

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
DynamiCare Health



Jenny Goins
Commissioner Dep of Employee
Insurance
Kentucky Personnel Cabinet

#NASUMMITS

Lauren Remspecher, MPH, CHES

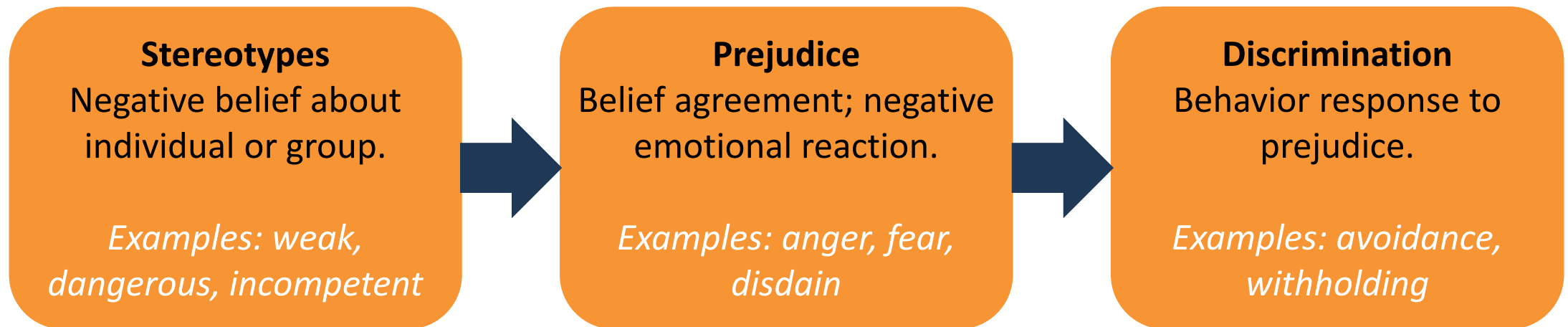
Senior Director, Member Engagement & Communications
St. Louis Area Business Health Coalition



