



HEALTHIER  
**HAMPTON  
ROADS**

# Hampton Roads Health Literacy Community Leadership Forum

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Friday, June 21, 2019  
Old Dominion University

# Welcome & Forum Opening

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*Nancy L. Grden*

Executive Director

Strome Entrepreneurial Center

Old Dominion University



# Old Dominion University Greeting

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*Austin O. Agho, PhD*

Provost & Vice President for Academic Affairs  
Old Dominion University



# The Benefits of Improving Health Literacy

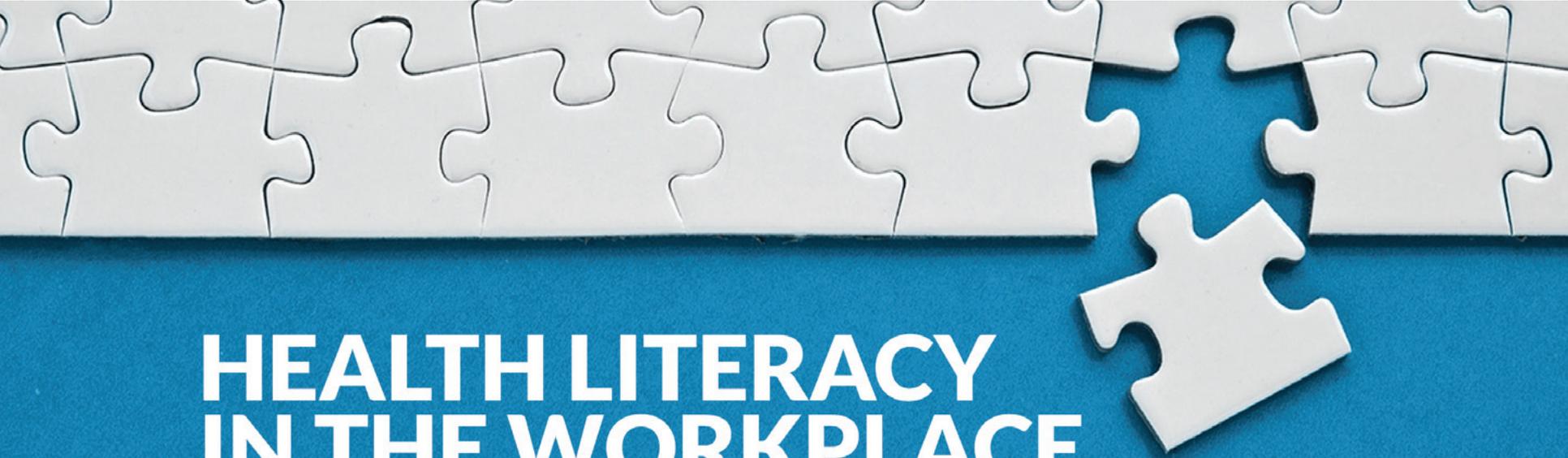
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*Thomas M. Chamberlain, PharmD*

Founder & CEO

EdLogics





# HEALTH LITERACY IN THE WORKPLACE

The missing piece of the puzzle.

Improving the health literacy of employees and family members...

SMARTER  
**DECISIONS** = HEALTHIER  
**PEOPLE** = FEWER  
**CLAIMS**

# DEFINITION OF HEALTH LITERACY

Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.



