

# Beyond Physical Health: The Role of Emotional Health in Wellness Programs

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Dr. Fairbanks is a licensed clinical psychologist with a specialization in health psychology. Dr. Fairbanks has extensive experience and passion for training health care professionals in having efficient and impactful conversations. Dr. Fairbanks also specializes in working directly with individuals to achieve optimal wellness as it relates to chronic disease management, weight management, tobacco cessation, and finding overall health and happiness.



# What We See Across the U.S.



**11%** out of 79M know they are at risk for diabetes

**9.3%** (29M) have diabetes

**35%** have pre-diabetes

**34%** have metabolic syndrome



**#1** Leading killer of people with diabetes: Heart disease

**48%** meet the 2008 Physical Activity Guidelines

**34%** US adults are obese\*

**33%** of book of business is obese\*

\* Obese: BMI 30 or higher

## Obesity

- Overweight: \$266
- Obese: \$1,723

## Metabolic Syndrome:

- \$4,607 annual costs

## Diabetes

- \$14,999 per person per year

## Pre-diabetes

- \$433 extra per year

## Tobacco Use

- \$4,260 in direct healthcare costs

## Cardiovascular Disease

- Heart Attack is \$38,501



### Sources:

[http://www.nhlbi.nih.gov/health/educational/lose\\_wt/risk.htm](http://www.nhlbi.nih.gov/health/educational/lose_wt/risk.htm)

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3125563/>

<http://www.healthcostinstitute.org/files/HCCI%20Diabetes%20Issue%20Brief%205-7-15.pdf>

ADA- Economic Costs of Diabetes in the U.S. in 2012

[http://www.cdc.gov/tobacco/quit\\_smoking/](http://www.cdc.gov/tobacco/quit_smoking/)

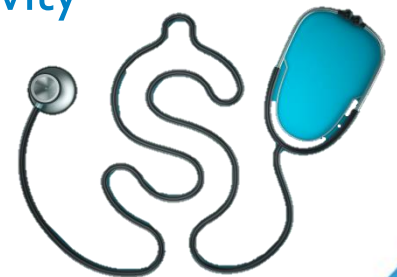
Unutzer et al. Health care costs associated with depression in medically ill fee-for-service Medicare participants. J Amer Geriatric Soc. 2009 Mar;57(3):506-10.)



## 1 in 5 Americans

Will Experience Mental Illness In Any Given Year

- Behavioral health accounts for 7.3% (\$135 billion) of the \$1.85 trillion spent on health care every year- nearly as much as the total spent on *heart disease and cancer treatment* combined
- Depression alone is \$17 to \$44 billion per year in lost productivity
- Employees with untreated depression take 2 to 3 times more sick days
- Stress is the leading issue affecting employee productivity



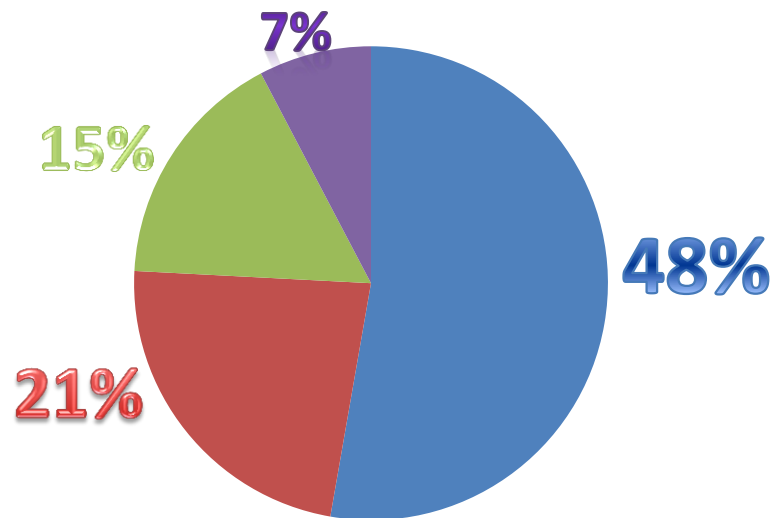
U.S. Department of Health and Human Services  
World Health Organization  
Yale University  
Towers Watson

## Use Data to Learn and Innovate

	Diabetes (Out of Control)	High Cholesterol	Hyper tension	Metabolic Syndrome	Newly Discovered Diabetes	Pre Diabetes	All Core Conditions
Moderate- Severe Depression	57%	52%	51%	54%	59%	52%	52%
Moderate – Severe Anxiety	65%	62%	60%	63%	64%	65%	63%
Moderate – Severe Stress	61%	56%	57%	58%	60%	58%	58%

## Emotional Distress is Common

59% of diabetics exhibit moderate to severe emotional distress



- Time
- Money (can't afford medications, healthy food, medical care)
- Emotional Balance (stress, depression, anxiety)
- Ability (understanding of condition or where to start for self-care)





## Engaging members: central to controlling and preventing chronic conditions

- Nutrition
- Exercise
- Weight management
- Tobacco cessation
- Stress management
- Preventive screenings
- Engaging healthcare professionals



## How We Address Emotional Health

### Objective:

Reduce members' behavioral health risk factors by infusing, expanding, and developing empirically validated behavioral health interventions into coaching and member resources.

