

Addressing Stigma Across the Spectrum

June 16 | 10:00 AM - 10:45 AM ET



Lauren Remspecher (Moderator)
Sr. Director
St. Louis Area Business Health Coalition



Phillip Schermer
Founder & CEO
Project Healthy Minds



Eric Gastfriend
Co-founder & CEO
DynamyCare Health



Jenny Goins
Commissioner Dep of Employee
Insurance
Kentucky Personnel Cabinet

#NASUMMITS

Lauren Remspecher, MPH, CHES

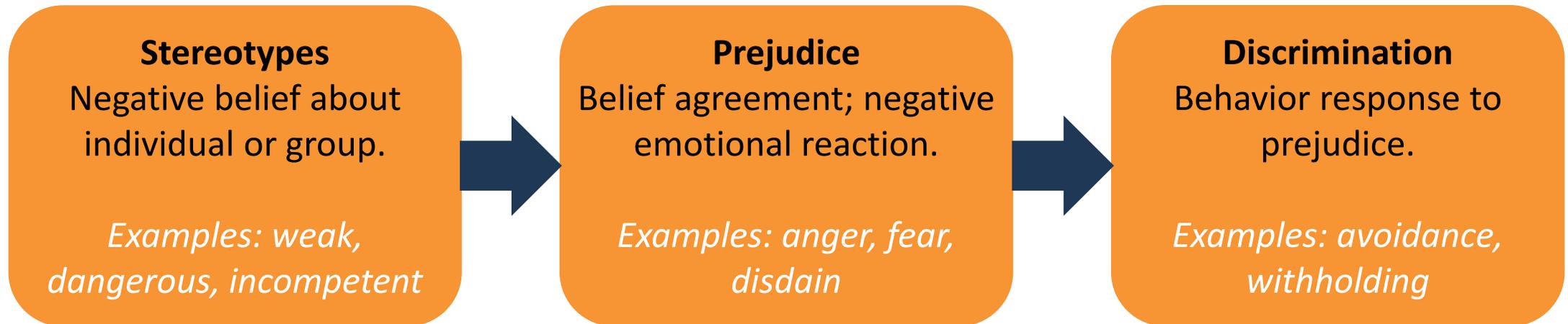
Senior Director, Member Engagement & Communications
St. Louis Area Business Health Coalition



Revisiting the Meaning of Stigma

stig·ma /'stigmə/

a mark of disgrace associated with a particular circumstance, quality, or person.



Citation: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1489832/>

Revisiting the Meaning of Stigma

Negative Effects of Stigma

- Self-doubt and shame
- Isolation and secrecy
- Reluctance to seek help
- Restricted career or life opportunities
- Inadequate resources or coverage
- Bullying, physical violence, harassment

Examples of Health-Related Stigma

Physical disabilities and deformities

Skin conditions (e.g., leprosy)