# HEALTH LITERACY VIDEO

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# CREATING A NATIONAL HEALTH LITERACY MODEL

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## HEALTHIER HAMPTON ROADS



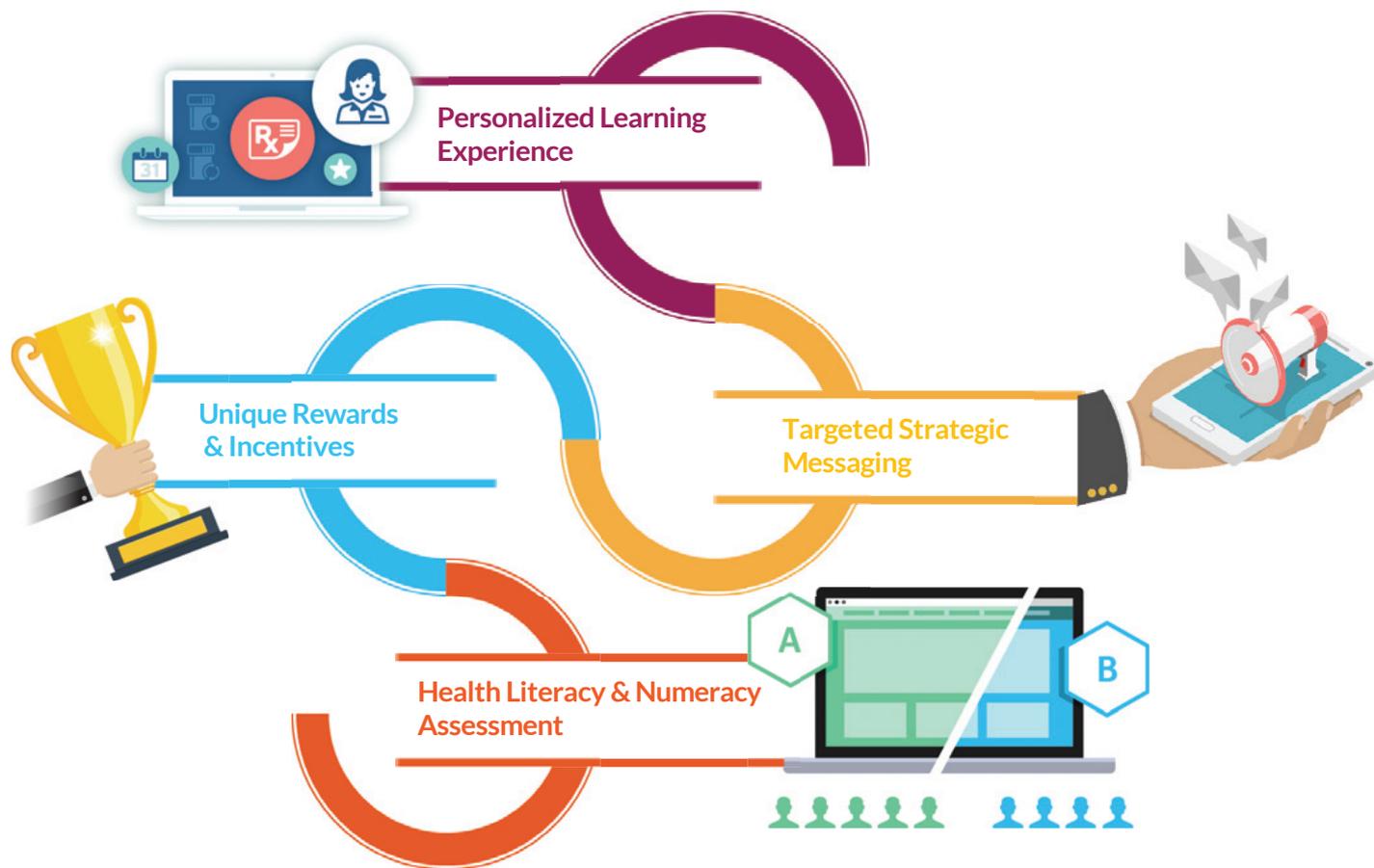
## HEALTHIER NASHVILLE



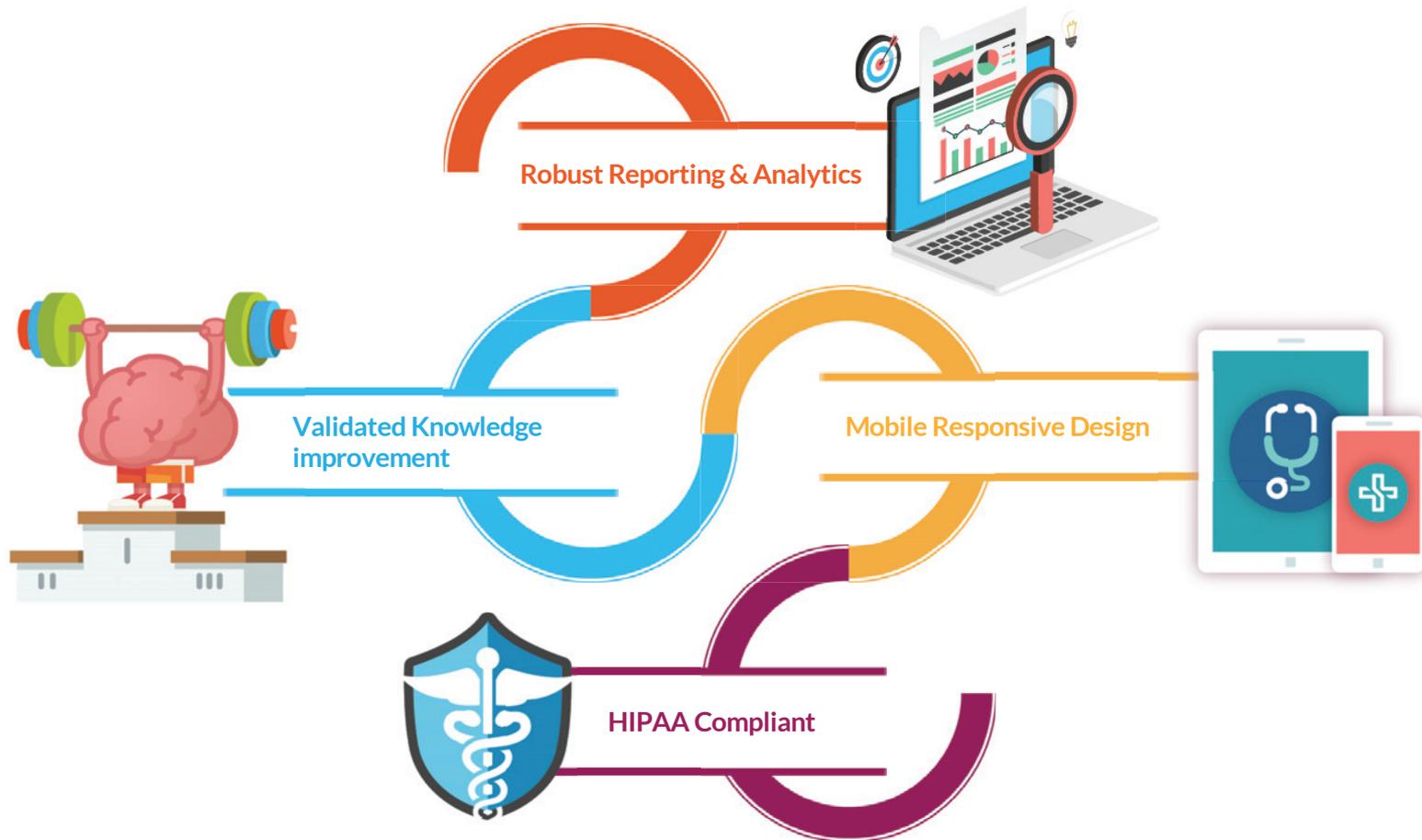
# KEY ATTRIBUTES OF THE EDLOGICS SOLUTION



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# PLATFORM STATS

DISEASE STATE	PERCEIVED KNOWLEDGE 1 = knows a little   5 = knows a lot			KNOWLEDGE IMPROVEMENT based on assessment scores of 0-100		
	PRE	POST	% Increase	PRE	POST	% Increase
Asthma	3.23	4.06	25.5%	76.0	97.1	27.8%
COPD	2.86	3.96	38.4%	76.0	98.4	29.5%
CAD	3.17	4.05	27.8%	81.8	97.7	19.4%
Depression	3.49	4.19	20.0%	94.7	99.2	4.8%
Diabetes	3.27	3.99	22.0%	82.3	97.8	18.8%
GERD	2.84	3.77	32.8%	67.6	96.6	42.8%
Health Insurance	2.97	3.61	21.5%	58.5	98.0	67.4%
Heart Failure	3.37	4.08	21.1%	79.5	97.9	23.2%
High Blood Pressure	3.54	4.18	18.1%	91.4	99.1	8.4%
High Cholesterol	3.20	4.06	27.0%	74.3	98.4	32.3%
Low Back Pain	3.17	4.02	26.9%	65.6	96.3	46.8%
Metabolic Syndrome	3.21	3.95	22.9%	91.1	98.7	8.4%
Sleep Apnea	3.01	4.12	37.3%	79.6	97.5	22.5%
Sleep Health	2.52	3.78	49.9%	72.9	97.8	34.0%
Stroke	3.17	4.14	30.4%	93.6	99.1	5.9%
	<b>47.0</b>	<b>60.0</b>		<b>1,185.0</b>	<b>1,469.7</b>	
	<b>3.1</b>	<b>4.0</b>	<b>27.5%</b>	<b>79.0</b>	<b>98.0</b>	<b>24.0%</b>



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# The National Impact of Low Health Literacy

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*Governor Tommy G. Thompson*

Former Secretary of Health & Human Services

Chairman, EdLogics



# LOW HEALTH LITERACY: A MULTI-BILLION DOLLAR PROBLEM

## patients with **POOR HEALTH LITERACY**

- Are more likely to visit an emergency room
- Have more hospital stays
- Adhere less to treatment plans
- Have higher mortality rates

Reports show that literacy is one of the strongest predictors of an individual's health status and the cost of low health literacy to the U.S. economy is as high as **\$238 billion annually**

**90**  
million



Americans are at risk for preventable health problems because they have difficulty understanding health information

