



# Health Marketing Research Center

*Strategic Communication for Healthy Aging*

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Communication, Marketing and Media

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# Focus: Chronic Diseases

- Five are key:
  - cancer, diabetes, heart disease, lung disease, stroke
- Cause 70% of deaths
- Cause 40% of health care costs

# Center Structure: Four Cores

- RCT: Hypertension Identification via Emergency Responders (HIER)
- RCT: American Cancer Society Workplace Solutions
- Science
- Administration

# Hypertension Identification via Emergency Responders (HIER)



# Background on Emergency Responders

- In King Co., firefighters are first emergency responders
- Firefighters train in EMS & firefighting
- 10% of residents contact emergency responders annually
- Low-income, older adults highest

# Study Goals

- Identify ↑BP pts. during 911 calls
- ↑BP pts. to fire station for BP check
- Improve BP Rx and monitoring

# Research Questions: Study-specific

- Personalized, ↑BP risk message?
- Source personalization (emergency responder vs. generic source)?
- Monetary incentive (gift card)?
- Perceived trust in emergency responders and perceptions about fire stations related to ↑BP management?

# Research Questions: Larger

- Emergency responders a health communication channel, for low-income elderly?
- How active a communication role for responders?
- Effective for complex interventions, such as falls prevention?

# ACS Workplace Solutions: Best Practices; Better Health



Employer Practices	Employee Behaviors	Better Outcomes
Benefits	↓ Tobacco use	↑ Health
Policies	Eating/Exercise/ Obesity	Control costs
Programs		↑ Productivity
Communication	↑ Preventive care	
Tracking		

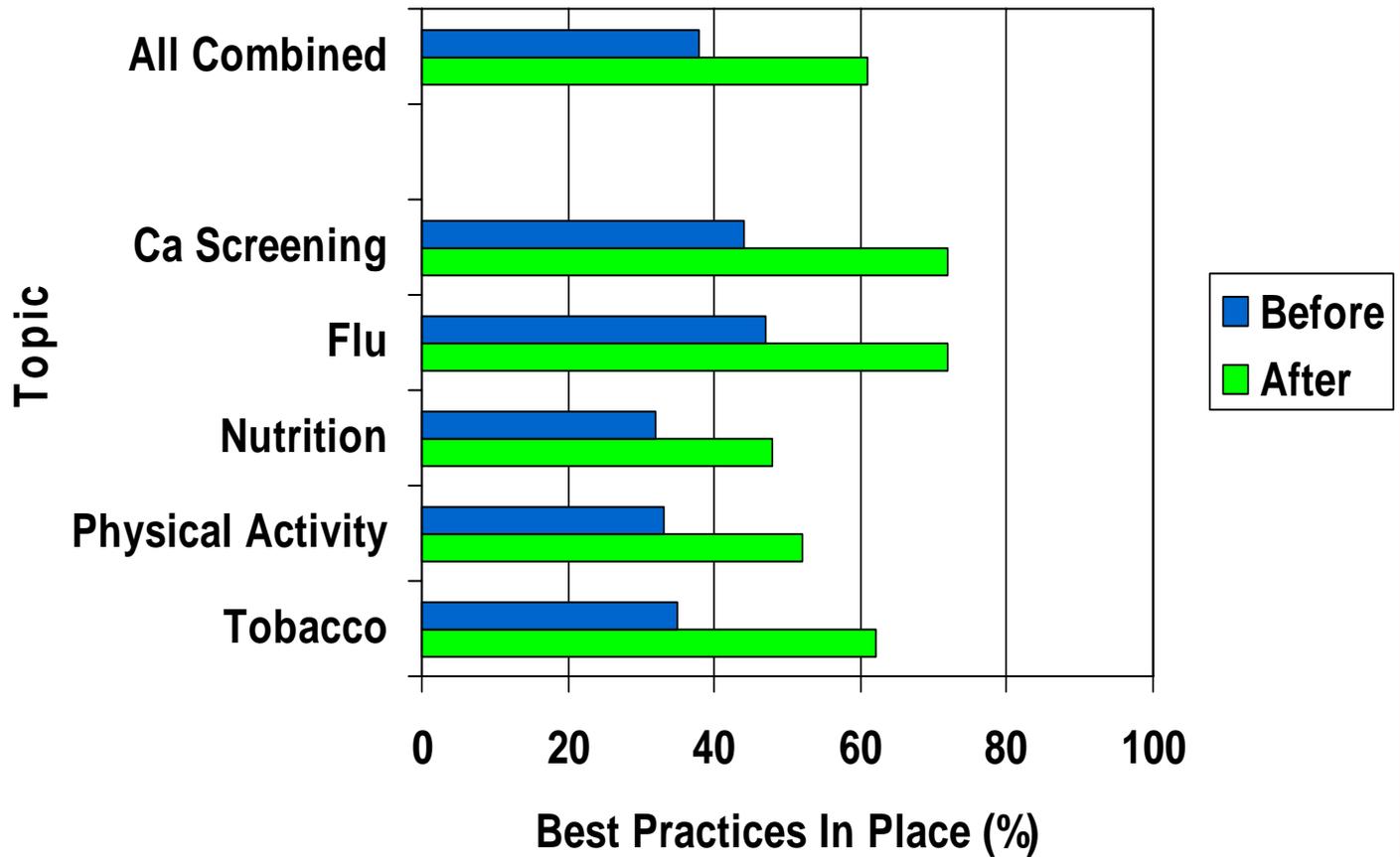
# Background on Workplace

- 160 million American workers
- *Community Guide* offers employers evidence-based practices
- Practices poorly implemented, e.g. <10% provide smoking cessation
- Low-SES insured workers at increased risk

# Study Approach

- Target: Low-wage, mid-sized employers
  - 100-999 employees; 25% of workforce
- Distribution channel: ACS
  - Nationwide staff; respected brand
- Product:
  - Face-to-face communication
  - Turn-key solutions

# Workplace Solutions Large-Employer Pilot: Promising



Note: 8 employers, 15 best practices, 13 months F/U

# Research Questions: Study-specific

- Will mid-sized employers adopt?
- Is employer self-report valid?
- What are the intervention costs?
- Can we measure employee behaviors with web-based HRA?

# Research Questions: Larger

- Will employee behaviors change?
- How to reach small employers?
- How to influence intermediaries?
  - Health insurance brokers
  - Benefits consultants
  - Wellness vendors

# Summary

- Focus: chronic diseases, disparities
- Research: both communication & marketing
- Specific research questions, larger implications
- Working with community partners builds in distribution channels