HIV/AIDS

Cancer

COVID-19

Mental illness

Substance abuse

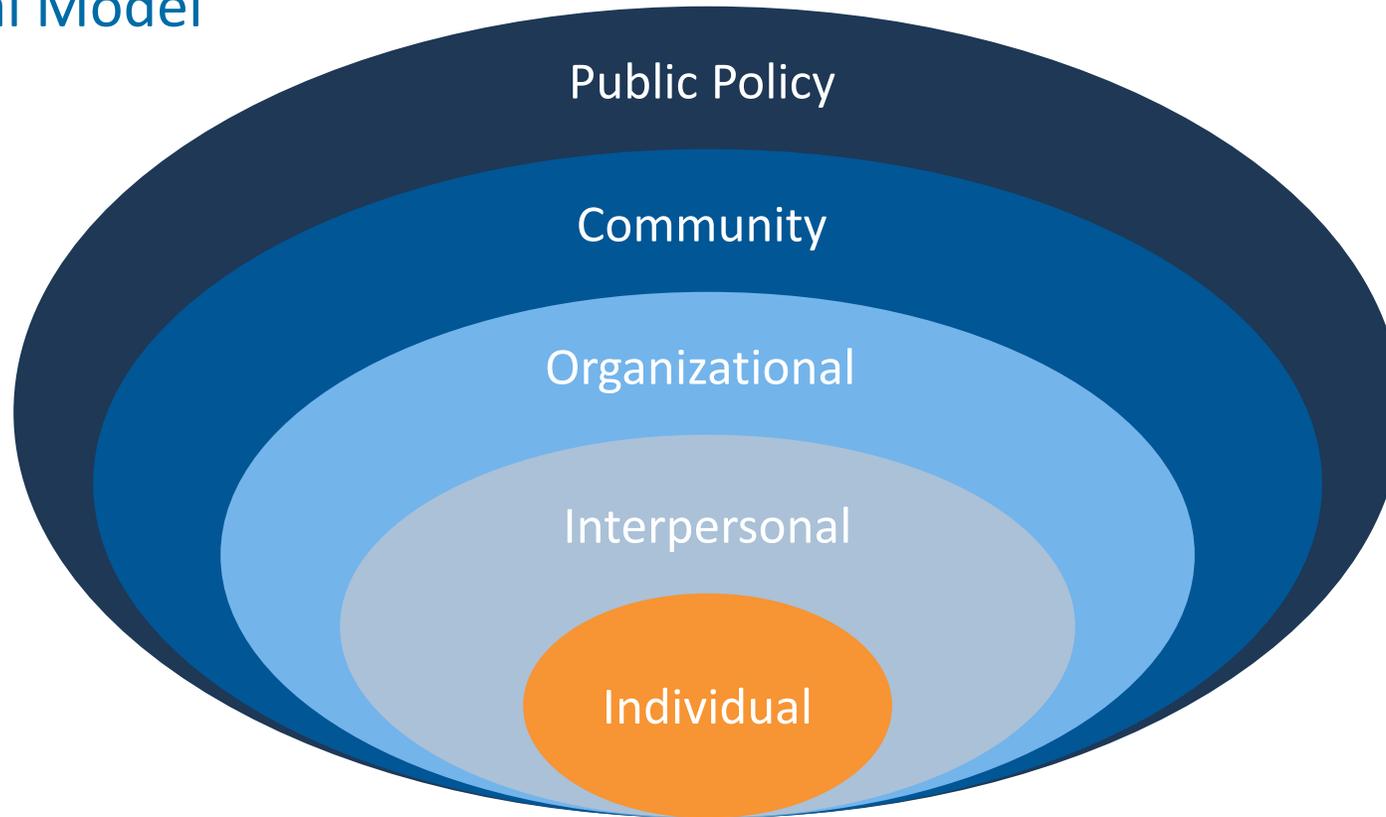
Overweight and obesity

Citation: <https://www.mayoclinic.org/diseases-conditions/mental-illness/in-depth/mental-health/art-20046477>

Citation: <https://bmcmmedicine.biomedcentral.com/articles/10.1186/s12916-019-1271-3>

Revisiting the Meaning of Stigma

Socioecological Model



Phillip Schermer

Founder & CEO, Project Healthy Minds

@philschermer





A litany of scandals



2019 **CHANGE THE WORLD ISSUE**

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Profits and Purpose: Can Big Business Have It Both Ways?

Three members of the Business Roundtable, above, photographed together for Fortune in New York on July 16.

New York Times bestselling author of Give and Take and Originals

Wharton professor.

THE PURPOSE EFFECT

BUILDING MEANING IN
YOURSELF, YOUR ROLE,
AND YOUR ORGANIZATION

DAN PONTEFRACT
Bestselling author of *FLAT ARMY*
Foreword by Nilofer Merchant

The New York Times *der Value Is No Longer Everything, Top C.E.O.s Say*

Chief executives from the Business Roundtable, including the leaders of Apple and JPMorgan Chase, argued that companies must also invest in employees and deliver value to customers.



