



DELIVERING **VALUE** SERIES

Teaming Up for Maximum Impact Symposium - Kohl's, American Cancer Society & Ascension

July 15, 2020



Welcome

Jeffrey Kluever

Executive Director

Business Health Care Group



Presenters:

Kohl's, Inc.

Annette Adams

Senior Vice President of Human Resources

American Cancer Society

Gayle Bagley

Director of Employer Health & Well-Being
Initiatives

Laurie Bertrand

Executive Director (Wisconsin)

Andrew Moser

Director of Corporate Relations (Wisconsin)



Presenters:

Ascension Wisconsin

Dr. Gregory Brusko
Chief Clinical Officer

Building Stronger Employer Partnerships

Business Health Care Group

July 15, 2020



KOHL'S



It
Starts
With a
Conversation

INTRODUCTIONS

Annette Adams, SVP of Human Resources, Kohl's

Laurie Bertrand, Executive Director (Wisconsin), American Cancer Society

Andrew Moser, Corporate Relations Director (Wisconsin), American Cancer Society

Gayle Bagley, Director of Employer Health and Wellbeing

WELCOME MESSAGE

The purpose of **Creating Connections** is to *“Develop opportunities to cultivate robust relationships with corporate and community partners to deepen engagement, advance wellness, and encourage giving.”*

- **Deepen engagement** with the employer community to build awareness and relevance of the American Cancer Society.
- **Advance wellness** with employers by sharing the wealth of tools and resources available to their workforce through the American Cancer Society.
- **Encourage giving** as a longer term goal through volunteerism and charitable support.

Employers, *both for-profit and non-profit*, have a vested interest in the health and well-being of their workforce. Studies show that a healthier employee is more productive and engaged, which leads to better results for the employer. The American Cancer Society shares in the interest of healthy employees and the extended health of their families.

AMERICAN CANCER SOCIETY



About the American Cancer Society

We're on a mission to free the world from cancer. Until we do, we'll be funding and conducting research; sharing expert information; supporting patients; and spreading the word about prevention.

All so you can live longer – and better.



Who We Are

The American Cancer Society is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem.



What We Do

While most people know the American Cancer Society for research, we do so much more. We're attacking cancer from every angle. We promote healthy lifestyles to help prevent cancer. We fight for lifesaving policy changes. We provide everything from emotional support to the latest cancer information. And we do it all 24 hours a day, 7 days a week.



More Than 50 Years Of Amazing Products And Incredible Savings

The first Kohl's department store opened in Brookfield, Wisconsin, in 1962.

When the company went public in 1992, there were 76 Kohl's stores in the Midwest.

Kohls.com launched in 2001, giving Kohl's an online presence that has grown and evolved over the years.

In 2003, we opened 28 stores in California, giving Kohl's a coast-to-coast presence for the first time in our history.

That growth and expansion has continued over the years and Kohl's now operates more than 1,100 stores in 49 states, along with the powerful e-commerce platform of Kohls.com.

KOHL'S



Kohl's Cares

We reward the everyday by dedicating 100% of the net profit from the sale of Kohl's Cares merchandise to support the health and well-being of families in our communities. Through Kohl's Cares, we've raised nearly \$360 million nationwide and helped countless kids and families.



Our Hometown Commitment

They say home is where the heart is. And while we're strongly committed to the thousands of communities we're a part of across the United States, we will always give back to the place where we got our start. In greater Milwaukee, we're focused on helping families lead fulfilled lives and are proud to support organizations as they continue to make a difference in our hometown.



Kohl's Volunteer Program

We donate our personal time to make a difference in local communities by volunteering with eligible non-profit organizations. In support of our volunteerism, the non-profit receives a \$500 volunteer reward for every five associates that volunteer for three hours each per event.

Since the program's inception in 2001, we've donated more than \$166 million in rewards to eligible non-profit organizations across the country through this program.



The American Cancer Society and Kohl's have partnered to create the **Kohl's Healthy Families** program which supports healthy eating and active living to help reduce cancer risk.

