

The NCD Alliance

Putting non-communicable diseases
on the global agenda

Why NCDs matter to the Private Sector

Cary Adams, CEO UICC and Chair NCD Alliance

THE CARIBBEAN NCD PRIVATE SECTOR FORUM

4 June



International
Diabetes
Federation



International Union Against
Tuberculosis and Lung Disease
Health solutions for the poor



WORLD HEART
FEDERATION®



Alzheimer's Disease
International



msh
Management Sciences for Health



FRAMEWORK CONVENTION
ALLIANCE

Key Messages

1. BUSINESSES HAVE A CRITICAL PART TO PLAY IN MEETING THE NCD 25X25 TARGETS
2. INVESTING IN EMPLOYEE HEALTH IS GOOD FOR BUSINESS
3. SUCCESSFUL BUSINESSES RECOGNISE THE OPPORTUNITIES TO ADDRESS NCDS & THEIR RISK FACTORS
4. BEST PRACTICE EMPLOYEE HEALTH PROGRAMMES CAN DELIVERS THESE BENEFITS
5. MAKING EMPLOYEE HEALTH PROGRAMMES WORK FOR FAMILIES AND COMMUNITIES MAXIMISES THEIR IMPACT
6. SUCCESSFUL BUSINESSES INVEST IN HEALTH – E.G BUPA, IBM, PFIZER, SANITAS
7. WE CAN ALL BE INSPIRED BY BANKS

Who am I?

- 2009-date CEO UICC based in Geneva, Switzerland
- 2008-2009 COO and Deputy CEO, Lloyds TSB International Bank (15 national banks - approx 6k employees)
- 2004-2008 Managing Director, Lloyds TSB International Private Banking (9 private banks - approx 1,500 employees)
- 2003-2004 Managing Director, Commercial Banking in the UK - approx 5,000 employees

Harvard Business School Alumni: TGMP 2004

Bath University MBA (with distinction) 2003

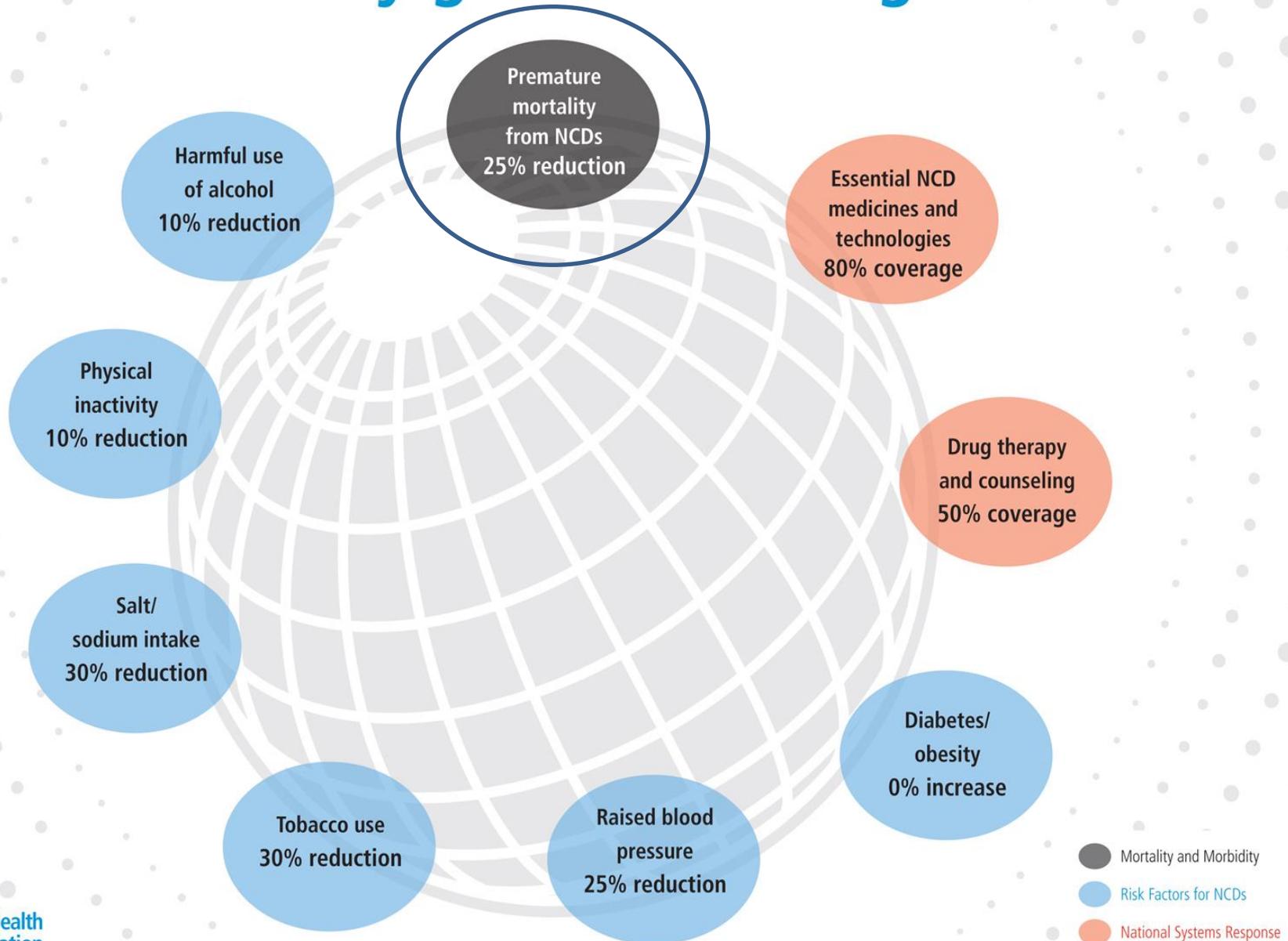
CEO of the Year 2015 (International Associations Award)

