

Rethinking Employer Prevention Strategies to Improve Quality, Safety & Wellbeing



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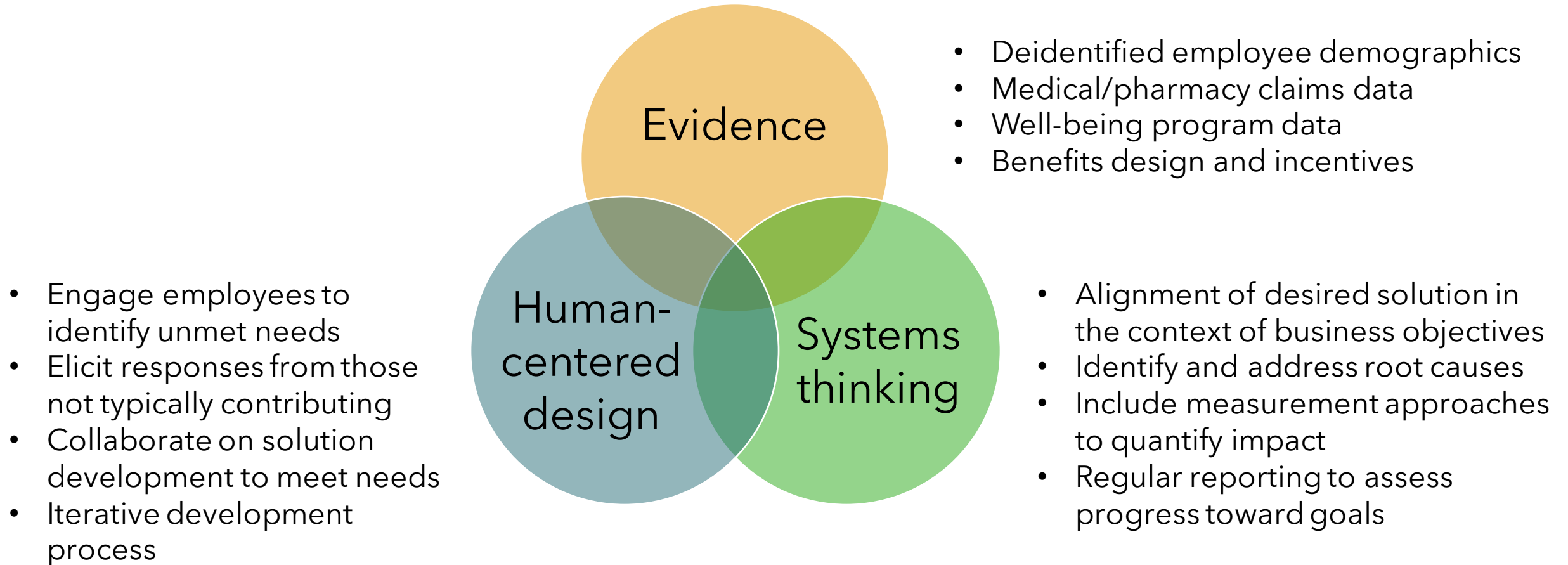
Ginger Miller
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A three-pronged approach to problem-solving





Worksite influenza vaccine study

Despite widespread vaccine availability, vaccination remains underutilized.

Goals: Conduct a prospective, multisite, controlled study

- To increase influenza vaccination rates by designing and implementing evidence-based interventions that:
 - Educate employees about the importance of flu & vaccination
 - Address concerns and misconceptions
 - Reduce barriers to vaccination
- To measure impact of worksite interventions on:
 - Knowledge and beliefs
 - Vaccination receipt among employees and dependents
 - Outcomes (survey and claims data)

Ofstead CL, Sherman BW, Wetzler HP, et al. Effectiveness of worksite interventions to increase influenza vaccination rates among employees and families. *J Occ Environ Med*, 2013;55(2):156-63.