CAPITALISM. TIME FOR A RESET.

Business must make a profit but should serve a purpose too.

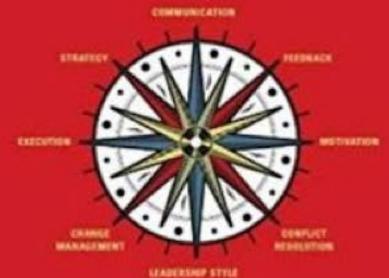
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Welcome to Anxious America™

Growing pressure on companies to meet employees' mental health needs



Silicon Valley Goes to Therapy

Bummed out by the world and their role in it, tech workers are seeking help — and founding some start-ups along the way.

LIFE & ARTS | WORK & FAMILY

The Most Anxious Generation Goes to Work

New college graduates report higher levels of anxiety. How managers can help them steer past fear and improve work performance—and how young workers can work to calm their anxiety and be more effective.

BUSINESS | MANAGEMENT | MANAGEMENT & CAREERS

Young Workers Seek Mental Health Accommodations, Employers Try to Keep Up

Accommodations for anxiety, PTSD and other conditions under the Americans With Disabilities Act differ for the workplace versus college

Hollywood's Mental Health Reckoning Has Arrived

by Ashley Cullins, Degen Pener, Alex Ritman | January 15, 2020, 6:30am PST

HEALTH AND WELLNESS

Half of millennials and 75% of Gen-Zers have left jobs for mental health reasons

Published Tue, Oct 8 2019 2:06 PM EDT • Updated Fri, Nov 22 2019 12:31 PM EST

Mental Health Is Still a 'Don't Ask, Don't Tell' Subject at Work

● Depression, anxiety, and other conditions go largely undiscussed—at a huge cost for business.

AT WORK

Teletherapy is on the rise as employees try to cope with the '24/7 workday'

PUBLISHED TUE, SEP 10 2019 10:16 AM EDT

Research: People Want Their Employers to Talk About Mental Health

by Kelly Greenwood, Vivek Bapat and Mike Maughan

HUMAN RESOURCE MANAGEMENT

Young Workers Need Companies to Prioritize Mental Health

by Barbara Harvey

DEVELOPING EMPLOYEES

How to Manage an Employee with Depression

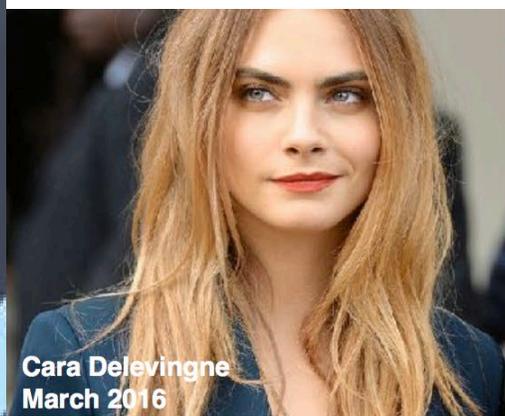
by Kristen Bell DeTienne, Jill M. Hooley, Cristian Larrocha and Annsheeri Reay

WEALTH NOVEMBER 8, 2019 / 6:02 AM / 6 MONTHS AGO

Culture change is the cutting edge of mental health benefits at work



Shawn Mendes
March 22, 2018



Cara Delevingne
March 2016



Brandon Marshall
May 31, 2017



Mariah Carey
April 11, 2018



Lady Gaga
December 6, 2016



Halsey
March 11, 2016



Selena Gomez
August 30, 2016



Prince Harry
April 24, 2016



Michael Phelps
November 9, 2015



Kevin Love
March 6, 2018



Carson Daley
March 9, 2018

TIME

WHEN THE WORLD STOPS

WHAT TO KNOW
AND DO ABOUT
THE GLOBAL
PANDEMIC

STAMFORD,
CONN.