Learn more: [acskohls.org](https://www.acskohls.org)

AMERICAN CANCER SOCIETY + KOHL'S

The American Cancer Society + Kohl's: Partnering Against Cancer

The American Cancer Society and Kohl's have partnered to create the **Kohl's Healthy Families** program, which supports healthy eating and active living to help reduce cancer risk. The program serves the following counties in southeast Wisconsin: Kenosha, Milwaukee, Ozaukee, Racine, Washington, and Waukesha and includes:

- The **Healthy Families Guidebook** contains tips and tools about nutrition, physical activity, and cancer screenings.
- **Community Wellness Grants and Learning Collaborative** provides support to community organizations to implement innovative programs that increase healthy eating and active living behavior change.
- **School Wellness Grants and Learning Collaborative** provides support for schools to implement healthy changes and encourage students' healthy eating and physical activity habits.
- The **Community Health Worker Initiative** includes an annual Community Health Worker Conference, as well as provides education and resources to help improve healthy eating and active living.
- Energetic outreach team members at community events who educate individuals about how healthy eating and an active lifestyle can help reduce your cancer risk through eye-opening, interactive games and activities.
- Kohl's-sponsored community events including: select Relay For Life events in southeast Wisconsin, the Community Health Worker Conference, and the 2020 Making Strides Against Breast Cancer walk in Milwaukee



WHAT'S IN IT FOR EMPLOYERS

Economics of Cancer

- Prevention, early detection, and better treatments have resulted in a 29% decline in cancer mortality in the U.S.; however, cancer is still the single largest cause of death among working-age adults.
- Noncommunicable disease, including cancer, is one of the most significant burdens on worldwide prosperity and productivity, resulting in an estimated cumulative loss of \$47 trillion over the next two decades.
- Cancer carries a disproportionate cost burden for employers; both direct health care costs (medical, disability, and insurance), as well as productivity losses are comparatively greater.