**133 MILLION** or **41%** of AMERICANS

have at least **ONE** chronic condition account for

**86%**

of total health care costs

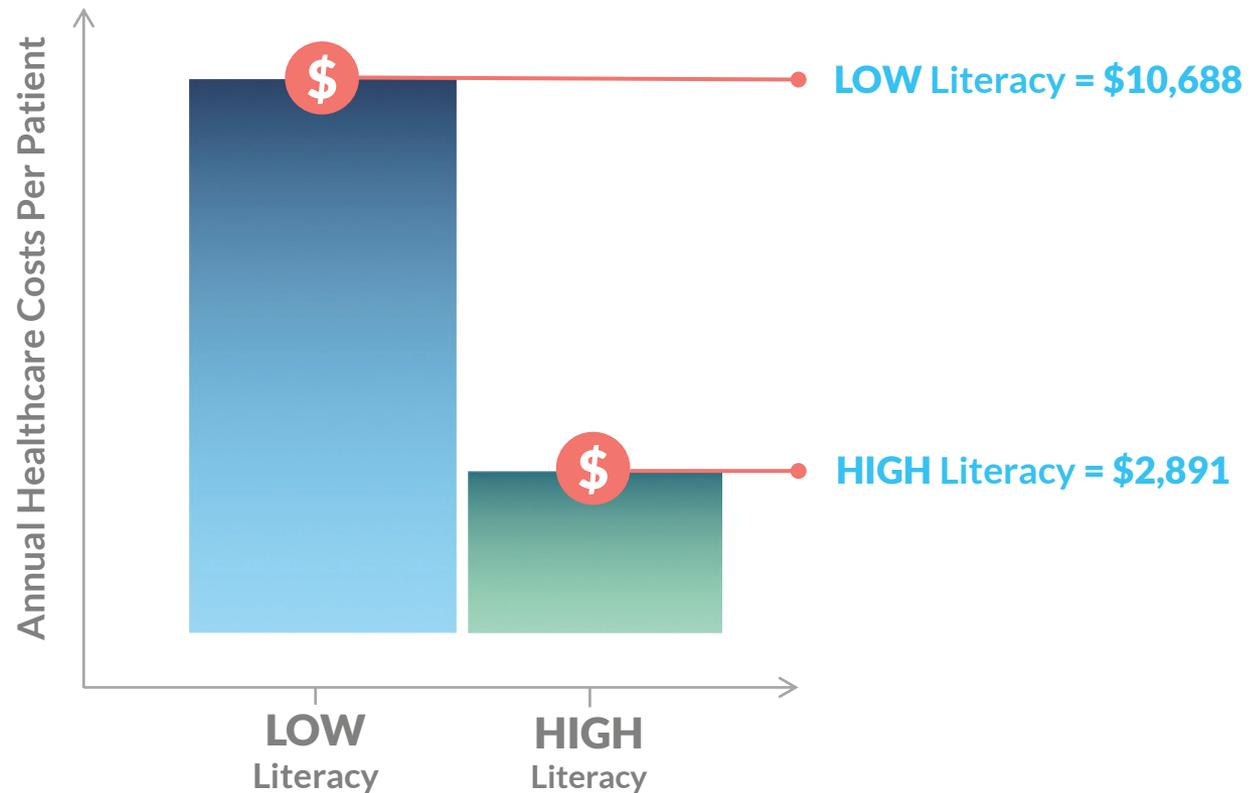
PATIENTS FORGET UP TO

**80%**

of what their doctor told them by the time they reached  
**THE PARKING LOT**

# HEALTH LITERACY MATTERS

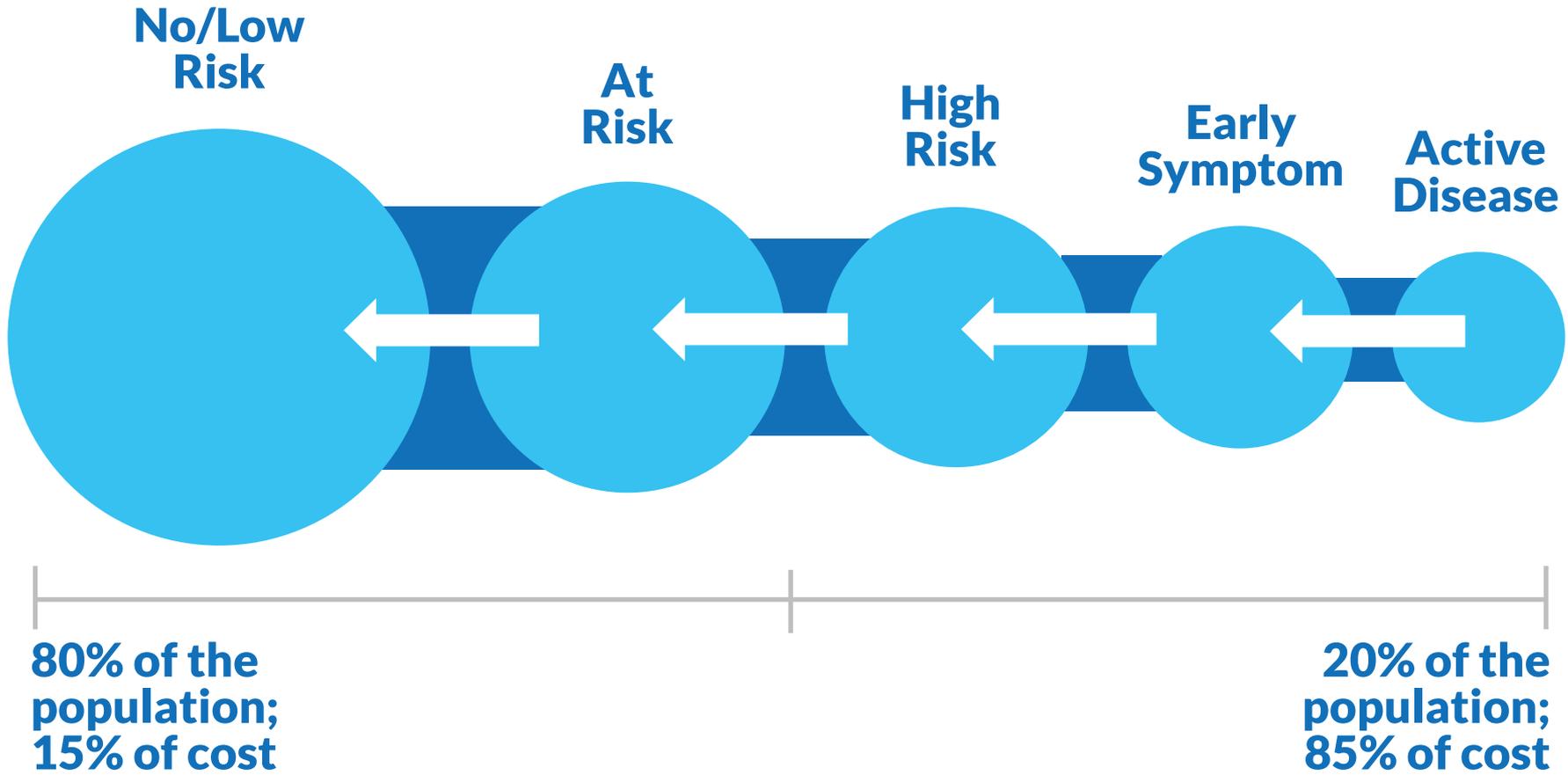
Patients with low health literacy cost up to \$8,000 per year more than patients with high health literacy

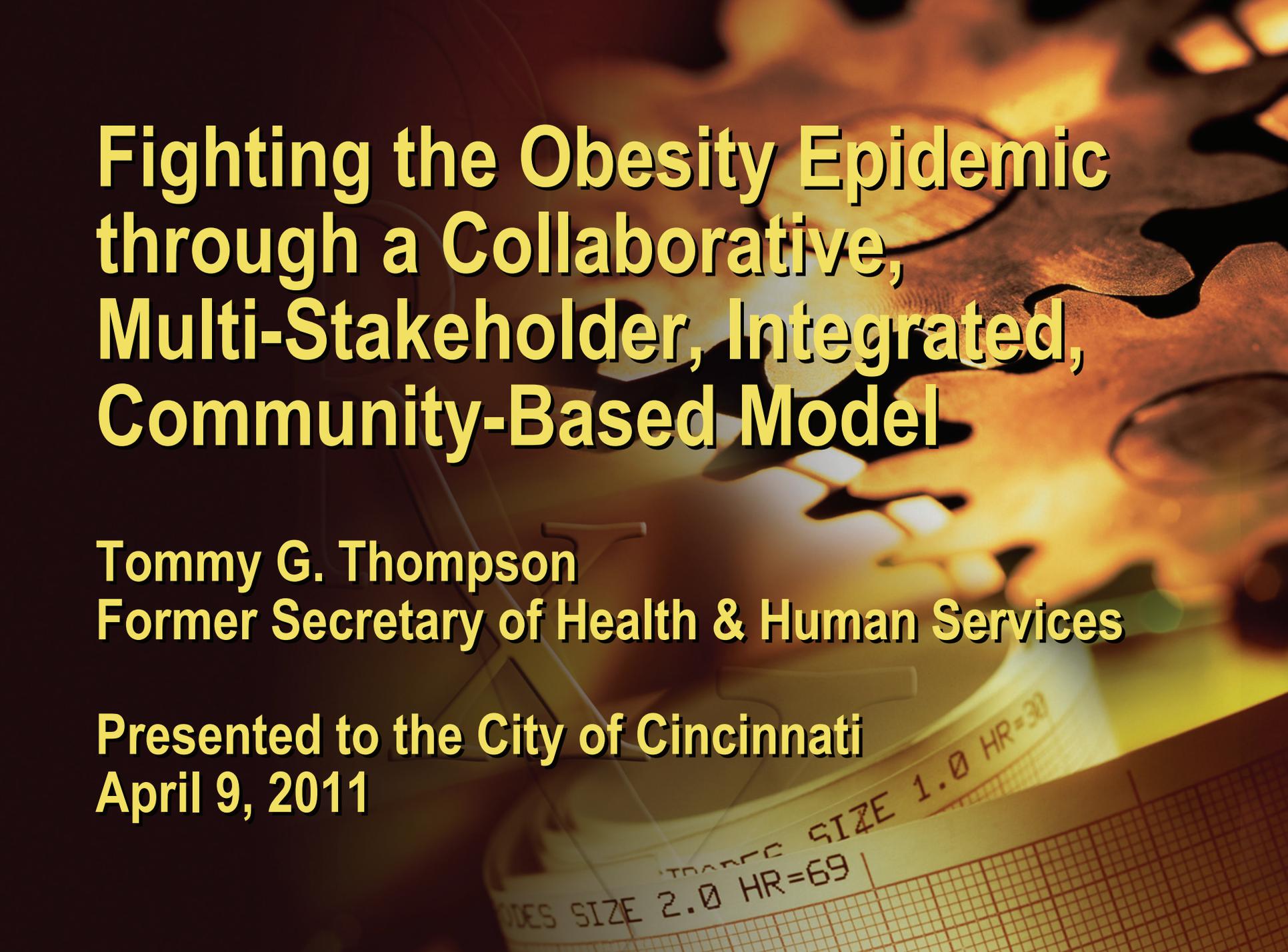


\*Weiss BD, Palmer R. J Am Board Fam Pract. 2004;17:44-7



# POPULATION HEALTH MANAGEMENT STRATEGY



The background of the slide features a warm, golden-brown color palette. It is dominated by several interlocking gears of various sizes, some in sharp focus and others blurred. A stethoscope is also visible, with its chest piece resting on one of the gears. The overall composition suggests a theme of interconnectedness and mechanical precision.