- Infusing Behavioral Health into our Coaching
- Enhance internal member behavioral health resources
- Develop internal member behavioral health resources
- Addition of external support and specialty

Core Conditions		
(Diabetes, Metabolic Syndrome, High Blood Pressure, High Cholesterol)		
Wellbeing Pillars		Engagement Tactics
<b>Physical Health</b>	Nutrition, Education, Exercise, Connection to Care, Medication	Health Coaching, Workshops, Challenges, Webinars
<b>Emotional Health</b>	Anger, Denial, Depression, Distress, Time	Health Coaching, Workshops, Challenges, Webinars
<b>Financial Health</b>	Financial impact of living well: medication, exercise, food. Financial Stress	Health Coaching, Workshops, Webinars
<b>Social Health</b>	Communications, Relationships, Support Systems	Social Media, Health Coaching, Workshops, Challenges
Whole Health		
(Self-care, Professional Care, Community)		

## Assess how programming impacts health outcomes

- Understanding the **“hard behaviors”** that members need to make that will lead to better health outcomes
- Understanding the **barriers** members encounter
- Realizing the **smallest simplest actions** that drive the greatest health outcomes
- Creating an environment to be a **catalyst for sustainable behavior change** to drive health outcomes

## Personalized Health Coaching

- Highly experienced, skilled and certified professionals
- Methodology based in behavior science
- $BC = M + A + T$
- Telephonic outreach and opt-in lifestyle coaching
- Same health coaching tracking system to be used by both onsite and telephonic coaches
- Physical, Emotional, Financial Wellbeing
- **Lasting behavioral changes**



## Telephonic, Onsite and Online Offerings

### Physical

- Cardiovascular Disease Prevention
- Diabetes Prevention
- Exercise
- Getting a Goodnight's Sleep
- Hypertension
- Managing Cholesterol
- Nutrition
- Preventive Health
- Smoking Cessation
- Weight Management

### Social

- Social Stress
- Steps for Effective Communication
- Personality & Stress
- Social Media
- Secure Messaging

### Emotional

- Alcohol Abuse & Addiction Education
- Anxiety
- Depression
- Introduction to Stress Management
- Job Stress
- Life Balance
- Overcoming Emotional Eating
- Avoid The Anger Trap
- The Art of Relaxation
- Mindfulness

### Financial

- Financial Wellness
- Personal Goal Setting
- Why Managing Your Medication Matters
- Healthy Eating on a Budget

## Integration

- Across Wellness Providers
- EAP
- Other Employer Benefits



## Offerings

- Employee Assistance Program
- Personal Health Action Plan
  - Stress Management
  - Life Balance
  - Financial Wellness
  - Healthy Relationships
  - Depression, Anxiety





- **Training**

- Reduce Organizational Stigma
- Manager Trainings\*
- HR/Front Line Staff
  - Tools and Confidence to discuss mental health concerns



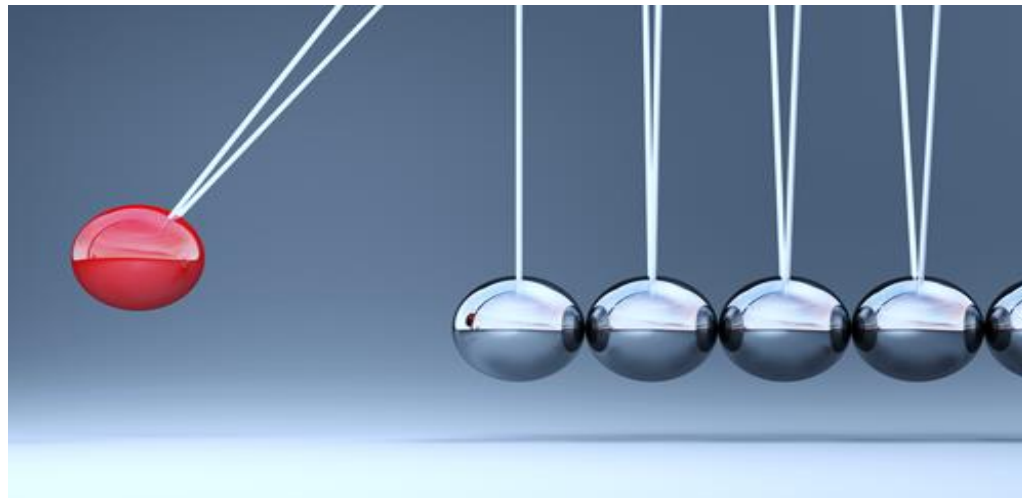
- Organizational top-down support with managerial training related to emotional health
- Employee education to reduce stigma
  - Webinars
  - I Will Listen
  - EAP
- Organizational support for emotional health
  - Breaks, walking, fresh air



# **SAVING LIVES**

# **CHANGING LIVES**

# **EMPOWERING LIVES**



Thank you!



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HEALTH