What Can Be Done

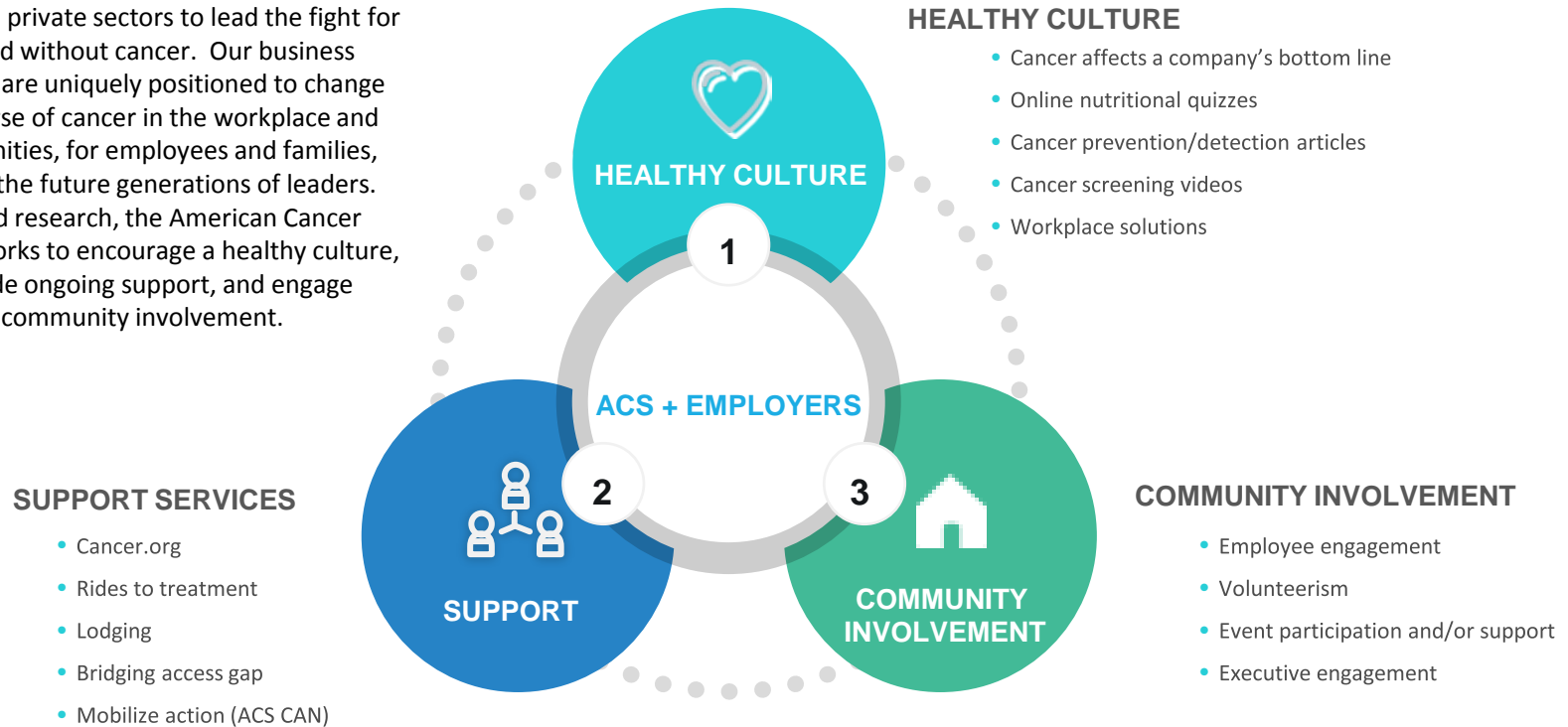
- Employers can reduce cancer risk factors in the work environment through targeted improvements in facilities, services, and policies to prevent cancer. Programs such as tobacco cessation and regular screenings are proven methods of decreasing cancer risk among employees and increasing early diagnosis, resulting in significant cost savings.
- Nearly 50% of all cancer deaths in the U.S. can be avoided if individuals do not use tobacco products, maintain a healthy weight by eating a healthy diet and living a physically active lifestyle, avoid/reduce alcohol consumption, and follow age appropriate screening guidelines.
- Prevention is often substantially less expensive than treatment, and small changes can have an impact on positive health outcomes that extend well beyond cancer prevention.

Getting Started

- Employers often face barriers to reaching some employee populations; identifying opportunities to target health promotion and protection efforts can reduce absenteeism, improve health outcomes, and mitigate rising health care costs.
- The American Cancer Society offers programs, communication tools, and information to support your organization in cancer prevention education, employee support, and cancer-related health management.

PARTNERING WITH THE AMERICAN CANCER SOCIETY

The American Cancer Society works across public and private sectors to lead the fight for a world without cancer. Our business partners are uniquely positioned to change the course of cancer in the workplace and communities, for employees and families, and for the future generations of leaders. Beyond research, the American Cancer Society works to encourage a healthy culture, provide ongoing support, and engage community involvement.





- The American Cancer Society's **Workplace Health Assessment** can help your company build a healthier workforce.
- This assessment allows employers to take a holistic look at their employee wellness program and what they offer to their employees, providing constructive feedback and an overall score in five areas:
 - Tobacco prevention and cessation
 - Healthy eating
 - Physical activity
 - Cancer screening and prevention
 - Cancer support



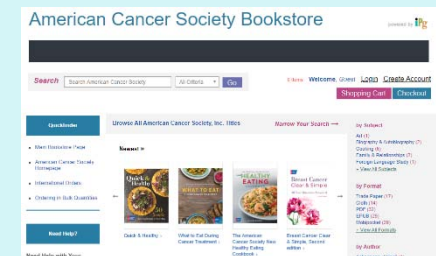
<https://www.acsworkplacesolutions.com/wp/assessment.asp>