The world is employed

With **3.4 BILLION** in employment, the workplace offers a platform to improve the health of half of the world's population, and achieve the global **25x25 GOAL** to reduce premature deaths from NCDs – cancer, diabetes, heart disease and chronic respiratory diseases - by 25% by 2025

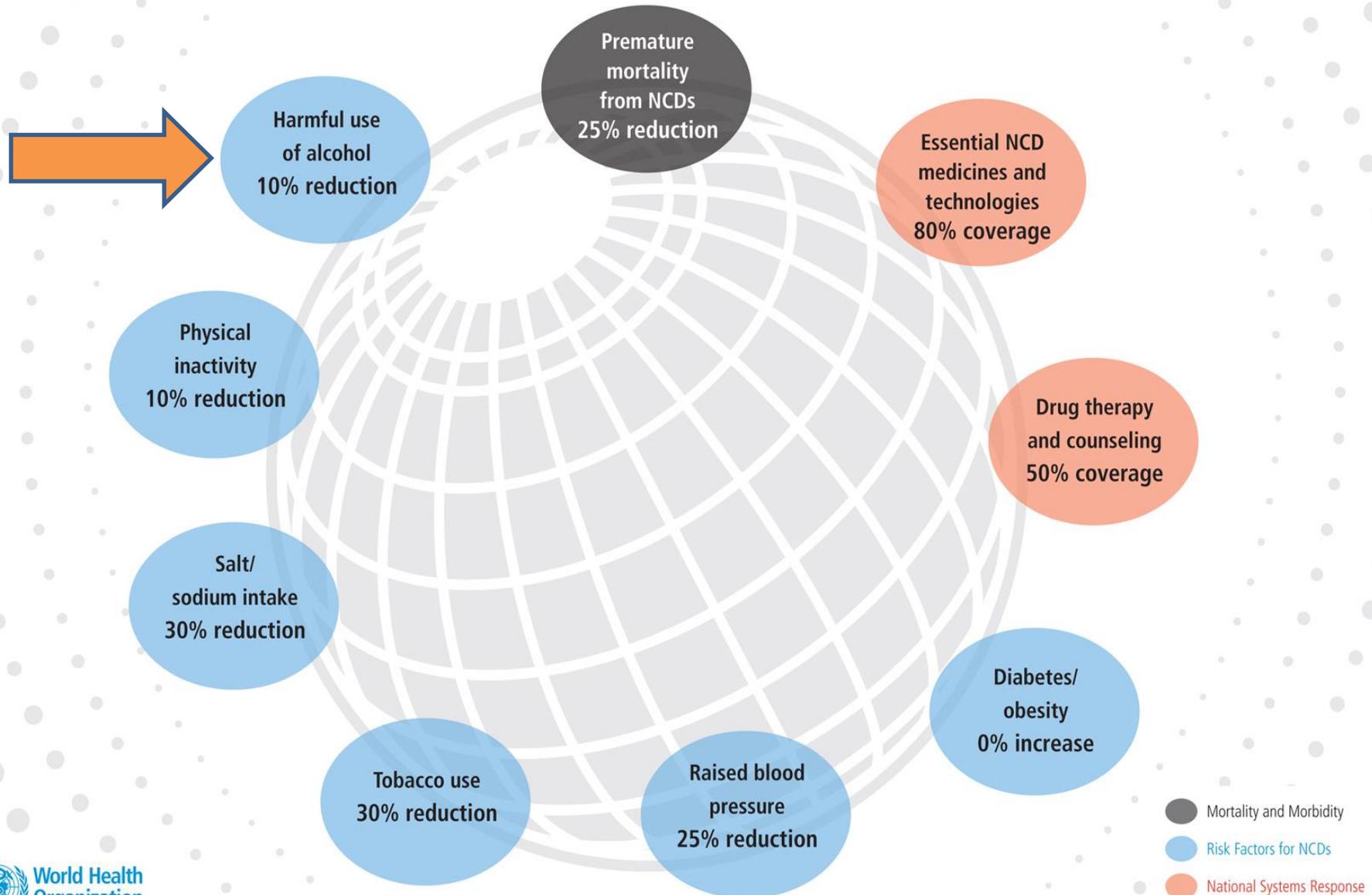


Set of 9 voluntary global NCD targets for 2025