*Cheryl Chutter, 51, in
self-quarantine at
home, after she was
exposed to COVID-19
at a birthday party.
She was not fied that
she tested positive
on March 17*



Eric Gastfriend

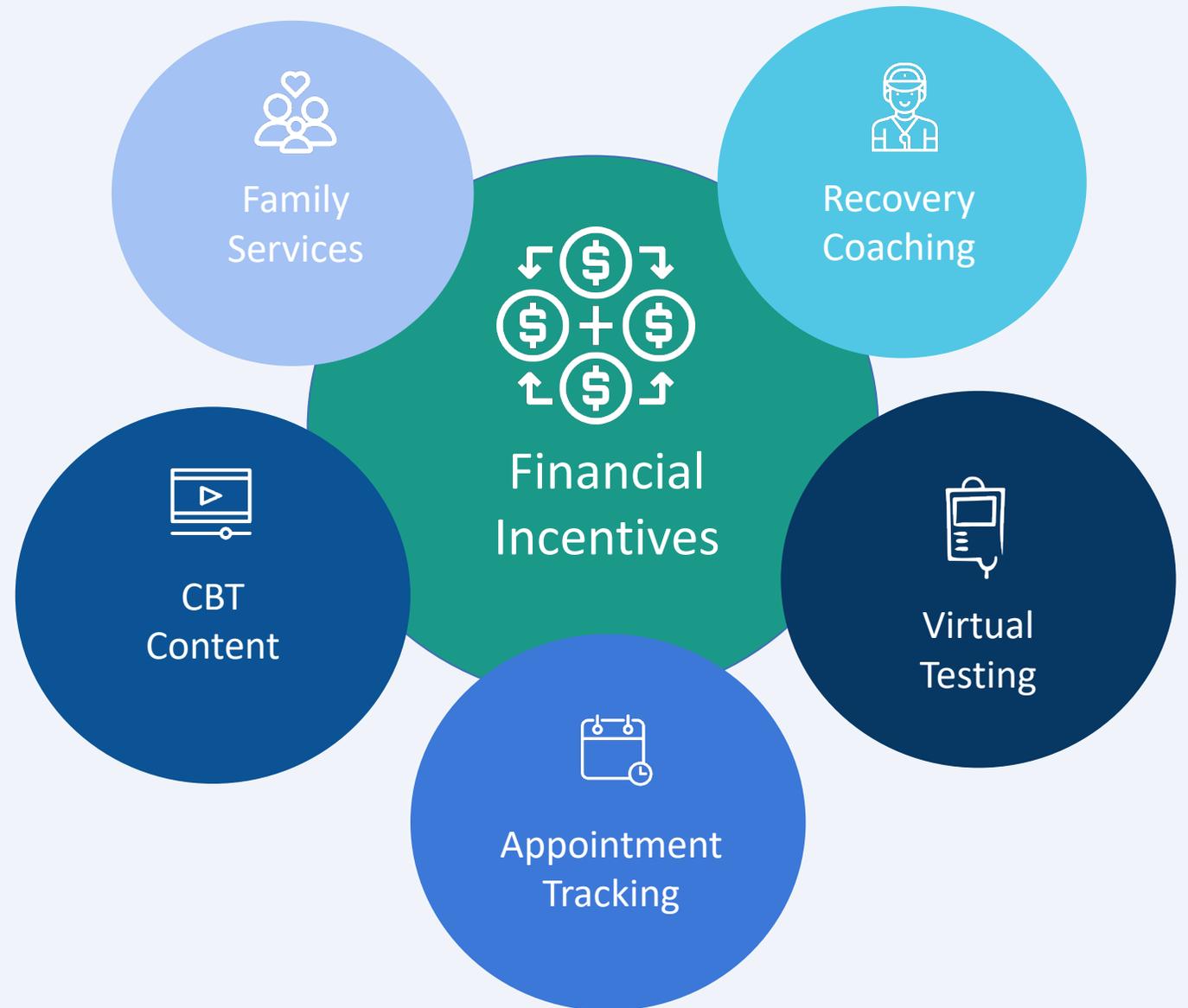
Co-Founder & CEO

DynamiCare Health



Our Mission

Scale proven solutions to help one million people overcome addiction



America's Addiction Epidemic

40 M

People clinically addicted in US
(drugs, alcohol, and tobacco)