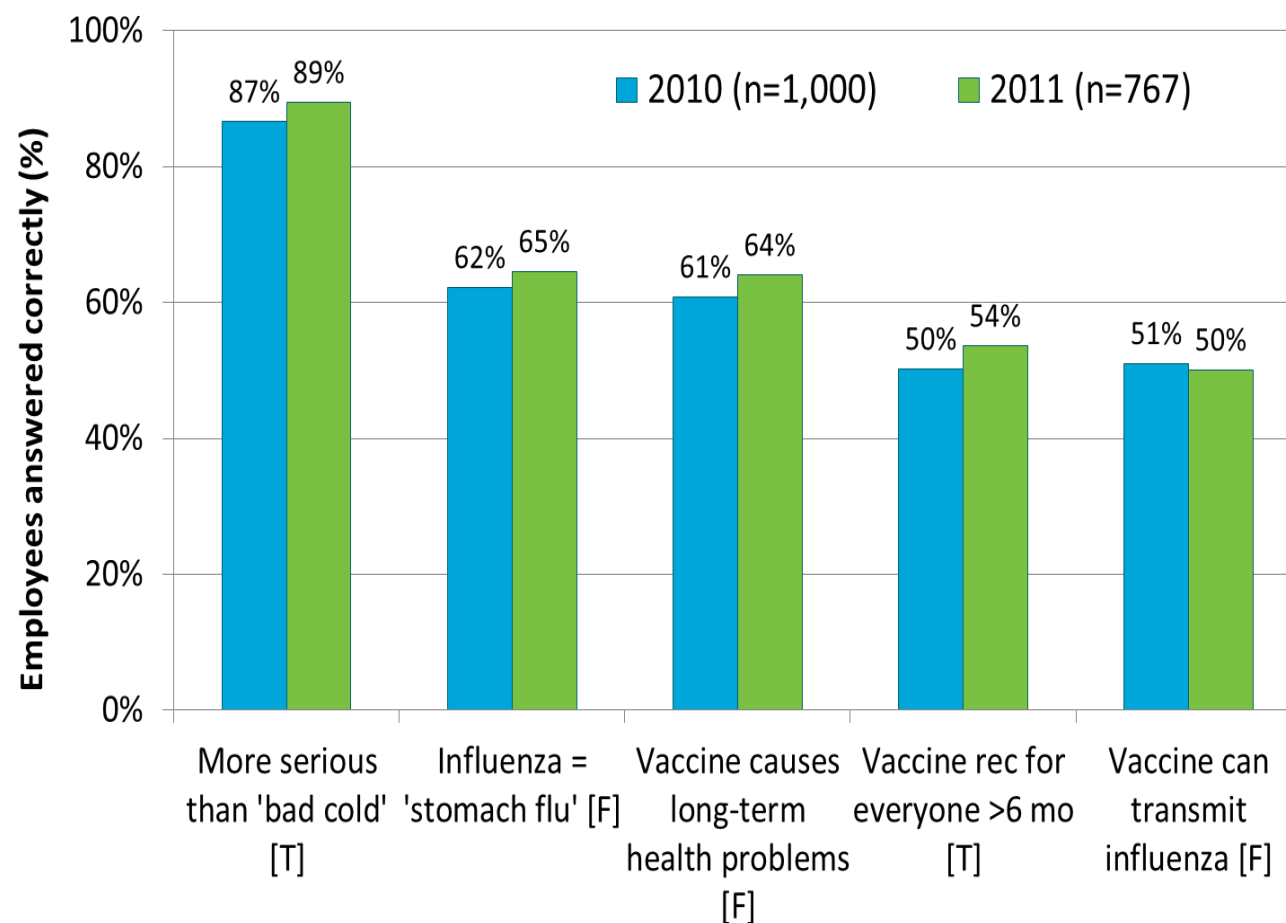
Common beliefs about influenza and vaccination