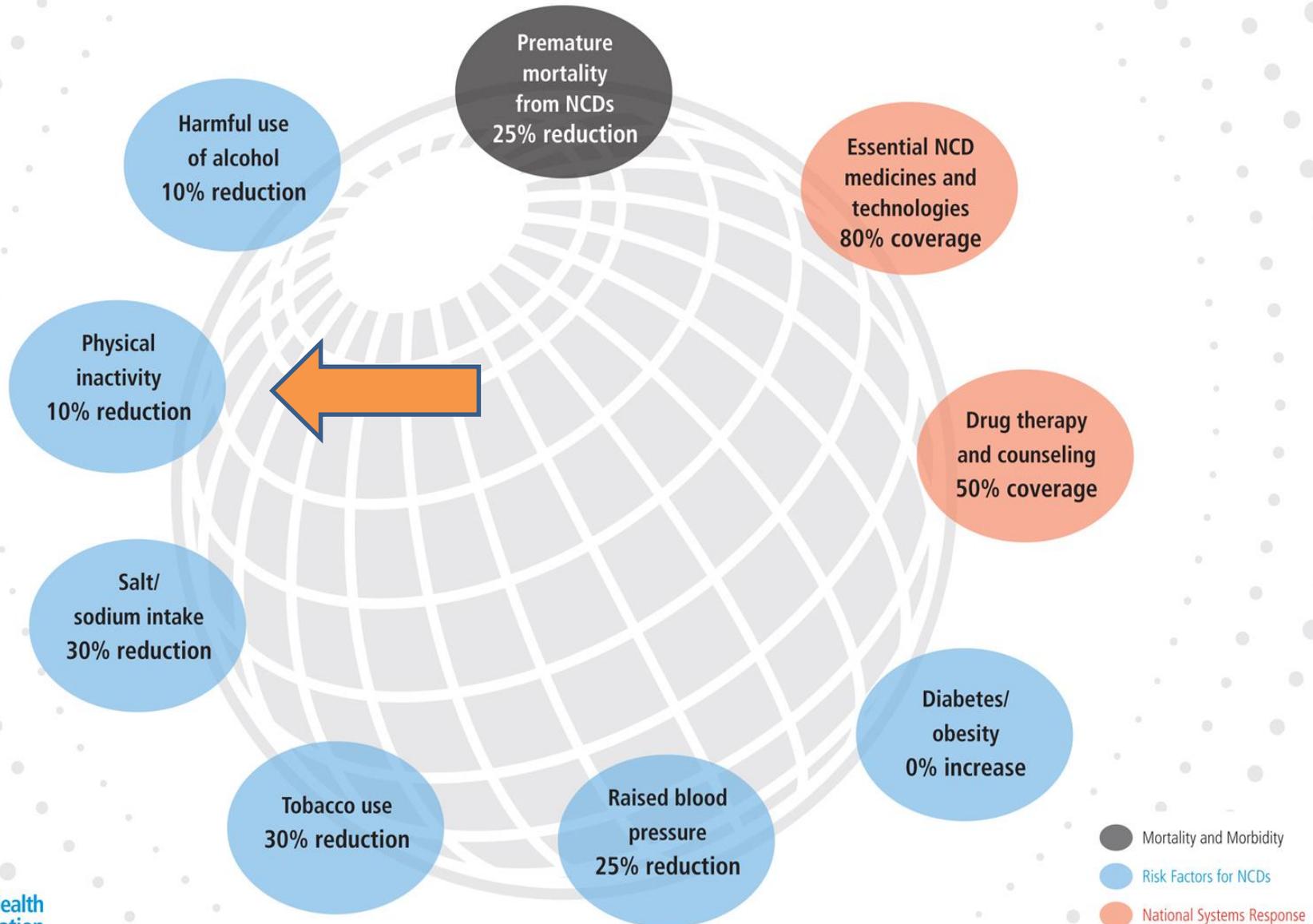




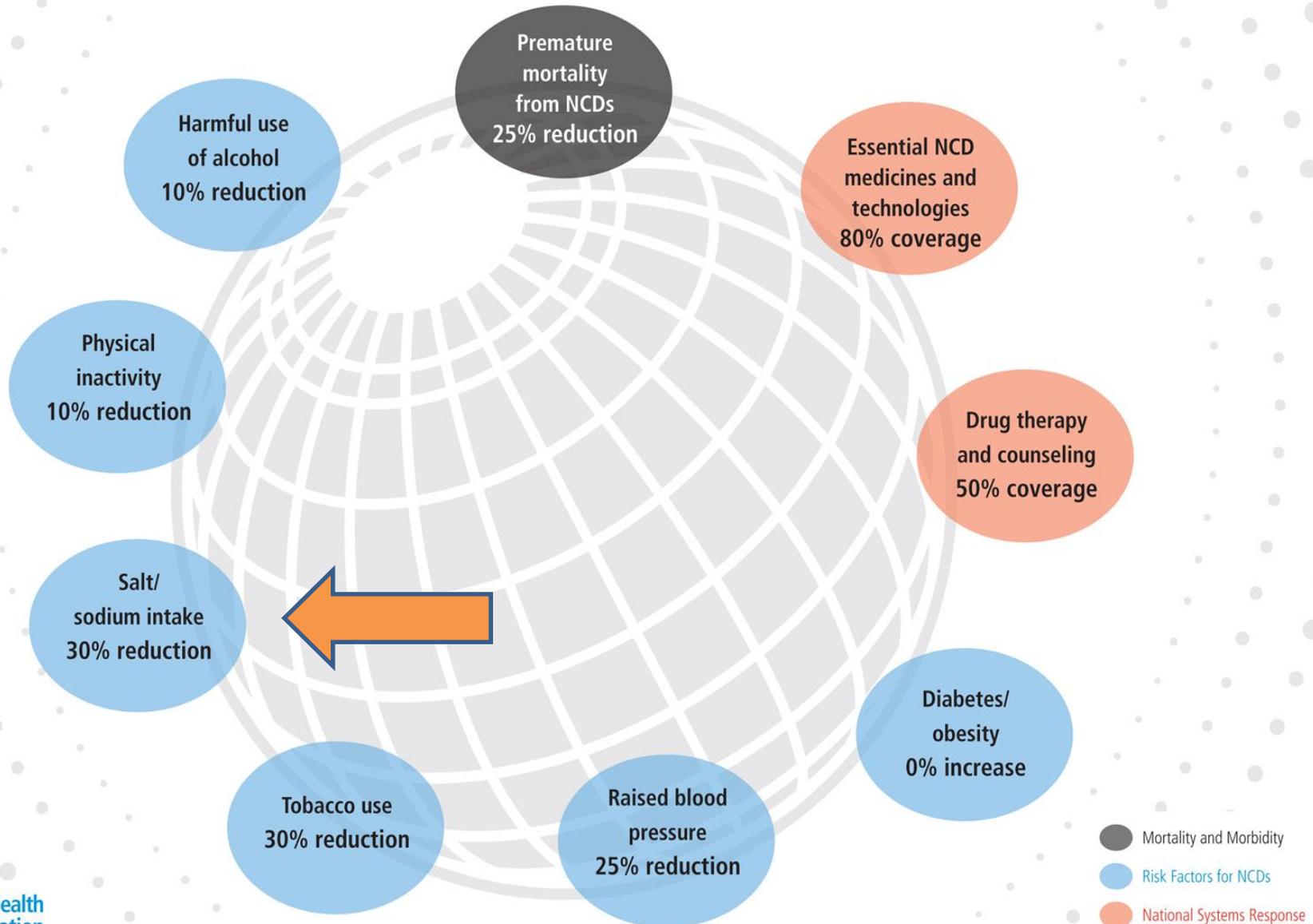
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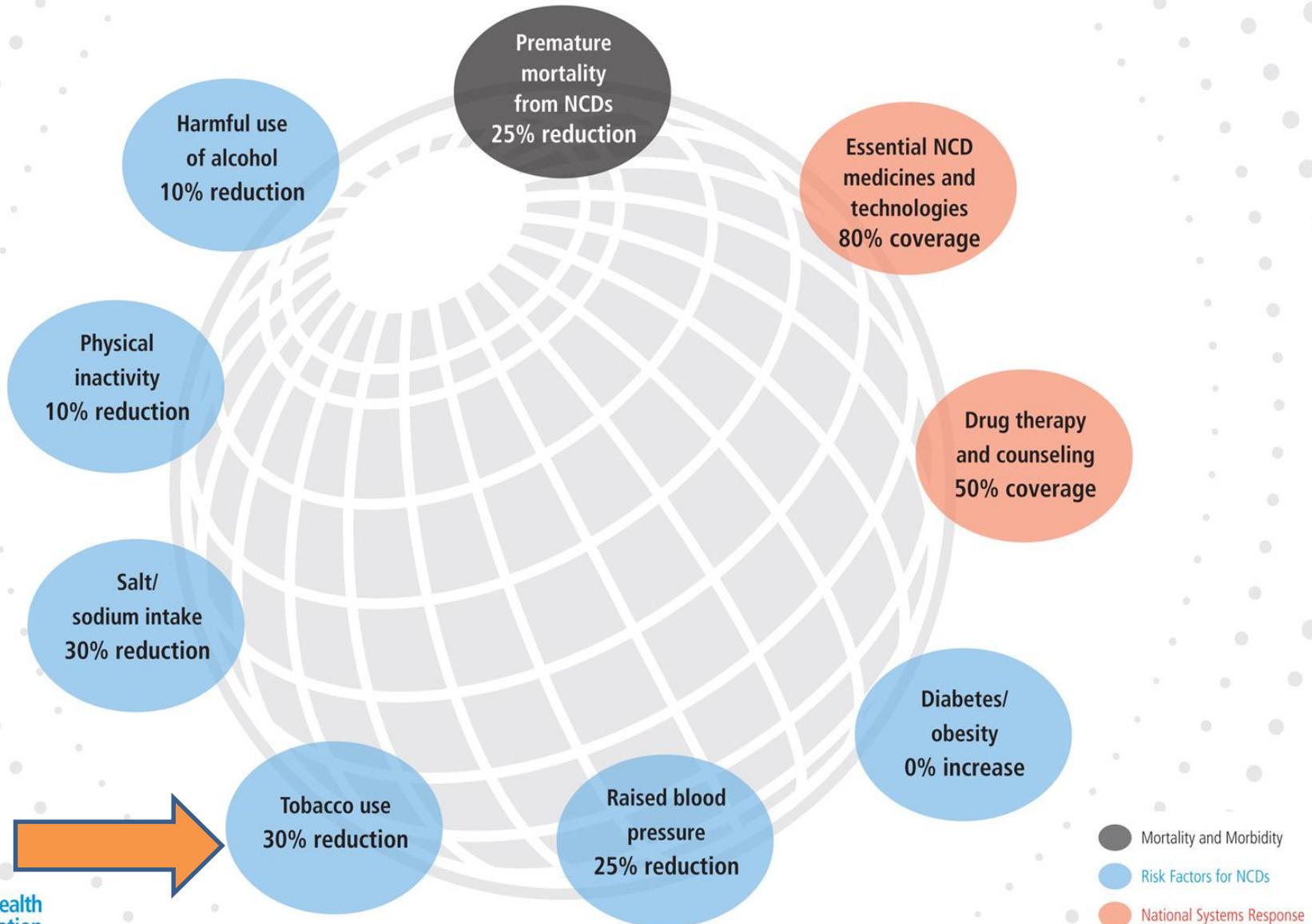