#1
cause of
accidental death

10%
of workforce
has drug/alc. addictions

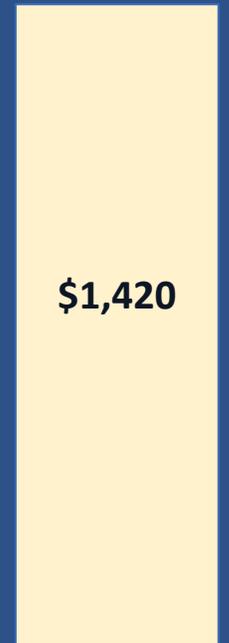
40-60%
relapse rates

MONTHLY HEALTHCARE COSTS

~\$1,000
difference



No Addiction



With Addiction

Sources: [SAMHSA 2017](#), [SAMHSA 2014](#), [McLellan 2000](#),
[Milliman 2018](#), [NIH 2017](#)

Stigma: Background

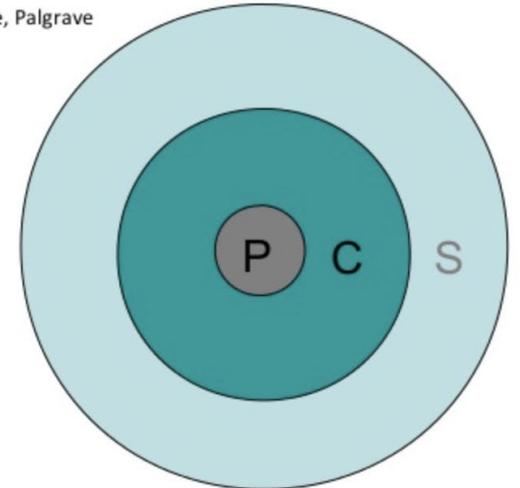
- In a recent National Survey on Drug Use and Health, persons affected by OUD reported stigma as a barrier to seeking treatment:
 - 17.2% cite the potential of causing their neighbors/ community to have negative opinions
 - 20.5% cite the fear of potential negative effects on their employment
 - 7.1% report not wanting others to find out