- Influenza = “stomach flu”
- Healthy people don’t need flu vaccine
- Doctor doesn’t recommend vaccination
- Flu vaccine:
 - Is not convenient
 - Hurts
 - Causes side effects
 - Can infect people with influenza
 - Causes long-term health problems



Evidence

Employee perceptions



Study intervention overview

- Goals
 - Design educational content focused on survey results
 - Utilize multiple routes of communication
 - Reduce barriers to vaccination
- Methods
 - Leadership briefings
 - Health coach, clinic staff, and artist training
 - Flyers, mailers, newsletter, posters, cartoons
 - Contact with highest volume physicians locally
 - Negotiations with mass vaccinator

Human-centered design

Systems Thinking

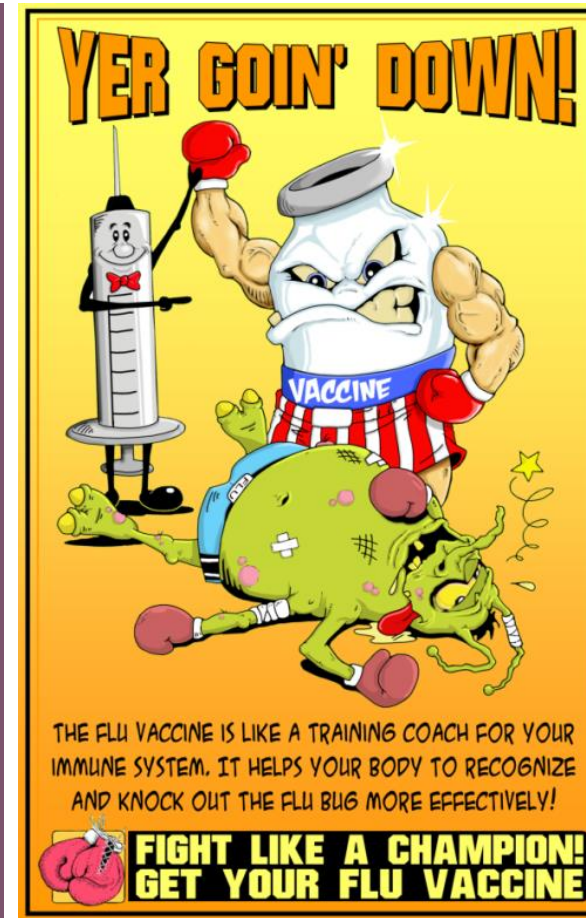
Examples of customized educational materials



How do you want to spend your *day off?*

Vaccination is the best way to prevent influenza and reduce the number of days spent being sick. You can spend your free time having fun rather than recovering from the flu by getting vaccinated this fall.