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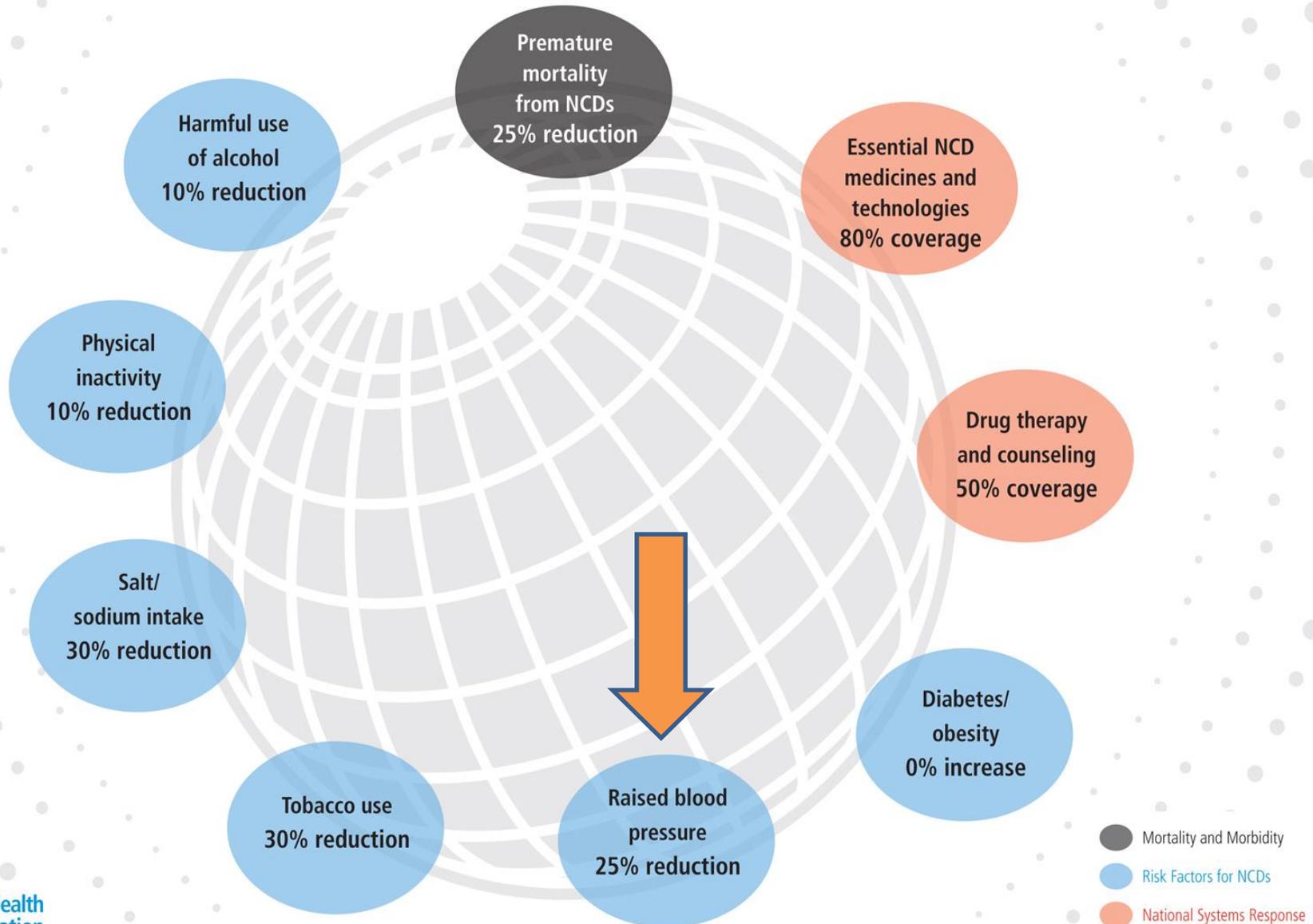
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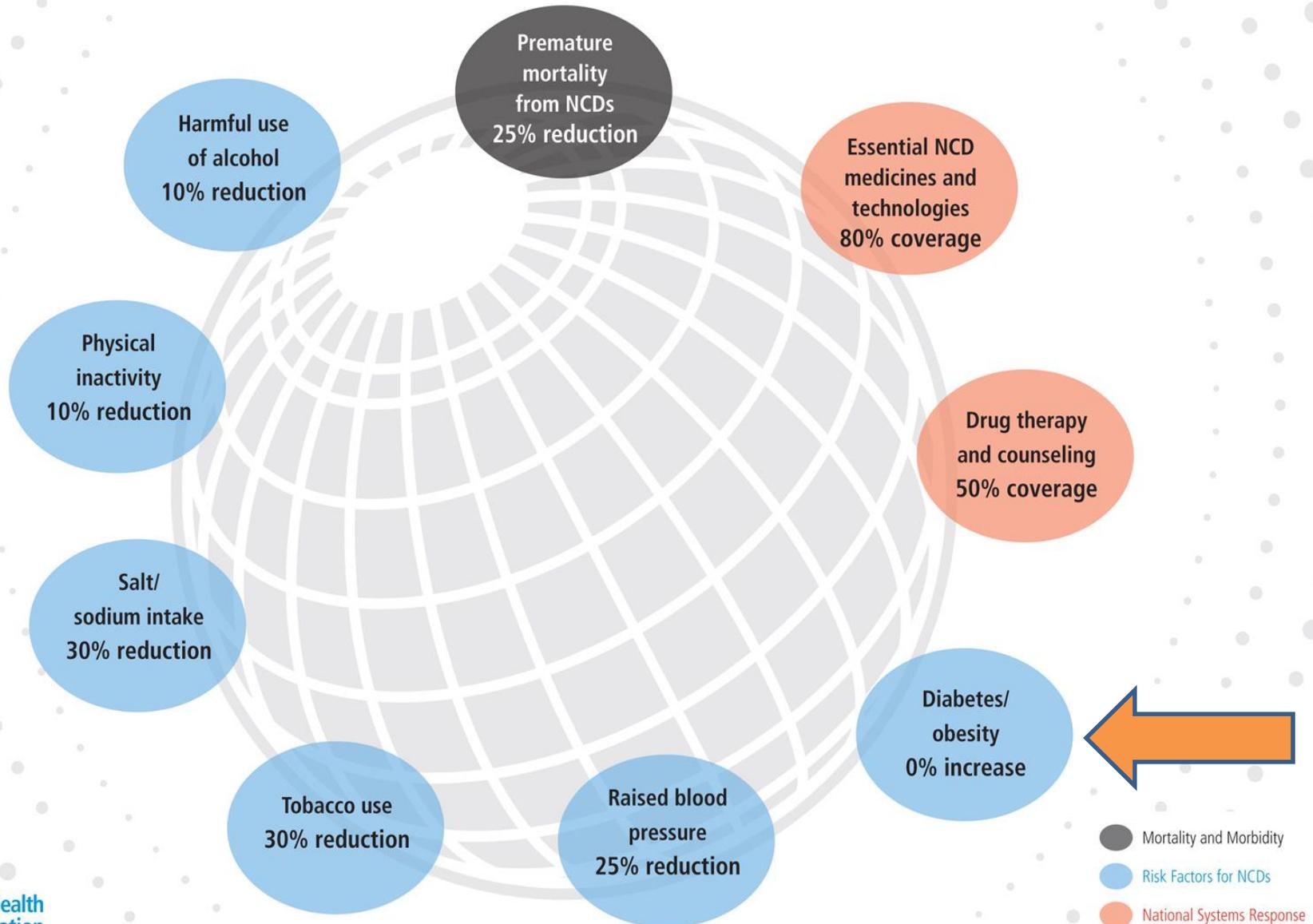