PCS Model

Thompson, N. (2006) *Anti-Discriminatory Practice*, Palgrave

- Personal
- Cultural
- Structural

Discrimination occurs at three distinct levels



Values Framing



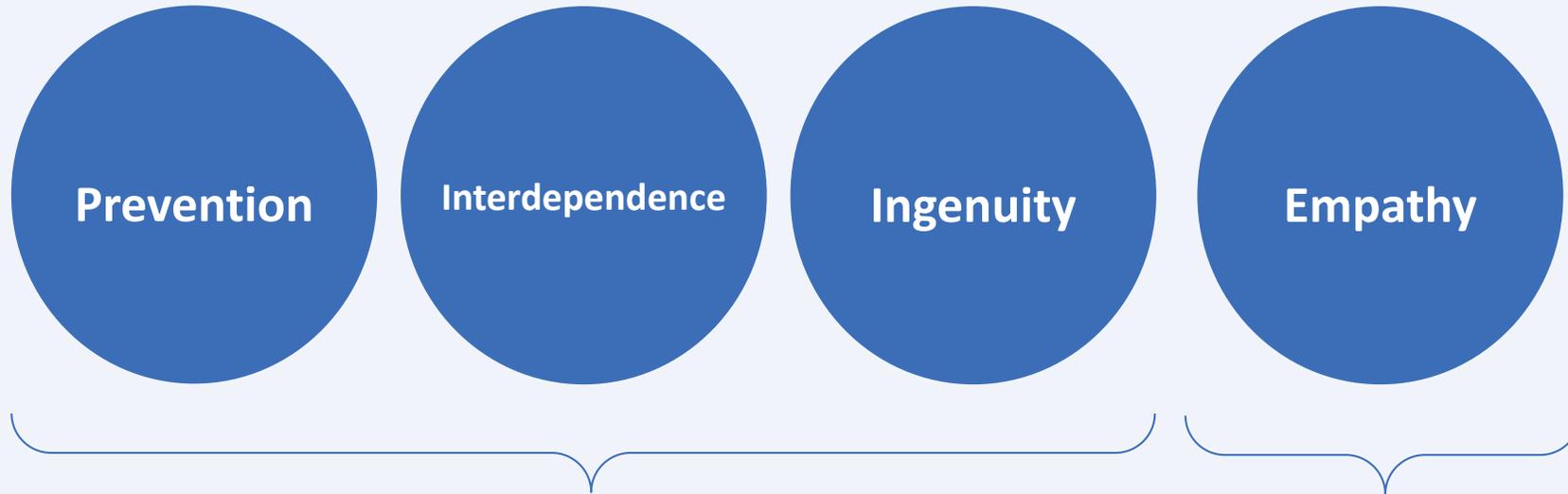
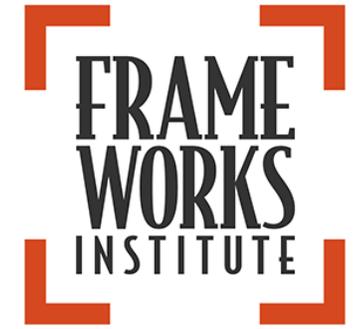
Prevention

