Examples of Preventive Health Management
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Occupational Medicine & Health Protection
Chief Medical Officer : Prof. Dr. Stefan Lang
What is the better option: To treat illnesses – or to prevent them?

<table>
<thead>
<tr>
<th>Poor doctors</th>
<th>treat a disease</th>
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<tbody>
<tr>
<td>Advanced doctors</td>
<td>treat the disease before it breaks out</td>
</tr>
<tr>
<td>top-grade doctors</td>
<td>prevent the disease</td>
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Quotation J.B. Cohen, from a Chinese script, about 500 BC

(Source: T.Kraus, RWTH Aachen, Inst.f. Arbeits- und Sozialmedizin)
The Overall Question

Which is the more economic option for an enterprise: Sick and missing employees – or healthy and active ones?
Challenges in Occupational Medicine: Change in Health Risks

Before ➔ Today

Diseases of „affluence and lifestyle“

Health hazards

Work accidents, hazardous substances, dust, radiation etc

lifestyle related influences

influences by physical labour
Demographic Development of the Workforce at BASF SE

Employees per age group

Age [years]

2008

2020
Prognosis for 2020: Increase in Chronic Diseases at BASF
(Data source: AMEDIS: years 2003-2005, 21,125 males, 2,862 females)
BASF SE - Headquarters in Ludwigshafen

- Premises of about 10 Km²
- About 36,000 workforce
BASF: More Than 112,000 Employees Worldwide

Headquarters in Ludwigshafen, important interconnected BASF regions and production sites

North-America
- FREEPORT
- GEISMAR
- FLORHAM PARK

North-America
- FREEPORT
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Europe
- ANTWERPEN
- LUDWIGSHAFEN

Asia / Pacific
- HONGKONG
- KUANTAN
- SINGAPUR

South-America
- SÃO PAULO

Africa Near East

Near East
- Important production site
- Interconnected site
- Regional Headquarters

150 years
We create chemistry
Who Are the „Clients“ of Our Health Campaigns?

**Adults**
- who are in their „best“ years
- who usually feel fine and fit for work
- who often dislike to see a doctor or talk about illnesses
- who may have contorted ideas about health issues
- who – despite of all that – already show health hazards.
What Are the Health Campaigns Targeting At?

Health campaigns are to
- raise the awareness of certain health hazards and
- initiate medical advice at an early stage

in order to prevent future treatment periods that are costly in terms of time and money.
Examples of Health Promotion at BASF

Sustainable and enduring health promotion
- for specific groups, e.g. workers in rotating shifts
- for certain age groups: prevention of colon cancer, >46 y
- Health check-up for every employee

Annual & global health campaigns focusing on important health topics
One Example in Details: Steps to Health, 2009

Steps to Health

Gehsund in LU
Global Health Campaign 2009
Steps to Health - Results

Total of steps, LU
About 2 480 060 000
= 1 490 400 Km

Daily average per person
About 10 400 = 6.2 Km

Paces per day per person
About 2 480 060 000

All participants on the average
About 10 400 = 6.2 Km
Summary for Ludwigshafen: Three Billion Steps for the Health...

- 5 x distance Earth – Moon walked...
- Fat reduction by 3 tons...
- Abdominal circumference reduced by 65 meters...
Results: „Highlights from Ludwigshafen“

8128 participants

- 78% age 30-59 y.
- 45% BMI > 25

- 90% liked the campaign
- 77% felt a benefit by the campaign
- 58% want to keep moving more
- 25% feel fitter than before
- 46% managed to loose weight
- 32% changed their food habits
Example: The General Health Check

Target: About 10,000 checks p.a., particularly for those who need no regular occupational medical.