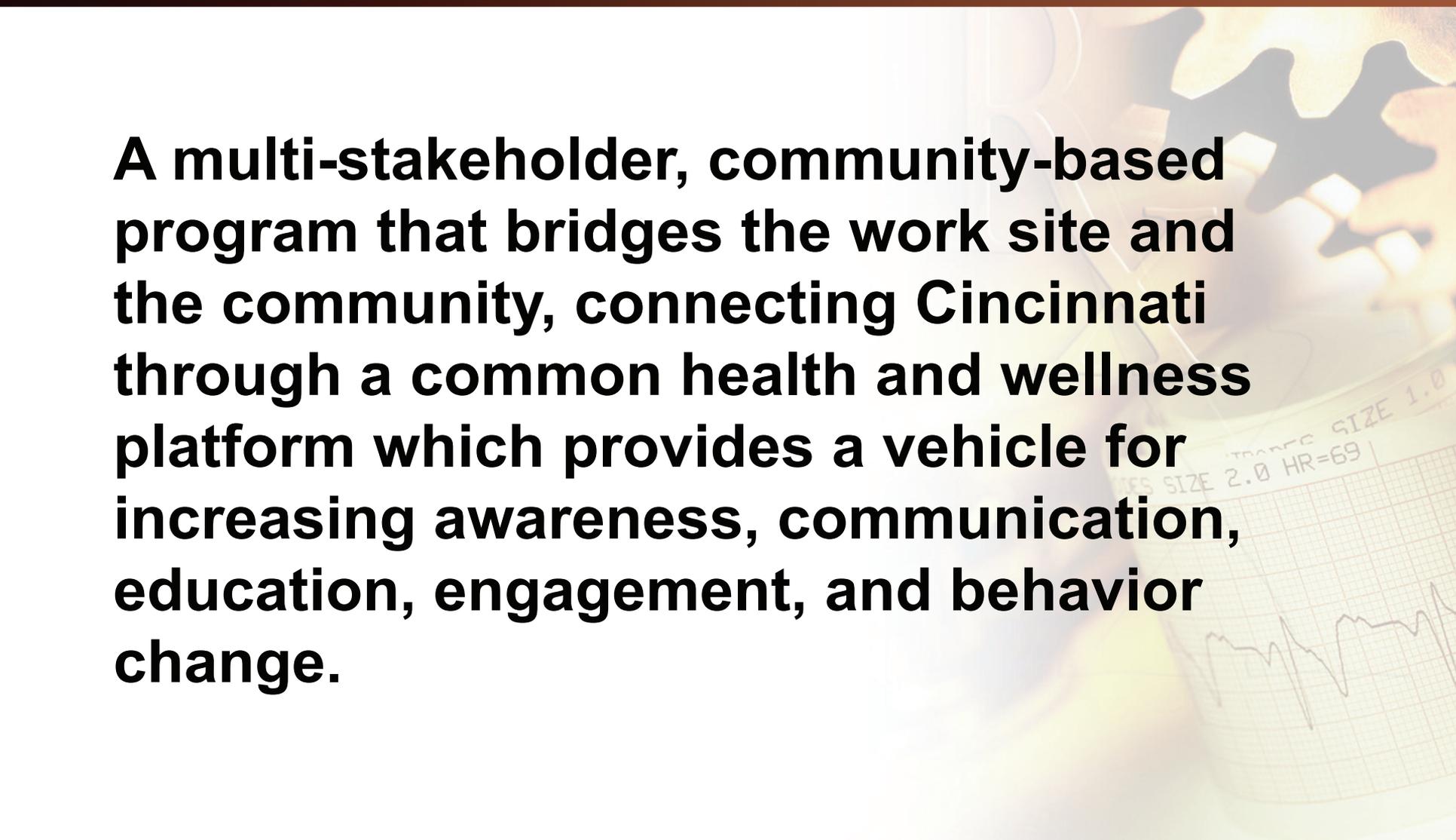
# **Fighting the Obesity Epidemic through a Collaborative, Multi-Stakeholder, Integrated, Community-Based Model**

**Tommy G. Thompson**  
**Former Secretary of Health & Human Services**

**Presented to the City of Cincinnati**  
**April 9, 2011**

# Vision for Cincinnatiati

**A multi-stakeholder, community-based program that bridges the work site and the community, connecting Cincinnatiati through a common health and wellness platform which provides a vehicle for increasing awareness, communication, education, engagement, and behavior change.**

The background of the slide features a soft-focus image of a hand holding a stethoscope over a heart rate monitor strip. The monitor strip shows a red line graph and some text, including 'TRACE SIZE 1.0' and 'HR=69'. The overall color palette is warm, with shades of brown and yellow.

# Key Attributes of a Successful Community-based Model

- **Broad engagement of all stakeholders**
  - **Multipronged approaches that are sustained over several years**
  - **Use of incentives to maximize engagement**
  - **Effective use of social media to create a movement**
  - **Establish clear and specific goals and have the ability to measure progress against those goals**
- 

# Key Challenges

- **Avoiding the silo mentality**
  - **Data integration and measurement**
  - **Pressure for short-term financial results**
  - **Need for long-term infrastructure investment**
  - **Support of local government and community organizations**
- 
- The background of the slide features a soft-focus image of a medical professional using a stethoscope on a patient. In the foreground, a medical monitor is visible, displaying a grid with a waveform and text such as 'TRACE SIZE 1.0' and 'HR=69'. The overall color palette is warm, with shades of brown and yellow.

# VISION FOR “HEALTHIER HAMPTON ROADS”

A multi-stakeholder, integrated, community-based program that bridges the work site and the community, connecting Hampton Roads through an interactive digital health platform which provides a vehicle for increasing awareness, communication, education, engagement, and behavior change.





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# Nashville & Hampton Roads: Creating a National Health Literacy Model

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*Scott T. Massey, PhD*

Chairman & CEO

Global Action Platform



# What is Global Action Platform?

Global Action Platform is the leading international university-business alliance advancing scalable, sustainable solutions for abundant food, health, and prosperity.



global action  
platform  
food+health+prosperity

# Platform Program Areas

Global Action Platform operates through four connected program activities - Convene, Challenge, Connect, and Communicate.



# Convene

## **Global Action Summit**

Hosted by Fareed Zakaria, annual event sets agenda with elite global leaders

## **United Nations Forum**

Hosted during UNGA week at the UN to launch the annual Global Action Report

## **World Bank Forum**

Banking, investment, corporate leaders review strategies to improve global food, health, and prosperity

## **National Press Club**

Media, journalists, and government leaders review recommendations for action to scale food, health, and economic solutions

## **Summit Fellows**

Young professionals and graduate students participate, network, and propose initiatives at the annual Summit.



# Challenge

## Impact Investment

Impact Investment Funds for transformative innovations and businesses that scale solutions for food, health, and economic growth.

The Fund advances solutions at the Intersection of strong ROI and ESG.

**\$9M** invested  
and counting!



# Connect

## Online Work Groups and Collaboration Tools

Connect: comprehensive database and search engine to increase university-business joint research and commercialization.

Using technology and data analytics to keep partners, researchers, investors, and Fellows connected.

## Innovation Hub Network

A growing network of innovation campuses around the US and the world.



# Communicate

## Online Work Groups and Collaboration Tools

Connect: comprehensive database and search engine to increase university - business joint research and commercialization.

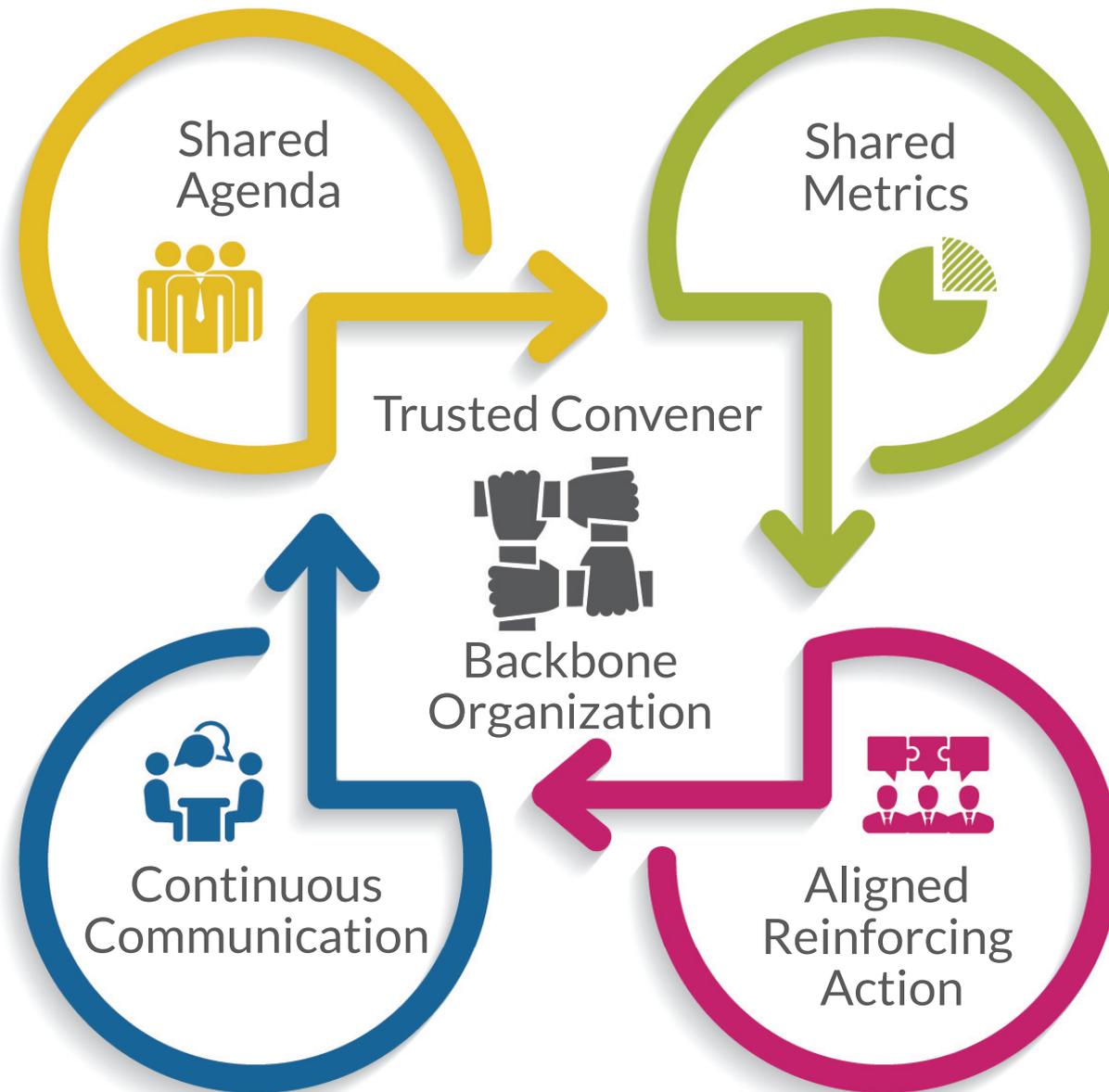
Using technology and data analytics to keep partners, researchers, investors, and Fellows connected.