Interdependence

Ingenuity

Empathy

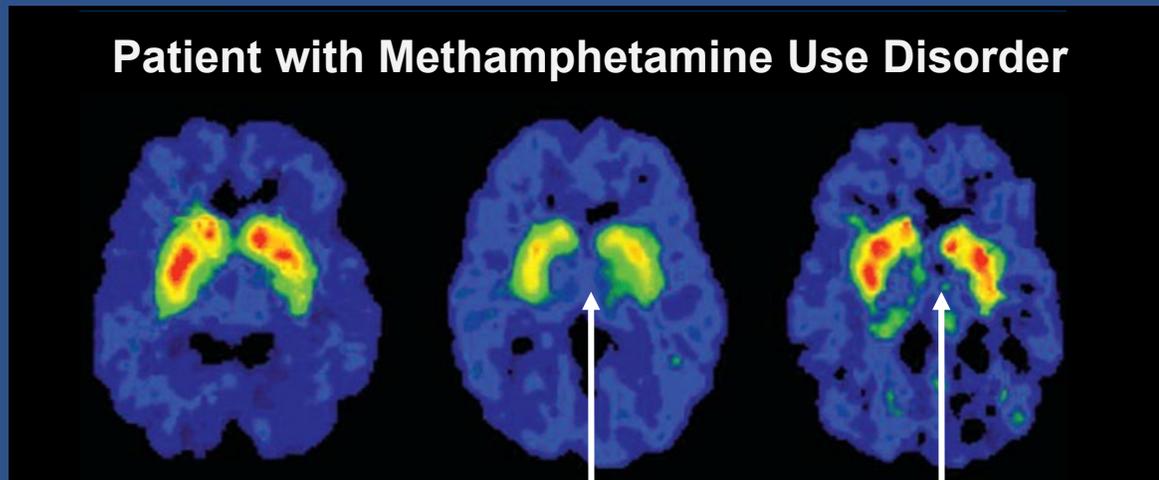
Values Framing



Addiction is a disease of the motivation system

One year of abstinence shows promising returns

Brain heals after 1 year of recovery



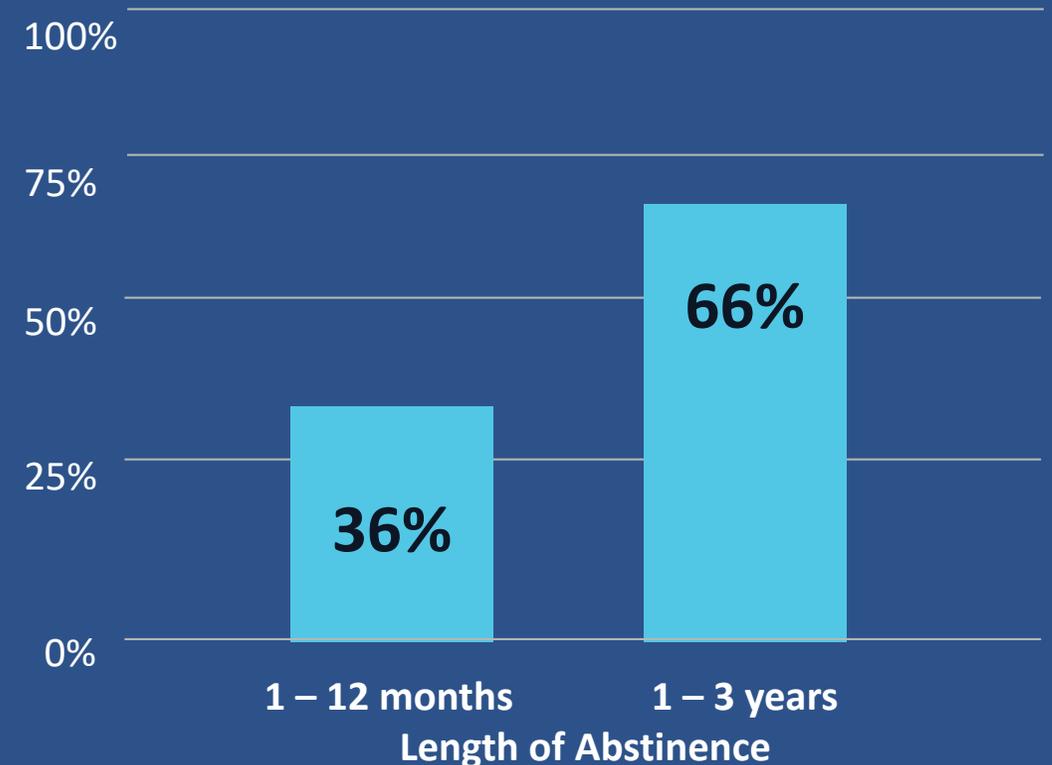
Healthy
Control

1 month of
Abstinence

14 months of
Abstinence

Sources: [NIDA 2019](#), [Dennis 2007](#)

Chances for long-term recovery
double after 1 year of abstinence





Thank You

Eric Gastfriend, CEO

egastfriend@dynamiacarehealth.com

www.dynamiacarehealth.com

Jenny Goins

Commissioner, Department of Employee Insurance
KY State Government, Personnel Cabinet