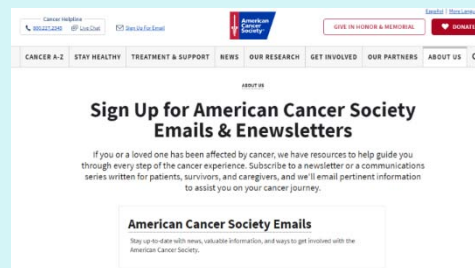
- **Healthy Living** is a monthly electronic newsletter that teaches the importance of making healthy lifestyle choices.
- The American Cancer Society **Book Store** features books to help people navigate the cancer experience. The Society is the world's leading publisher of books on cancer.
- **Stay Healthy email subscription.** You can help reduce your risk of cancer by making healthy choices like eating right, staying active, and not smoking. It's also important to follow recommended screening guidelines, which can help detect certain cancers early.



<https://www.acsworkplacesolutions.com/healthyliving.asp>



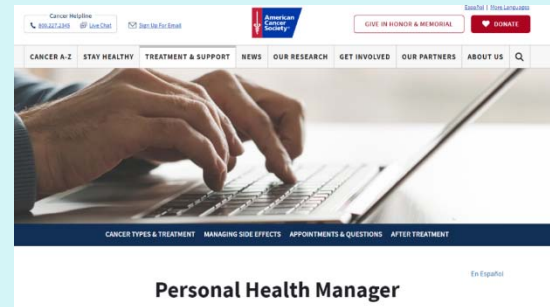
<https://acs.bookstore.ipgbook.com/>



<https://www.cancer.org/about-us/email-and-ewsletter-sign-up.html>

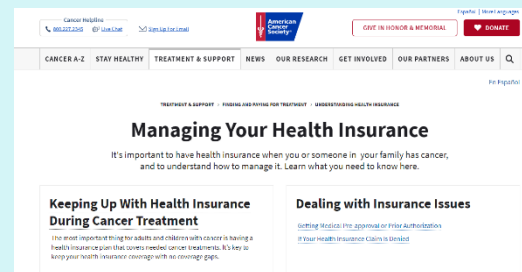
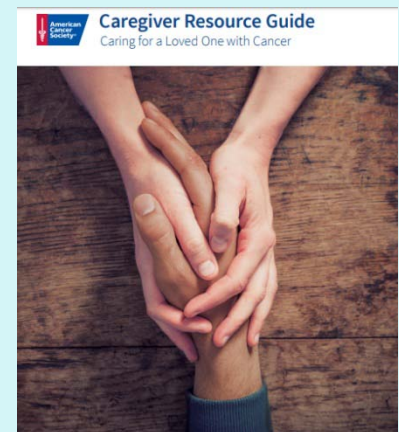


- It can be hard to keep track of all the information about a diagnosis and treatment. Keeping this information organized in a **Personal Health Care Manager** can help employees feel less stressed and more prepared to talk with their doctor.
- Cancer information, answers, and hope are available every minute of every day at **1-800-227-2345** and **cancer.org**.
- The **Caregiver Resource Guide** is a tool for people who are caring for someone with cancer.
- The **Managing Health Insurance** section on cancer.org includes resources to help employees navigate the complexities of insurance coverage.



<https://www.cancer.org/treatment/finding-and-paying-for-treatment/treatment-decision-tools-and-worksheets/personal-health-manager.html>

<https://www.cancer.org/treatment/caregivers/caregiver-resource-guide.html>



<https://www.cancer.org/treatment/finding-and-paying-for-treatment/understanding-health-insurance/managing-health-insurance.html>



- **Road to Recovery** provides transportation to and from treatment for people with cancer who do not have a ride or are unable to drive themselves.
- The **Hope Lodge** program offers cancer patients a place to stay when they must travel away from home for treatment.
- **Reach to Recovery** matches breast cancer patients with a breast cancer survivor who will talk with you about coping with your diagnosis and treatment.
- The **Cancer Survivors Network (csn.cancer.org)** includes discussion boards and chatrooms that are an excellent way to develop friendships, exchange practical information, and support one another.



