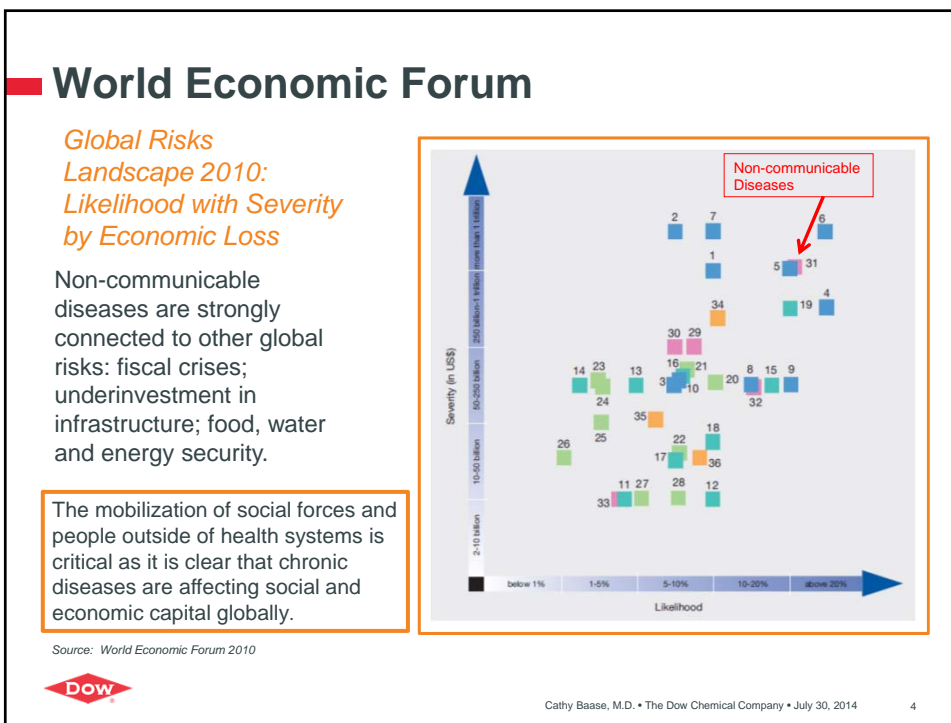
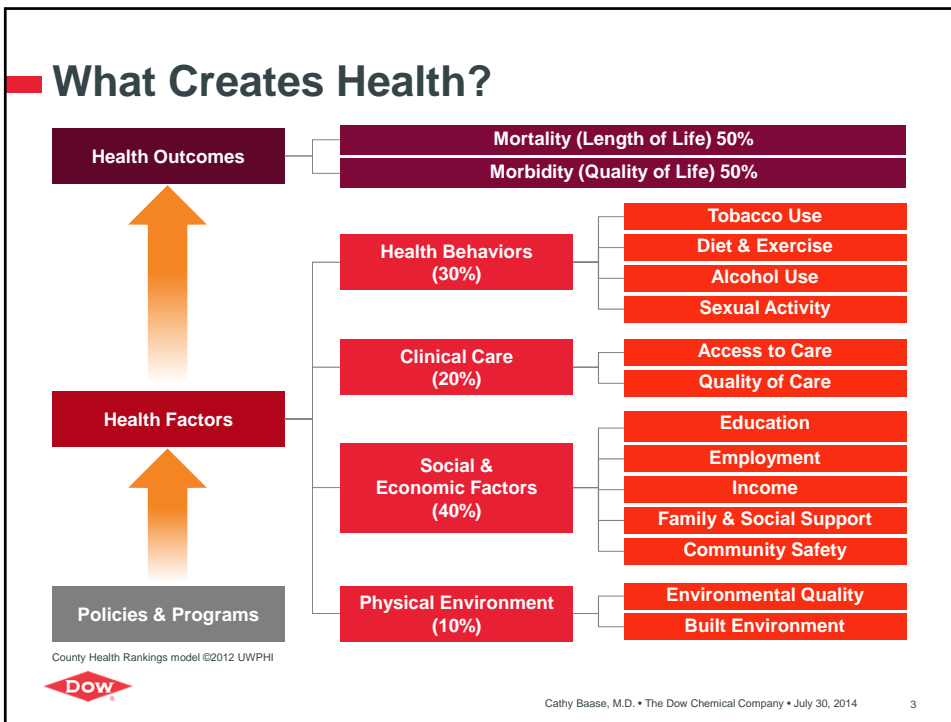
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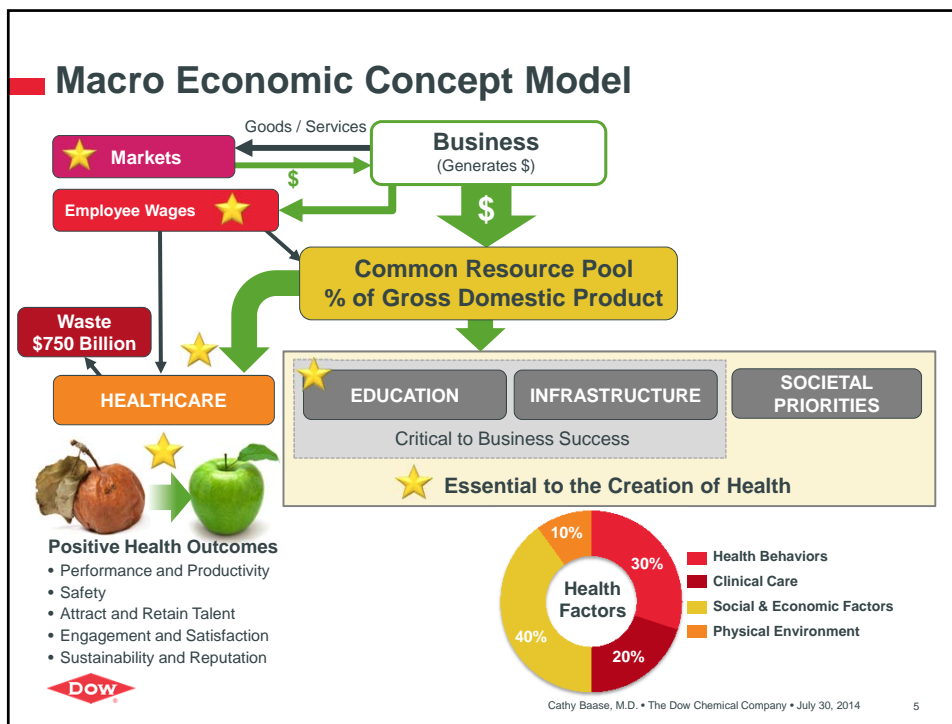
IOM Workshop  
July 2014