## Innovation Hub Network

A growing network of innovation campuses around the US and the world.



# 5 ELEMENTS OF COLLECTIVE IMPACT



# STRATEGIC PARTNERS



global action  
platform  
food+health+prosperity



EdLogics



# CREATING A NATIONAL HEALTH LITERACY MODEL

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## HEALTHIER HAMPTON ROADS



## HEALTHIER NASHVILLE



# Improved Health Literacy as an Economic Development Strategy

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*James K. Spore*

President & CEO

Reinvent Hampton Roads



# REINVENT HAMPTON ROADS



- Established January 2016
- A frame for game-changing work that will fundamentally alter the region's economic profile and performance over time
- Funded by:
  - Hampton Roads Community Foundation
  - Go Virginia (Commonwealth of Va.)
  - Port of Virginia
  - Hampton Roads Business Roundtable
  - Individual Support



# BOARD OF DIRECTORS

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JOHN O. “DUBBY” WYNNE (CHAIR)    G. ROBERT ASTON, JR. (VICE CHAIR)

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ROBERT CRUM

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THOMAS FRANTZ

HOWARD KERN

ALAN WITT



# REINVENT HAMPTON ROADS

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## Our mission:

- To create and grow more higher paying jobs in Hampton Roads
- By creating a strategy that embraces both the traditional and emerging employment sectors in Hampton Roads, we will improve the region's economic profile by attracting new entrepreneurs, innovative industries, and high-paying employment opportunities.



## Our approach:

- Be comprehensive: Region is a system of systems
- Partner with others: Stress alignment
- Focus on actionable solutions

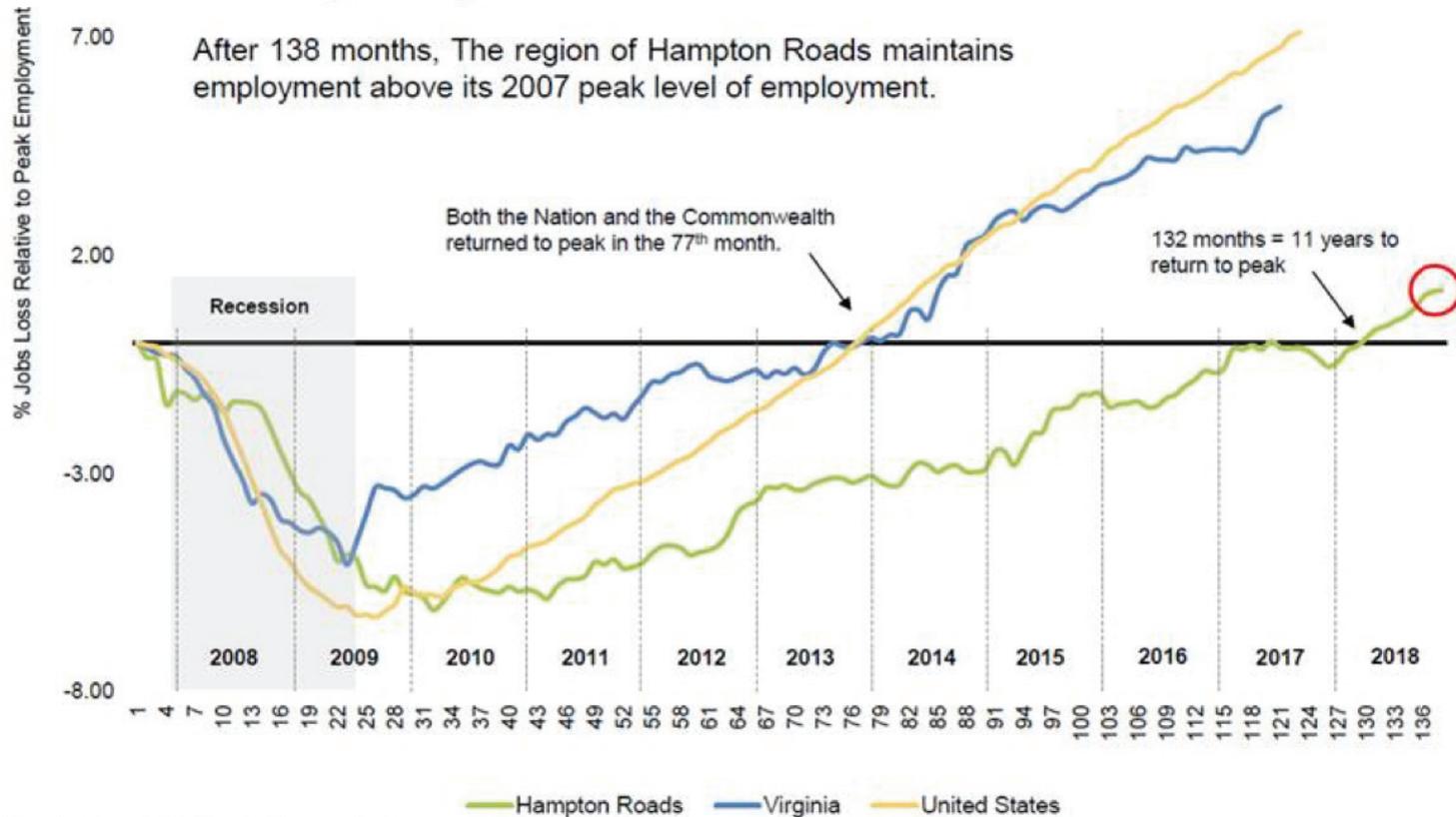


# Road to Recovery – Return to Peak

Nonfarm Payroll Employment

Returning to pre-recession peak employment is one key benchmark of recovery following an economic downturn.

After 138 months, The region of Hampton Roads maintains employment above its 2007 peak level of employment.



Source: U.S. Bureau of Labor Statistics, December 2018 seasonally adjusted. Note: Jobs data will be revised March/April 2019.

# Quarterly Job Growth

## Comparative Regional Trends, Nonfarm Payroll Employment

Indexed Growth

140

Similar to the historical trends reflected in the region's civilian labor force, job growth in Hampton Roads lags competitive peers.

135

Shown below, job growth in Hampton Roads has grown 6.4% since the end of the Great Recession (Q2 2009). Less than half of the Richmond metro.

130

Data shown through Q4 2018, Seasonally Adjusted

125

120

115

110

105

100

95

Q2 2009 Q4 2009 Q2 2010 Q4 2010 Q2 2011 Q4 2011 Q2 2012 Q4 2012 Q2 2013 Q4 2013 Q2 2014 Q4 2014 Q2 2015 Q4 2015 Q2 2016 Q4 2016 Q2 2017 Q4 2017 Q2 2018 Q4 2018

Nashville, 133.6  
Raleigh, 127.8  
Charlotte, 127.4  
Charleston, 126.8  
Jacksonville, 121.9  
Greenville, 120.2  
Richmond, 114.5  
Washington D.C., 112.8  
Virginia, 110.3  
Hampton Roads, 106.4