Road To Recovery (Rides to treatment)

Every day, cancer patients need rides to treatment. Some may not be able to drive themselves, and family and friends cannot always help. Our Road To Recovery program provides rides to patients who have no way to get to their cancer treatment.

<https://www.cancer.org/treatment/support-programs-and-services/road-to-recovery.html>

<https://www.cancer.org/treatment/support-programs-and-services/reach-to-recovery.html>

How does the Reach To Recovery® program support people facing breast cancer?



For more than 50 years, the American Cancer Society Reach To Recovery program has been helping people cope with their [breast cancer](#) experience – as early as the first possibility of a diagnosis and continuing for as long as breast cancer remains a personal concern to them.

What is Hope Lodge?

Each Hope Lodge offers cancer patients and their caregivers a free place to stay when their best hope for effective treatment may be in another city. Not having to worry about where to stay or how to pay for lodging allows guests to focus on getting better. Hope Lodge provides a nurturing, home-like environment where guests can retreat to private rooms or connect with others. Every Hope Lodge also offers a variety of resources and information about cancer and how best to fight the disease.



<https://www.cancer.org/treatment/support-programs-and-services/patient-lodging.html>



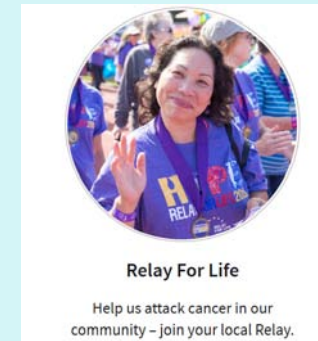
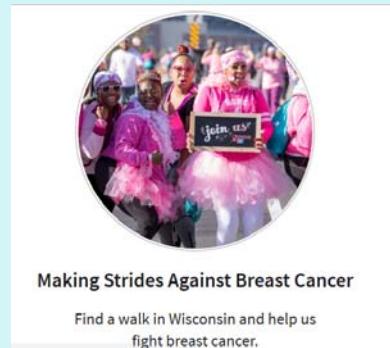
- For over 25 years, the **Coaches vs. Cancer** program, in collaboration with the National Association of Basketball Coaches, has united coaches and fans nationwide to help the American Cancer Society.
- **CEOs Against Cancer** is a powerful group of executives committed to saving lives and improving their company's bottom line. CEOs from the world's top companies are uniting to change the course of cancer to leverage the collective knowledge, power, and resources of the American Cancer Society.
- **Community events** including Making Strides Against Breast Cancer and numerous Relay For Life events.



<https://www.cancer.org/our-partners/coaches-vs-cancer.html>



<https://www.cancer.org/our-partners/ceos-against-cancer.html>



WHAT YOU CAN DO NOW: [HEALTH INDEX FOR EMPLOYERS](#)

History

- The *CEOS Against Cancer Challenge* was relaunched in 2019 in conjunction with a new nationwide program – **The American Cancer Society Health Index for Employers** (HIE).
- The ACS HIE was created to address the impact on health and wellbeing caused by cancer on employees and their families.



WHAT YOU CAN DO NOW: [HEALTH INDEX FOR EMPLOYERS](#)

Why a cancer wellness initiative?

The American Cancer Society Health Index for Employers is an initiative to support business leaders in establishing a workplace culture of health. The initiative promotes evidence-based solutions to improve health outcomes across the cancer continuum.

Despite a 29% decline in cancer mortality, **cancer is the #1** cause of premature death in the US working age population and increasing with an aging population.



WHAT YOU CAN DO NOW: [HEALTH INDEX FOR EMPLOYERS](#)

How is this employer wellness initiative different?

Provides the means for business leaders to address the economic and social impact of cancer in the workplace. Significant features include:

- An employer annual assessment related to 5 domains
- A suite of evidence-based solutions for implementation support
- Benchmark data and analysis
- A national recognition program based on achievement



WHAT YOU CAN DO NOW: **HEALTH INDEX FOR EMPLOYERS**

What is the value?