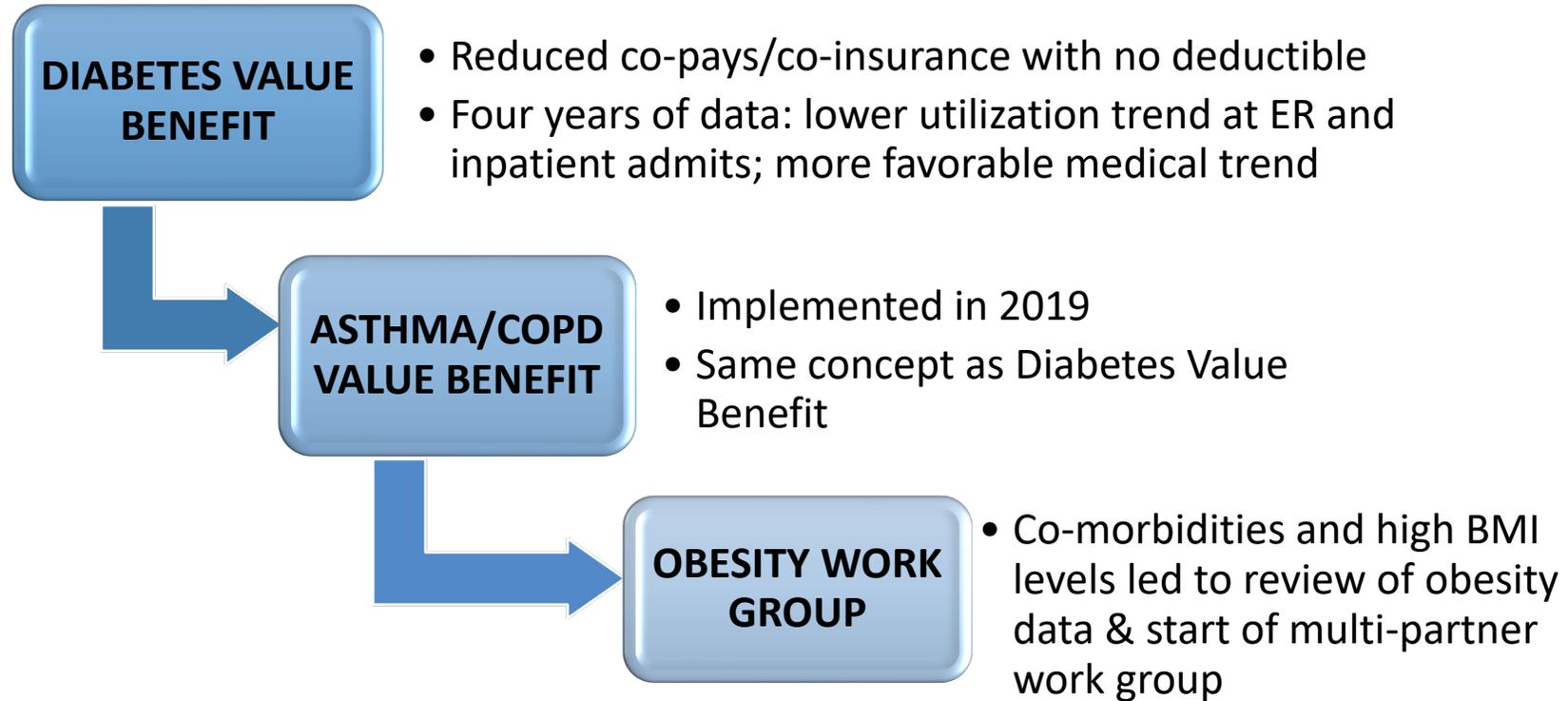
Department of
Employee Insurance

Kentucky Employees' Health Plan

SELF INSURED	PLAN SPEND	EMPLOYEES & RETIREES	LIVES COVERED
Self-insured since 2006	\$1.9 billion annual plan spend	184,724 active public employees and pre-65 retirees	301,516 lives

Membership as of May 2020

KEHP Journey



Obesity Work Group

Goals	Partners
<ol style="list-style-type: none">1. Catalog current benefits related to obesity2. Review data3. Categorize programs and actions into three areas:<ol style="list-style-type: none">a) Prevention: diet/physical activity/behavioral healthb) Treatment: medical & pharmacotherapyc) Surgeryd) Weight management	<ul style="list-style-type: none">• KEHP leadership team• TPA – Anthem• PBM – CVS• Well-being vendor – StayWell• Onsite clinic vendor – Premise Health• Actuary – Aon• Novo Nordisk

Stigma

Our data reveals stigma – doctors are reluctant to diagnose obesity

- Less than 6,000 KEHP members had obesity diagnosis
- Wellness data showed high risk members with BMI >30 – 82,759

Obesity should be viewed and considered as a disease state to solve the issue

- Obesity has its own pathophysiology
- 15 Co-morbidities common with obese members
- BMI >50 increasing at a faster rate

Stigma



Mental Health – Substance Abuse – Obesity
They all blame the person

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