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

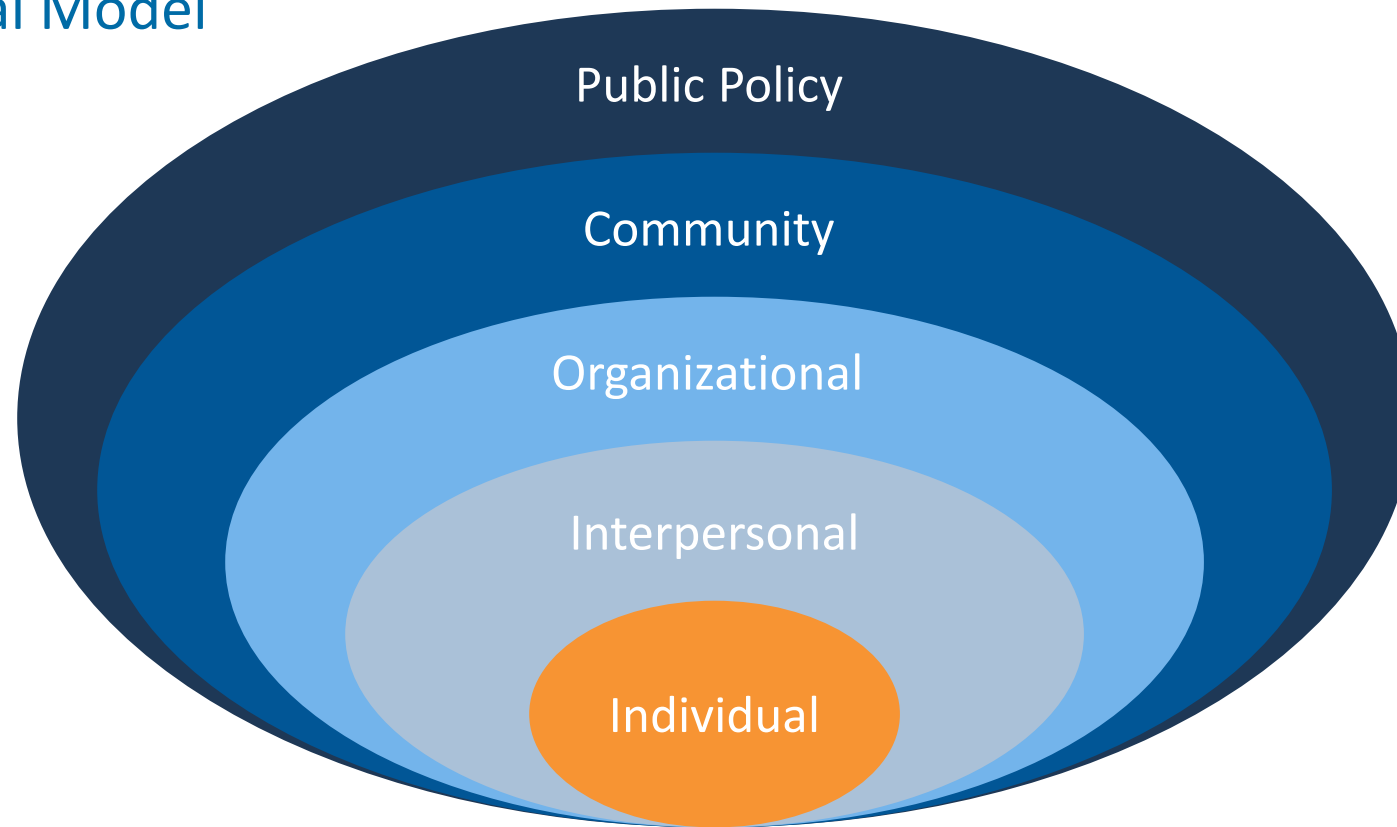
Overweight and obesity

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



**Project
Healthy
Minds**

A high-angle, top-down photograph of Mark Zuckerberg seated at a dark wooden conference table. He is wearing a dark suit and a purple tie, looking down at a piece of paper on the table. The table has a nameplate that reads "Mark Zuckerberg" and a small decorative object. Surrounding him are numerous photographers, mostly men, holding professional cameras with large lenses, all pointed towards him. The room has a blue carpet and several rows of empty black chairs in the background. The text "A litany of scandals" is overlaid in white, sans-serif font across the center of the image.

A litany of scandals



2019 **CHANGE THE WORLD ISSUE**

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JAMIE DIMON
CEO, JPMORGAN
CHASE

ALEX GORSKY
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GINNI ROMETTY
CEO, IBM

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.

THE PURPOSE EFFECT



BUILDING MEANING IN
YOURSELF, YOUR ROLE,
AND YOUR **ORGANIZATION**

DAN PONTEFRACT

Bestselling author of *FLATARMY*
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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LEADING ON PURPOSE

Sage Advice and Practical Tools
for Becoming the Complete Leader





TIMOTHY I. THOMAS & CHARLES "BIG" TILDEN

A woman with long, curly hair is lying on her back on a bed, looking towards the camera. She is wearing a dark, patterned top and is barefoot. The bed is covered with a large, ornate, red and gold patterned blanket. The room is decorated with various items: a large, detailed black and white poster is on the wall above the bed; several smaller posters and drawings are scattered on the wall, including one of a green-skinned figure with wings, one of a blue-skinned figure, and one of a landscape; a large, colorful flower drawing is on the wall to the left of the bed; a small, round, woven basket hangs on the wall; a string of lights is visible on the wall; and a large, dark, patterned suitcase is on the floor to the left of the bed. The overall atmosphere is cluttered and bohemian.

Welcome to Anxious America™

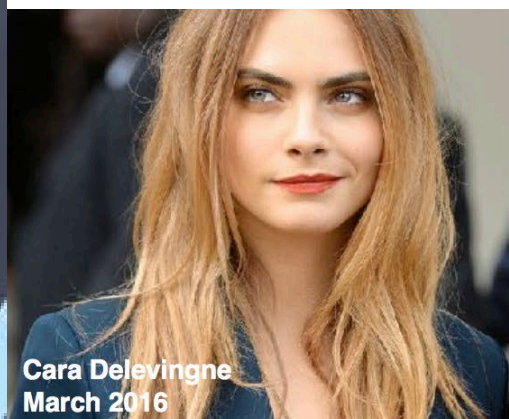
Growing pressure on companies to meet employees' mental health needs



