Health@IBM

Kyu Rhee, Vice President and Chief Health Director, IBM

January 30, 2013
Agenda

- Vision and Mission
  - Reducing Costs
  - Improving Quality
  - Driving Innovation
- 50 Global Health Priorities
IBM’s Vision and Mission for a Healthy Global Workforce

VISION
Optimize performance through healthy choices, people, workplaces, families and communities

MISSION
- Address local and global health priorities
- Improve the overall health of our employees
- Provide safe and healthy work environments
- Support business continuity
- Design health benefits and health promotion programs to improve access, increase quality, reduce costs and drive innovation
Address local and global health priorities

Source: CIA Factbook 2011
Improve the **overall** health of our employees

**Definition of Health Promotion**

Health Promotion is the art and science of helping people discover the synergies between their core passions and optimal health, enhancing their motivation to strive for optimal health, and supporting them in changing their lifestyle to move toward a state of optimal health. Optimal health is a dynamic balance of physical, emotional, social, spiritual, and intellectual health. Lifestyle change can be facilitated through a combination of learning experiences that enhance awareness, increase motivation, and build skills and, most important, through the creation of opportunities that open access to environments that make positive health practices the easiest choice.


![Diagram of Health Promotion]

- **Emotional**: Care for emotional crisis. Stress Management
- **Social**: Communities. Families. Friends
- **Intellectual**: Educational. Achievement. Career development
- **Spiritual**: Love. Hope. Charity.

*Source: Journal of Health Promotion*
Provide safe and healthy work environments

The employed
At 6 a.m., about 60 percent of employed people are sleeping, compared with more than 80 percent of those who are unemployed.

Support business continuity
Design health benefits and health promotion programs to improve access, increase quality, reduce costs and drive innovation.

Source: Health Affairs, Towers Watson Global Medical Trends 2011
Increasing QUALITY: How Do We Live Longer and Healthier?

**TABLE: Seventeen High-Income Countries Ranked by Life Expectancy at Birth, 2007**

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<th>Rank</th>
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<th>Average Length of Life</th>
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*Source: Institute of Medicine 2013*
Reducing COSTS: How Do We Make the Pie Smaller?

Sources: CMS, WHO, AHIP, OECD

January 30, 2013
Driving INNOVATION: How Do We Disrupt Healthcare?
# IBM 50 Global Health Priorities

## Safety
- **A1** Office & General Workplace
- **A2** Building Design & Operation
- **A3** Accident & Incident Management
- **A4** Ergonomics
- **A5** Transportation Safety
- **A6** Manufacturing & Research
- **A7** Contractors & Vendors
- **A8** Non-IBM Environments
- **A9** Acquisitions & Outsourcing
- **A10** IT Maintenance

## Medical
- **B1** Clinical Services
- **B2** Medical Case Management
- **B3** Occupational Injury & Illness Management
- **B4** Sick Leave & Disability Coverage
- **B5** Travel Health & Events
- **B6** Executive Health
- **B7** Food & Water Safety
- **B8** Emergency Preparedness & Response
- **B9** Evidence-Based
- **B10** Special Programs

## Health Benefits
- **C1** Primary Care
- **C2** Medication Coverage
- **C3** Behavioral Health
- **C4** Maternity & Reproductive Health
- **C5** Newborn & Pediatric Health
- **C6** Elder Health
- **C7** Emergency Care
- **C8** Specialty Care
- **C9** Oral & Vision Health
- **C10** Target Populations & Conditions

## Health Promotion
- **D1** Health Risk Assessments
- **D2** Active Living
- **D3** Healthy Eating
- **D4** Sleep & Rest
- **D5** Mental & Emotional Well-Being
- **D6** Preventing Tobacco, Alcohol, & Drug Abuse
- **D7** Injury & Violence Free Living
- **D8** Infection Prevention
- **D9** Clinical Prevention
- **D10** Engagement Strategies

## Foundational Principles
- **E1** Leadership & Public Policy Influence
- **E2** Talent
- **E3** Legal & Regulatory Compliance and Controls
- **E4** Population Health, Analytics, & Quality Improvement
- **E5** Learning
- **E6** Health Information Management
- **E7** Communication
- **E8** Business Support
- **E9** Partnerships
- **E10** Innovation
Primary Care & Prevention

Primary Prevention:
*Disease prevention and health promotion*

Secondary Prevention:
*Early detection and management of chronic conditions*

Tertiary Prevention:
*Preventing serious chronic disease complications*

Primary Care:
FOUNDATION OF A HIGH PERFORMING HEALTH CARE SYSTEM