- Begin as a pilot project in Ludwigshafen - 2012
- Roll out - as Global Health Check - 2013
The BASF Health Check Comprises

- questionnaire (for the medical and „stress“ history)
- examination by an OH-physician
- comprehensive blood tests
- spirometry
- ECG if over 45 y
- final medical report with modular health recommendations

The health check can be combined with other occupational medicals. The report is given to the patient himself. He may pass it to his GP.
Advisory Service: Four Modules

„Metabolic disorder“

Backpain

Stress

Stop smoking

Metabolisches Syndrom

Stress, Burnout, Angst und Depression

Rückenerkrankungen

150 years

17.06.2015

IVSS Symposium 2015

BASF SE, Dr. G. Rutkowski

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Example: Mission Nutrition 2015

Global Health Campaign 2015
Mission Nutrition
Example: Mission Nutrition 2015

1. Personal weight logbook (self assessment)
2. Enhanced canteen menu (with a healthy option)
3. Various recipes on the Intranet
4. Offer of consultations by nutritionist/physician
5. Questionnaire and quiz. Participants can win a cooking evening with Holger Stromberg (chef of German national football team)
6. Continued information on healthy food
Example: Medical Stress Management at BASF

1. Analysis
- Health checks
- OH medicals
- Risk assessments
- Plant inspections

2. Structural prevention
- Management training
- Occupational re-integration
- Program "AorTa"

3. Behavioural prevention
- Health seminars
- Workshops
- Intranet
- Social counseling

- identification of individuals at a high risk
- detection of high risk groups
- health-oriented leadership
- restart on hourly basis while still on sick-leave
- task-based job analysis
- for employees focussing on mental health and resilience
- for "home-made" problems

Foto: Klinikum Ludwigshafen
Example: Medical Stress Management at BASF

4. Case management:

Round table talk
(employee, physician, HR business partner, works counsel)
- if work-related

Psychotherapeutic treatment
- in case of individual illnesses inc. addictions

Social counseling
- advice for debtors, counselling in life crises

Co-operation with local psychotherapists, hospitals and rehabilitation centres
Co-operation with External Specialists

Important partners in Ludwigshafen are:

GO–LU is a network of 310 physicians and psychotherapists of the Vorderpfalz region (Frankenthal, Ludwigshafen, Bad Dürkheim, and Rhein-Pfalz-Kreis).

BG Klinik

Berufsgenossenschaftliche Unfallklinik Ludwigshafen

Foto: Klinikum Ludwigshafen

Example: Customized Solutions

Any activity needs a decent place to act out, as well as sufficient promotion.
LuMit – Gym, Nursery & Social Counseling for BASF Employees in Ludwigshafen

- **LuFit**
  Gym with slots for 2,500 members, physiotherapy and consultations in sports medicine

- **LuKids**
  Nursery, 250 places

- **LuCare**
  Social counseling

Easily accessible offer in Ludwigshafen near the plants for all BASF employees
Information on the Intranet

https://arbeitsmedizin.basf.net

- Self-owned, fast and updated web page
- Worldwide available
- Versions in German and English language
- Closed section for BASF medical professionals as a „best practise platform“

Web page of the department of Occupational Medicine & Health Protection on BASF.net
External Feedback on Our Health Management: National Awards for BASF (Selection)

- Gesundheitspreis 2011 der Stiftung Rufzeichen Gesundheit
- Innovationspreis 2011 der DGAUM für akademische Lehre
- Felix Burda Award 2006, 2007
- Antistigma-Preis 2013 der Dt. Gesellschaft für Psychiatrie/Psychotherapie
- Soul at Work Platin Award 2014, Soul@work congress
## Return on Invest (ROI) Of Selected Health Activities

<table>
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<tr>
<th>Project</th>
<th>ROI</th>
<th>Publikation</th>
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<tbody>
<tr>
<td>Colon cancer screening</td>
<td>1 : 10</td>
<td>Webendörfer et al, DMW 2004</td>
</tr>
<tr>
<td>Stop smoking campaign</td>
<td>&gt; 1 : 15</td>
<td>Lang et al, ASU 2004, 2007</td>
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Researchers of independent consultants (e.g. Booz & Co) speak about a ROI between **5 and 16 Euro** per Euro invested.
Health management at BASF:

„Investing in the employee‘s health today means investing in the business success of tomorrow.“

Prof. Dr. Stefan Lang
Chief Medical Officer BASF SE
Your Questions, Please!