<div><h3>Silicon Valley Goes to Therapy</h3><p>Bummed out by the world and their role in it, tech workers are seeking help — and founding some start-ups along the way.</p></div>		<div><p>LIFE & ARTS WORK & FAMILY</p><h3>The Most Anxious Generation Goes to Work</h3><p>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.</p></div>
<div><h3>Hollywood's Mental Health Reckoning Has Arrived</h3><p>by Ashley Cullins, Degen Pener, Alex Ritman January 15, 2020, 6:30am PST</p></div>		<div><p>BUSINESS MANAGEMENT MANAGEMENT & CAREERS</p><h3>Young Workers Seek Mental Health Accommodations, Employers Try to Keep Up</h3><p>Accommodations for anxiety, PTSD and other conditions under the Americans With Disabilities Act differ for the workplace versus college</p></div>
<div><h3>Mental Health Is Still a 'Don't Ask, Don't Tell' Subject at Work</h3><p>● Depression, anxiety, and other conditions go largely undiscussed—at a huge cost for business.</p></div>		<div><p>HEALTH AND WELLNESS</p><h3>Half of millennials and 75% of Gen-Zers have left jobs for mental health reasons</h3><p>Published Tue, Oct 8 2019•2:06 PM EDT • Updated Fri, Nov 22 2019•12:31 PM EST</p></div>
<div><p>AT WORK</p><h3>Teletherapy is on the rise as employees try to cope with the '24/7 workday'</h3><p>PUBLISHED TUE, SEP 10 2019•10:16 AM EDT</p></div>		<div><h3>Research: People Want Their Employers to Talk About Mental Health</h3><p>by Kelly Greenwood , Vivek Bapat and Mike Maughan</p></div>
<div><p>HUMAN RESOURCE MANAGEMENT</p><h3>Young Workers Need Companies to Prioritize Mental Health</h3><p>by Barbara Harvey</p></div>	<div><p>DEVELOPING EMPLOYEES</p><h3>How to Manage an Employee with Depression</h3><p>by Kristen Bell DeTienne , Jill M. Hooley , Cristian Larrocha and Annsheeri Reay</p></div>	<div><p>WEALTH NOVEMBER 8, 2019 / 6:02 AM / 6 MONTHS AGO</p><h3>Culture change is the cutting edge of mental health benefits at work</h3></div>



Shawn Mendes
March 22, 2018



Cara Delevingne
March 2016



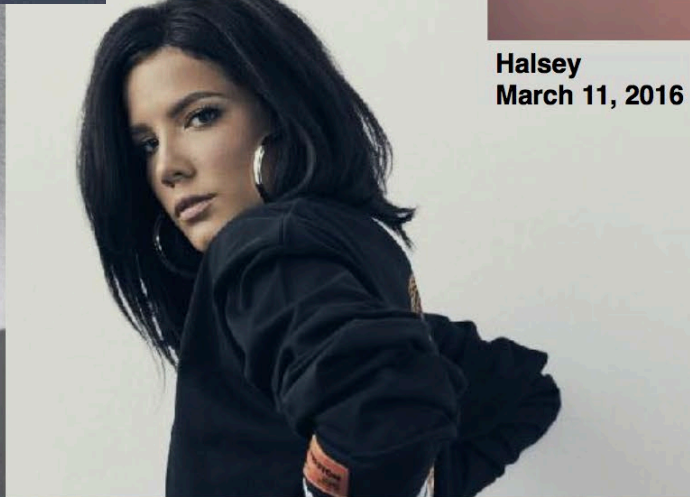
Brandon Marshall
May 31, 2017



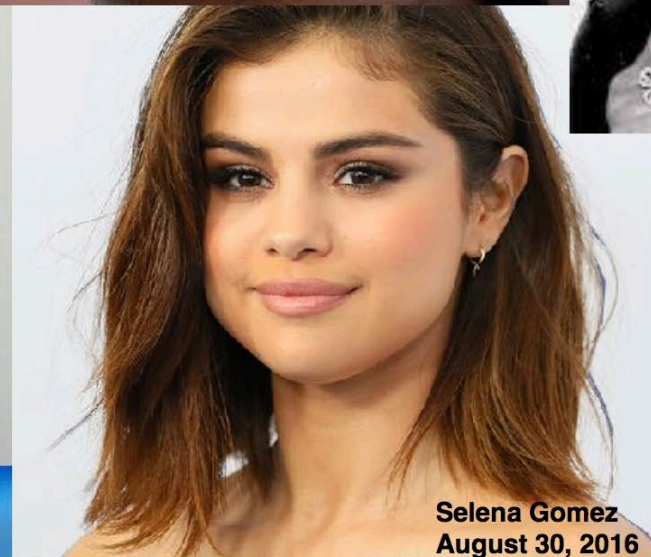
Mariah Carey
April 11, 2018



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

MARCH 30, 2020

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 notified that
she tested positive
on March 17*



