
DTE Energy®



Health Management as a Business Strategy

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Discussion

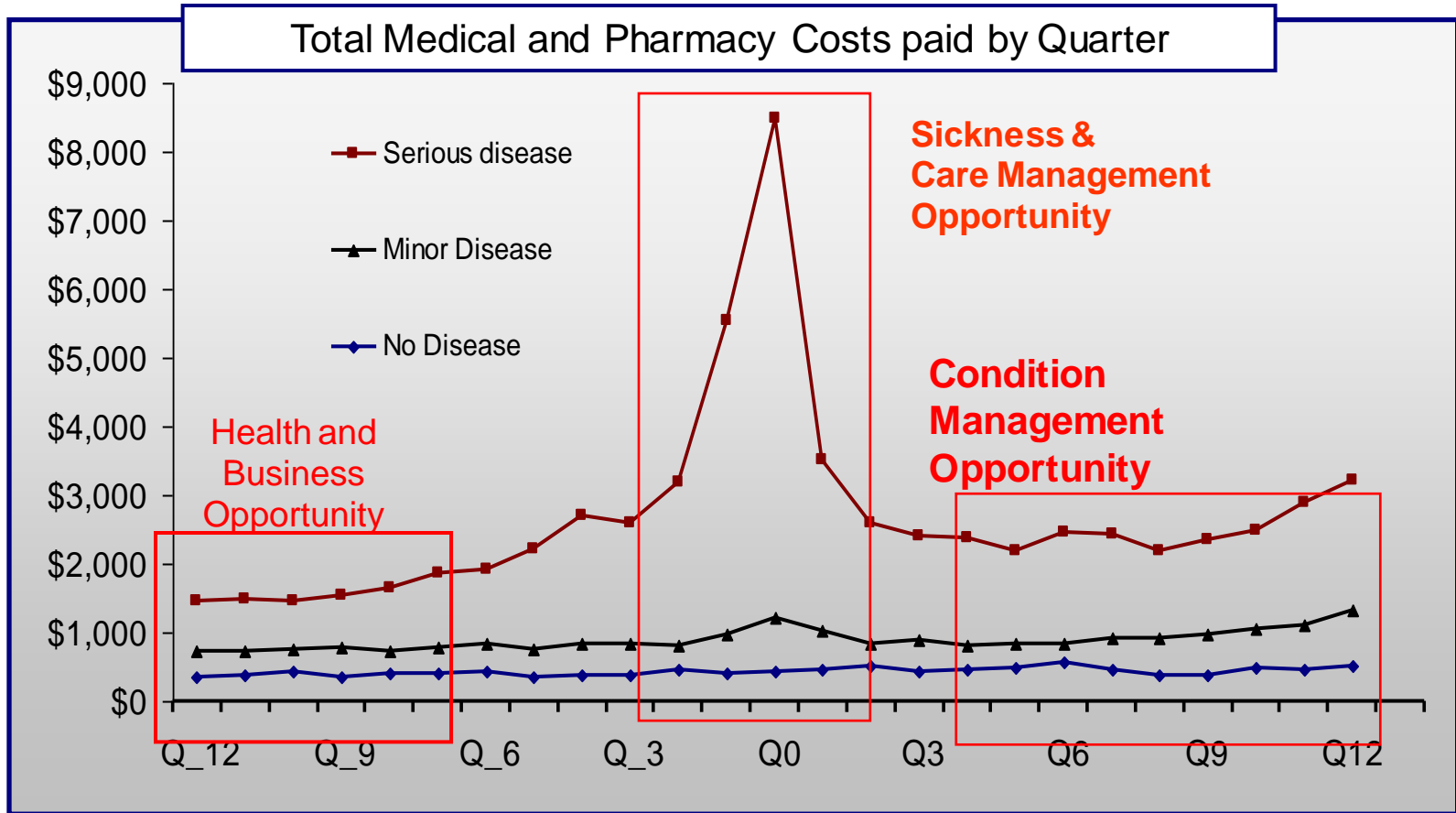
- The DTE Energy case for health and wellness
- Health and Wellness Strategy
- Outcomes
- Moving Forward



Case for health and wellness

- Rising health care costs
 - For every \$1 spent on medical and pharmaceutical costs, there are \$2.30 of health-related productivity losses due to absenteeism and presenteeism.
(Journal of Occupational and Environmental Medicine, May 2009)
- Aging workforce with declining health status
- Worker's compensation costs
- Employee morale / engagement
- Absenteeism
- Productivity

Opportunity



Source: Dee Edington, University of Michigan



Energize Your Life – 2004-2009

Vision:

- The Energize Your Life vision is to create and deliver a world-class program which drives measurable health improvement and long-term cost reduction. Employee health is integral to company success and profitability as reflected in the company's Core Values.

