



INSTITUTE OF MEDICINE

OF THE NATIONAL ACADEMIES

BOARD ON POPULATION HEALTH AND PUBLIC HEALTH PRACTICE

Roundtable on Population Health Improvement

Workshop: Business Engagement in Population Health Improvement

July 30, 2014

AGENDA

Location: New York Academy of Medicine, Room 20, New York, NY

WORKSHOP OBJECTIVES:

- (1) Discuss why engaging in population health improvement is good for business.
- (2) Explore how business can be effective key leaders in improving the health of communities.
- (3) Discuss ways in which business can engage in population health improvement.

8:30 am **Welcome, introductions, and context**

George Isham, senior advisor, HealthPartners, senior fellow, HealthPartners Institute for Education and Research; co-chair, Roundtable on Population Health Improvement

8:40 am **Welcome to the New York Academy of Medicine**

Jo Ivey Boufford, president, New York Academy of Medicine

8:50 am **Keynote presentation**

Dan Buettner, founder, Blue Zones

9:20 am **Discussion**

9:45 am **Panel I: The Case for Engagement in Population Health Improvement**

This panel will provide a broad view of reasons and approaches for business involvement in population health improvement. Reasons may include alignment with core company values, broader company priorities such as safety, human capital, corporate reputation, sustainability, corporate social responsibility, and return on investment. Approaches may include philanthropy, leadership influence, board roles, and advocacy.

Moderator: Andrew Webber, chief executive officer, Maine Health Management Coalition; member, Roundtable on Population Health Improvement; member, workshop planning committee

Michael O' Donnell, director, Health Management Research Center, University of Michigan

Catherine Baase, chief health officer, Dow Chemical Company; member Roundtable on Population

Health Improvement; member, workshop planning committee

Nicolaas Pronk, vice president and chief science officer, HealthPartners

10:20 am **Discussion**

10:45 am **Break**

11:00 am **Panel II: What Business Actions Make an Impact on Population Health?**

This panel will focus on community health improvement projects that may not have improving health as the main goal but which do impact social and other determinants that affect population health improvement. Panelists will be asked to describe both the corporate priority which drove the action/aim of the program (e.g., early childhood education, building green space, improving transportation) and, briefly, the strategy they used (e.g., philanthropy, multi-stakeholder activity).

Moderator: Catherine Baase, chief health officer, Dow Chemical Company; member Roundtable on Population Health Improvement; member, workshop planning committee

Gary Rost, executive director, Savannah Business Group

Grace Suh, manager, Education, Corporate Citizenship & Corporate Affairs, IBM Corporation

Alisa May, executive director, Priority Spokane

11:35 **Discussion**

12:15 pm **Lunch**

1:15 pm **Panel III: Community/Population Health as an Intentional Business Strategy**

This panel will focus on business strategies, actions, and impact that were intentionally designed to improve population health.

Moderator: James Knickman, president and chief executive officer, New York State Health Foundation; member, Roundtable on Population Health Improvement; member, workshop planning committee

Fikry Isaac, vice president, global health services, Johnson & Johnson

Charles Yarborough, director of medical strategies, Lockheed Martin

1:50 pm **Discussion**

2:30 pm **Panel IV: How Can Business Engage**

This panel will focus on frameworks or mechanisms that work well to stimulate and support business engagement in population health improvement.

Moderator: Alex Chan, fellow, Clinton Foundation

George Isham, senior advisor, HealthPartners; senior fellow, HealthPartners Institute for

Education and Research; co-chair, Roundtable on Population Health Improvement; member, workshop planning committee

Neil Goldfarb, Greater Philadelphia Business Coalition on Health

John Whittington, Institute for Healthcare Improvement

3:15 pm **Break**

3:30 pm **Discussion of Previous Panel**

4:00 pm **Reactions on the Day**

Moderator: David Kindig, professor emeritus of population health sciences, emeritus vice chancellor for health sciences, University of Wisconsin-Madison, School of Medicine and Public Health; co-chair, IOM Roundtable on Population Health Improvement

4:45 pm **Open Discussion**

5:15 pm **Adjourn**

For more information about the roundtable, visit www.iom.edu/pophealthrt or email pophealthrt@nas.edu.