Eric Gastfriend

Co-Founder & CEO

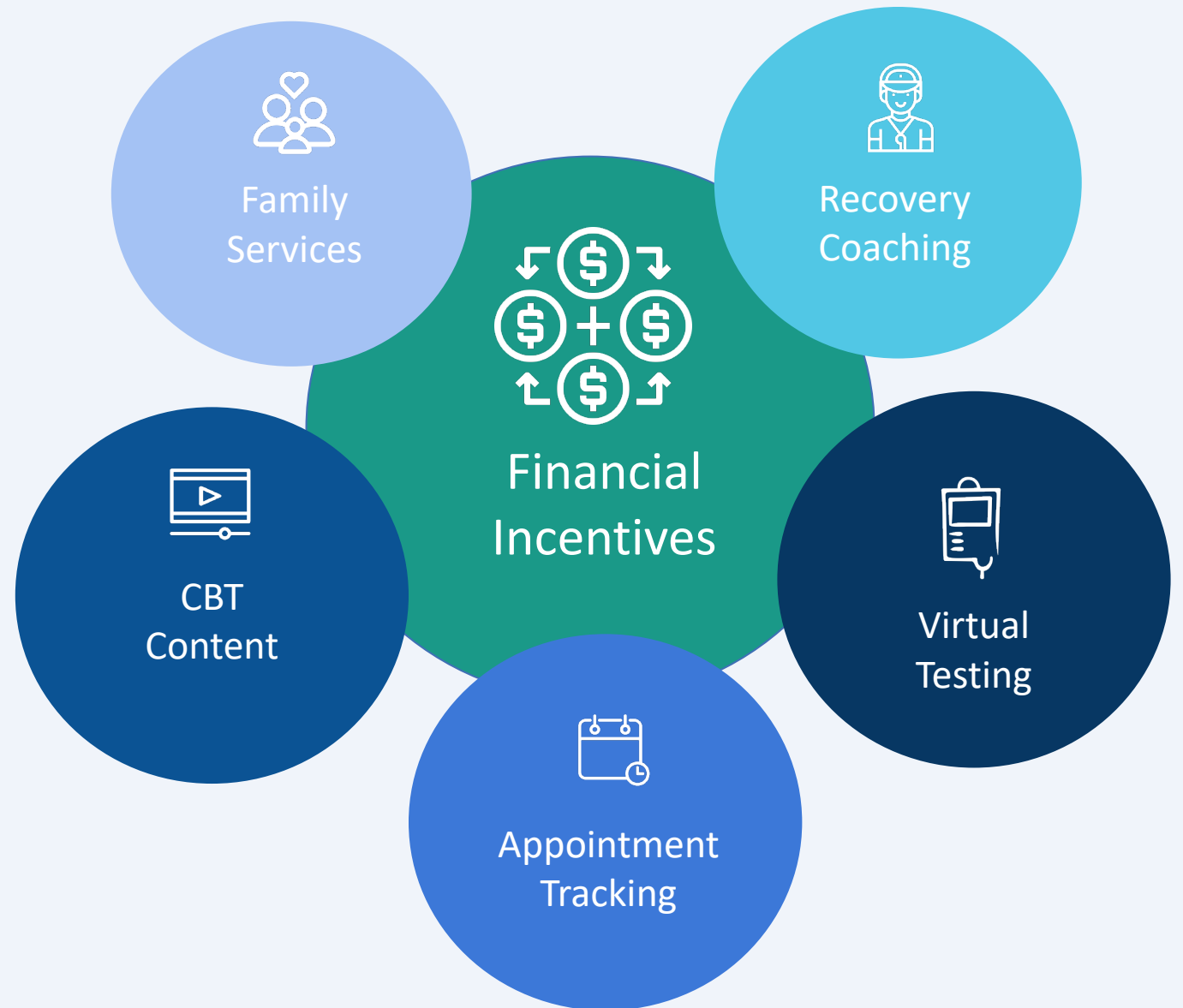
DynamiCare Health



Digital Care Program for Addiction

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

\$426

No Addiction

\$1,420

With Addiction

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

Stigma: Background

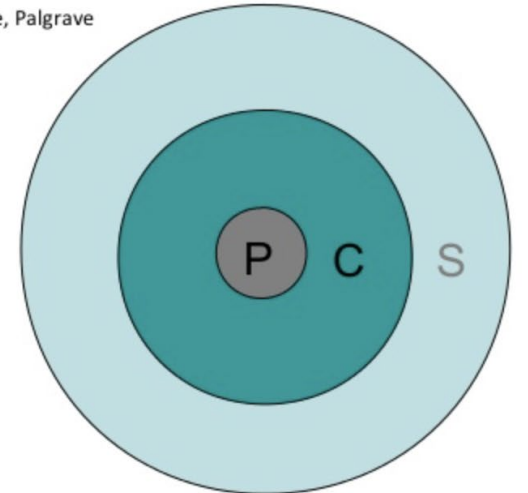
- In a recent National Survey on Drug Use and Health, persons affected by OUD reported stigma as a barrier to seeking treatment:
 - 17.2% cite the potential of causing their neighbors/ community to have negative opinions
 - 20.5% cite the fear of potential negative effects on their employment
 - 7.1% 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



