



Teaming Up for Maximum Impact

Presentations by:

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Dr. Gregory Brusko, Chief Clinical Officer, Ascension Wisconsin

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Webinar

Executive Summary

Representatives from employers, providers, brokers and other stakeholders attended the third BHC Group symposium of the 2020 Delivering Value Series via webinar. Attendees heard how the special alliance BHC Group member employer Kohl's has forged with the American Cancer Society (ACS) is working to make an outsized impact on the rate of cancer, while improving health equity in the community, as well as the health of its associates. The many resources and solutions ACS offers for employers and employees were discussed and employers were given advice about how to choose and work with a nonprofit partner.

Dr. Gregory Brusko of Ascension Wisconsin gave an overview of his health care system's response to COVID-19 regarding safety and the consequences of delaying care due to the virus. He also offered insights regarding the latest COVID-19 information.

Annette Adams, Kohl's Inc.; Gayle Bagley, Laurie Bertrand, and Andrew Moser, American Cancer Society

Building Stronger Employer Partnerships

- **Kohl's long-term partnership with ACS has relevance in this time of COVID-19**
 - Tremendous strain on health care systems; employers have had to react and respond
 - People have had to hold off some health care services
- **Helping ACS through *Creating Connections***
 - Develop opportunities to foster relationships with corporations and community organizations to:
 - Deepen engagement to build awareness of ACS with the employer community
 - Advance wellness with employers by sharing tools and resources available for their workforce through ACS
 - Encourage giving through volunteerism and support
- **Most people know ACS through the work they do in research**
 - Do so much more to attack cancer from every angle
 - Promote healthy lifestyles to prevent cancer
 - Fight for policy changes
 - Provide support and information for cancer patients and families
- **Kohl's Community Involvement**
 - 100% of the net profit from the sale of *Kohl's Cares* merchandise supports health and wellbeing in the community
 - Committed to all communities; in Kohl's hometown of Milwaukee, the focus is on helping families through support of community organizations
 - Volunteer program gives nonprofits \$500 reward for every five associates that volunteer for three hours per event
 - Partnered with ACS to create *Kohl's Healthy Families* program to support healthy eating and active living to reduce cancer risk
- ***Healthy Families* program in SE WI (Kenosha, Milwaukee, Ozaukee, Racine, Washington & Waukesha Counties)**
 - Educates and provides resources for underserved families through a renewed three-year grant from Kohl's
 - ACS is shifting to a major prevention focus
 - *Healthy Families* Guidebook – tips and tools (nutrition, physical activity and cancer screening)
 - *Community Wellness Grants and Learning Collaborative* – selection of eight different community organizations whose work will be funded through the Kohl's grants and collaborate with ACS to take the work further (e.g., Sixteenth Street Community Health Centers, Muslim Community Health Center, Groundwork Milwaukee, etc.)
 - *School Wellness Grants and Learning Collaborative* – supports schools to implement healthy changes, healthy eating and physical activity

- *Community Health Worker Initiative* includes organizing a Community Health Worker Conference, providing education and resources, sharing best practices
 - Kohl's-sponsored community events such as *Relay for Life*
- **Providing value to employers**
 - Although cancer rates have come down – expect uptick from missed screenings due to COVID-19; ACS works with employers to get employees screened
 - Cancer is a huge economic burden for employers; ACS helps employers ensure their population is the healthiest it can be
 - Tobacco cessation and prevention
 - Wellness Index and assessment – help employers walk through what they offer
 - Nearly 50% of cancer death can be avoided through prevention/health & wellness – much less costly; ACS provides employers considerable resources
 - ACS helps employers overcome barriers in reaching employees; identifies opportunities to target health promotion and protection efforts, mitigate costs
- **ACS works across public and private sectors to lead the fight against cancer (three different pillars)**
 - Healthy culture – what ACS can provide to employers free of charge
 - *Constant Subscription Service* – online resource of health and cancer information
 - Tobacco cessation: *Freshstart* – group support program and *Quit for Life*
 - *Workplace Health Assessment* tool to build a healthier workforce
 - *Healthy Living* newsletter
 - Book store featuring books to help navigate the cancer experience
 - *Stay Healthy* email subscription (employer can curate)
 - Community involvement – ways employees and community can get involved to help fulfill the mission of ACS
 - *Coaches vs. Cancer* program – works with National Association of Basketball Coaches to help educate fans nationwide about ACS and what they can do to help
 - *CEOs Against Cancer* – nationwide executives band together regarding employee health and what they can do to support the fight against cancer
 - Community events – races, walks, etc. to raise awareness and funds
 - Support – lots of resources, including:
 - *Personal Health Care Manager* – great tool to help patient or family member keep track of diagnosis and treatment information
 - 1-800 live helpline 24/7 and cancer.org for resources or questions
 - *Caregiver Resource Guide* – tool for people caring for someone with cancer
 - *Managing Health Insurance* website section to help employees navigate insurance coverage
 - *Road to Recovery* resource – provides transportation for cancer patients getting treatment
 - *Hope Lodge* – offers cancer patients a place to stay when they travel for treatment
 - *Reach to Recovery* – matches breast cancer patients with breast cancer survivors for support
 - *Cancer Survivors Network* on website (includes discussion boards/chatrooms for group support for cancer patients/survivors)