Mission:

- DTE Energy is committed to providing employees and other program participants with the resources they need to lead healthier lifestyles. Energize Your Life provides health information as well as comprehensive programs encompassing preventive health services, health-risk management and disease management.





Energize Your Life – 2004-2009 Goals

- Build cultural support for health and wellness
- Provide resources that empower participants to lead healthy lifestyles and reduce health risk.
- Improve long-term health status through tailored behavior change initiatives.





Energize Your Life 2004-2009

2004/2005

- Health Assessment
- Health Coaching
- Online Suite
- Disease Management
- Onsite Health Screening
- Incentives
- HA Gift Cards
- Walk on the Wild Side @ the Detroit Zoo
- Wellness Library
- Step it Up!
- EYL Ambassadors

2006

- Health Assessment
- Health Coaching
- Online Suite
- Disease Management
- Incentives
- HA Gift Cards
- ★Healthy Behavior Credits
- Tobacco Surcharge
- Walk on the Wild Side @ the Detroit Zoo
- Wellness Library
- ★New Mothers Rooms
- ★Birthday Cards
- ★Change One
- ★Take Ten!
- EYL Ambassadors

2007

- Health Assessment
- Health Coaching
- Online Suite
- Disease Management
- Onsite Health Screening
- Incentives
- HA Gift Cards
- Healthy Behavior Credits
- Non-Tobacco Use Credit
- Walk on the Wild Side @ the Detroit Zoo
- New Mothers Rooms
- Wellness Library
- Birthday Cards
- ★EYL meal – Downtown / SLFD
- ★Flex-N-Go
- ★Take Time 4 Health
- EYL Ambassadors

2008

- Health Assessment
- Health Coaching
- Online Suite
- Disease Management
- Onsite Health Screening
- Incentives
- HA Gift Cards
- Healthy Behavior Credits
- Non-tobacco Use Credit
- Walk on the Wild Side @ the Detroit Zoo
- New Mothers Rooms
- Wellness Library
- EYL meal – Downtown / SLFD
- ★Self-Care Manuals
- ★Nutrisum
- ★Stress Quest
- EYL Ambassadors
- ★EYve Preventive Care Reminders

2009

- Health Assessment
- Health Coaching
- Online Suite
- Disease Management
- Onsite Health Screening
- Incentives
- HA Gift Cards
- Healthy Behavior Credits
- Non-Tobacco Use Credit
- Walk on the Wild Side @ the Detroit Zoo
- New Mothers Rooms
- Wellness Library
- EYL meal – Downtown / SLFD
- Self-Care Manuals
- Nutrisum
- ★Every Move You Make
- EYL Ambassadors
- EYve Preventive Care Reminders

★New Program Offering

Outcomes



- NutriSum™ Program
 - 468 Participants
 - Employee engagement
 - New challenge
 - Lifetime learning
 - Tracking - no calorie counting
- Dave
 - Lost 26 plus lbs
 - Weigh-in every morning
 - Inspire others! Can do!