## Overview

- Business priorities and health
  - Macro-economic perspective
  - Corporate priorities
- Dow Corporate Health Strategy
  - Community engagement example







## Business Case for the Dow Health Strategy

- Large spend
- Inflation > CPI
- High waste
- Prevention can make an impact
- Legislative and regulatory activity in this arena is robust
- **Well designed health strategy elements can advance other company priorities of sustainability, safety, manufacturing reliability, employee performance, engagement, attract and retain talent, and reputation**



## The Dow Health Strategy

**Vision:** We optimize health, human performance, and the long-term value for Dow



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## Engage the Power of Allies – Collaborate

### COLLECTIVE IMPACT



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## ■ Community Profile Toolkit

- Strategic priorities and value
- Publicly available data sources and benchmarks
  - County Health Rankings
  - Commonwealth Fund
  - Leapfrog
  - Gallup/ Healthways Wellbeing Index
  - Why Not the Best
  - Other state and local data
- “Top Five”
- Evidence-based interventions
- Illustrate key actions by department / function / individual



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## ■ Connections for US and Our Communities

### Alignment of Insightful actions

- Philanthropy
- Leadership roles in communities – informed and optimal action
- Community Advisory Panels
- Advocacy; federal, state and local
- Support and participation in multi-stakeholder community work – MiHIA (Michigan Health Information Alliance)
- Employee, family and retiree health efforts
- Volunteerism initiatives



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## ■ Summary

- The Business Case is broad and strong
  - Macro-economic concept
  - Corporate priorities and strategic alignment
- Insightful and effective action is possible
- Opportunity for high value actions