Source: U.S. Bureau of Labor Statistics, City names represent metro areas

# Migration by Metro Areas – 1 to 3 Million

Total Change

50,000

## Hampton Roads Trails Similar Sized Metros in Migration In-Flow

Net Migration includes both Domestic and International

40,000

30,000

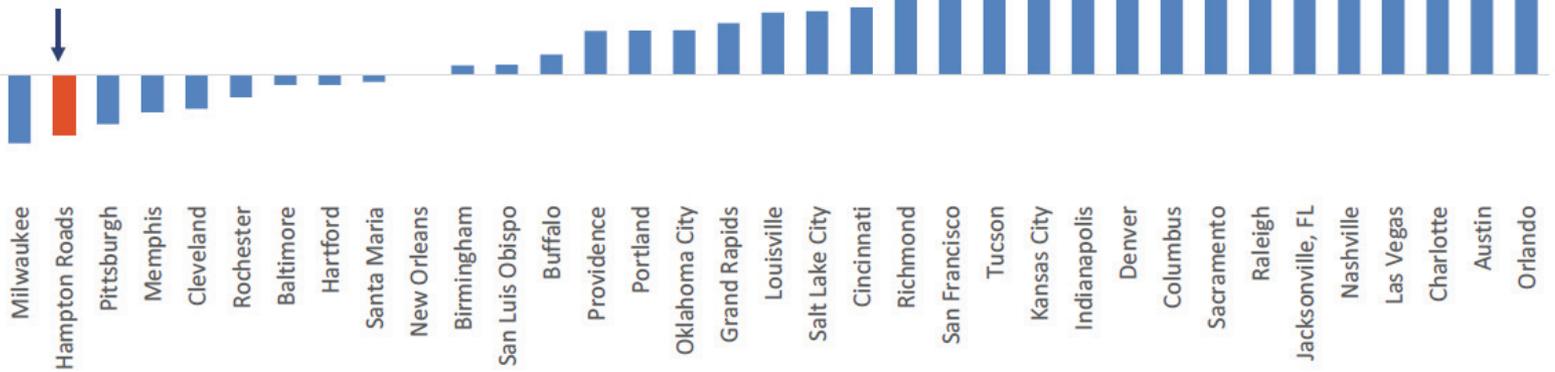
20,000

10,000

### Hampton Roads

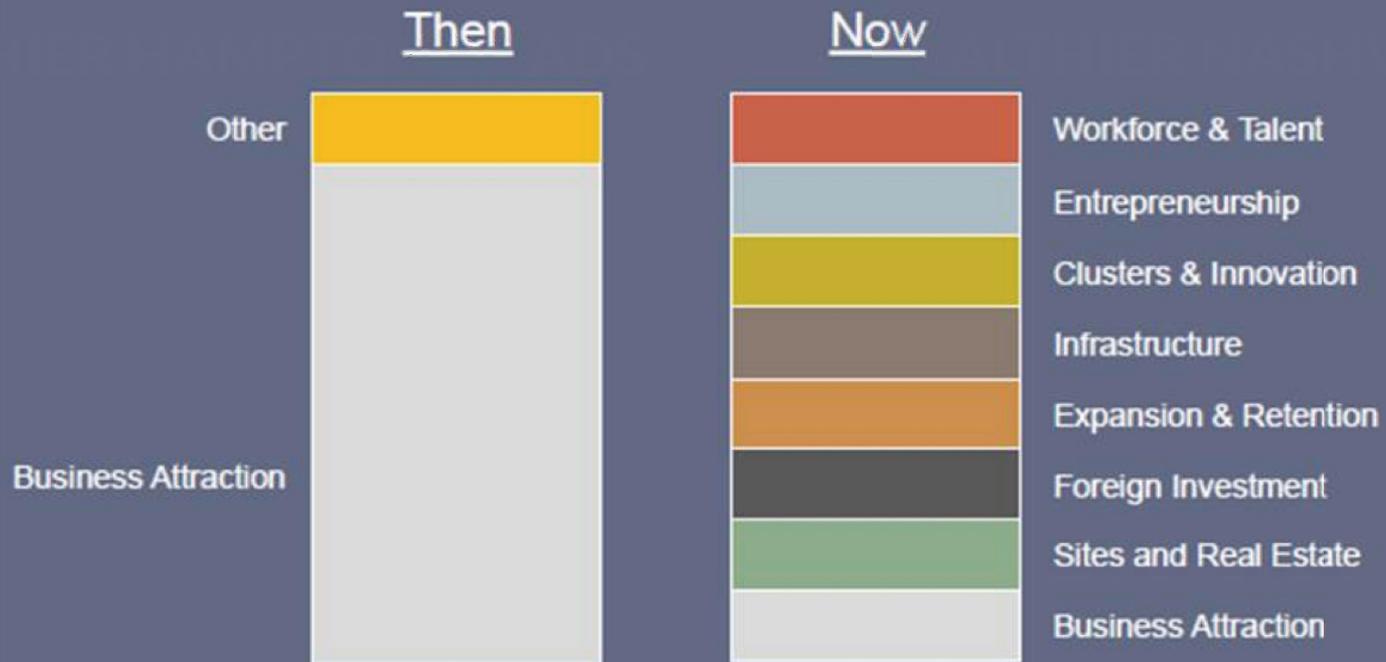
(5,244) in Net Migration  
2016-2017

(10,000)



# EMERGING ECONOMIC MODEL

## Economic Development Priorities



# IT'S ALL ABOUT WORKFORCE

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- Quantity
- Availability
- Quality
  - ✓ Skills
  - ✓ Productivity
    - Health



# BUSINESS AND HEALTH

- 79% of businesses cite a healthy workforce as a key factor in guiding location choices for new facilities and choices for deeper investments<sup>1</sup>
- 98% of businesses responded that knowledge of an at-risk population (above average incidence of chronic conditions, etc.) would prevent them from building new facilities<sup>1</sup>
- An “unhealthy” employee costs a new company about three times what a “healthy” employee does<sup>2</sup>
- Only 3% of the federal health budget is spent on public health measures – local municipalities **MUST** carry the weight<sup>3</sup>

1) The Council for Adult & Experiential Learning

2) American Medical Association

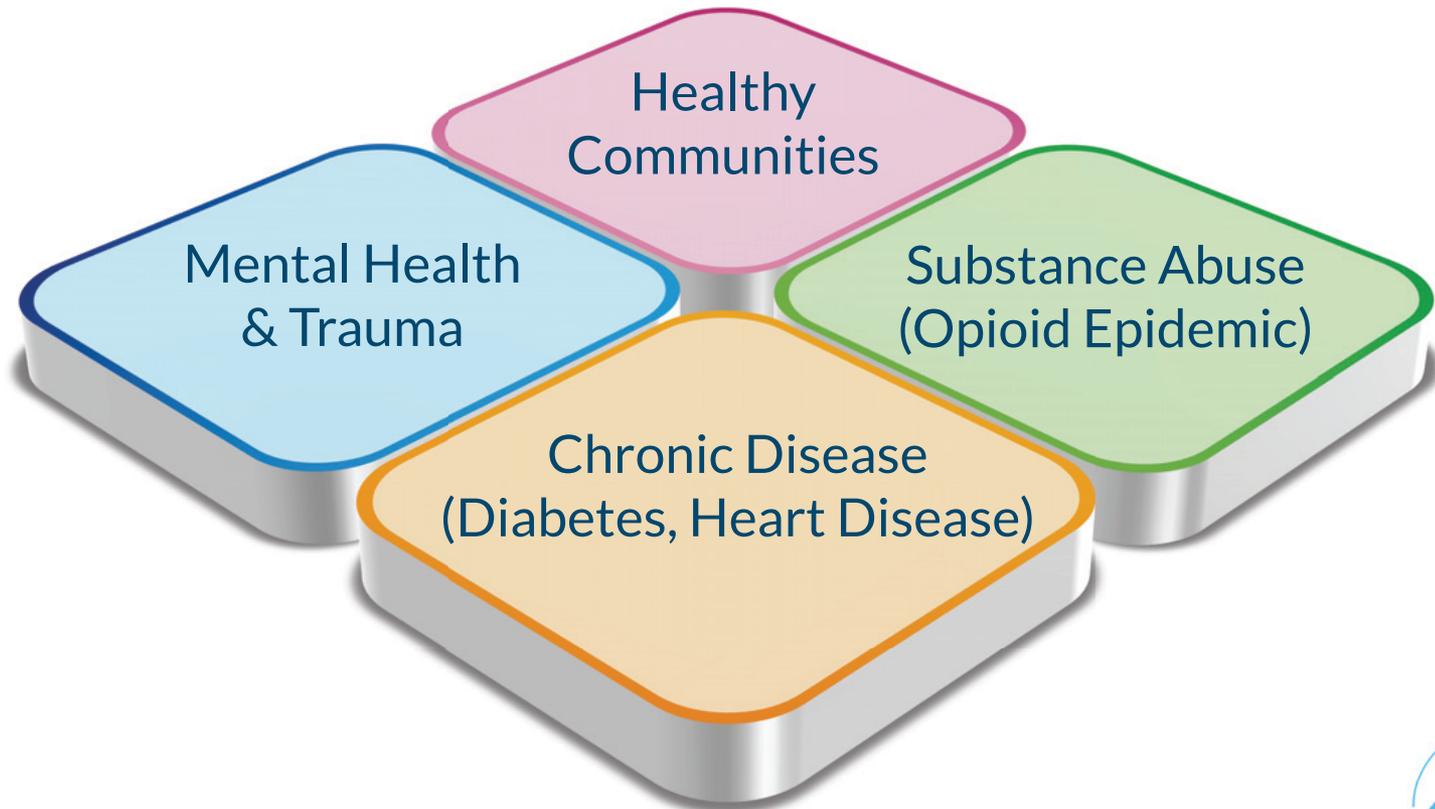
3) Harvard T.H. Chan School of Public Health