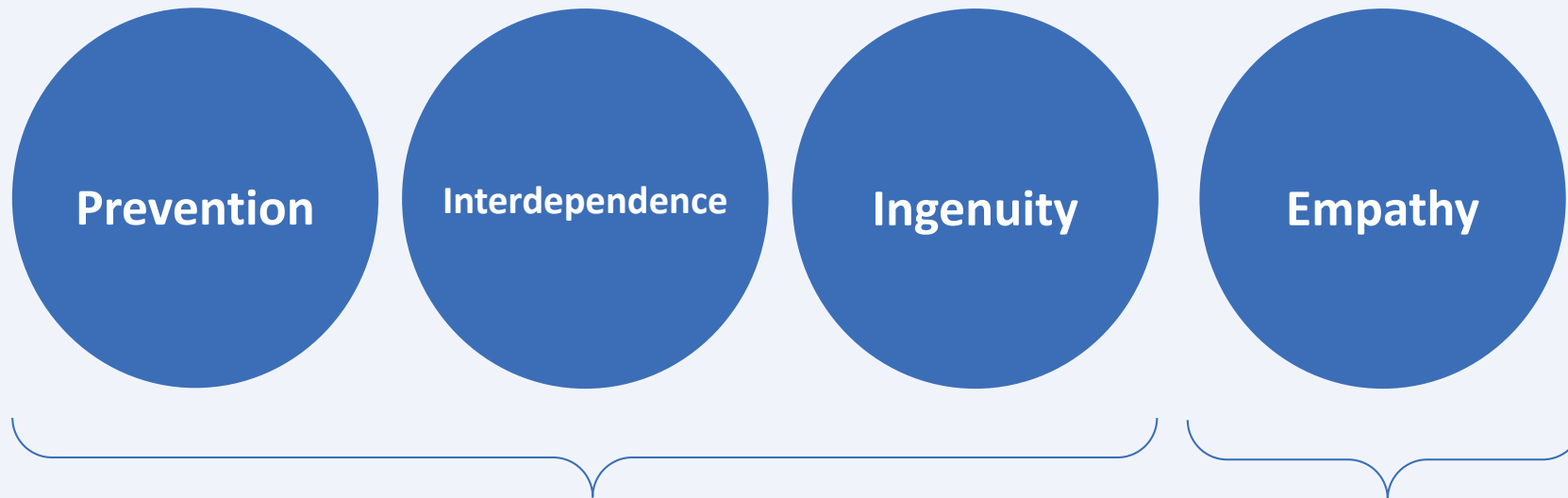
Prevention

Interdependence

Ingenuity

Empathy

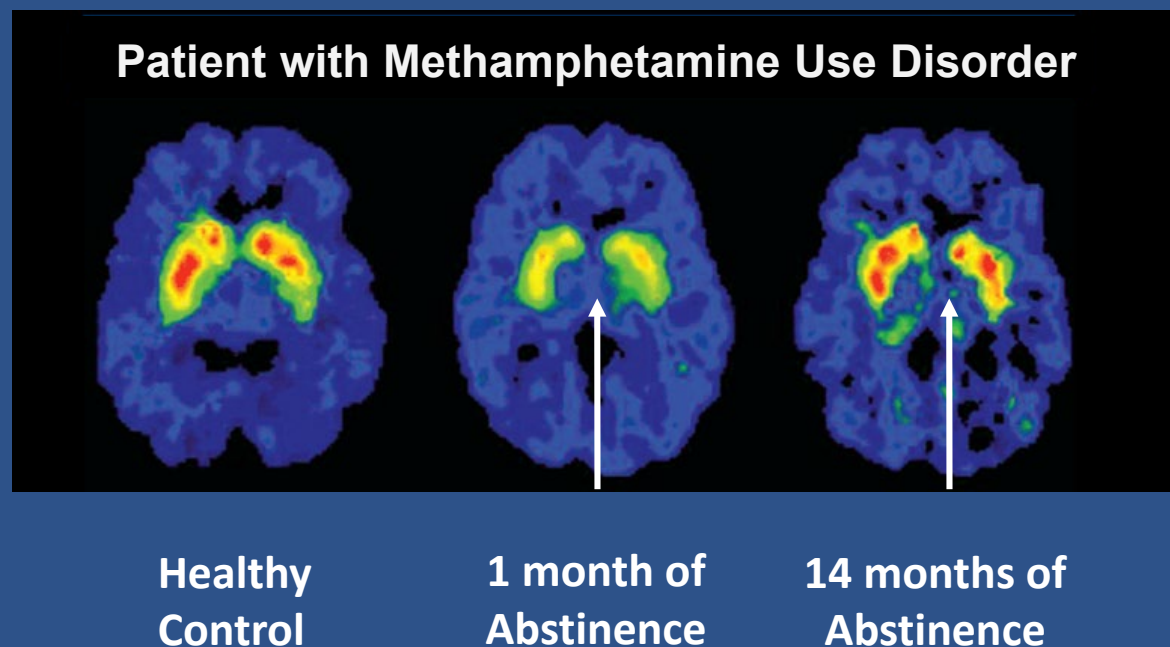
Values Framing



