

# Keeping Your People Safe, Healthy & Productive

In this episode, Dr. Brennan, adjunct professor at Harvard School of Public Health, talks about the history and evolution of employer sponsored health insurance, the rise in managed care, the national reorganization of providers, and offers advice for how employers and the medical industry can together increase participation in preventive health at scale.



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## Topics Addressed in the Episode

- With on average only 30% participation in comprehensive primary care and preventive health in this country, what can employers learn about this that can get participation north of that number?
- How should large employers navigate these challenging issues with respect to for sure cost and participation?

## Key Highlights

### On How to Increase Participation in Preventive Health at Scale

- “One is the employer and as long as the employer is convinced that preventive health benefit is something that is going to be beneficial from a cost benefit point of view. And I'm certainly convinced that that then they can create the appropriate incentives for people to take advantage those visits.”
- “The second place we have to intervene is the medical profession, and I don't think the medical profession quite understands well enough, even to this day, what the difference is between a preventive visit and a regular set of E and M codes.”

### On How Employers Can Make Better Evidence-Based Decisions

- “Listen to people who are talking about applying the evidence base one way or the other in order to make decisions about healthcare. And if they're not talking about how this care is wasteful, and shouldn't be done, then I think that you're not talking to the right people. Because the only way you're going to be able to moderate costs is if you take out wasteful care.”