OFSTEAD & ASSOCIATES



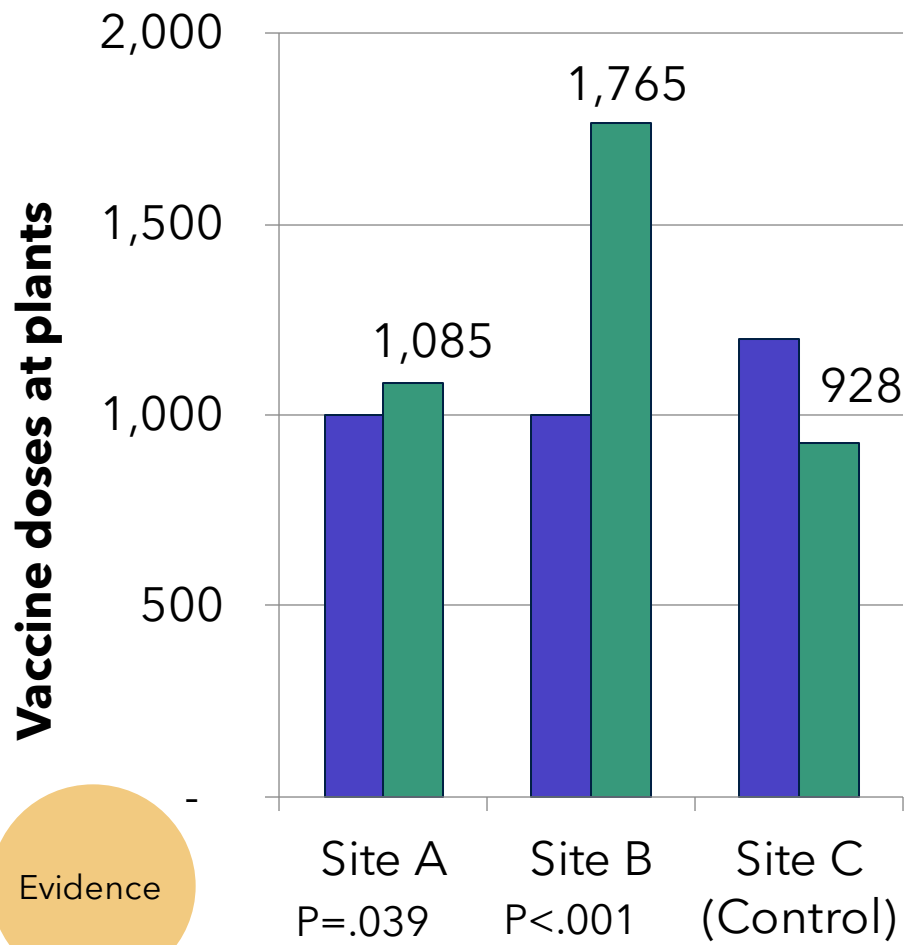
YER GOIN' DOWN!

THE FLU VACCINE IS LIKE A TRAINING COACH FOR YOUR IMMUNE SYSTEM. IT HELPS YOUR BODY TO RECOGNIZE AND KNOCK OUT THE FLU BUG MORE EFFECTIVELY!

FIGHT LIKE A CHAMPION! GET YOUR FLU VACCINE

Vaccine events and uptake among employees and dependents

■ 2009-2010 ■ 2010-2011



Site A (Employees only)

Mass vaccination events 3 days (Oct)
By request at Health Center (Nov-Feb)

Site B (Employees & families)

Mass vaccination events 4 days (Sept-Nov)
Offered to all at Health Center (Oct-Mar)
Factory events 4 days (Oct, Nov)

Site C (Control)

One mass vaccination event (Oct)
By request at Health Center (Oct-Dec)