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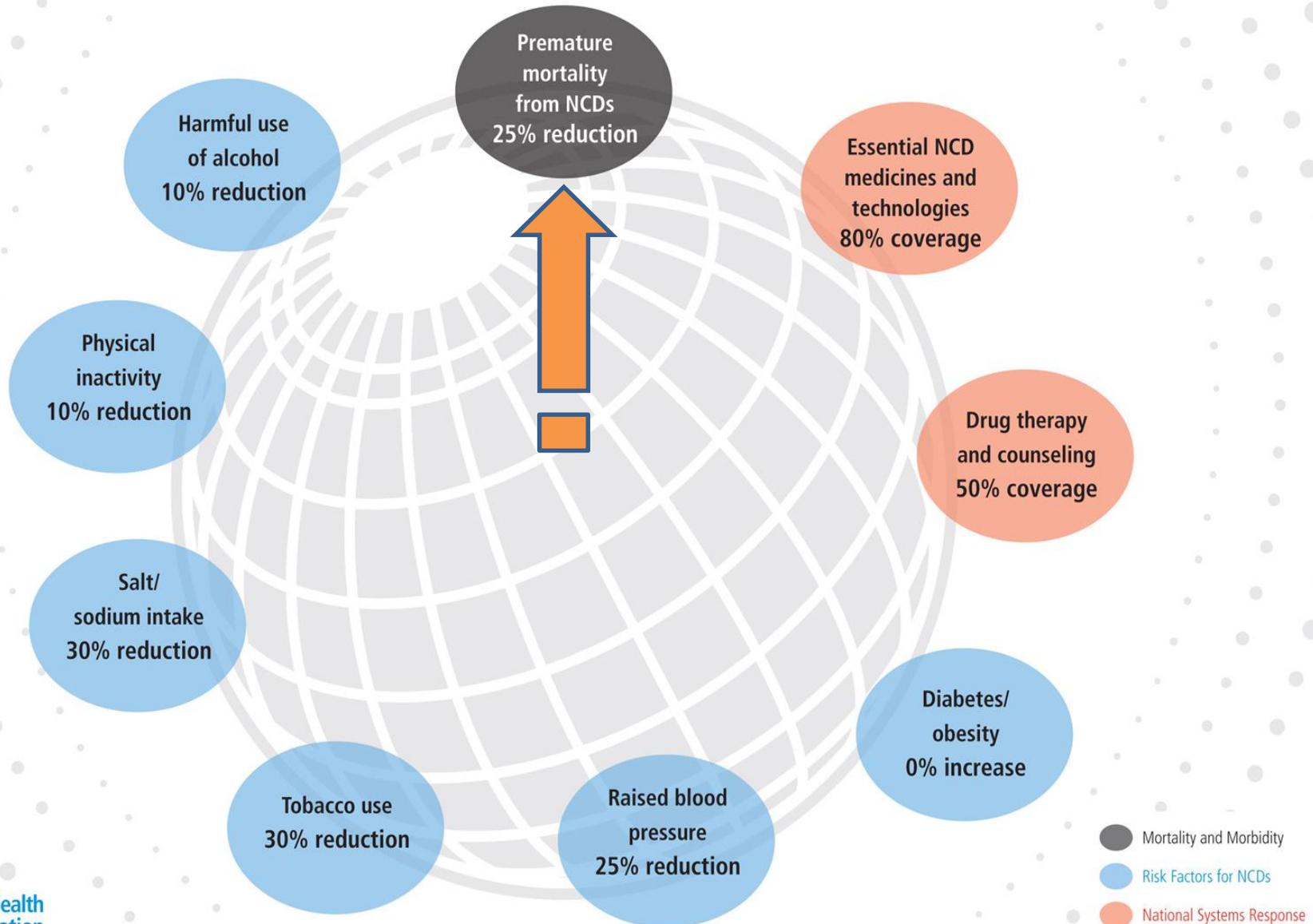
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All sounds good, but why bother....