- Improves **health** and **productivity** of employees with evidence-based practices
- Helps with management of health care costs and enabling access to quality care
- Builds visibility of current wellness programs
- Less absenteeism and more presenteeism
- Helps to create a thriving environment for growth
- Contributes to attraction and retention of talent
- Long-term investment in a healthier community
- Recognition of company participation



WHAT YOU CAN DO NOW: [HEALTH INDEX FOR EMPLOYERS](#)

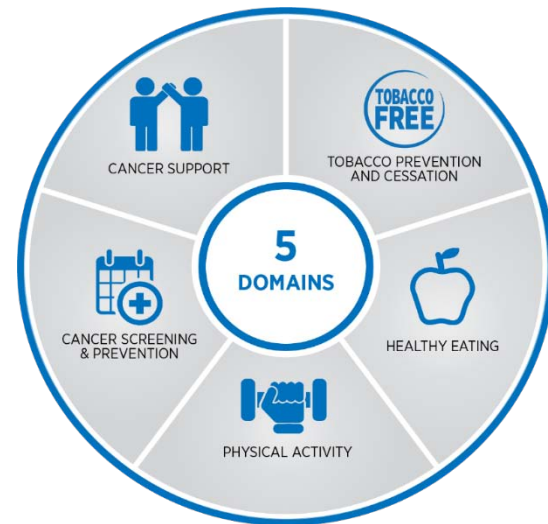
The Five Domains

Each evidence-based practice in the Score Report is accompanied by implementation options and suggested tools and resources

The initiative covers five essential domains related to healthy lifestyles and cancer control:

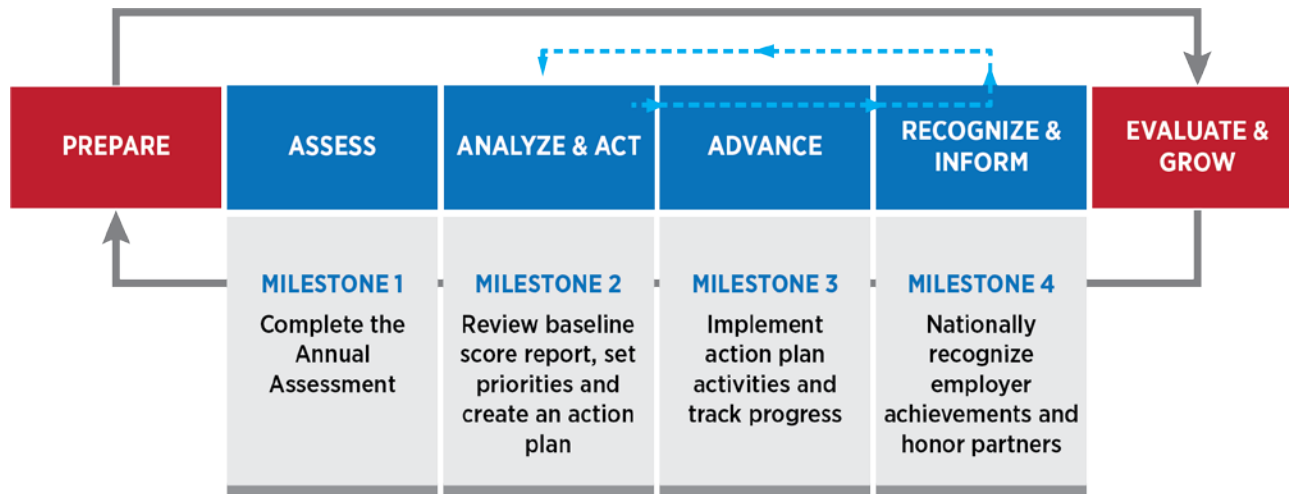
- 1. Tobacco Prevention and Cessation
- 2. Healthy Eating
- 3. Physical Activity
- 4. Cancer Screening and Prevention
- 5. Cancer Support