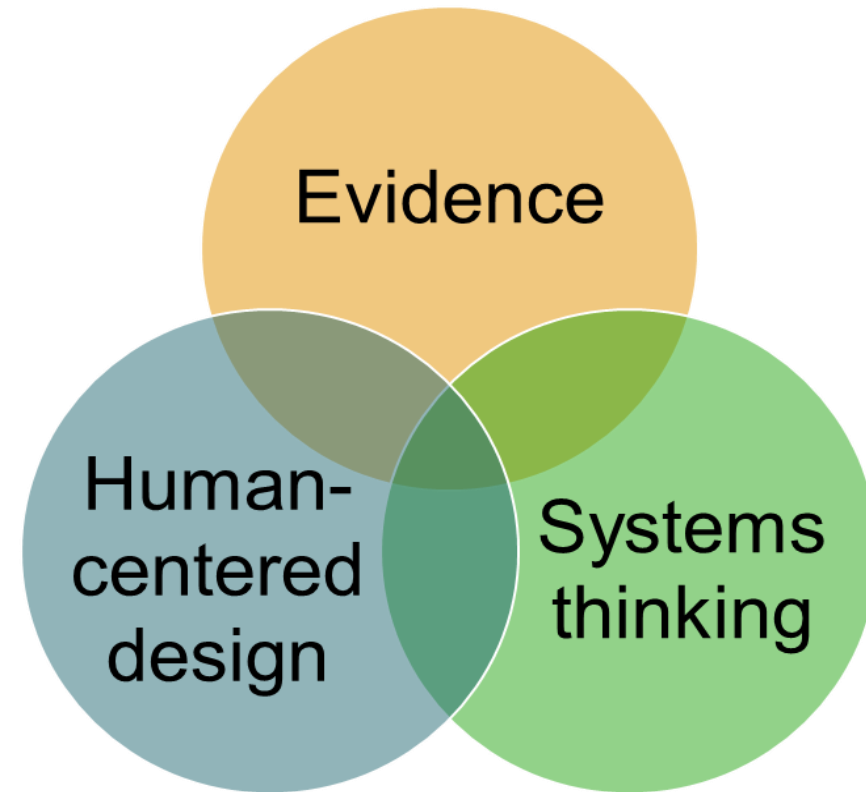
Evidence

Systems Thinking

Lessons learned

Employers will benefit from incorporating a strategic approach to:

- Engage employees and their families
- Ensure convenient access to vaccines for employees and family members
- Use communications as a cue to action; education may not change beliefs or behaviors
- Measure the impact on vaccination rates
- Use data to reduce health inequities



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Director, U.S. Health and Insurance Benefits & Policies,
Pfizer

Pfizer: Our Company

Pfizer **Benefits**
for each of life's moments


\$100.3B
REVENUE in 2022*


~1.3B
PATIENTS reached worldwide


~89,000
COLLEAGUES around the world

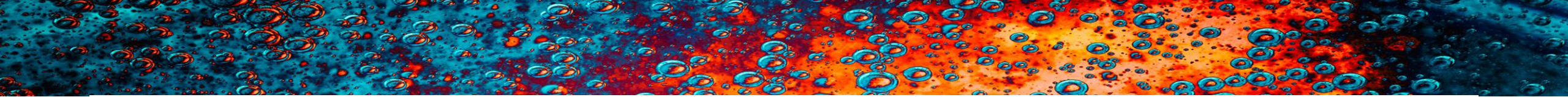

>185
COUNTRIES
and territories in
which Pfizer
sells products


10
PRODUCTS
with sales greater
than **\$1B** in 2022


110
PROJECTS
in Clinical Research
and Development**

*Sources - [2023 Annual Report](#) | [Pfizer's Investor Fact Sheet](#)

** As of January 31, 2023: [Product Pipeline: Pharmaceutical Pipeline for New Drugs](#) | Pfizer



Pfizer: Our Purpose & Values

Pfizer **Benefits**
for each of life's moments

Breakthroughs that change patients' lives



Courage
Breakthroughs start by challenging convention, especially in the face of uncertainty or adversity.



Excellence
We can only change patients' lives when we perform at our best together.



Equity
Every person deserves to be seen, heard, and cared for.



Joy
We give ourselves to our work, and it also gives to us.



Supporting Colleagues to Be Their Best Selves at Work and at Home

Pfizer **Benefits**
for each of life's moments

Wellness Program

(provides incentives)

Education & Awareness

(leveraging internal experts)

Global Wellness Resources

Focus on physical, emotional/mindfulness, social, and financial wellness

Onsite Health Screenings

Annual Wellness Day

Onsite Vaccinations

(including for loved ones during pandemic)

Value-Add Programs & Features

e.g. Easable and no cost COVID tests

Impact This Focus Has on Vaccination Rates

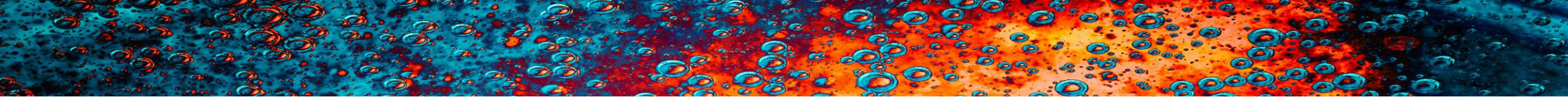
Pfizer **Benefits**
for each of life's moments