Addiction is a disease of the motivation system

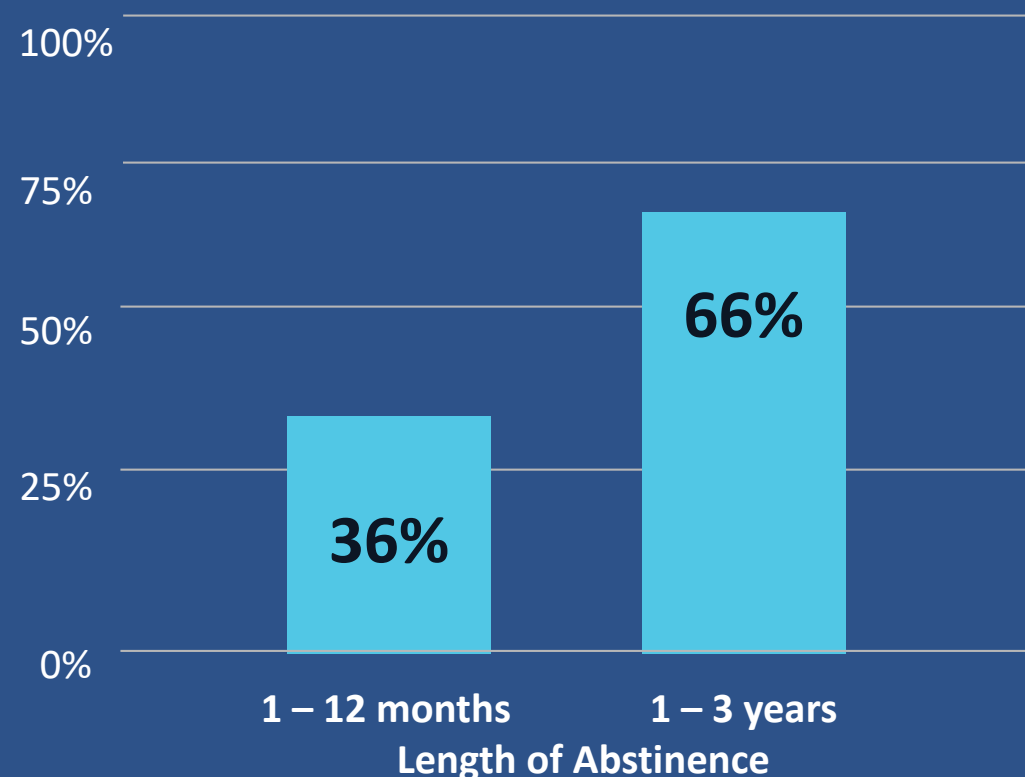
One year of abstinence shows promising returns