An ageing workforce is more likely to develop an NCD. By focussing on wellness at work, businesses can benefit in several dimensions...

IMPROVED PRODUCTIVITY

LOWER UNIT COSTS

“PROTECTING” THE OLDER,
EXPERIENCED EMPLOYEES

REDUCING ABSENTEEISM

INCREASING STAFF
SATISFACTION

INCREASING STAFF LOYALTY

Wellness programmes are associated with a

14% increase in EMPLOYEE SATISFACTION and a reduction in staff turnover

Operating margin can be **4%** higher in organisations with **high** EMPLOYEE ENGAGEMENT

All sounds good, but why bother....

There are a number of external factors which should shape thinking...

MORE ATTRACTIVE AS AN EMPLOYER

RECOGNITION BY GOVERNMENTS AS A COMPANY IN LINE WITH NATIONAL PRIORITIES

WILL BECOME AS IMPORTANT IN THE FUTURE AS A COMMITMENT TO ISO STANDARDS, HEALTH & SAFETY RULES AND OTHER BUSINESS STANDARDS.

CLIENT AND CUSTOMER RESPECT (POTENTIALLY A DIFFERENTIATOR BETWEEN YOU AND YOUR COMPETITION)

INTEGRATION OPPORTUNITIES WITH LOCAL COMMUNITIES THROUGH CORPORATE SOCIAL RESPONSIBILITY.