We offer COVID, Flu, Shingrix, Prevnar20 and RSV vaccines onsite - as well as any travel related vaccines needed for business travel internationally

For flu, prior to COVID, approximately 30+% of our U.S. colleagues received flu vaccine onsite

For COVID, prior to Company's vaccination mandate, approximately 80% of U.S. colleagues were vaccinated

For 2023 flu and COVID vaccination season, we expect to reach the same 30+% vaccination rate for onsite vaccinations



What We Are Evaluating

Productivity Data

Preventive Care Rates by State

Opportunity to Offer Programs to Improve Social Determinants of Health

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Utz Foods



Utz Quality Foods Rethinking Prevention Strategies

- Through the pandemic, we recognized the impact that poor health management and lack of engagement in regular preventive care had beyond the healthcare claims:
 - ❖ Absence Management/Short Term Disability impact
 - ❖ Accommodation Increases
 - ❖ Work Comp incidents/claims
 - ❖ Overall decline in physical tolerance and mental resilience/presenteeism
- Data Driven Approach to strategy:
 - ❖ Review metrics on “Preventive Care” (vaccinations, cancer screens, preventive exams) annually
 - Set goals to increase engagement (makes our team accountable for strategy)
 - ❖ Integration of demographic and WC claims into our data warehouse
 - ❖ Uncover insights from high-cost claim review (underlying chronic conditions/advanced illness resulting from lack of preventive care)



Maximizing Preventive Care Efforts

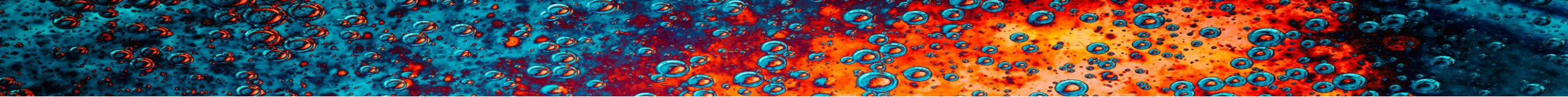
- Communication/Education
 - ❖ Explain and promote Preventive Care Schedules (medical/RX)
 - ❖ Simplify and translate confusing recommendations/medical terminology
 - ❖ Show support from medical providers and organizations when messaging- not just from employer
 - ❖ Topic -specific campaigns with multiple communication touch points
 - ❖ Gain trust. Give choice. Educate but don't insist.
- Creative marketing
 - ❖ Keep messages fresh including branding/logos
 - ❖ Share real stories. How does this affect me? (Positive peer pressure)
 - ❖ Show others/leaders walk the walk



Maximizing Preventive Care Efforts

- Remove Barriers and Excuses
 - ❖ Make Preventive Care accessible (onsite clinic, onsite vaccinations, educators/schedulers onsite, Cologuard pushed to homes)
 - ❖ Make information accessible (internal social media- Crunch Connection, champions)
 - ❖ Always press vendors for information in layman's terms/other languages.
 - ❖ Consider adding (data supported) services to Preventive Care schedule (free diagnostic mammograms, continued free COVID home tests, free diabetic testing supplies)
 - ❖ Expand definition of Preventive Care- Healthy Minds (sleep/work-life issues)
 - ❖ Primary Care-Centric initiatives
 - ❖ Rewards- Sticks and Carrots with Preventive Care being the starting requirement





- Key points:
 - ❖ Monitor Data
 - ❖ Consider new and ongoing barriers based on demographics/trends and strategically figure out how to remove.
 - ❖ Pivot efforts according to trends and data.
 - ❖ Keep communications understandable, fresh, relatable.
 - ❖ Encourage preventive screens/exams/vaccinations and healthy living efforts.
 - ❖ Consider ways to make it a culture.

The doctor of the future will give no medication but will interest his patients in the care of the human frame, diet and in the cause and prevention of disease”–Thomas A. Edison (1847-1931)”

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