Focus on one or two key areas, using resources and tools to improve on evidence-based practices



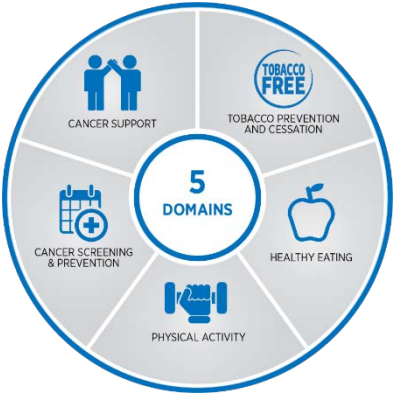
WHAT YOU CAN DO NOW: [HEALTH INDEX FOR EMPLOYERS](#)

The Annual Cycle



WHAT YOU CAN DO NOW: **HEALTH INDEX FOR EMPLOYERS**

Focus on one or two key areas, using resources and tools to improve on evidence-based practices



Alpha Corps. – West Region Hdqtrs.
Implementation of cancer screening and prevention evidence-based practices

Evidence-Based Practices	Baseline	Illustrative Current Opportunities (Survey question)
1. Health insurance coverage for cancer screenings	●	
2. Health insurance coverage for HPV vaccination	●	
3. Health plan reminders for members	◐	24
4. Health plan reminders for providers	○	25
5. Screening data from insurer(s) or broker(s)	○	27
6. Cancer screening health promotion campaign	◐	28
7. Communication with employees	◐	26, 29
Cancer Screening & Prevention Total Score	67	

● Fully implemented ◐ Partially implemented ○ Not implemented ● Not applicable

Each evidence-based practice in the Score Report is accompanied by implementation options and suggested tools and resources

WHAT ELSE CAN BE DONE FOR THE **WORKFORCE**

1) Adopt a corporate commitment and establish a company-wide goal to increase cancer screening rates

- Know the screening rates for your employees and covered dependents
- Ask your insurance provider(s) for regular reports on the screening rates among your employees and dependents and for recommendations on how to increase these rates
- Use a Health Risk Assessment/Appraisal to survey employees about their use of recommended cancer screenings
- Use communication strategies and media outlets to promote your efforts and progress through electronic, social, and print media

2) Educate your employees on important facts about cancer and screening options

- It's covered! Let employees know preventive cancer screening is covered by your health plan with zero out-of-pocket costs in most plans
- Offer screenings at wellness events and in on-site clinics

3) Create a cancer screening-friendly work culture

- Offer paid time off for employees to get screened
- Consider offering flexibility for employees who need to drive a family member to and from their cancer appointments

4) Engage your health insurance provider(s) to ensure all forms of cancer screening and treatment are a top priority

- Insurers have the power to impact screening rates by tracking rates, educating physicians and patients, and setting goals and policies
- As a corporate policy and practice, make sure all health plans that you contract with ensure zero out-of-pocket costs for preventive screening
- Support efforts for your employees to have health coverage
- Select health plans that promote regular screening and practice innovative evidence-based strategies to drive utilization, such as patient and provider reminders

5) Be a Leader

- Talk to your peers about the importance of regular exams and screenings, peer-to-peer leadership can be effective
- Encourage conversations through storytelling with your employees

6) Connect with local American Cancer Society resources

- Learn more about programs and events in the community
- Provide handouts and materials available through the American Cancer Society
- Determine ways to integrate American Cancer Society information in company communications and benefit programs



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Questions?

Annette Adams, SVP of Human Resources, Kohl's

Email: Annette.Adams@kohls.com

Laurie Bertrand, Executive Director (Wisconsin), American Cancer Society

Email: Laurie.Bertrand@cancer.org

Andrew Moser, Corporate Relations Director (Wisconsin), American Cancer Society

Email: Andrew.Moser@cancer.org

THANK YOU!



KOHL'S