# THE HEALTH OF OUR REGION

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Key topics identified by healthcare representatives from  
Chesapeake, Eastern Shore, Hampton/Peninsula, Portsmouth,  
Virginia Beach and Western Tidewater



# HOW DO WE STACK UP?

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## What we heard:

- Develop a regional initiative that promotes a healthy community for its residents.
- Promote the social and economic benefits of living in a healthy and productive community.
- Examine and Explore the components that contribute to a healthy community:
  - ✓ Regular physical activity
  - ✓ Good nutrition and access to healthy foods
  - ✓ Tobacco and substance abuse prevention
  - ✓ Mental health and well-being
  - ✓ Public safety
  - ✓ Access to quality health care
  - ✓ Poverty reduction
  - ✓ Access to functional and affordable housing

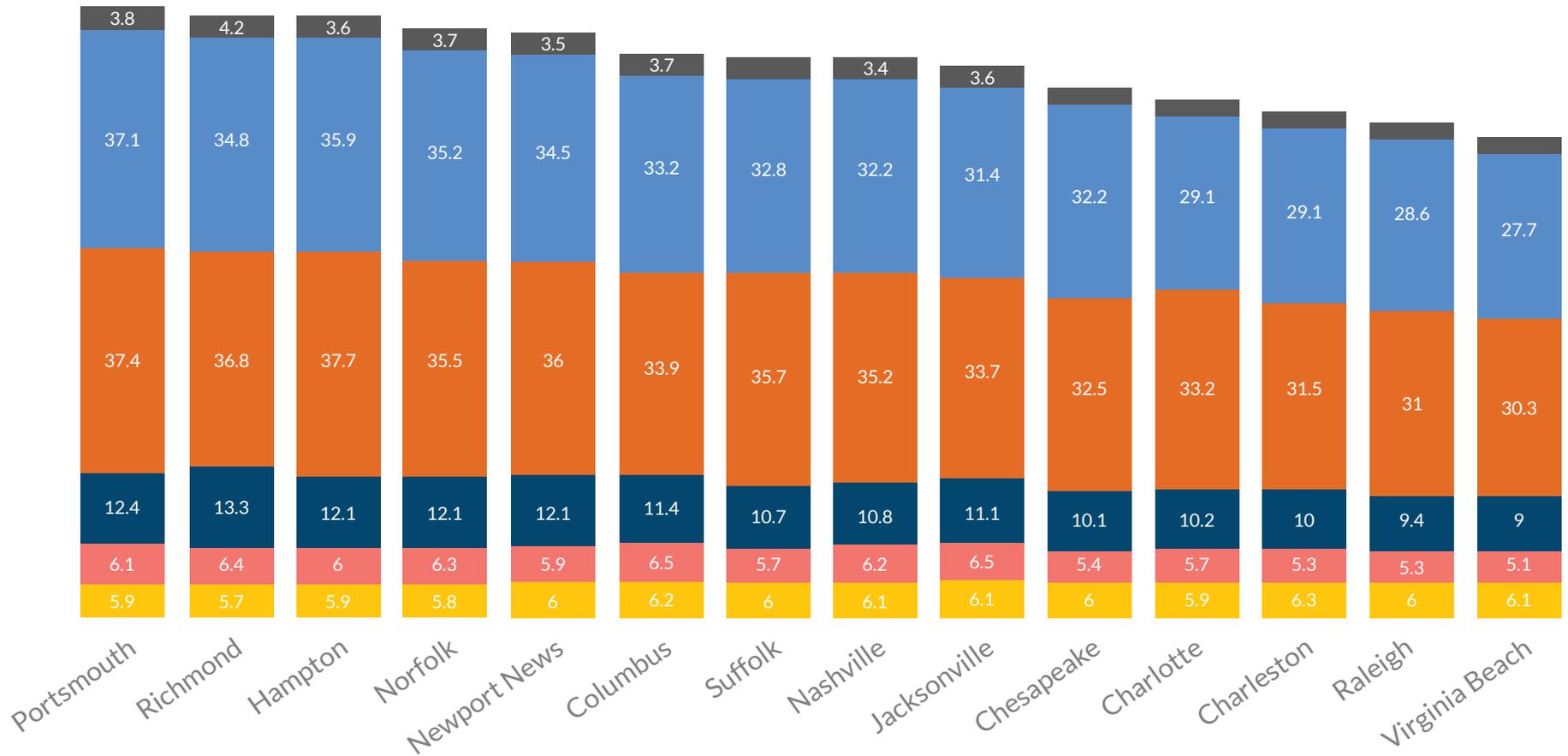


## Aspiration:

All Hampton roads residents are provided an opportunity to live healthy lives with access to recreational activities, healthy food, quality housing choices, and programs and services that maintain and improve their wellbeing.



# CHRONIC DISEASE AND POOR HEALTH OUTCOME PREVALENCE IN COMPARABLE CITIES



- Cancer (excluding skin cancer) among adults aged ≥18 years
- High blood pressure among adults aged ≥18 years
- Coronary heart disease among adults aged ≥18 years
- Obesity among adults aged ≥18 years
- Diagnosed diabetes among adults aged ≥18 years
- Stroke among adults aged ≥18 years

Data values represent the % of the total adult population affected by the associated health outcome

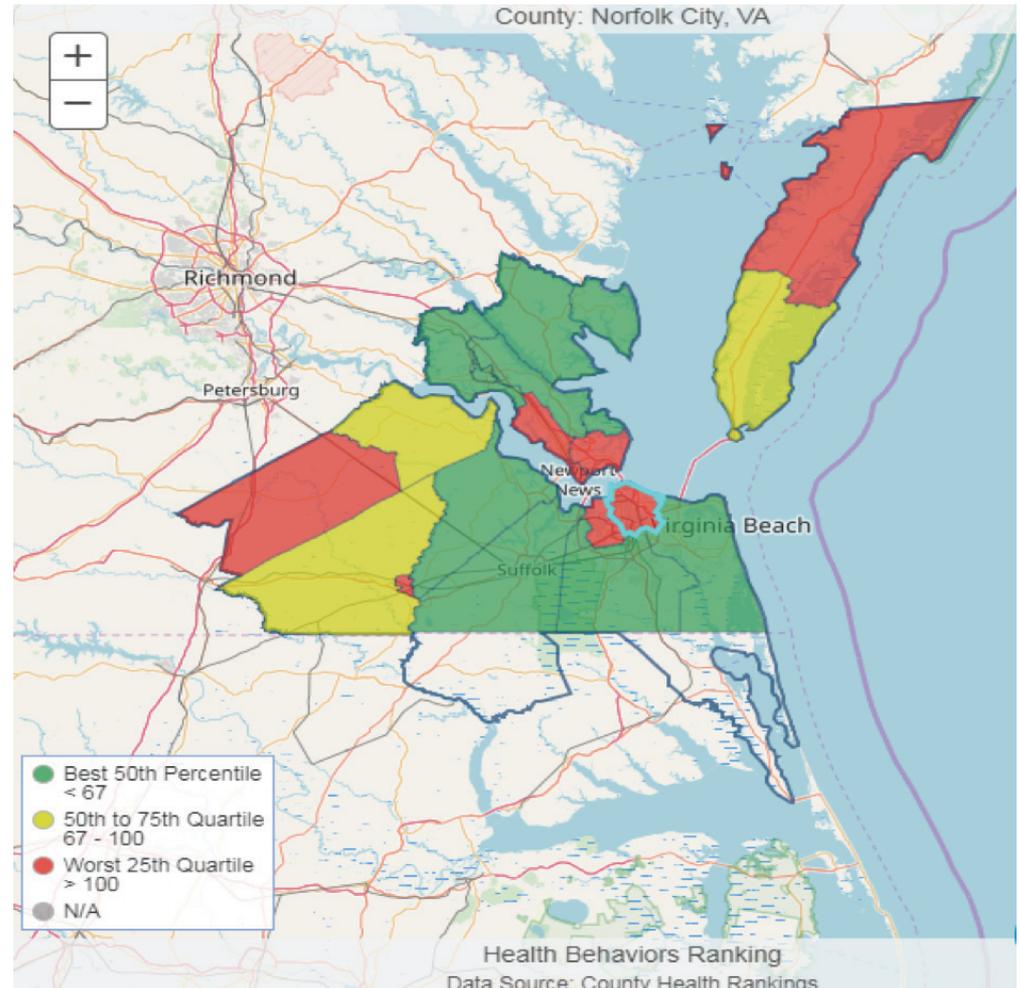


# COUNTY RANKINGS FOR HEALTH BEHAVIORS

Out of 133 Locations in Virginia  
Norfolk City, Virginia

# 129

This indicator shows the ranking of the county in overall health behaviors according to the County Health Rankings. The ranking is based on a summary composite score calculated from the following measures: adult smoking, adult obesity, physical inactivity, access to exercise opportunities, excessive drinking, alcohol-impaired driving deaths, sexually transmitted infections, teen births, and a food environment index.