- **Health Index for Employers (HIE)** – created to address the impact on health and wellbeing caused by cancer on employees and their families (free program)
 - *CEOs Against Cancer* was re-launched in 2019 and had some great participation; but big disruption due to COVID-19 – taking a look at it to make sure it is easy to implement – will launch again in 2021
 - Supports business leaders to establish a workplace culture of health (evidence-based solutions across the cancer continuum); Cancer is still the number one cause of premature death
 - 20 million cancer survivors in the workplace
 - Annual assessment related to five domains (tobacco prevention/cessation; healthy eating; physical activity; cancer screening and prevention; cancer support) – focuses on one or two key areas to employ resources and tools
 - Benchmark data and analysis
 - National recognition program based on achievement
 - Enhances wellness programs, does not replace them
 - Value of the program
 - Helps with health, absenteeism/productivity (one in six people in the workforce are caregivers)
 - Helps manage health care costs
 - Builds visibility of current wellness programs
 - Long-term investment in a healthier community
 - Very important to help with changes due to COVID-19 (screenings delayed, etc. – conducting webinar in late August)
 - Timeline to prepare, assess, analyze, advance, recognize/inform and evaluate and grow
- **What else can be done for the workforce?**
 - Corporate commitment and goal to increase cancer screening
 - Educate employees about cancer and screening options
 - Create a cancer screening-friendly work culture (e.g., paid time off)
 - Engage insurer to make sure all forms of cancer screening and treatment are priorities
 - Be a leader to inform peers and employees about importance of screening
 - Connect with your local ACS resources

Dr. Gregory Brusko, Ascension Wisconsin

COVID-19 – State of Health Care in Wisconsin

- **Most health care systems in the state are in the same place right now as Ascension**
 - Beginning on March 22, Ascension turned down elective procedures
 - May 11 – looked at state data; started to open back up – quite variable in terms of geography (Fox Valley, nowhere near the impact as Milwaukee and Racine/Kenosha areas)
 - Quite deliberate to allow inpatient and outpatient imaging, etc., based on data

- Past eight weeks or so, have fully opened across the state as it relates to elective procedures and outpatient therapies, imaging and clinics
 - Started at 25% capacity for safety reasons – tremendous amount of structural and operational flow changes
- **Balancing with what is going on now in the state and nationally; focusing on two metrics**
 - Reproductive rates (Rt values) which are documented on a daily basis
 - Anything over 1 is not good – striving for under 1
 - Website that tracks it daily for every state – Rt.live
 - Number of positive cases per day is also important
 - For example, could have an Rt of 1 with 1,000 cases and that would be worse than a higher Rt with less cases (e.g., 15 cases)
- **WI numbers are not going in the right direction**
 - Can't emphasize enough the importance of social distancing, masking and handwashing
 - Critically important to resume "normal" health care; don't put off routine cancer screenings and chronic care (appropriate safety measures are in place)
 - Virtual care platforms are also available in both primary and specialty care areas
 - Fully recognize the impact of backlog of screenings – looking at expanded hours so as not to perpetuate the problem (expanded capacity to mitigate the risk)
- **American Cancer Society recognizes screenings have been put off**
 - Have had declining cancer death numbers for quite some time, but this might be the thing that pushes numbers back up
 - Most callers are asking about safety/COVID-19
 - Cancer.org Website gives information about how to get back into screening in a safe way
 - The Health Index assessment tool will be useful to get at cancer screening backlog
- **Employers have an opportunity to message the importance of resuming preventive services**
 - Consider partnering with organizations like ACS for additional resources
- **Jeff Kluever: BHCG has been in discussions with a number of different actuaries about the downturn in cancer screenings**
 - No question there will be an increase in expense for employers
 - Screenings have not been done – course of disease will be affected
 - Will be a spike in mortality with the downturn in screenings
 - BHCG will develop a campaign for member employers to re-engage with employees and dependents on the need to resume preventive care and cancer screenings

[Slides](#) or a [recording with slides](#) from the webinar are available for review.