A simple achievable agenda for NCD prevention



Create
Smoke-Free
Workplaces
+
Support
tobacco
cessation



Offer
Healthy
Food
Choices



Promote
Movement in
the Workplace
+
Blood
pressure
checks
+
Screenings



Support
Active
Travel to
Work
+
Cycle
parking

Tobacco cessation in the workplace

Most tobacco related deaths and illnesses occur during the most productive work years – 30-69.

The average smoker dies 10 years younger than a non-smoker.

Quit smoking programmes work – 4 times more successful than those who try unaided.

Reduces smoking rates by 6%. A significant contribution to the 30% reduction goal by 2025.

Avoids lost productivity and absences due to sickness (smokers are 30% more likely to miss work = 2.7 days per year).

Avoids lost productivity due to people taking smoking breaks .

Big players are SEEING RESULTS

SANITAS – Sanitas runs Sanitas Smile, an employee health and wellbeing strategy. The programme has 4 pillars – Physical Activity, Hydration, Nutrition and Health Care Promotion (including smoking cessation and stress management). Results have shown **20% of people enrolled in the quit smoking programme are smoke-free after one year.** For the overall health and wellbeing programme, **productivity increased by 45%.**

PFIZER - Measures to limit smoking in the workplace along with programmes to support Pfizer employees in their smoking cessation efforts are implemented in Pfizer facilities around the globe. The results of a cessation program involving Pfizer colleagues from four European countries (Spain, Germany, France, and Belgium) showed that **after three months in a smoking cessation program, quit rates ranged from 40 percent in France to 66 percent in Spain.**

Businesses are not alone – there's help...

Take Action



Advice



Support

Partner with local NCD charities and non-government organisations

Big players are investing in wellness at work.



“At Bupa, when we talk about employee health and wellbeing we take an approach covering physiological and emotional wellbeing. Our leaders act as role models, taking care of their own needs and encouraging their teams to do the same, providing health and wellbeing products and services that are relevant to them. This provides a culture for people to take personal responsibility for their own health and wellbeing, improving the health of our people and delivering extraordinary business performance.”

Stuart Fletcher, Chief Executive Officer, Bupa

“At IBM, we design health promotion programmes to improve access, increase quality, reduce costs and drive innovation. These programmes address both global and local priorities such as access to evidence-based preventive services that include breast, colorectal and cervical screenings.”

Kyu Rhee, MD, Chief Health Officer, IBM

Can we be inspired by Banks?

Last year **City Bank in Lubbock**, Texas, paid **\$120,000 in bonuses and awarded roughly 4,000 hours of paid time off to employees that exercised, lost weight or maintained a healthy weight.** Among the amenities it provides to employees is a walking track that winds through the top floor of the bank's headquarters building.

Pinnacle Financial Partners in Nashville recently added a **full-time wellness coordinator.** Among other tasks, the coordinator organizes wellness events, such as Pinnacle's annual 5K run, and maintains a wellness section on the bank's intranet, a responsibility that includes blogging at least three times a week.

Once a month, a **nurse from a local hospital makes the rounds at branches of United Community Bank** of West Kentucky to **check employees' blood pressure, conduct screenings and answer questions.**

Can we be inspired by Banks?

Centier Bank in Merrillville, Ind., opened a **health clinic at its corporate headquarters** and intends to set up additional clinics in other areas where it operates. Centier foots the bill at the clinic for all employees and any dependents covered under the bank's insurance plans. Nonetheless, the bank expects to save money, largely by avoiding claims.

Employees at **CoBiz Financial** are keeping fit by walking while they talk. A path through downtown Denver is a **popular choice for their so-called "walking meetings," including some led by CEO Steve Bangert**. As part of an overall wellness initiative, employees also are leading yoga and stretching classes.

At **Square 1 Bank** in Durham, N.C., employees receive a **25% rollback on their insurance premiums** if they complete 125 credits of wellness training through the insurer's portal.

Can we be inspired by Banks?

American Savings Bank in Honolulu has a “LifeBalance” room, which offers a variety of **fitness classes throughout the week**. Employees are free to use the room when classes are not in session as well.

American Savings also **promotes healthy eating – and local farming –** by having produce delivered to several of its locations.

Employees at **BankPlus** in Ridgeland, Miss., can use an **office webcam to see doctors for ailments such as the flu and ear infections**. There’s no charge to employees for the service, which the company hopes will lower absentee rates.

BankPlus also **provides scales and filtered water at all of its locations** as a means of encouraging employees to monitor their weight and drink more water.

Some last thoughts...

NCDS WILL IMPACT YOUR BUSINESS MORE AS THE WORKING POPULATION AGES.

ACTION NOW WILL HAVE A SHORT AND LONG TERM POSITIVE IMPACT ON YOUR BUSINESS (BOTTOM LINE).

THE STEPS YOU CAN TAKE ARE RELATIVELY EASY, PROVEN AND CAN BE IMPLEMENTED SUCCESSFULLY.

THERE ARE RESOURCES AVAILABLE AND ORGANISATIONS LOCALLY TO HELP YOU - VOLUNTARILY AND WITH ENTHUSIASM.