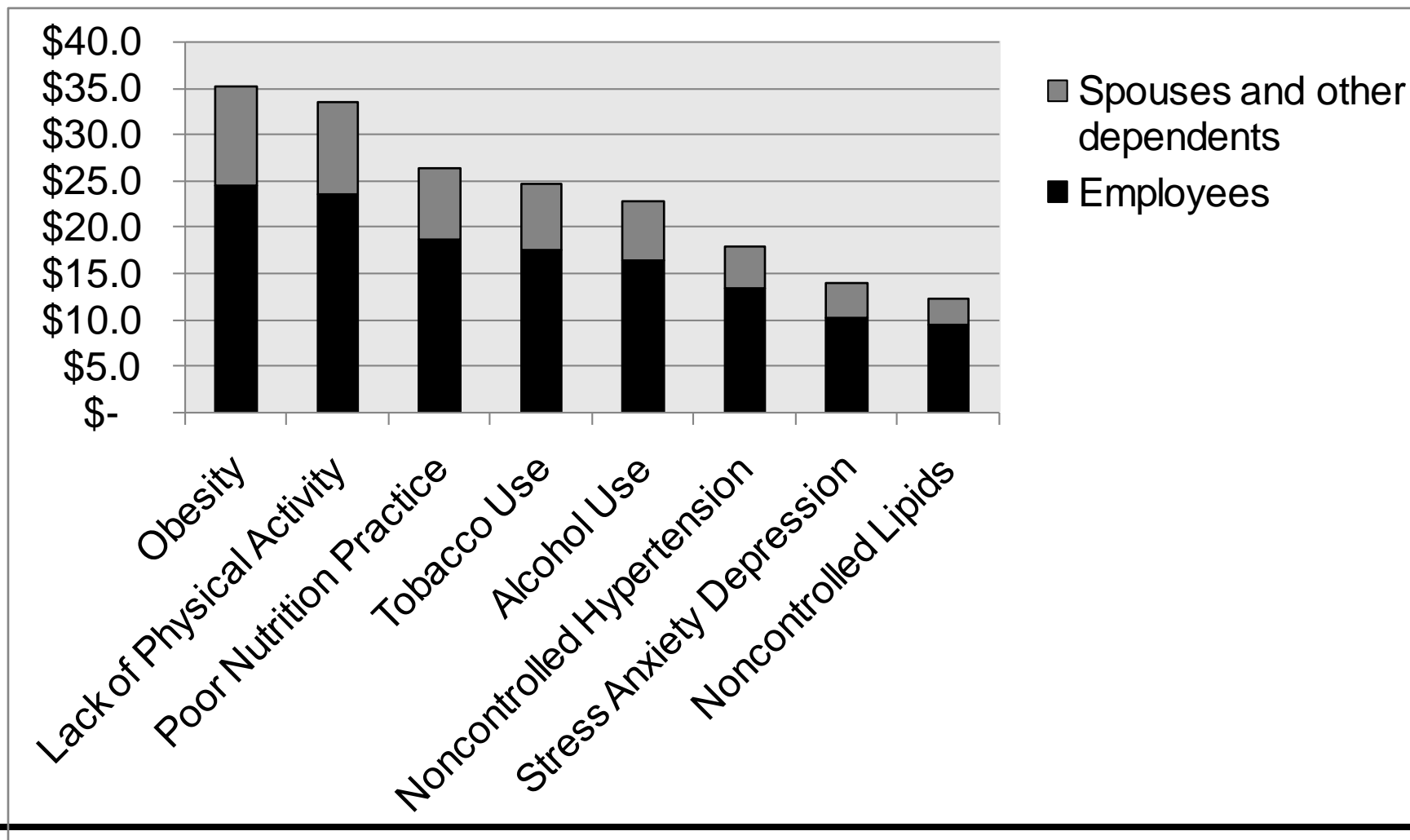
Outcomes

- Energize Your Life Program strategy has momentum and brand recognition
- High Participation
- Decreased health risks among repeat Health Assessment participants
- Reduced Worker's Compensation Costs



Current Reality

2009 Lifestyle-Related Medical Claims Costs (MM)





Moving Forward

- Intensify focus on top issues / cost drivers
 - Resources
 - Environmental/Culture Support
- Partner with a new vendor to deliver integrated health management solution
- Develop business unit specific initiatives and goals
- Further integrate with related initiatives (i.e. Safety, employee engagement, EAP, onsite clinics)



Moving Forward

Keys to Success

- Leadership engagement
- Cultural alignment
- High participation rates
- Data-driven approach
- Address the full health continuum – healthy to high-risk
- Pervasive communication
- Position as corporate initiative
- Tailored at all levels



No company will be successful in a globally competitive world with anything but healthy and productive people.

No individual will achieve his or her full potential without believing that staying healthy is just as important as treating sickness.

Dee W. Edington, PhD, Zero Trends: Health as a Serious Economic Strategy