# DIGITAL HEALTH OPPORTUNITIES IN HAMPTON ROADS

Our region is also well-poised to utilize digital health literacy resources. Hampton Roads has high rates of internet access and household computing devices (computers, phones, and tablets). Using technology, our residents can find ways to manage chronic diseases, access community resources, and build health behaviors to ultimately improve health outcomes.



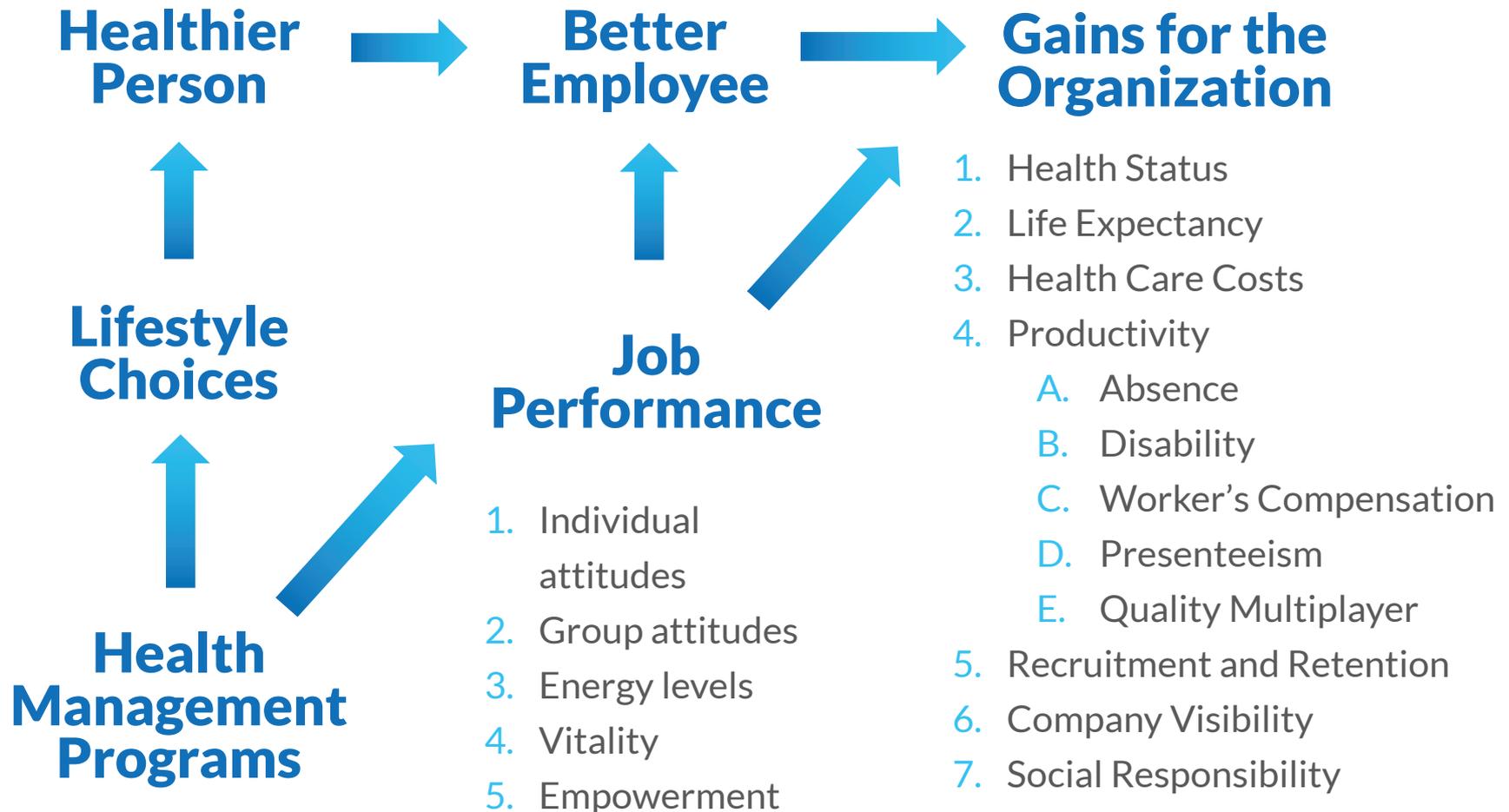
# ACCESS TO COMPUTING DEVICES

Owning a computing device and being able to access the Internet can be useful for maintaining one's health. Healthcare consumers can obtain data regarding physicians and hospitals in their area. Individuals can also learn best practices regarding wellness, fitness, and diet to maintain their health.

## Percent of Households with 1 or More Types of Computing Devices

<b>92.0%</b> <b>COUNTY:</b> Chesapeake City, VA	<b>80.9%</b> <b>COUNTY:</b> Franklin City, VA	<b>87.5%</b> <b>COUNTY:</b> Gloucester, VA	<b>89.3%</b> <b>COUNTY:</b> Hampton City, VA	<b>85.6%</b> <b>COUNTY:</b> Isle of Wright, VA	<b>91.6%</b> <b>COUNTY:</b> James City, VA
<b>86.4%</b> <b>COUNTY:</b> Mathews, VA	<b>88.9%</b> <b>COUNTY:</b> Newport News, VA	<b>88.2%</b> <b>COUNTY:</b> Norfolk City, VA	<b>75.4%</b> <b>COUNTY:</b> Northampton, VA	<b>90.8%</b> <b>COUNTY:</b> Poquoson City, VA	<b>84.5%</b> <b>COUNTY:</b> Portsmouth City, VA
<b>80.9%</b> <b>COUNTY:</b> Southampton, VA	<b>88.8%</b> <b>COUNTY:</b> Suffolk City, VA	<b>83.1%</b> <b>COUNTY:</b> Surry, VA	<b>93.6%</b> <b>COUNTY:</b> Virginia Beach, VA	<b>90.8%</b> <b>COUNTY:</b> Williamsburg City, VA	<b>94.2%</b> <b>COUNTY:</b> York, VA

# HEALTH MANAGEMENT IN THE WORKPLACE



*Edington DW. University of Michigan Health Management Research Center.*



# HEALTHY COMMUNITIES = A HEALTHY REGION

Facilitating health literacy in Hampton Roads can be a personal (quality of life) and economic development game changer

## Classic win-win

Let's work together to become and be known as a healthy region





HEALTHIER  
**HAMPTON  
ROADS**

# Panel Discussion

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***Dimi Barot, MD***

President & CEO  
Arima Health, Inc.

***Les Hall***

Founder & President  
Allfirst  
Sentara Board of Directors

***Angela Reddix, PhD***

Founder, CEO, and President  
ARDX

***Bonnie Van Lunen, PhD***

Dean, Old Dominion University  
College of Health Sciences





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# Q & A / Closing Comments

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***Thomas M. Chamberlain, PharmD***

Founder & CEO  
EdLogics

***Nancy L. Grden***

Executive Director  
Strome Entrepreneurial Center  
Old Dominion University

***Scott T. Massey, PhD***

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Reinvent Hampton Roads



WELCOME TO

# REWARDS FOR HEALTHY LIVING

POWERED BY  
**EdLogics™**



## What is Rewards for Healthy Living?

With fun, engaging games - and real rewards - Rewards for Healthy Living will transform the way you learn about your health. Get the knowledge and tools to help you make healthier choices and handle sickness when it comes...and maybe even save you a trip to the doctor's office! The more you play, the better your odds of winning.

**Play for your health. Play to win.**

# What can you do on Rewards for Healthy Living?



ANSWER YOUR DAILY  
HEALTHSCRATCH  
QUESTIONS



COMPLETE YOUR  
WEEKLY WORKOUT



PLAY GAMES



COMPETE WITH  
FRIENDS



WATCH VIDEOS



SPIN THE WHEEL



EARN POINTS



UNLOCK BADGES



TAKE QUIZZES



GET ON THE  
LEADERBOARD



COLLECT SCAVENGER  
HUNT ITEMS



COMPLETE  
CHALLENGES



INCREASE YOUR  
HEALTH GPA



LEARN FROM  
A VIRTUAL  
PHARMACIST



WIN CASH &  
OTHER PRIZES



## Start playing today!

Ready to start increasing your odds of winning?

[REGISTER](#)

Already registered?

[SIGN IN](#)



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A multi-stakeholder, integrated, community-based program that bridges the work site and the community, connecting Hampton Roads through an interactive digital health platform which provides a vehicle for increasing awareness, communication, education, engagement, and behavior change.



# KEY ATTRIBUTES OF A SUCCESSFUL COMMUNITY-BASED MODEL

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- Broad engagement of all stakeholders
- Multipronged approaches that are sustained over several years
- Use of incentives to maximize engagement
- Effective use of social media to create a movement
- Establish clear and specific goals and have the ability to measure progress against those goals
- Support of local government, universities, and community organizations
- Adequate funding to support program deliverables, incentives, and long-term infrastructure investments





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