

Improving Your Business Through a Culture of Health

Prof. John E McDonough, DrPH MPA

Harvard T.H. Chan School of Public Health

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Culture of Health and the U.S. Business Community

- ▶ Robert Wood Johnson Foundation initiative to change behaviors and beliefs of Americans in pro-health directions; launched in 2014
- ▶ RWJF asked Harvard TH Chan School of Public Health and Harvard Business School to explore corporate involvement in CoH
- ▶ Co-PIs: Dr. Howard Koh (HSPH) and Dr. Amy Edmondson (HBS) with Dr. Sara Singer (Stanford) and Dr. John McDonough (HSPH)
- ▶ Research projects, public engagements, executive training
- ▶ Training includes “massive open online course” (MOOC) on introducing the Culture of Health to business leaders (5/29 launch)
- ▶ Other trainings will include on-the-ground business implementation for individual business leaders and teams (5/2019 and 9/2019)

New Free Online HarvardX MOOC

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Improving Your Business Through a Culture of Health

Learn how a Culture of Health can transform your business to improve the well-being of your employees and company, while increasing revenue.



Starts on May 29, 2018

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- I would like to receive email from Harvard University and learn about other offerings related to Improving Your Business Through a Culture of Health.

4 Pillars Framework



Culture of Health & Business MOOC Outline

Section	Faculty
1. Introduction	Howard Koh HSPH & Amy Edmondson HBS
2. Consumer Health	Jose Alvarez HBS & John McDonough HSPH
3. Employee Health	Glorian Sorenson HSPH & Rob Huckman HBS
4. Community Health	Vish Viswanath HSPH & Raffaella Sadun HBS
5. Environmental Health	Gina McCarty HSPH & Cass Sunstein, HLS
6. Your Health	Beth Frates HMS
7. CoH & Metrics	George Serafeim HBS & Eileen McNeeley, HSPH
8. CoH & Leadership	Rakesh Khurana BHS & Sara Singer, Stanford
9. Wrap-Up	Amy Edmondson HBS & Howard Koh HSPH

Guest Speakers

- ▶ Byron Austin & Martin Lemos, Business for Social Responsibility
- ▶ David Barash, CMO, GE Foundation
- ▶ Troy Brennan, Executive VP and CMO, CVS
- ▶ Mike Critelli, Retired CEO, Pitney Bowes
- ▶ Drew Faust, Retired President, Harvard University
- ▶ Jonathan Isaacson, President and CEO, Gemline Inc.
- ▶ Rosabeth Moss Kanter, Professor, Harvard Business School
- ▶ Nico Pronk, President, HealthPartners Institute
- ▶ John Quelch, Dean of Business Administration, University of Miami
- ▶ Dan Rivera, Mayor, Lawrence, MA
- ▶ Lauren Smith, Co-CEO, FSG
- ▶ David Storto, CEO, Spaulding Rehabilitation Hospital
- ▶ Paul Terry, President, HERO
- ▶ Mark Tuley, Program Director, Strategic Investor Initiative
- ▶ Walter Willett, Professor of Epidemiology & Nutrition, HSPH

MOOC Will Stay Open...

- ▶ MOOC is free and open - live discussions close mid-August
- ▶ Available for pick and choose among sessions & segments
- ▶ As of late July, 3,774 enrollees from 170 countries (~35% US)
- ▶ Also, Brazil, India, Colombia, Saudi Arabia, United Kingdom
- ▶ Male/Female = 50/50
- ▶ More details/data when 1st round data is assembled
- ▶ Also launching onsite programs for business leaders:
 - ▶ Driving Business Performance: Culture of Health for Executives
 - ▶ May 2-3, 2019
 - ▶ <https://www.hsph.harvard.edu/ecpe/programs/culture-of-health-individual-leaders/>