Brain heals after 1 year of recovery



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

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





Thank You

Eric Gastfriend, CEO

egastfriend@dynamiccarehealth.com

www.dynamiccarehealth.com

Jenny Goins

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



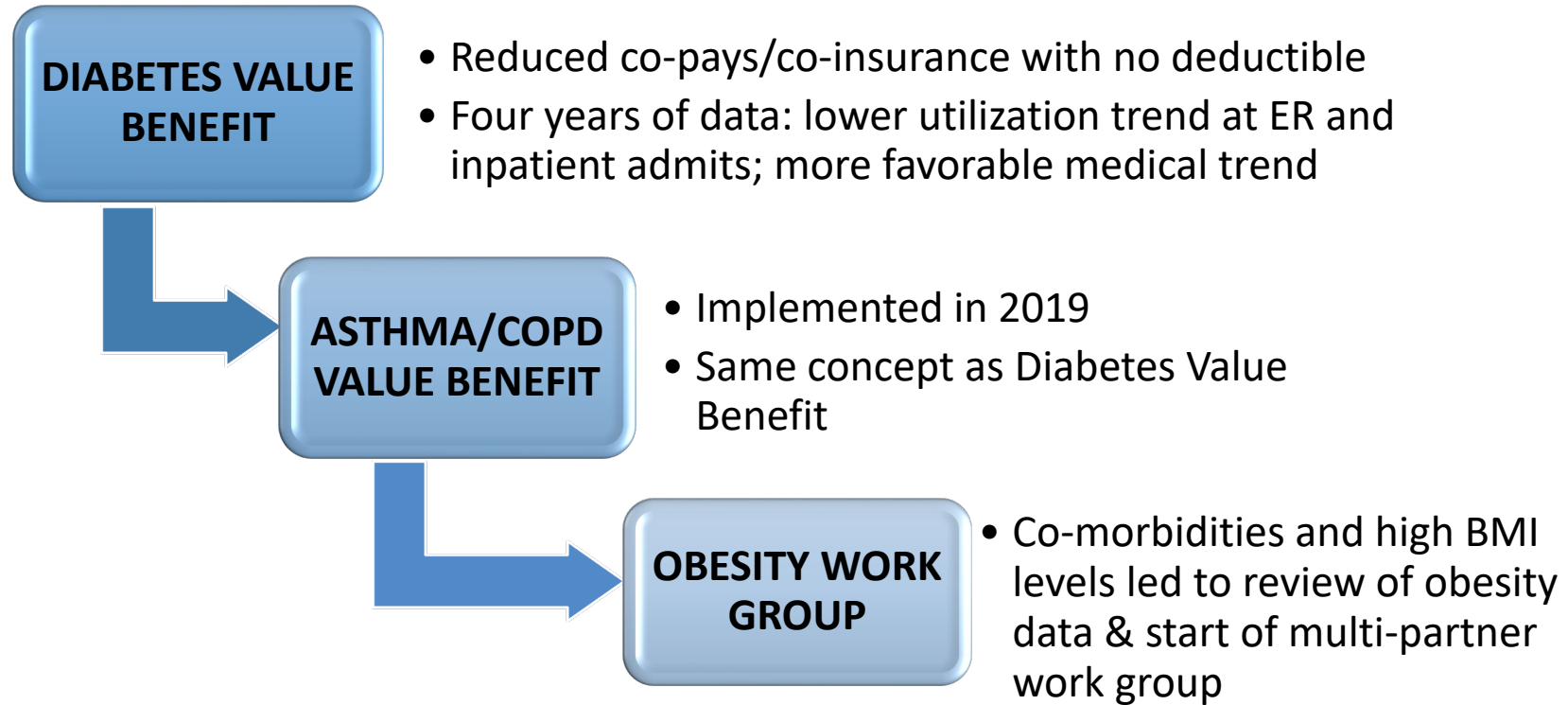
Department of
Employee Insurance

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



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

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